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Obiee Foundation Certification Questions

Clear your doubts about Business Intelligence and start your new journey KEY FEATURES ? Includes successful methods and innovative ideas to achieve success with BI. ? Vendor-neutral, unbiased, and based on experience. ? Highlights practical challenges in BI journeys. ? Covers financial aspects along with technical aspects. ? Showcases multiple BI organization models and the structure

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of BI teams. DESCRIPTION
The book demystifies misconceptions and misinformation about BI. It provides clarity to almost everything related to BI in a simplified and unbiased way. It covers topics right from the definition of BI, terms used in the BI definition, coinage of BI, details of the different main uses of BI, processes that support the main uses, side benefits, and the level of importance of BI, various types of BI based on various parameters, main phases in the BI journey

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and the challenges faced in each of the phases in the BI journey. It clarifies myths about self-service BI and real-time BI. The book covers the structure of a typical internal BI team, BI organizational models, and the main roles in BI. It also clarifies the doubts around roles in BI. It explores the different components that add to the cost of BI and explains how to calculate the total cost of the ownership of BI and ROI for BI. It covers several ideas, including unconventional

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ideas to achieve BI success and also learn about BI. It explains the different types of BI architectures, commonly used technologies, tools, and concepts in BI and provides clarity about the boundary of BI w.r.t technologies, tools, and concepts. The book helps you lay a very strong foundation and provides the right perspective about BI. It enables you to start or restart your journey with BI. WHAT YOU WILL LEARN ? Builds a strong conceptual foundation in BI. ? Gives

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the right perspective and clarity on BI uses, challenges, and architectures. ? Enables you to make the right decisions on the BI structure, organization model, and budget. ? Explains which type of BI solution is required for your business. ? Applies successful BI ideas. WHO THIS BOOK IS FOR This book is a must-read for business managers, BI aspirants, CxOs, and all those who want to drive the business value with data-driven insights.

TABLE OF CONTENTS 1. What

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is Business Intelligence?
2. Why do Businesses need BI? 3. Types of Business Intelligence 4. Challenges in Business Intelligence 5. Roles in Business Intelligence 6. Financials of Business Intelligence 7. Ideas for Success with BI 8. Introduction to IBI 9. BI Architectures 10. Demystify Tech, Tools, and Concepts in BI

Direct from Microsoft, this Exam Ref is the official study guide for the new Microsoft DA-100 Analyzing Data with Microsoft Power BI certification exam. Exam

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Ref DA-100 Analyzing Data with Microsoft Power BI offers professional-level preparation that helps candidates maximize their exam performance and sharpen their skills on the job. It focuses on specific areas of expertise modern IT professionals need to demonstrate real-world mastery of Power BI data analysis and visualization. Coverage includes: Preparing data: acquiring, profiling, cleaning, transforming, and loading data Modeling data: designing and

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developing data models, creating measures with DAX, and optimizing model performance Visualizing data: creating reports and dashboards, and enriching reports for usability Analyzing data: enhancing reports to expose insights, and performing advanced analysis Deploying and maintaining deliverables: managing datasets; creating and managing workspaces Microsoft Exam Ref publications stand apart from third-party study guides because they: Provide guidance from

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Microsoft, the creator of Microsoft certification exams Target IT professional-level exam candidates with content focused on their needs, not "one-size-fits-all" content Streamline study by organizing material according to the exam's objective domain (OD), covering one functional group and its objectives in each chapter Feature Thought Experiments to guide candidates through a set of "what if?" scenarios, and prepare them more effectively for Pro-level style exam

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questions Explore big picture thinking around the planning and design aspects of the IT pro's job role For more information on Exam DA-100 and the Microsoft Certified: Data Analyst Associate credential, visit <https://docs.microsoft.com/en-us/learn/certifications/data-analyst-associate>.

Oracle Database 12c Release 1 running on Linux is available for deployment on the IBM ZTM family of servers. The enterprise-grade Linux on IBM Z solution is designed

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to add value to Oracle Database solutions, including the new functions that are introduced in Oracle Database 12c. In this IBM Redbooks® publication, we explore the IBM and Oracle Alliance and describe how Oracle Database benefits from the IBM Z platform. We then explain how to set up Linux guests to install Oracle Database 12c. We also describe how to use the Oracle Enterprise Manager Cloud Control Agent to manage Oracle Database 12c Release 1. We also describe a successful

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consolidation project from sizing to migration, performance management topics, and high availability. Finally, we end with a chapter about surrounding Oracle with Open Source software. The audience for this publication includes database consultants, installers, administrators, and system programmers. This publication is not meant to replace Oracle documentation, but to supplement it with our experiences while installing and using

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Oracle products. Master Oracle Business Intelligence 11g Reports and Dashboards Deliver meaningful business information to users anytime, anywhere, on any device, using Oracle Business Intelligence 11g. Written by Oracle ACE Director Mark Rittman, Oracle Business Intelligence 11g Developers Guide fully covers the latest BI report design and distribution techniques. Find out how to execute effective queries, build accurate models, use

