



Business Intelligence as a Service (German Edition)

Jens Hunger

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Bachelorarbeit aus dem Jahr 2010 im Fachbereich Informatik - Wirtschaftsinformatik, Note: 1,3, Fachhochschule Mainz, Sprache: Deutsch, Abstract: Mietmodelle für die Nutzung gehosteter Software, die mit Schlagworten wie On-Demand, Cloud Computing, SaaS oder ASP vermarktet werden, sind in den letzten Jahren in vielen Bereichen des Softwaremarktes auf dem Vormarsch. Angetrieben durch die Wirtschaftskrise versprechen die Marketingaussagen von SaaS-Anbietern besonders mittelständischen Unternehmen den kostengünstigen Zugang zu komplexen Geschäftsanwendungen, ohne das krisenbedingt eingeschränkte Investitionsbudget zu belasten.

Nachdem sich SaaS-Lösungen im Bereich des Customer Relationship Managements bereits erfolgreich etablieren konnten, und auch ERP-Systeme den Weg in die Cloud beschreiten, gewinnt dieser Bereich auch für den Business Intelligence-Markt an Bedeutung.

Klassisch werden Business Intelligence Produkte innerhalb des unternehmenseigenen Netzwerks (on-premise) betrieben, um die Anbindung an die in der Regel im gleichen Umfeld betriebenen Vorsysteme zu erleichtern.

Die wachsende Zahl der Angebote für das Hosting der klassischen Datenquellen für BI-Lösungen wie zum Beispiel ERP-Systeme oder Systeme für Finanzbuchhaltung auf firmenexternen Systemen legt den Gedanken nahe, auch die Analyse dieser Daten auszulagern. Besonders für die Zielgruppe der mittelständischen Unternehmen, die über ein begrenztes Budget für den Aufbau und Erhalt einer eigenen BI-Infrastruktur verfügen, sind in letzter Zeit viele gehostete Lösungen auf den Markt gekommen, die für den BI-Markt an Bedeutung gewinnen.

Das Software-as-a-Service-Modell verspricht Einsparungen im Bereich der IT-Investitionen und operativen Kosten bei kurzen Vertragslaufzeiten. Diese Bachelorarbeit soll die Frage klären, ob der Übertrag dieses Konzept auf Business Intelligence das Potential hat, herkömmliche on-premise-Lösungen zu ersetzen, und für welche Einsatzgebiete ein solches Konzept in Frage kommt.

Diese Arbeit soll einen Überblick über die am Markt befindlichen Hosting-Modelle und deren Abgrenzung zueinander bieten. Die Einsatzmöglichkeiten dieser Lösungen im Business Intelligence Bereich sollen vor dem Hintergrund möglicher Einsatzgebiete im Bezug auf Unternehmensgröße und Branche kritisch bewertet werden.

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