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IT 201

Databases are important for businesses because they can communicate information to you related to sale transactions, product inventory, customer profiles and marketing activity to name a few. Business intelligence is important because it’s a technology-driven process of analyzing data and delivering critical information back to executives. Tech companies such as Amazon use databases and business intelligence in everything they do. Amazon has databases all around the globe that help their cloud environment AWS be able to handle and carry out all the tasks and services AWS has to offer. Amazon’s business intelligence helps retailers get analytical data to help differentiate their brand, influence customer actions, and increase revenue. They are super-efficient to Amazon as they help power-drive Amazon’s major services within AWS. One of the biggest concerns about business intelligence is the increased risk of data breaches and the risk of leaks. If you use bi applications to handle the processing of your data, you are running the risk of that data potentially getting hacked into. Another con is the high prices it takes to run business intelligence software. Some of the biggest pros, however, is that it enhances business productivity, and it also improves access to crucial information. It also delivers huge return of investment to companies, for example, Amazon delivers figures in the billions, and they use databases and business intelligence software to help keep track of all their spending/profits. Businesses using these things have a huge advantage over the others because they have much faster and accurate data to their business insights than businesses who don’t use databases or business intelligence. If your company has enough funds to provide for the expensive backend infrastructure it takes to run these things than it is highly recommended to use these things as it proves to turn company’s huge returns on profits. In my opinion, I think there is a lot of benefits to having databases and business intelligence software. It really helps your company really get quick access to all the details and how your company is overall performing. I believe most companies in the future will be upgrading their operations to having more business intelligence software. Since we are heading into this era where technology dominates the world, it is only a matter of time until businesses are being run by these software programs and databases.