## Modified IDC BUSINESS ANALYTICS TAXONOMY, 2007



## **Performance Management Tools and Applications**

Doing the thing right Doing the thing right **Financial Performance** and Management **Applications Applications** Budgeting, planning, profitability mgmt/activity-based costing, consolidation, balanced score cards, dashboards, strateav Doing the right thing Strateav Strategy Maps Integrated Forecasting, planning & Enterprise budgeting Strateav(IES) Doing the thing right Doing the thing right Supply chain and **Services Operations Applications** Supply chain (inc.

planning), services

operations, analytic

applications including

network design

**CRM & MRM Analytic** 

Sales, customer service, contact center, marketing. Web site analytics, marketing optimization (price, product, place & promotion)

**Workforce Analytic** 

Budgeting, planning, consolidations, profitability mgmt/activity-based costing, scorecards

**Business Intelligence Tools** 

Query, Reporting, **Anallysis** 

(includes dashboards)

**Advanced Analytics** 

(includes data mining and statistics)

**Spatial Information Management Analytic Tools** 

## **Data Warehouse Platform**

(Data warehouse management and generation)