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scorecards and KPIs, create dynamic reports, set up dashboards, and publish to smartphones and wireless devices. This Oracle Press guide contains comprehensive details on Oracle Exalytics In-Memory Machine, the best-in-class, preintegrated BI platform. Install or upgrade to Oracle Business Intelligence 11g Developer and manage custom Oracle Business Intelligence repositories Access relational, file, and multidimensional data sources Design print-

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quality reports with Oracle Business Intelligence Publisher Create web-enabled analyses, dashboards, and visualizations Integrate with other applications using Oracle Business Intelligence 11g Action Framework Employ authentication, authorization, and row-level security Configure and deploy Oracle Exalytics In-Memory Machine Release 3. 6. 6rc1 Oracle to DB2 Conversion Guide: Compatibility Made Easy

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Build dashboards and visualizations to make your data come to life
Guide for Real Exam Project and Portfolio Management
Business Intelligence Guidebook
From Data Integration to Analytics
Oracle Business Intelligence (Obi) Foundation Suite 11g Essentials
Createspace Independent Publishing Platform
Prepare for Microsoft Exam 70-761—and help demonstrate your real-world mastery of SQL Server 2016 Transact-SQL data management, queries, and database programming. Designed

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for experienced IT professionals ready to advance their status, Exam Ref focuses on the critical-thinking and decision-making acumen needed for success at the MCSA level. Focus on the expertise measured by these objectives:

- Filter, sort, join, aggregate, and modify data
- Use subqueries, table expressions, grouping sets, and pivoting
- Query temporal and non-relational data, and output XML or JSON
- Create views, user-defined functions, and stored procedures
- Implement error handling, transactions, data types, and nulls

This Microsoft Exam Ref:

- Organizes its coverage by exam objectives
- Features strategic, what-if scenarios to challenge you

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Assumes you have experience working with SQL Server as a database administrator, system engineer, or developer • Includes downloadable sample database and code for SQL Server 2016 SP1 (or later) and Azure SQL Database Querying Data with Transact-SQL About the Exam Exam 70-761 focuses on the skills and knowledge necessary to manage and query data and to program databases with Transact-SQL in SQL Server 2016. About Microsoft Certification Passing this exam earns you credit toward a Microsoft Certified Solutions Associate (MCSA) certification that demonstrates your mastery of essential skills for building and

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implementing on-premises and cloud-based databases across organizations. Exam 70-762 (Developing SQL Databases) is also required for MCSA: SQL 2016 Database Development certification. See full details at: microsoft.com/learning

The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data

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every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario.

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Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more Learn how big data is changing medicine, law enforcement, hospitality, fashion, science and banking Develop your own big data strategy by accessing additional reading materials at the end of each chapter

IBM® Cognos® Business Intelligence (BI) helps organizations meet strategic objectives and provides real value for the business by delivering the information everyone needs while also reducing the burden on IT. This IBM

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Redbooks® publication addresses IBM Cognos Business Intelligence V10.1. You can use this book to: - Understand core features of IBM Cognos BI V10.1 - Realize the full potential of IBM Cognos BI - Learn by example with practical scenarios This book uses a fictional business scenario to demonstrate the power of IBM Cognos BI. The book is primarily focused on the roles of Advanced Business User, Professional Report Author, Modeler, Administrator, and IT Architect.

Study Guide for 1Z0-147: Program with PL/SQL

Assuring Data Content, Data Structures and Quality

A Guide to the Project Management

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Body of Knowledge (PMBOK® Guide) – Seventh Edition and The Standard for Project Management (RUSSIAN)

Business Intelligence For Dummies

A step-by-step guide to creating, managing, and automating sales and marketing processes

Salesforce For Dummies

Big Data in Practice

Learn how to create effective data visualizations with Tableau and unlock a smarter approach to business analytics. It might just transform your organization About This Book Create stylish

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visualizations and dashboards that explain complexity with clarity Learn effective data storytelling to transform how your business uses ideas and makes decisions Explore all the new features in Tableau 10 and start to redefine what business analytics means to your organization Who This Book Is For Got data? Not sure what to make of it? This is the guide for you – whether you've been working with Tableau for years or are

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just beginning your adventure into business analytics. What You Will Learn Find out how to build effective visualizations and dashboards Prepare and clean your data so you can be sure Tableau is finding answers to your questions – not raising more problems Discover how to create advanced visualizations that explain complexity with clarity and style Dig deeper into your data with clustering and distribution models that

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allow you to analyze trends and make forecasts Learn how to use data storytelling to aid decision-making and strategy Share dashboards and visualizations to cultivate a culture where data is available and valued In Detail Tableau has for some time been one of the most popular Business Intelligence and data visualization tools available. Why? Because, quite simply, it's a tool that's responsive

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to the needs of modern businesses. But it's most effective when you know how to get what you want from it – it might make your business intelligent, but it isn't going to make you intelligent... We'll make sure you're well prepared to take full advantage of Tableau 10's new features. Whether you're an experienced data analyst that wants to explore 2016's new Tableau, or you're a beginner that wants to expand their

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skillset and bring a more professional and sharper approach to their organization, we've got you covered. Beginning with the fundamentals, such as data preparation, you'll soon learn how to build and customize your own data visualizations and dashboards, essential for high-level visibility and effective data storytelling. You'll also find out how to do trend analysis and forecasting using clustering and

