

Web Warehousing and Knowledge Management (Enterprise Computing Series)

By Rob Mattison

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An explanation of the applications, architecture and implementation issues of Web data warehousing. Deals with the tools used to find patterns within a database stored on the Internet which can be shared with suppliers and customers. Includes a CD-ROM.

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Editorial Review

Amazon.com Review
Your organization may have a collection of Internet resources that rake in customer information by the basketful, but to realize a real return on the investment, you need a way to store, organize, and analyze that raw information, and then act upon the analysis. *Web Data Warehousing and Knowledge Management* is a great orientation to the capabilities of data warehousing technologies.

Rob Mattison cuts through the hype that surrounds data warehousing and data analysis; he explores the software tools that provide the ability--IQ and Aperio--and he reviews IBM's various data mining tools. This book--particularly the section on Online Analytical Processing [OLAP] reports--cries out for information on putting Extensible Markup Language (XML) to work in data warehouse applications. But that's a small shortcoming. If you're working on a Web-centric data warehouse, or even thinking about one, you'll absorb the information here in a flash. *--David Wall*

From the Back Cover
Unlock the Secret to Building the Next Generation of Powerful New Business Applications. Discover the key to harnessing new approaches to business systems development with this one-of-a-kind, straightforward problem-solving guide. Written especially for those making the transition into a new technological and theoretical paradigm, Web Warehousing and Knowledge Management clarifies, simplifies, and demystifies. Learn about: Web Warehousing Fundamentals--Learn about the Internet, WAIS, TCP/IP, PPP, CGI, Java and JDBC and see how these technologies can be used to solve business problems in a hurry; Knowledge Management--the hot new systems development approach that guarantees that your new systems will reduce expenses and boost profits immediately; Web Warehousing Applications--Discover the new generation of applications that can make it all possible. Detailed information about the ways that you can integrate the web with business intelligence solutions to re-invigorate your business and tap the potential offered by these products. Written by the leading expert on the application of web technology to the business intelligence marketplace, Web Warehousing and Knowledge Management helps you understand the new world of web commerce, and come up with the right answers to today's competitive business challenges. This balanced, objective resource gives you the background infromation, technology know-how, business insight, and case studies necessary to evaluate your own systems and discover your own unique solutions. If you are involved with designing, implementing, or evaluating Web warehousing solutions or if you are wrestling with the challenges of building corporate computer systems for the 21st century, Web Warehousing and Knowledge Management is the complete solution you've been waiting for.

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