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Integration of Geographical components Into Business Intelligence

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Abstract: This research paper gives you a useful and abstract view and knowledge of What exactly Location Intelligence does to help evolve and indulge Business Intelligence.
This paper makes you familiar with the role information Technology/ Database Systems plays which provides different aspects and assets with the Digital world using various innovative technologies and tools. Advocates of information technology approaches argue that the real value of IT is that it provokes innovative changes in Corporate Intelligence. Moreover, there is very little research that is concerned with studying the ways in which IT supports Location Intelligence under the tree of Business Intelligence (BI).
The prospect and scope of the respected subject is very vast and redundant. Thus, the paper highlights the basic features and functionalities of location intelligence in business & geographical environment. the paper concludes the major contributions and abstract view of IT helping business world to thrive and achieve more compatible and fruitful results and enhancement.
Keyword: location intelligence, BI, GIS, Spatial Intelligence

I. INTRODUCTION

[1]The recent advances in information technology are becoming central to the process of socio-economic development. Information technology offers new ways of exchanging information, and transacting business, changes the nature of the financial and other service sectors and provides efficient means of using the human and institutional capabilities of countries in both the public and private sectors. The world is rapidly moving towards knowledge-based economic structures and information societies, which comprise networks of individuals, firms and countries that are linked electronically and in interdependent relationships.

In an increasingly globalized economy, 'Location Intelligence' is one of the key determinants of competitiveness and growth of firms and Organizations. Location intelligence tells us about the important role of its Geographical location it posseses for any Business Entity. That is, the prime statement for its description is that a solution of its own kind, used by business entities, to collect and analyse the raw data of targeted areas by using the analytical tools and geographical considerations, to make a better business decision. For eg. If a company trades of market goods and if it is situated well far from there market areas, the transportation will be a headach and also moreover a costly affair to deal with. Thus it will increment all the troubles regarding the cost cutting propaganda. Thus it is very essential for a business organization to consider location as a prime need or lookout.

Thus location Intelligence is the understanding of relationships between data & Location in order to make a real life impact on better decision making. It enables business entities to harness the plus points & advantages of location while solving Business problems. This also helps in building the location based services such as GPS track Motion etc. run successfully on the natural scale. Source: Google

II. OBJETIVES

A. To Provide abstract data about the relevant Location/s
B. To find a convenient solution by the means of geographical scales for improved business efficiency
C. To dissolve and fragment the complex task problems
D. Easy decision making
E. Appropriate Service delivery
F. To Achieve Cost Efficiency
G. Fluent Interoperability in all Work sections
H. Improvement in Organisations Business Enviroment
I. Reinforced Information Framework

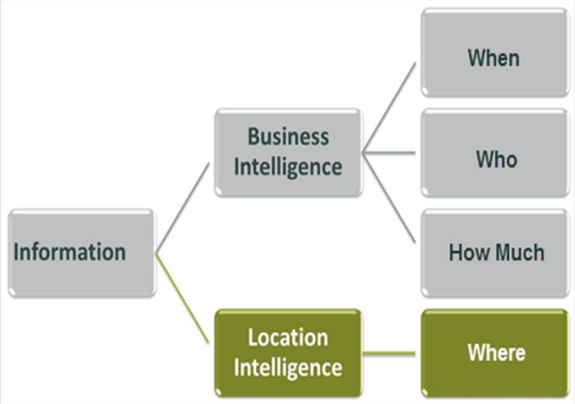
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B. Strategic Initiatives

1) Build awareness, capacity and capability.
2) Integrate governance and coordination.
3) Identify and manage Convinient location-based data.
4) Link Identified data to location.
5) Leverage whole-of-Identified location platforms and services.

C. How Location Intelligence Work



III. LITERATURE REVIEW

Location intelligence highlights the various operations in a business entity and identifies the geographical importance to capture the market profit in corporate world.

Nowadays, due to the increased competition in global economy market, Business organizations have started to deploy location intelligence within their business. This is done by using GIS i.e Geographical Information system

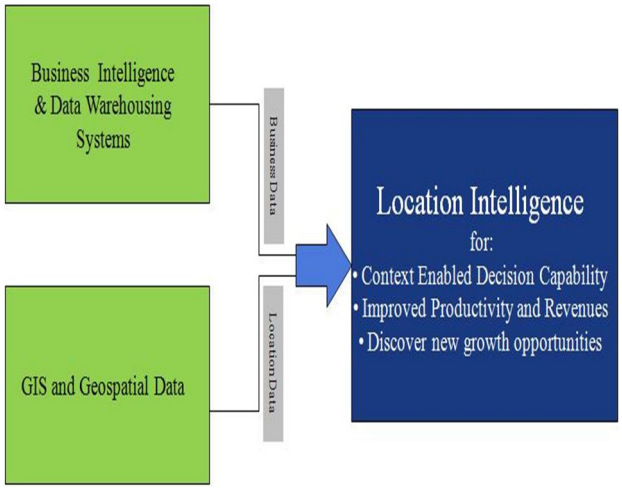
GIS tools enable spatial Intelligence experts to analyze the available data.

