



Planung und Reporting im Mittelstand: Grundlagen, Business Intelligence und Mobile Computing (German Edition)

Dietmar Schön

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In mittelständischen Unternehmen klafft eine große Lücke zwischen Planung und Kontrolle. Planungs- und Reportinglösungen im Controlling sind meist in einfachen Tabellenkalkulationsprogrammen und Reportgeneratoren innerhalb der vorhandenen Anwendungsprogramme abgebildet. Dies ist zeit- und kostenaufwendig und liefert nicht die erforderliche Transparenz für das Management. Wichtige Informationen aus anderen Bereichen werden nicht oder nur unzureichend mit einbezogen.

Dieses lösungsorientierte Buch zeigt, dass es auch anders geht: Schritt für Schritt wird dargestellt, wie sich Business Intelligence mit dem Einsatz von Data Warehouse-Technologie zur Umsetzung leistungsstarker Planungs- und Reportingsysteme anbietet und im Unternehmen eingeführt wird.

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