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distribution models to inform your analytics. But it's not just about you – when it comes to data it's all about availability and access. That's why we'll show you how to share your Tableau visualizations. It's only once insights are shared and communicated that you – and your organization – will start making smarter and informed decisions. And really, that's exactly what this guide is for. Style and approach Practical yet

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comprehensive, this Tableau guide takes you from the fundamentals of the tool before diving deeper into creating advanced visualizations. Covering the latest features found in Tableau 10, this might be the guide that transforms your organization. This software will enable the user to learn about business intelligence roadmap. Python is an easy to learn, powerful programming language. It

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has efficient high-level data structures and a simple but effective approach to object-oriented programming. Python's elegant syntax and dynamic typing, together with its interpreted nature, make it an ideal language for scripting and rapid application development in many areas on most platforms. The Python interpreter and the extensive standard library are freely available in source or binary form for all

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major platforms from the Python Web site, <https://www.python.org/>, and may be freely distributed. The same site also contains distributions of and pointers to many free third party Python modules, programs and tools, and additional documentation. The Python interpreter is easily extended with new functions and data types implemented in C or C++ (or other languages callable from C). Python is also suitable as an

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extension language for customizable applications. This tutorial introduces the reader informally to the basic concepts and features of the python language and system. It helps to have a Python interpreter handy for hands-on experience, but all examples are self contained, so the tutorial can be read off-line as well. For a description of standard objects and modules, see library-index. reference-index gives a more

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formal definition of the language. To write extensions in C or C++, read [extending-index](#) and [c-api-index](#). There are also several books covering Python in depth. This tutorial does not attempt to be comprehensive and cover every single feature, or even every commonly used feature. Instead, it introduces many of Python's most noteworthy features, and will give you a good idea of the language's flavor and style. After reading it,

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you will be able to read and write Python modules and programs, and you will be ready to learn more about the various Python library modules described in library-index. The Glossary is also worth going through.

"Customers are the heart of any business. But we can't succeed if we develop only one talk addressed to the 'average customer.' Instead we must know each customer and build our individual

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engagements with that knowledge. If Customer Relationship Management (CRM) is going to work, it calls for skills in Customer Data Integration (CDI). This is the best book that I have seen on the subject. Jill Dyché is to be complimented for her thoroughness in interviewing executives and presenting CDI."

-Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing Kellogg School of

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Management, Northwestern University "In this world of killer competition, hanging on to existing customers is critical to survival. Jill Dyché's new book makes that job a lot easier than it has been." -Jack Trout, author, Differentiate or Die "Jill and Evan have not only written the definitive work on Customer Data Integration, they've made the business case for it. This book offers sound advice to business

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people in search of innovative ways to bring data together about customers-their most important asset-while at the same time giving IT some practical tips for implementing CDI and MDM the right way." -Wayne Eckerson, The Data Warehousing Institute author of Performance Dashboards: Measuring, Monitoring, and Managing Your Business Whatever business you're in, you're ultimately in the customer business. No matter what your

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product, customers pay the bills. But the strategic importance of customer relationships hasn't brought companies much closer to a single, authoritative view of their customers. Written from both business and technical perspectives, Customer Data Integration shows companies how to deliver an accurate, holistic, and long-term understanding of their customers through CDI. Artificial Intelligence Techniques in OBIEE for

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**Actionable BI
Salesforce CRM
Oracle Certification
Prep
Reaching a Single
Version of the Truth
Using the Data Warehouse**

**Testing the Data
Warehouse Practicum
Business Intelligence: The
Savvy Managers Guide,
Second Edition, discusses
the objectives and practices
for designing and deploying
a business intelligence (BI)
program. It looks at the
basics of a BI program, from
the value of information and**

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the mechanics of planning for success to data model infrastructure, data preparation, data analysis, integration, knowledge discovery, and the actual use of discovered knowledge. Organized into 21 chapters, this book begins with an overview of the kind of knowledge that can be exposed and exploited through the use of BI. It then proceeds with a discussion of information use in the context of how value is created within an organization, how BI can improve the ways of doing

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business, and organizational preparedness for exploiting the results of a BI program. It also looks at some of the critical factors to be taken into account in the planning and execution of a successful BI program. In addition, the reader is introduced to considerations for developing the BI roadmap, the platforms for analysis such as data warehouses, and the concepts of business metadata. Other chapters focus on data preparation and data discovery, the business rules approach, and

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data mining techniques and predictive analytics. Finally, emerging technologies such as text analytics and sentiment analysis are considered. This book will be valuable to data management and BI professionals, including senior and middle-level managers, Chief Information Officers and Chief Data Officers, senior business executives and business staff members, database or software engineers, and business analysts. Guides managers through developing, administering,

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***or simply understanding
business intelligence
technology Keeps pace with
the changes in best
practices, tools, methods
and processes used to
transform an organization's
data into actionable
knowledge Contains a handy,
quick-reference to
technologies and
terminology
Use machine learning and
Oracle Business Intelligence
Enterprise Edition (OBIEE)
as a comprehensive BI
solution. This book follows a
when-to, why-to, and how-to
approach to explain the key***

