



# Business Intelligence vs. Self Service Business Intelligence (German Edition)

*Stefan Horak, Stefan Evers, Michael Lauber*

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Studienarbeit aus dem Jahr 2010 im Fachbereich Informationswissenschaften, Informationsmanagement, Note: 1,2, Westfälische Hochschule Gelsenkirchen, Bocholt, Recklinghausen (Fachbereich Wirtschaft), Veranstaltung: Management betrieblicher Informationssysteme, Sprache: Deutsch, Abstract: Die schnelllebigen globalen Märkte stellen Unternehmen täglich vor die wiederkehrende Aufgabe, die hereinbrechende Flut an qualitativen Informationen und quantitativen Daten aufzunehmen, zu verarbeiten und zeitnah richtige Entscheidungen zu treffen. Im Bereich der quantitativen Daten haben Entscheidungsunterstützungssysteme (EUS) die Aufgabe, komplexe Zusammenhänge in Datenbeständen zu erkennen, zu analysieren und so aufzubereiten, dass sie für den "information worker" verständlich und nutzbar sind. Neben modellorientierten Konzepten wie Online Analytical Processing (OLAP) stehen auch datenorientierte Ansätze wie Data Warehouse (DW) oder Business Intelligence (BI), um den täglichen Bedarf an komplexen Abfragen und Reportings zu erfüllen. All diesen Ansätzen ist es gemein, dass es sich weitgehend um kostenintensive Spezialistenwerkzeuge handelt, deren Funktionsmächtigkeit die vorhandenen Problemstellungen in kleinen und mittelständigen Unternehmen oftmals um ein Vielfaches übererfüllen. Das allgemeine Umdenken in der Art der IT-Unterstützung von technologieorientierten IT-Bereichen zu kundenorientierten IT-Services hat eine Verschiebung der Funktionen vom Spezialisten zum Endanwender bewirkt. Daraus resultierende Konzepte wie Self Service Business Intelligence (oder kurz Self BI) stellen erste alltagstaugliche Ansätze zur kostengünstigen und bedarfsgerechten Analyse und Präsentation komplexer Datenbestände dar. Gutierrez (2006) charakterisiert die wesentliche Zielsetzung wie folgt: "Empowering the business users to access information they need, on-demand, without impact to IT"

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