The ideal location for any business organization highlights its own importance by providing all the benefits of workplace success and also verifies many other customer and financial objectives.

The major objective of location intelligence is to select the best buy possible Location or place to thrive & support a business entity. This is done by providing a purposeful "spatial analytic solution".

Location intelligence experts begin with defining the business ecosystem which has many interconnected economic influences. Such economic influences include but are not limited to culture, lifestyle, labor, healthcare, cost of living, crime, economic climate and education.

A. Location Intelligence for:



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B. Factors or tools Used/Considered for analysing the better of the Location Intelligence

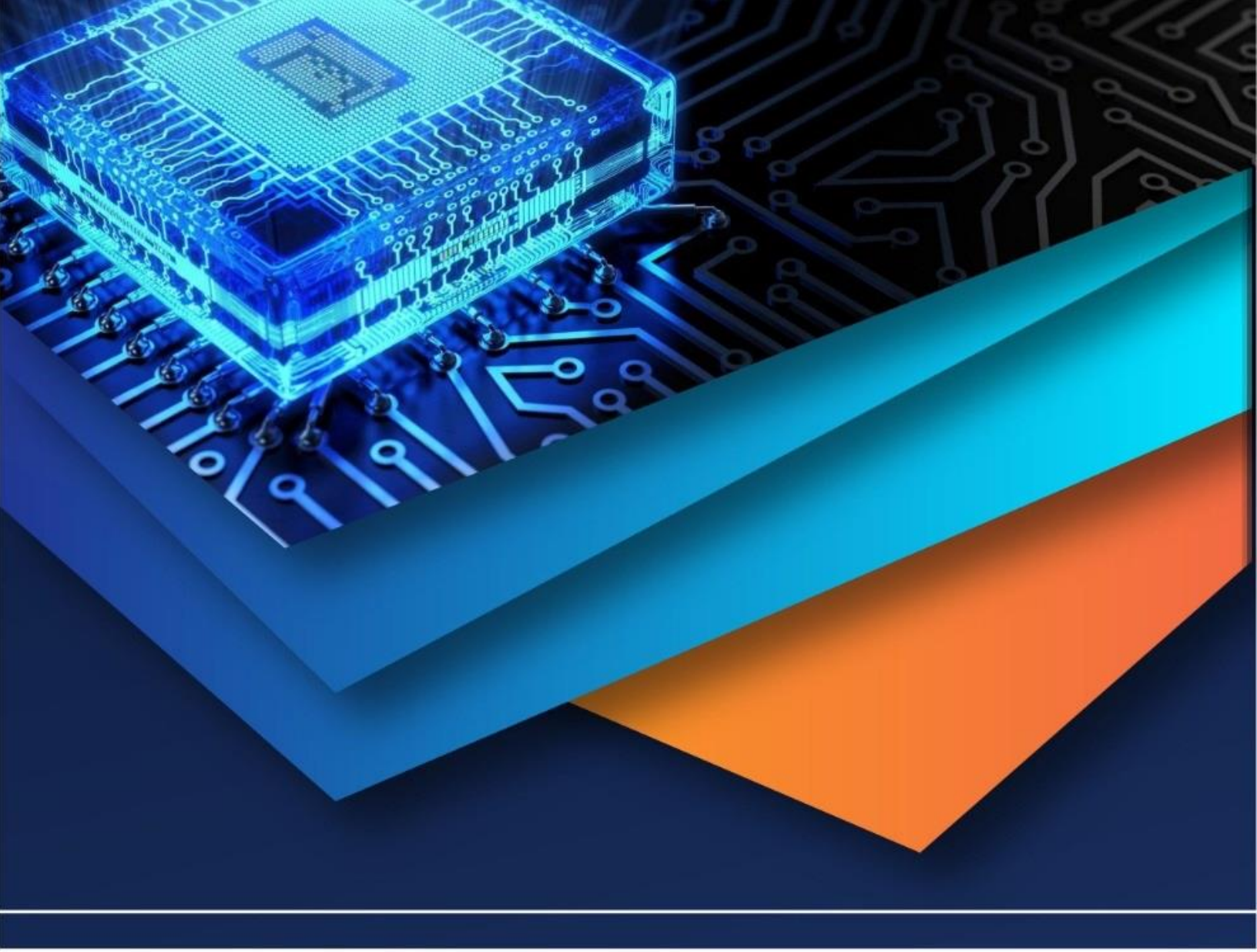
1) Spatial Intelligence Technologies
2) Spatial Database or Geodatabases
3) OLAP tools i.e Online Analytical Processing
4) Business Intelligence Processes
5) Business analytics
6) Predictive analytics
7) Data Mining

We wiil be briefly viewing the above mentioned aspects & how they affect and manipulate the Location Intelligence Scenario. Alsothere are 2 major case studies we will discuss in order to get the better understanding of the title.

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