TABLE OF CONTENTS
CHAPTER 1. INFORMATION, INFORMATION SYSTEMS AND INFORMATION TECHNOLOGY. INFORMATIZATION OF SOCIETY ..... 7
MAIN DEFINITIONS ..... 7
DATA, INFORMATION, KNOWLEDGE ..... 12
INFORMATION TECHNOLOGY STANDARDIZATION ..... 13
NETWORKING TECHNOLOGIES ..... 15
SELF-ASSESSMENT QUESTIONS ..... 17
CHAPTER 2. CLIENT-SERVER TECHNOLOGIES ..... 18
COMPUTER NETWORKS. ..... 18
CLASSIFICATION OF NETWORKS ..... 19
DATA TRANSMISSION MEDIA ..... 20
OSI REFERENCE MODEL ..... 21
ADDRESSING, DOMAINS AND NETWORK SERVICES ..... 23
APPLICATION COMMANDS AND SERVICES FOR WORKING IN COMPUTER NETWORKS ..... 26
SELF-ASSESSMENT QUESTIONS ..... 28
CHAPTER 3. ERP AND CRM SYSTEMS ..... 29
THE ESSENCE AND STRUCTURE OF ERP ..... 29
HISTORICAL REVIEW OF CORPORATE WORKFLOW SYSTEMS ..... 30
CLASSIFICATION, TYPES, STRUCTURE OF THE CONCEPT OF A MODERN ERP PLATFORM ..... 31
ARCHITECTURE ..... 32
MODULES ..... 32
HOW DOES AN ERP SYSTEM WORK, WHAT IS IT AND WHO NEEDS IT? ..... 32
WHAT IS THE ERP SYSTEM USED FOR? ..... 33
ERP SYSTEMS STRUCTURE ..... 33
OPTIONS FOR PURCHASING AN ERP SYSTEM FOR AN ENTERPRISE ..... 34
TYPES OF ERP-SYSTEMS FOR ENTERPRISE
RESOURCE MANAGEMENT ..... 34
BUSINESS RESULT FROM ERP IMPLEMENTATION ..... 35
SELECTION AND IMPLEMENTATION OF ERP ..... 36
FEATURES OF ERP IMPLEMENTATION ..... 38
PRACTICAL ADVANTAGES OF AN ERP
CLASS ENTERPRISE MANAGEMENT SYSTEM ..... 38
CRM SYSTEMS ..... 39
SALES MANAGEMENT WITH CRM ..... 41
PROJECT AND TASK MANAGEMENT ..... 42
AUTOMATION OF DEALS, SALES FUNNEL ..... 42
WHAT BUSINESS IS A CRM SYSTEM SUITABLE FOR? ..... 43
SELF-ASSESSMENT QUESTIONS ..... 46
CHAPTER 4. ENSURING THE SECURITY OF DATA AND PERSONAL INFORMATION ..... 47
SELF-ASSESSMENT QUESTIONS ..... 54
CHAPTER 5. CLOUD TECHNOLOGIES ..... 55
HISTORY OF CLOUD TECHNOLOGIES ..... 55
IAAS, SAAS, PAAS ..... 56
IAAS ..... 57
PAAS ..... 58
SAAS ..... 59
BENEFITS OF "CLOUDS" ..... 60
CLOUD STORAGE ..... 61
CLOUD PLATFORMS ..... 61
SELF-ASSESSMENT QUESTIONS ..... 62
CHAPTER 6. DECISION SUPPORT SYSTEMS. BI SYSTEMS ..... 63
THE ROLE OF INFORMATION TECHNOLOGY
IN DATA ANALYSIS PROCESSING ..... 63
DATA ..... 64
INFORMATION ..... 64
KNOWLEDGE ..... 65
WISDOM ..... 65
DATA ANALYSIS AS A PROCESS ..... 66
COLLECTING DATA ..... 68
DATA PREPARATION ..... 68
BUSINESS INTELLIGENCE ..... 69
OVERVIEW OF POPULAR BUSINESS
INTELLIGENCE PLATFORMS ..... 72
MICROSOFT POWER BI ..... 74
TABLEAU ..... 74
QLIKVIEW ..... 75
STATISTICAL DATA ANALYSIS TECHNIQUES FOR BUSINESS_ ..... 76
STATISTICAL OBSERVATION ..... 77
SUMMARY AND GROUPING OF STATISTICAL OBSERVATION MATERIALS ..... 78
ABSOLUTE AND RELATIVE STATISTICS ..... 78
VARIATIONAL SERIES ..... 80
SAMPLE ..... 80
CORRELATION AND REGRESSION ANALYSIS ..... 81
TIME SERIES ..... 83
EXAMPLES OF IMPLEMENTING STATISTICAL RESEARCH METHODS
IN POWER BI AND MICROSOFT EXCEL ..... 84
CORRELATION ANALYSIS ..... 84
DATA SOURCES FOR BI SYSTEMS ..... 85
DATA PREPARATION ..... 85
DATA MODELING ..... 86
STAR SCHEME ..... 87
SNOWFLAKE DATA SCHEMA ..... 88
HOW TO USE THE DATA MODEL ..... 88
GRAPHICAL METHODS FOR DESCRIBING DATA ..... 89
PIE CHART ..... 89
HISTOGRAMS ..... 89
SEGMENTED HISTOGRAM ..... 91
LINE CHART ..... 92
LINE CHART WITH AREAS ..... 94
WATERFALL DIAGRAM ..... 95
FUNNEL DIAGRAM ..... 96
SCATTER CHARTS ..... 97
TREEMAP ..... 97
MAPS FOR DATA VISUALIZATION ..... 98
CREATING KEY PERFORMANCE INDICATOR
(KPI) VISUALS ..... 99
STANDARD VISUALS FOR POWER BI ..... 101
SELF-ASSESSMENT QUESTIONS ..... 103
WORKSHOP: CREATE A DASHBOARD FROM SOURCES HOSTED ON WEB PAGES ..... 104
WORKSHOP: METHODS FOR CREATING A TABLE WITH A CALENDAR IN POWER BI ..... 106
WORKSHOP: CORRELATION ANALYSIS AND SIMPLE LINEAR REGRESSION ..... 111
WORKSHOP SERIES ..... 113
WORKSHOP 1. DATA SOURCES ..... 113
WORKSHOP 2. MODEL DATA ..... 115
USEFUL BOOKS AND LINKS ..... 128
LIST OF AUTHORS ..... 131