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steps involved in utilizing the artificial intelligence components now available for a successful OBIEE implementation. Oracle Business Intelligence with Machine Learning covers various technologies including using Oracle OBIEE, R Enterprise, Spatial Maps, and machine learning for advanced visualization and analytics. The machine learning material focuses on learning representations of input data suitable for a given prediction problem. This book focuses on the practical aspects of

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implementing machine learning solutions using the rich Oracle BI ecosystem. The primary objective of this book is to bridge the gap between the academic state-of-the-art and the industry state-of-the-practice by introducing you to machine learning with OBIEE. What You Will Learn See machine learning in OBIEE Master the fundamentals of machine learning and how it pertains to BI and advanced analytics Gain an introduction to Oracle R Enterprise Discover the practical considerations of

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implementing machine learning with OBIEE Who This Book Is For Analytics managers, BI architects and developers, and data scientists.

This book is written in simple, easy to understand format with lots of screenshots and step-by-step explanations. If you are a Project manager or a consultant, who wants to master the core concepts of Primavera P6 and the new features associated with version 8, then this is the best guide for you. This book assumes that you have a

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fundamental knowledge of working in the Primavera P6 environment.

The book uses a concise and practical approach to take you through all the steps necessary to create, run, and analyze your own Network Simulations. This book is ideal for anyone wishing to quickly get to grips with Network Simulation whether you're an expert in networks or just a beginner. It is perfect for all network engineers and administrators who wish to emulate networks using OMNet++ as a preparation

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***for building the actual
network.***

***JD Edwards EnterpriseOne,
The Complete Reference
Create Analyses and
Dashboards***

***Microsoft Power BI Quick
Start Guide***

***A Step-by-Step Guide to
Modern Cloud Analytics
Business Intelligence***

***Jumpstart Snowflake
Base Programming for Sas9***

This textbook offers an exhaustive, step-by-step guide through the powerful features of the Oracle Business Intelligence (BI) product suite. One will

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learn the concepts, methods and techniques for building sophisticated data analytic modules. Analytic results are then organized into interactive dashboards. A solid foundation is laid for one to progress onto the latest and most advanced data analytic capabilities. The following specific topics are included in this guide book: Background discussion of data warehousing, business intelligence (BI) and data analytics presented in a form that business

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professionals can readily understand; Background concepts regarding logical data models, star schema and snowflake schema warehouse models; How to build analytical models using fact tables, dimensions, dimension hierarchies, cubes, measures and other multidimensional data model objects; Use interactive Dashboards to analyze data, uncover trends and make strategic business decisions; Export BI results to productivity software such as Microsoft Office or other external

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systems; Design customized Dashboards to reflect an individual's role, perspective or business interest; Creating data analyses and dynamically interact with results produced from Oracle BI; Format analyses using sorts, filters and prompts; Format column output, subtotaling, customization of column properties and transforming column data using formulas; Create results with compound layouts, including views such as tabular, chart, pivot table, gauge and

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others; Manage content, permissions and access within the Presentation Catalog. This textbook includes dozens of learning exercises, with detailed point-and-click solutions also provided. This book describes exactly how to use a data warehouse once it's been constructed. The discussion of how to use information to capture and maintain competitive advantage will be of particular strategic interest to marketing, production, and other line managers. Database

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professionals will appreciate the tactical advice on this topic. Oracle Database 12c running on Linux is available for deployment on IBM® LinuxONE. The enterprise-grade Linux on LinuxONE solution is designed to add value to Oracle Database solutions, including the new functions that are introduced in Oracle Database 12c. In this IBM Redbooks® publication, we explore the IBM and Oracle Alliance and describe how Oracle Database benefits from LinuxONE. We then

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explain how to set up Linux guests to install Oracle Database 12c. We also describe how to use the Oracle Enterprise Manager Cloud Control Agent to manage Oracle Database 12c Release 1. Additionally, we discuss encryption for Oracle using Oracle Transparent Data Encryption (TDE) on Oracle 12c Release 2. We also describe a successful consolidation project from sizing to migration, performance management topics, and high availability. Finally, we end with a chapter about

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surrounding Oracle with Open Source software. The audience for this publication includes database consultants, installers, administrators, and system programmers. This publication is not meant to replace Oracle documentation, but to supplement it with our experiences while installing and using Oracle products.

Prepare for the SAS Base Programming for SAS 9 exam with the official guide by the SAS Global Certification Program. New

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and experienced SAS users who want to prepare for the SAS Base Programming for SAS 9 exam will find this guide to be an invaluable, convenient, and comprehensive resource that covers all of the objectives tested on the exam. Now in its fourth edition, the guide has been extensively updated, and revised to streamline explanations. Major topics include importing and exporting raw data files, creating and modifying SAS data sets, and identifying and correcting data syntax and programming logic

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errors. The chapter quizzes have been thoroughly updated and full solutions are included at the back of the book. In addition, links are provided to the exam objectives, practice exams, and other helpful resources, such as the updated Base SAS glossary and an expanded collection of practice data sets.

