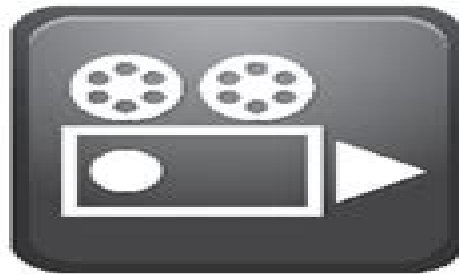


CHAPTER 6 FOUNDATIONS OF BUSINESS INTELLIGENCE: DATABASES AND INFORMATION MANAGEMENT

CASE 3: **Maruti Suzuki Business Intelligence and Enterprise Databases**



SUMMARY “For the past 25 years, Maruti Suzuki has been the industry leader in India’s passenger car market, the fastest growing in world. Since 1995, Maruti Suzuki has built its IT infrastructure on Oracle database and technologies including Oracle Real Application Clusters, Oracle Fusion Middleware Application Server and Weblogic. Maruti Suzuki has built its Enterprise Resource Planning (ERP) system on Oracle E-Business Suite and added Hyperion Enterprise to further enhance financial consolidation and reporting efficiency.”

Maruti Suzuki Drives Business Growth on a Full Oracle Stack

URL <https://www.youtube.com/watch?v=aZWAzbRm-ms; L=5:29>

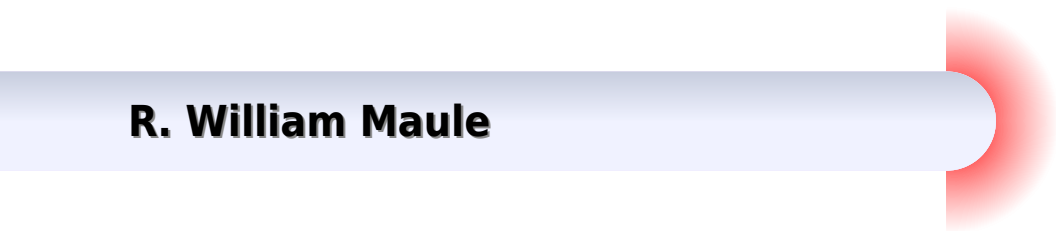
CASE Oracle Corporation is a database software company that specializes in developing and marketing enterprise software products. The company was co-founded in 1977 by Larry Ellison, a Chicagoan with little formal training in databases but some practical experience working with the nonrelational databases of the period.

Through organic growth and a number of high-profile acquisitions, Oracle enlarged its share of the software market. In 2016 Oracle generated \$37 billion in revenue, about \$2 billion of that from SaaS and PaaS (Platform as a service), and \$29 billion from cloud and software sales. Oracle ranks second on the list of largest software companies in the world, after Microsoft. It has a market capitalization of \$198 billion in December 2017, placing it in the top 20 firms in the United States, just behind Coca Cola and JPMorgan Chase bank. Its main competitors in enterprise software today are SAP and IBM.

continued

Management Information Systems Laudon Case Study Answers

R. William Maule



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Managing Information Technology in Small Business: Challenges and Solutions Burgess, Stephen, 2001-07-01 In many countries small businesses comprise over 95% of the proportion of private businesses and approximately half of the private workforce with information technology being used in over 90% of these businesses As a result governments worldwide are placing increasing importance upon the success of small business entrepreneurs and are providing increased resources to support this emphasis Managing Information Technology in Small Business Challenges and Solutions presents research in areas such as IT performance electronic commerce Internet adoption and IT planning methodologies and focuses on how these areas impact small businesses

Management Information Systems Kenneth C. Laudon, Jane Price Laudon, 2002 Management Information Systems contains a wealth of pedagogical features to facilitate student comprehension helping to review and reinforce key concepts as well as promoting problem solving skills

Technological Solutions for Sustainable Business Practice in Asia Ordóñez de Pablos, Patricia, 2015-05-31 Central Asian countries play a geostrategic role in world economy and politics As a result efforts are being made to establish an effective channel of communication between academic and research institutions policymakers government agencies and individuals concerned with the complexities of Asian business information technologies sustainable development and globalization Technological Solutions for Sustainable Business Practice in Asia provides an in depth analysis on Asian economy business and management with a clear international and interdisciplinary approach This comprehensive resource is beneficial for academics PhD students policymakers and government officials

Essentials of Management Information Systems Kenneth C. Laudon, Jane Price Laudon, 2003 Appropriate for both undergraduate and MBA students this textbook examines the role of information systems in business and management The authors describe the organizational and technical foundations of information systems decision support systems and the process of redesigning an organization The fifth edition is reorganized to focus on the use of the internet to digitally enable business processes Annotation copyrighted by Book News Inc Portland OR

Management Information Systems Activebook Kenneth C. Laudon, Jane Price Laudon, 2002 This interactive online digital book uses multimedia resources to greatly enhance the learning experience With relevant coverage of today's Digital Firm that is fully integrated throughout the 7th edition of Management Information Systems the authors clearly illustrate the impact of information technology on business through vivid examples engaging and interactive exercises and the most current information A five part organization covers organizations management and the networked enterprise information technology infrastructure building information systems in the digital firm management and organizational support systems for the digital firm and managing information systems in the digital firm For professionals in the fields of information technology and information systems

Managerial Capacity Development in Ethiopia, 1998

Information Theory and Research R. William Maule, 1998

Management Information Systems James A. O'Brien, 2004

Information Systems Assessment Niels Bjørn-Andersen, Gordon Bitter Davis, 1988 The 21 articles in this book address issues in assessing costs and benefits of information systems both in organizations and at the societal level The topics include both the ex ante assessment of the consequences of alternative information system designs as well as the ex post evaluation of implemented information systems Assessment includes technical economic organizational and social dimensions These are relevant both prior to decisions about acquisition or design and after the organizational implementation This book should make a contribution to the field of information systems assessment The articles are likely to be relevant for a long period due to the high level of theoretical content and should also have an increasing relevance over time because the potential of information technology to result in changes for the better or for the worse will increase as more complex systems are implemented Accordingly it will become even more pertinent to understand and assess the likely consequences of the information systems being designed and implemented before taking irreversible steps The articles are grouped into three sections

State of the Indian Farmer, a Millennium Study: Co-operatives in agriculture, 2004 Contributed articles
Agricultural Marketing S. S. Acharya, 2004 **Information Systems** Steven R. Gordon, Judith R. Gordon, 1996 Written from the manager's perspective this new Third Edition prepares readers to improve the management of information using the latest information systems and technologies The book shows how to analyze a situation evaluate existing systems for managing information design the features of new systems and consider the issues associated with implementing them

MIS Quarterly, 2006 **Interfaces**, 2000 **Fisheries Development** P. V. Dehadrai, 2004 **Accounting and Information Systems** John Page, Paul Hooper, 1992 *Data Processing Digest*, 1975 *Test Item File* Jane P. Laudon, 1998-03 **A Tutorial Guide to Solving Classic Business Problems** Kenneth C. Laudon, 1992 **Co-operatives in Agriculture** Samar K. Datta, 2004

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