

BOOK REVIEW

TITLE OF THE BOOK: BUSINESS UNINTELLIGENCE: INSIGHT AND INNOVATION BEYOND ANALYTICS AND BIG DATA

AUTHOR: Dr. BARRY DEVLIN-

Author of the Best Seller Data, Warehouse from Architecture to Implementation

PUBLISHER: TECHNICS PUBLICATION, NEW JERSY

YEAR: 2021

Reviewer: Resmi A G, Assistant Professor, TKM Institute of Management, Kerala

1. INTRODUCTION

In this book, Dr. Barry Devlin explores the history of process management and business models and proposes how to reinvent the modern trinity of information, process and people to deliver value, insight and innovation. Dr. Barry Devlin is a founder of the data warehousing industry, defining its first architecture in 1985. A foremost authority on business intelligence (BI), big data and beyond, he is respected worldwide as a visionary and thought-leader in the evolving industry. Barry has authored two ground-breaking books: the classic "Data Warehouse--from Architecture to Implementation" and "Business Unintelligence--Insight and Innovation Beyond Analytics and Big Data" in 2013. The Business unintelligence: insight and innovation beyond analytics and big data, which consist of 437 pages published in the year 2014 in English Language under Technics Publications, LLC.

2. EVALUATION

Barry Devlin argues that Business Unintelligence is the new way of making decisions based on a combination of rational and intuitive thinking since the business environment is becoming more complex. Devlin describes how this trend is already playing out in today's rapidly

changing business world. He proposes a series of architectural models that can provide new foundation for holistic information usage across all business functions. For this, Barry Devlin introduces two frameworks, namely, IDEAL (Integrate, Distributed, Emergent, Adaptive, Latent) and REAL (Realistic, Extensible, Actionable, Labile) and discusses the characteristics.

The author then gives detailed discussion on various new models that business and IT can jointly use to design decision support systems by integrating cues from diverse information sources and tacit knowledge, that can help decision makers to come up with unique meaning to innovate heuristically at the speed of thought.

3. CONCLUSION

The author shows that Business Intelligence is no more integrating and copying data from transactional systems into some specialized database and querying and reporting, but it involves a collection of diverse technologies for the biz-tech ecosystem which is capable of changing everything about the business. The book covers every aspect of business analytics, big data and collaborative working. Overall, this book serves to re-shape our thinking on Business intelligence (BI).