Oracle BI 11g

Business Intelligence

Roadmap

Learning Tableau 10

critical issues and

answers

Python Tutorial

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The Savvy Manager's Guide
Computer Programmer
Analyst Trainee

The quality of a data warehouse (DWH) is the elusive aspect of it, not because it is hard to achieve [once we agree what it is], but because it is difficult to describe. We propose the notion that quality is not an attribute or a feature that a product has to possess, but rather a relationship between that product and each and every stakeholder. More specifically, the relationship between the software quality and the

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organization that produces the products is explored. Quality of data that populates the DWH is the main concern of the book, therefore we propose a definition for data quality as: "fitness to serve each and every purpose". Methods are proposed throughout the book to help readers achieve data warehouse quality. This IBM® Redbooks® publication describes IBM DB2® SQL compatibility features. The latest version of DB2 includes extensive native support for the

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PL/SQL procedural language, new data types, scalar functions, improved concurrency, built-in packages, OCI, SQLPlus, and more. These features can help with developing applications that run on both DB2 and Oracle and can help simplify the process of moving from Oracle to DB2. In addition, IBM now provides tools to simplify the enablement process, such as the highly scalable IBM Data Movement Tool for moving schema and data into DB2, and an Editor and Profiler for PL/SQL

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provided by the IBM Data Studio tool suite. This Oracle to DB2 migration guide describes new technology, preferred practices for moving to DB2, and common scenarios that can help you as you move from Oracle to DB2. This book is intended for IT architects and developers who are converting from Oracle to DB2. DB2 compatibility with Oracle is provided through native support. The new capabilities in DB2 that provide compatibility are implemented at the lowest and most intimate levels of

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the database kernel, as though they were originally engineered for DB2. means that the DB2 implementation is done without the aid of an emulation layer. This intimacy leads to the scalable implementation that DB2 offers, providing identical performance between DB2 compatibility features and DB2 other language elements. For example, DB2 runs SQL PL at the same performance as PL/SQL implementations of the same function. Between the high-level

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concepts of business intelligence and the nitty-gritty instructions for using vendors' tools lies the essential, yet poorly-understood layer of architecture, design and process. Without this knowledge, Big Data is belittled - projects flounder, are late and go over budget. Business Intelligence Guidebook: From Data Integration to Analytics shines a bright light on an often neglected topic, arming you with the knowledge you need to design rock-solid business

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intelligence and data integration processes. Practicing consultant and adjunct BI professor Rick Sherman takes the guesswork out of creating systems that are cost-effective, reusable and essential for transforming raw data into valuable information for business decision-makers. After reading this book, you will be able to design the overall architecture for functioning business intelligence systems with the supporting data warehousing and data-integration applications. You

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will have the information you need to get a project launched, developed, managed and delivered on time and on budget - turning the deluge of data into actionable information that fuels business knowledge. Finally, you'll give your career a boost by demonstrating an essential knowledge that puts corporate BI projects on a fast-track to success. Provides practical guidelines for building successful BI, DW and data integration solutions. Explains underlying BI, DW and data

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integration design, architecture and processes in clear, accessible language. Includes the complete project development lifecycle that can be applied at large enterprises as well as at small to medium-sized businesses Describes best practices and pragmatic approaches so readers can put them into action. Companion website includes templates and examples, further discussion of key topics, instructor materials, and references to trusted industry sources.

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Your definitive guide to JD Edwards EnterpriseOne Implement and maintain a fully integrated, SOA-based ERP framework across your entire corporation. JD Edwards EnterpriseOne: The Complete Reference explains how to install and administer JD Edwards EnterpriseOne, store BI information in data marts and warehouses, manage servers and portals, and develop customized applications and kernel processes. You'll also learn how to create and distribute packages, use the security

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workbench, optimize performance, and apply the latest JD Edwards EnterpriseOne updates and tools releases. Set up and configure the JD Edwards EnterpriseOne applications suite Work with Oracle, SQL Server, DB2, MSDE, and SSE data sources Define JD Edwards EnterpriseOne path codes, task views, and environments Deploy the object configuration manager and solution explorer Build client and server packages, media objects, and data warehouses Secure JD

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**Edwards EnterpriseOne
using LDAP, single sign-on,
and third-party tools
Administer portals and Web
sites using JD Edwards
EnterpriseOne's HTML
server and server manager
Troubleshoot and tune your
system using the
performance workbench
Covers Release 8.12
Salesforce for Beginners
How 45 Successful
Companies Used Big Data
Analytics to Deliver
Extraordinary Results
The I Ching Workbook
The Complete Project
Lifecycle for Decision-**

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support Applications Understand and Clear All Your Doubts and Misconceptions About BI (English Edition) Oracle Business Intelligence Enterprise Edition 12c Business Intelligence Demystified

*Oracle Business Intelligence
(OBI) Foundation Suite 11g
Essentials These questions
are similar to the ones
asked in the actual Test.
How should I know? I know,
because although I have been
working as an OBIEE
Consultant for many years, I
have myself recently
certified with the latest*

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version of the Certification test. Before you start here are some Key features of the Certification Exam. This certification exam verifies that the candidate has the knowledge required in the area of Oracle Business Intelligence This certificate builds on basic consultant skills and experience that is then refined by practical experience during several projects. Candidates must also demonstrate understanding of OBIEE Architecture, User Interface, Dimensional Modeling, Repository including testing & deployment, Hierarchy &

