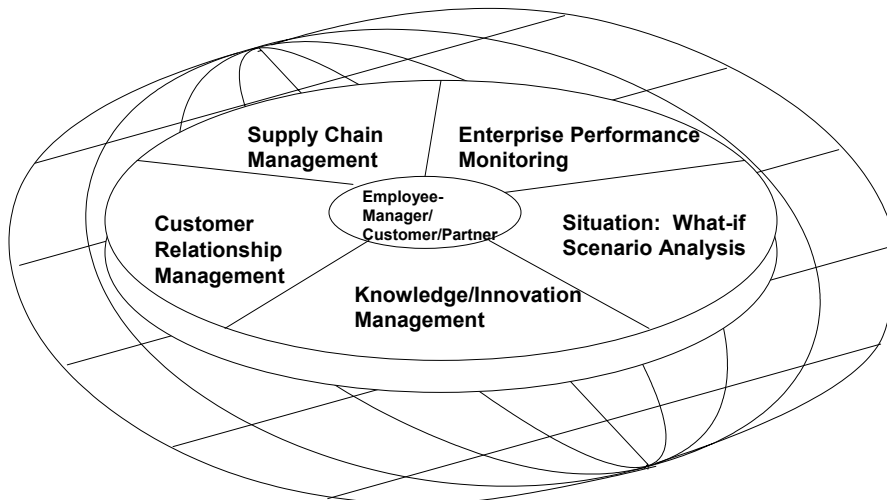


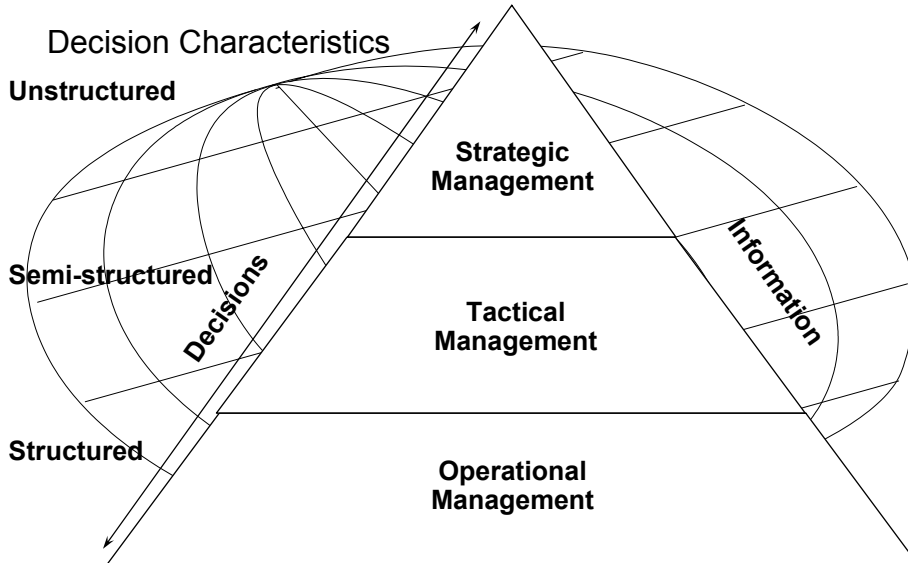
Chapter Objectives

- Explain how the following information systems can support the information needs of executives, managers, and business professionals:
 - A) Executive Information Systems
 - B) Enterprise Information Portals
 - C) Enterprise Knowledge Portals
- Identify how neural networks, fuzzy logic, genetic algorithms, virtual reality, and intelligent agents can be used in business.
- Give examples of several ways expert systems can be used in business decision-making situations.

