

# Theory to Practice in Business Intelligence

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## Abstract

The debate is developed based on the following considerations:

1 - Business Intelligence (BI) is unanimously considered the art of gaining business advantage from data; therefore BI systems and infrastructures must integrate disparate data sources into a single coherent framework for real-time reporting and detailed analysis within the extended enterprise;

2 - Business Intelligence can be described as a value proposition that helps organizations in their decision-making processes;

3 – the Business Intelligence Value Chain represents a „From DATA To PROFIT“ approach and is recommended to ground any performance management program;

Different aspects, including theoretical considerations and practice examples, regarding location intelligence, mobile BI, cloud-based BI, social BI and collaborative Business Intelligence will be treated, pointing out some of the author's contributions.

Nowadays, organizations have adopted more prudent policies requiring a financial justification for nearly every IT initiative, including Business Intelligence system implementations. A business-driven methodology is recommended in any BI project management approach, project scoping and planning being vital for the project success.

## Short bio

Currently, professor **Mihaela I. Muntean** is the chair of the Business Information Systems Department at the West University of Timisoara and an IT independent consultant. With a background in Computer Science and a Ph.D. obtained both in Technical Science and in Economic Science (Economic Informatics), professor Mihaela I. Muntean focused her research activity on topics like information technology, knowledge management, business intelligence, business information system. Over 70 papers in indexed reviews and conference proceedings and the involvement with success in 8 multi-annual national research grants/projects are sustaining her contributions in the research fields mentioned above.