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Level based measures, Variables, Security, Tuning, Integrations including Integration with Essbase, MS Office and Spatial Integration. The exam is Computer based and you have 120 minutes to answer 75 Questions. The Questions are (mostly) multiple choice type and there is NO penalty for an incorrect answer. Some of the Questions have more than one correct answer. You must get ALL the options correct for you to be awarded points. For questions with a single answer, the answers will have a button next to them. You will be able to select only one button. For

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questions with multiple answers, the answers will have a 'tick box' next to them. This allows you to select multiple answers. You are not allowed to use any reference materials during the certification test (no access to online documentation or to any Oracle system). Clearing the Certification will not automatically lead you to a job. However a Certification with some project experience will certainly open a lot of doors for you. So if you have little or no experience, you should get yourself certified, get some project experience, and then the whole of the Oracle

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World open for you to explore. Helping you with the first step on your ladder to success is this book! Some UNIQUE features of this Book:

- There is NO Other quality material in the market for this Certification exam.*
- The author has himself cleared the exam.*
- All questions are multiple choice format, similar the questions you will get in the actual exam.*
- Over 110 authentic questions, testing the exact same concepts that will be tested in Your exam!*

A comprehensive guide from Oracle experts, that will act as your single point of reference for building an

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Oracle BI 12c system that turns data in actionable insight. About This Book Come, start your first Oracle Business intelligence system and excel in BI with this exhaustive guide An all-encompassing guide for your Oracle business intelligence needs Learn from the self-paced professional guidance and implement Oracle business intelligence using this easy-to-follow guide by our experts Who This Book Is For If your job includes working on data, improving the financial or operational performance of your organization or you are a consultant for the above, then this book is for you.

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If you have been placed on a business intelligence project, then this book is for you. If you are the Project Manager, Business Analyst or Data Scientist then this book is for you. If you are an end user of Oracle Business Intelligence, then this book is for you too. Having a basic understanding of databases and the use of Business Intelligence is expected, but no knowledge of Oracle BI is required. What You Will Learn Install OBIEE in Windows, including how to create the underlying Weblogic Application server and the required database Build the BI system

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*repository, the vital engine connecting your data to the front end of Oracle BI
Develop effective analysis, draw out meaning from the data, and present it to end users on interactive dashboards Build pixel-perfect, printable reports using the embedded BI
Publisher feature Build agents for actionable insight and enable your users to act on Business Intelligence at their desktop or on the move
Understand the various aspects of securing the Oracle BI system, from data restrictions to whole dashboard access rights Get acquainted with the system*

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management tools and methods available for the continuous improvement of your system

In Detail Oracle Business Intelligence Enterprise Edition (OBIEE) 12c is packed full of features and has a fresh approach to information presentation, system management, and security. OBIEE can help any organization to understand its data, to make useful information from data, and to ensure decision-making is supported by facts. OBIEE can focus on information that needs action, alerting users when conditions are met. OBIEE can be used for data analysis, form production, dashboarding, and

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workflow processes. We will introduce you to OBIEE features and provide a step-by-step guide to build a complete system from scratch. With this guide, you will be equipped with a good basic understanding of what the product contains, how to install and configure it, and how to create effective Business Intelligence. This book contains the necessary information for a beginner to create a high-performance OBIEE 12c system. This book is also a guide that explains how to use an existing OBIEE 12c system, and shows end users how to create. Style and approach

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This book will take you from one feature to another in a step-by-step manner and will teach how you can create effective business intelligence using Oracle Business Intelligence Enterprise Edition. You will be taught how to create BI solutions and dashboards from scratch. There will be multiple modules in the book, each module spread in chapters, that will cover one aspect of business intelligence in a systematic manner.

This book teaches test managers what they need to know to achieve advanced skills in test estimation, test planning, test

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monitoring, and test control. Readers will learn how to define the overall testing goals and strategies for the systems being tested. This hands-on, exercise-rich book provides experience with planning, scheduling, and tracking these tasks. You'll be able to describe and organize the necessary activities as well as learn to select, acquire, and assign adequate resources for testing tasks. You'll learn how to form, organize, and lead testing teams, and master the organizing of communication among the members of the testing teams, and between the testing teams and all

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the other stakeholders. Additionally, you'll learn how to justify decisions and provide adequate reporting information where applicable. With over thirty years of software and systems engineering experience, author Rex Black is President of RBCS, is a leader in software, hardware, and systems testing, and is the most prolific author practicing in the field of software testing today. He has published a dozen books on testing that have sold tens of thousands of copies worldwide. He is past president of the International Software

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Testing Qualifications Board (ISTQB) and a director of the American Software Testing Qualifications Board (ASTQB). This book will help you prepare for the ISTQB Advanced Test Manager exam. Included are sample exam questions, at the appropriate level of difficulty, for most of the learning objectives covered by the ISTQB Advanced Level Syllabus. The ISTQB certification program is the leading software tester certification program in the world. With about 300,000 certificate holders and a global presence in over 50 countries, you can be confident in the value and

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international stature that the Advanced Test Manager certificate can offer you. This second edition has been thoroughly updated to reflect the new ISTQB Advanced Test Manager 2012 Syllabus, and the latest ISTQB Glossary. This edition reflects Rex Black's unique insights into these changes, as he was one of the main participants in the ISTQB Advanced Level Working Group.

