PREFACE

In today’s corporate world the companies are “DATA RICH” but “INFORMATION POOR”. In every organization it is highly important to get the right Information, on right time, in right format, to the right Person without depending on Information technology team to take informed decision. Business Intelligence is highly powerful Technology tool, which enables Decision makers across different management levels and across different fictional areas to get the information on their figure tips.

Business Intelligence, or BI, refers to the process by which business and companies gather data, analyze it, and re-apply it in order to make the best possible business and financial model for their particular instance. Many businesses devote entire divisions just to this process, in order to streamline their workflow and make more money for less effort. Those that succeed, succeed financially also.

A small but powerful attempt is therefore made by the researcher to do comparative study on Application of Business Intelligence in corporate sector - India and Global by analyzing information related to tangible and intangible benefits of Business intelligence Application achieved by the company and the satisfaction level of Users of Business Intelligence Applications Post Implementation of Business Intelligence application in their company.

The companies are selected for the research from different Industry verticals like:

- Logistics Industry
- Retail Industry
- Automobile Manufacturing Industry
- Fast Moving Consumer Goods (FMCG) Industry

Business Intelligence Technology solutions can be implemented to cater Decision makers in across different functional areas of the organization like: Finance, Marketing, Human Resource and Production & Operations domains. Here the researcher has focused on mainly two functional domains to study Application of Business Intelligence which are:

- Business Intelligence Solution for Marketing domain
- Business Intelligence solution for Production & Operation domain