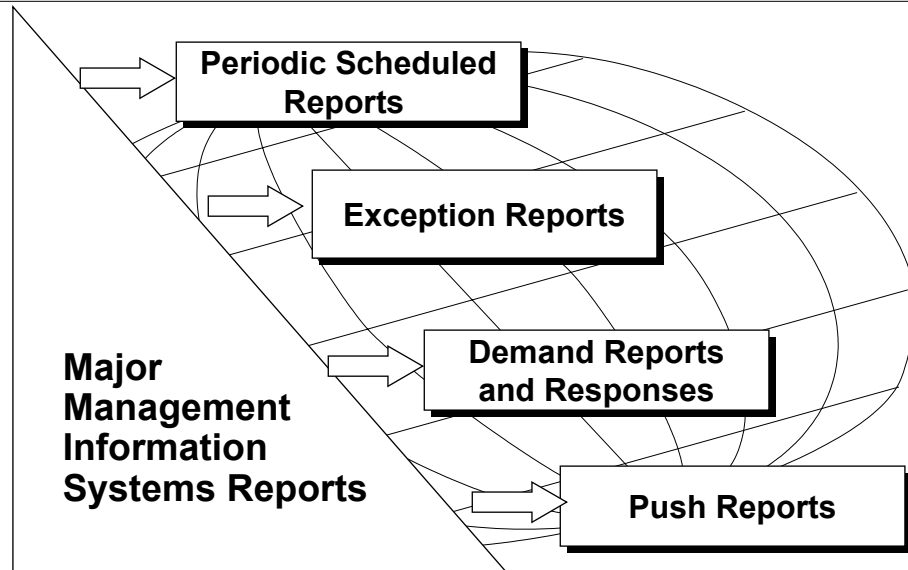
e-Business Decision Support Applications