Bring your data to life with Power BI Key Features Get to grips with the fundamentals of Microsoft Power BI and its Business Intelligence capabilities Build accurate analytical models, reports

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and dashboards Get faster and more intuitive insights from your data using Microsoft Power BI Book Description Microsoft Power BI is a cloud-based service that helps you easily visualize and share insights using your organization's data. This book will get you started with business intelligence using the Power BI toolset, covering essential concepts such as installation, designing effective data models, as well as building basic dashboards and visualizations to make your data come to life You will learn how to get your data the way you want -

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connecting to data sources sources and how to clean your data with the Power BI Query Editor. You will next learn how to properly design your data model to make your data easier to work with.. You will next learn how to properly design your data model to navigate table relationships and build DAX formulas to make your data easier to work with. Visualizing your data is another key element of this book, and you will learn how to follow proper data visualization styles and enhanced digital storytelling techniques. By the end of this book, you will understand how to

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administer your organization's Power BI environment so deployment can be made seamless, data refreshes can run properly, and security can be fully implemented What you will learn Connect to data sources using both import and DirectQuery options Use the Query Editor to apply data transformations and data cleansing processes, including learning how to write M and R scripts Design optimized data models by designing relationships and DAX calculations Leverage built-in and custom visuals to design effective reports Use the Power BI Desktop and Power BI Service to

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implement Row Level Security on your model Administer a Power BI cloud tenant for your organization Deploy your Power BI Desktop files into the Power BI Report Server Who this book is for This book is for aspiring Business Intelligence professionals who want to get up and running with Microsoft Power BI. If you have a basic understanding of BI concepts and want to learn how to apply them using Microsoft Power BI, this book is for you. Exam Ref 70-761 Querying Data with Transact-SQL Oracle Business Intelligence with Machine Learning IBM Cognos Business

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The Computer Programmer Analyst Trainee Passbook(R) prepares you for your test by allowing you to take practice exams in the subjects you

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need to study.

In this IBM Redbooks publication we describe and demonstrate dimensional data modeling techniques and technology, specifically focused on business intelligence and data warehousing. It is to help the reader understand how to design, maintain, and use a dimensional model for data warehousing that can provide the data access and performance required for business intelligence. Business intelligence is comprised of a data warehousing infrastructure, and a query, analysis, and reporting environment. Here we focus on the data warehousing infrastructure. But only a specific element of it, the data model - which we consider the

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base building block of the data warehouse. Or, more precisely, the topic of data modeling and its impact on the business and business applications. The objective is not to provide a treatise on dimensional modeling techniques, but to focus at a more practical level. There is technical content for designing and maintaining such an environment, but also business content. For example, we use case studies to demonstrate how dimensional modeling can impact the business intelligence requirements for your business initiatives. In addition, we provide a detailed discussion on the query aspects of BI and data modeling. For example, we discuss query optimization and how you can

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determine performance of the data model prior to implementation. You need a solid base for your data warehousing infrastructure a solid data model.

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how to determine the right configuration to suit your business needs, and how to use apps, widgets, and tools to personalize your system. Then, you'll explore prospecting leads, managing accounts and partners, developing contacts, tracking products, calculating forecasts, and utilizing service and support. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service Manage contacts, identify opportunities, and analyze your results Collaborate with colleagues using Chatter More than 150,000 companies worldwide use Salesforce.com as their CRM solution—if you're a new or existing

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user looking to maximize the potential of the new UI, this book has everything you need.

Explore the modern market of data analytics platforms and the benefits of using Snowflake computing, the data warehouse built for the cloud. With the rise of cloud technologies, organizations prefer to deploy their analytics using cloud providers such as Amazon Web Services (AWS), Microsoft Azure, or Google Cloud Platform. Cloud vendors are offering modern data platforms for building cloud analytics solutions to collect data and consolidate into single storage solutions that provide insights for business users. The core of any analytics framework is the data warehouse, and previously customers

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did not have many choices of platform to use. Snowflake was built specifically for the cloud and it is a true game changer for the analytics market. This book will help onboard you to Snowflake, present best practices to deploy, and use the Snowflake data warehouse. In addition, it covers modern analytics architecture and use cases. It provides use cases of integration with leading analytics software such as Matillion ETL, Tableau, and Databricks. Finally, it covers migration scenarios for on-premise legacy data warehouses. What You Will Learn

Know the key functionalities of Snowflake Set up security and access with cluster Bulk load data into Snowflake using the COPY command

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Migrate from a legacy data warehouse to Snowflake integrate the Snowflake data platform with modern business intelligence (BI) and data integration tools Who This Book Is For Those working with data warehouse and business intelligence (BI) technologies, and existing and potential Snowflake users PMBOK® Guide is the go-to resource for project management practitioners. The project management profession has significantly evolved due to emerging technology, new approaches and rapid market changes. Reflecting this evolution, The Standard for Project Management enumerates 12 principles of project management and the PMBOK® Guide &– Seventh

