

Outline - Operational Business Intelligence – Why, What, and How

- **Why: Driving Forces for Operational BI**
 - Information Overload
 - Fast-Paced Business Environment
 - Economic Conditions

- **What: Major Components of Operational BI**
 - Definition
 - Differences with Traditional BI
 - Business Environment
 - Architecture
 - Technological Components

- **How: Making It Real**
 - Getting Started
 - Building the Business Case
 - Challenges
 - Best Practices