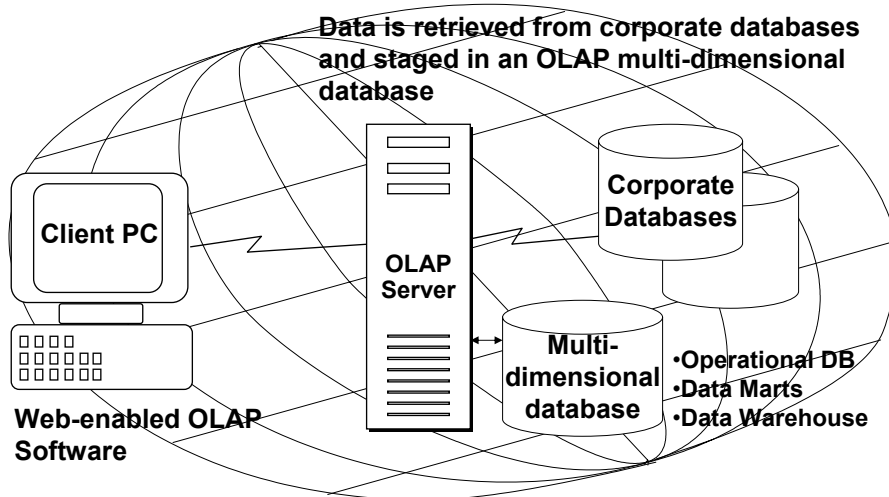
Decisions in the e-Business



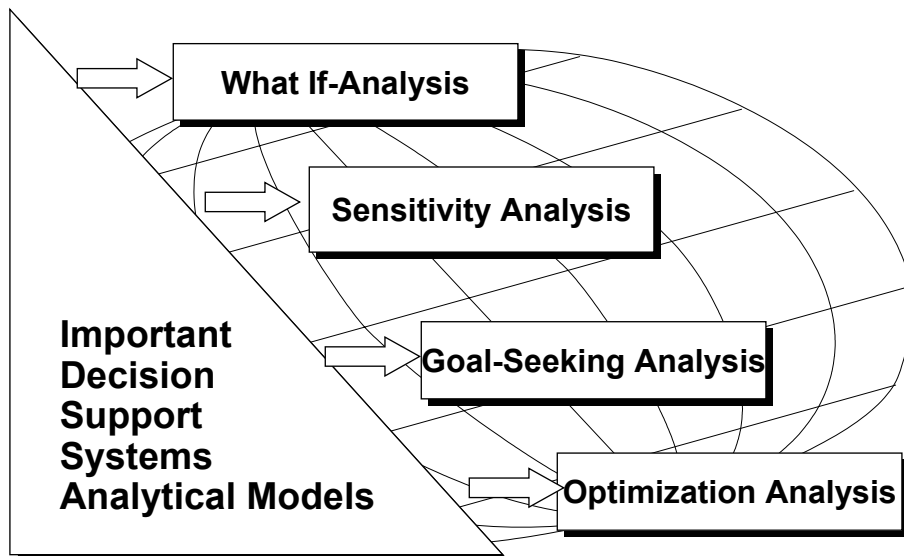
Management Information System Reports



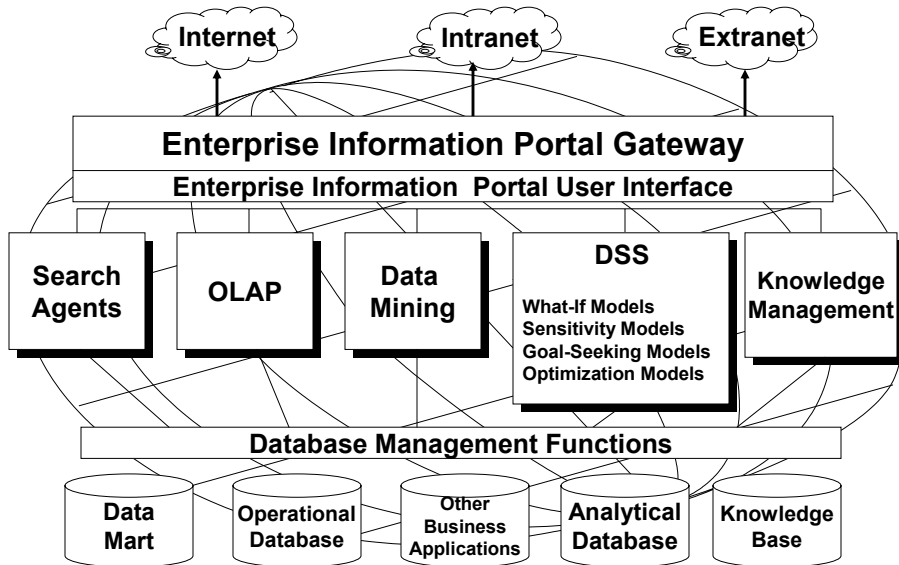
Online Analytical Processing



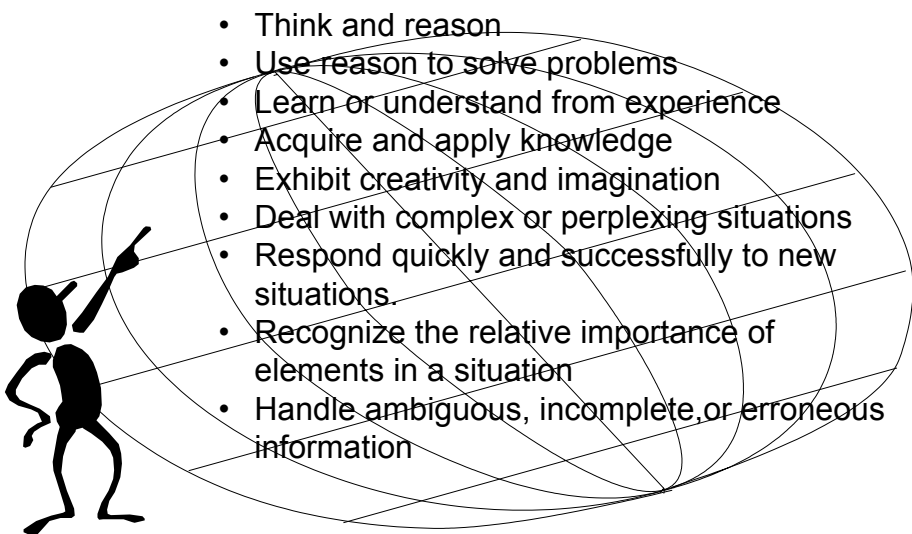
Decision Support Systems



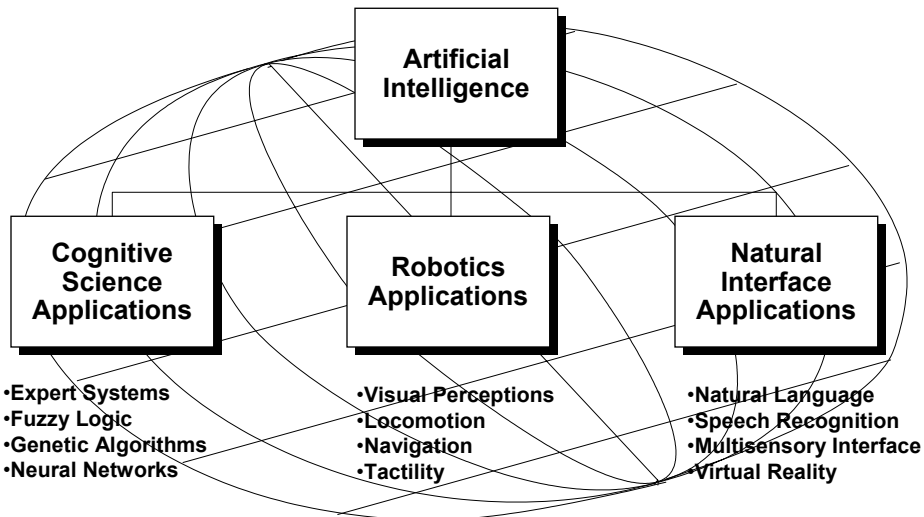
Enterprise Information Portals and DSS



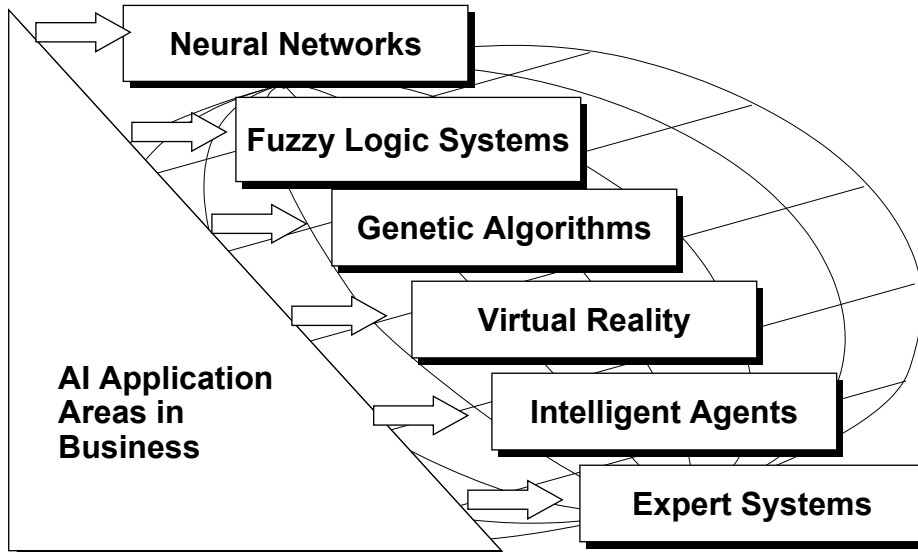
Attributes of Intelligent Behavior



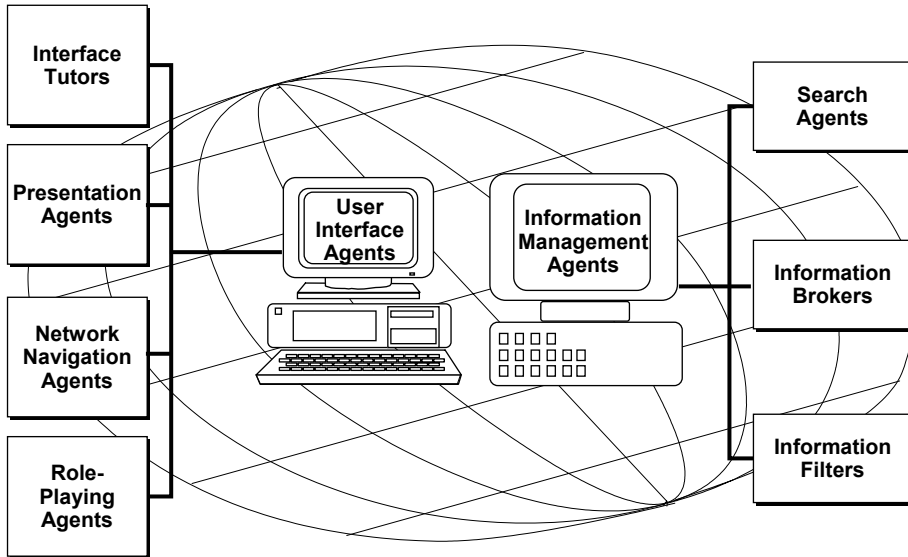
Artificial Intelligence Applications



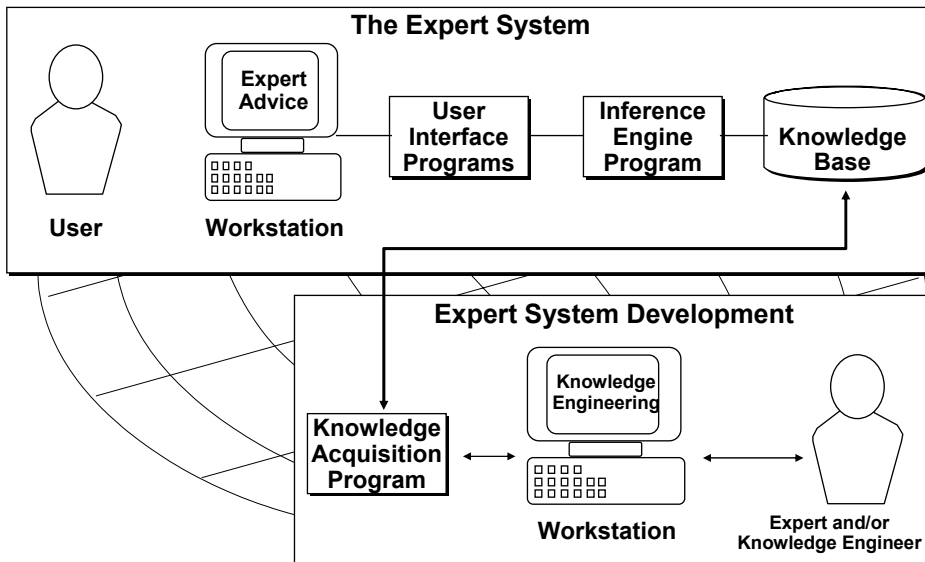
AI Application Areas in Business



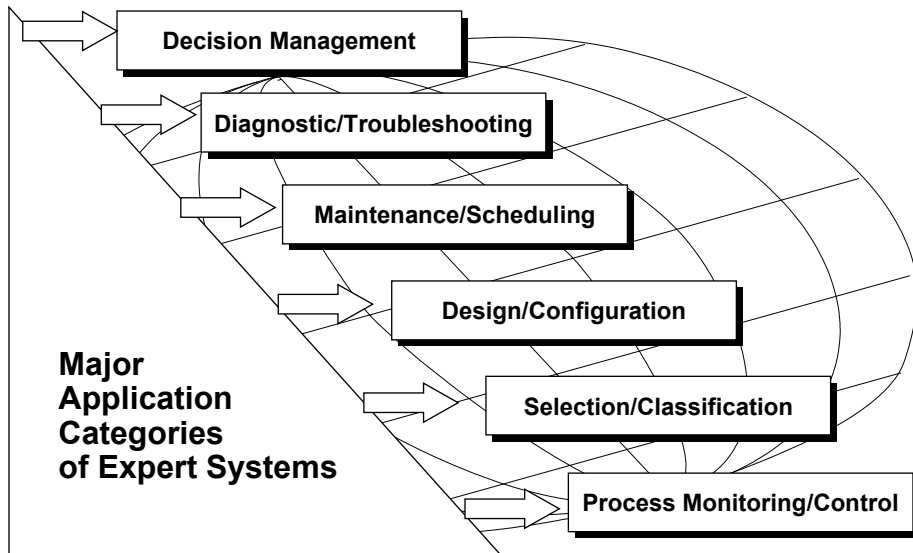
Intelligent Agents



Components of Expert Systems



Expert System Applications



Chapter Summary

- Decision support systems in business are changing. The growth of corporate intranets, extranets, and other web technologies have increased the demand for a variety of personalized, proactive, web-enabled analytical techniques to support DSS.
- Information systems must support a variety of management decision-making levels and decisions. These include the three levels of management activity: strategic, tactical, and operational.

Chapter Summary (cont)

- **Online analytical processing is used to analyze complex relationships among large amounts of data stored in multidimensional databases. Data mining analyzes large stores of historical data contained in data warehouses.**
- **Decision support systems are interactive computer-based information systems that use DSS software and a model base to provide information to support semi-structured and unstructured decision making.**

Chapter Summary (cont)

- **The major application domains in artificial intelligence include a variety of applications in cognitive sciences, robotics, and natural interfaces.**
- **Major AI application areas include:**
 - Neural Networks
 - Fuzzy Logic
 - Genetic Algorithms
 - Virtual Reality
 - Intelligent Agents