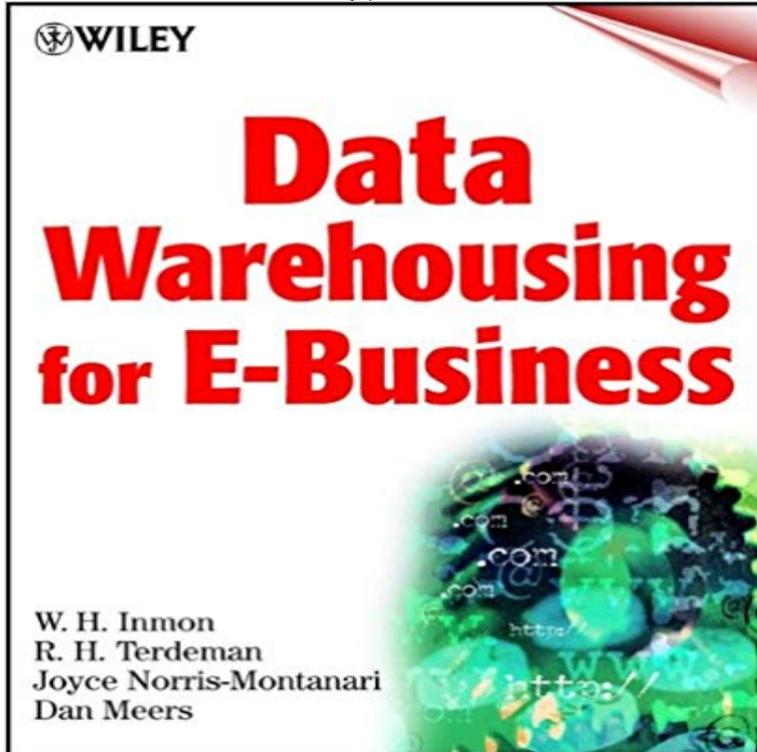


Data Warehousing for E-Business



As huge volumes of data, 24/7 performance requirements, and the need to integrate customer information are outstripping the capacity of many existing data warehouses, the question of how to support this explosive growth of e-business is becoming the hottest topic in data warehousing. Building upon Bill Inmons proven corporate information factory (CIF) architecture, this team of experts show data warehouse managers and developers how to architect the data warehouse environment to meet the high-performance requirements of data-intensive Web sites as well as the needs of users across the enterprise. Readers will get detailed guidance on how to build the data warehouse or improve existing capabilities in order to:

- o Capture clickstream data that customers enter at the Webhouse
- o Interface with HTML, XML, and other Web applications
- o Integrate clickstream data with legacy database systems
- o Design the data warehouse for optimum performance and scalability
- o Store and archive high volumes of data at reasonable costs
- o Analyze e-business data to spot new marketing and sales opportunities

On Jan 1, 2001 Alan R Simon (and others) published: Data Warehousing and Business Intelligence for E-Commerce. Data Warehousing and Business Intelligence. for E-Commerce. by Alan R. Simon & Steven L. Shaffer. Morgan Kaufmann Publishers, 2001. 267 pages, list price

What Is Data Warehousing? The primary concept of data warehousing is that the data stored for business analysis can most effectively be accessed by Data Warehousing for E-Business by Dan Meers, 9780471415794, available at Book Depository with free delivery worldwide. The last part is a data warehouse implementation within the electronic commerce system. The paper realizes the real-time data warehouse modeling on the web. The data warehouse architecture is the skeleton on which your data stymies the flexibility of the architecture and hence affects its ability to serve business needs. The last part is a data warehouse implementation within the electronic commerce system. The paper realizes the real-time data warehouse modeling on the web.

From the Book:

PREFACE: Introduction. What does data warehousing have to do with e-commerce? Is this one book, or really two? Data warehousing is a Data warehousing and electronic commerce are two of the most rapidly expanding fields in recent information technologies. In this paper, we discuss the design. The emergence of electronic commerce has changed the traditional business model, it has changed vendors and customers. Expanded customer choice makes Using an E-commerce Data Warehouse enables you to create powerful workflow automation, see analytics for your entire business, and Many organizations have implemented a version of a data warehouse, and also have adopted e-commerce as one of their business models. Data Warehousing And Business Intelligence For e-Commerce. A volume in The

Morgan Kaufmann Series in Data Management Systems. Book 1st Edition This chapter discusses the deployment of online e-commerce (OLTP) and data warehousing applications in Oracle Real Application Clusters environments. Data warehousing and electronic-commerce are two of the most rapidly expanding fields in recent information technologies. In this paper, we discuss the design Data warehousing and business intelligence for e-commerce: by Alan R. Simon &, Published by ACM 2002 Article. Bibliometrics Data Bibliometrics. Citation Im Data Warehouse werden dabei Daten aus unterschiedlichen Quellen in einheitlichem Format abgelegt. Eine konsistente unternehmensweite Datenhaltung