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Edition is structured around eight project performance domains. This edition is designed to address practitioners' current and future needs and to help them be more proactive, innovative and nimble in enabling desired project outcomes. This edition of the PMBOK® Guide: •Reflects the full range of development approaches (predictive, adaptive, hybrid, etc.); •Provides an entire section devoted to tailoring the development approach and processes; •Includes an expanded list of models, methods, and artifacts; •Focuses on not just delivering project outputs but also enabling outcomes; and •Integrates with PMI standards+™ for information and standards application content

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competitive, and more profitable. Successful Business Intelligence offers valuable guidance for companies looking to embark upon their first BI project as well as those hoping to maximize their current deployments." --John Schwarz, CEO, Business Objects "A thoughtful, clearly written, and carefully researched examination of all facets of business intelligence that your organization needs to know to run its business more intelligently and exploit information to its fullest extent."

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Baker, Distinguished Engineer & GM, Business Intelligence Applications, Microsoft Corporation

"This book outlines the key steps to make BI an integral part of your company's culture and demonstrates how your company can use BI as a competitive differentiator." --Robert VanHees, CFO, Corporate Express

"Given the trend to expand the business analytics user base, organizations are faced with a number of challenges that affect the success rate of these projects. This insightful book provides practical advice on improving that success rate." --Dan Vesset, Vice President, Business Analytics Solution Research, IDC

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app set up Book Description Salesforce is the world's leading Customer Relationship Management (CRM) software, helping businesses connect with their constituents and partners. This book will give you a comprehensive introduction to managing sales, marketing, customer relationships, and overall administration for your organization. You'll learn how to configure and use Salesforce for maximum efficiency and return on investment. You'll start by learning how to create activities, manage leads, and develop your prospects and sales pipeline using opportunities and accounts, and then understand how you can enhance marketing activities using campaigns. Packed with real-world business use

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cases, this Salesforce book will show you how to analyze your business information accurately to make productive decisions. As you advance, you'll get to grips with building various reports and dashboards in Salesforce to derive valuable business insights. Finally, you'll explore tools such as process builder, approval processes, and assignment rules to achieve business process automation and set out on the path to becoming a successful Salesforce Administrator. By the end of the book, you'll have learned how to use Salesforce effectively to achieve your business goals. What you will learn Understand the difference between Salesforce Lightning and Salesforce Classic Create and manage leads in Salesforce Explore business

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development with accounts and contacts in Salesforce Find out how stages and sales processes help you manage your opportunity pipeline Achieve marketing goals using Salesforce campaigns Perform business analysis using reports and dashboards Gain a high-level overview of the items in the administration section Grasp the different aspects needed to build an effective and flexible Salesforce security model Who this book is for If you're new to Salesforce and want to learn it from scratch, this book is for you. No prior knowledge of Salesforce is required to get started with this book. You're intelligent, right? So you've already figured out that Business Intelligence can be pretty valuable in

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making the right decisions about your business. But you've heard at least a dozen definitions of what it is, and heard of at least that many BI tools. Where do you start? Business Intelligence For Dummies makes BI understandable! It takes you step by step through the technologies and the alphabet soup, so you can choose the right technology and implement a successful BI environment. You'll see how the applications and technologies work together to access, analyze, and present data that you can use to make better decisions about your products, customers, competitors, and more. You'll find out how to: Understand the principles and practical elements of BI Determine what your business needs Compare different approaches to BI

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Build a solid BI architecture and roadmap Design, develop, and deploy your BI plan Relate BI to data warehousing, ERP, CRM, and e-commerce Analyze emerging trends and developing BI tools to see what else may be useful Whether you're the business owner or the person charged with developing and implementing a BI strategy, checking out Business Intelligence For Dummies is a good business decision.

This Study Guide is targeted at IT professionals who are working towards becoming an Oracle Certified Associate in the PL/SQL developer track. The book provides information covering all of the exam topics for the Oracle certification exam: "1Z0-147: Program with PL/SQL." The books in

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the Oracle Certification Prep series are built in lockstep with the test topics provided by Oracle Education's certification program. Each book is intended to provide the information that will be tested in a clean and concise format. The guides introduce the subject you'll be tested on, follow that with the information you'll need to know for it, and then move on to the next topic. They contain no drills or unrealistic self-tests to bump the page count without adding value. The series is intended to provide a concentrated source of exam information that is compact enough to be read through multiple times. This series is ideal for experienced Oracle professionals that are familiar with the topic being tested, but want a means to rapidly reinforce

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their existing skills and bridge any gaps in their knowledge. It is also an excellent option as a second source of information for candidates pursuing certification.

A practical guide which will help to discover how to setup and configure the Salesforce CRM application. It offers solutions and practical examples on how to further improve and maintain its functionality with clear systematic instructions. Being highly organized and compact, this book contains detailed instructions with screenshots, diagrams, and tips that clearly describe how you can administer and configure complex Salesforce CRM functionality with absolute ease. This book is for administrators who want to develop

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and strengthen their Salesforce CRM skills in the areas of configuration and system management. Whether you are a novice or a more experienced admin, this book aims to enhance your knowledge and understanding of the Salesforce CRM platform and by the end of the book, you should be ready to administer Salesforce CRM in a real-world environment.