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Adaptive EIS with business rules discovered by formal concept analysis

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ABSTRACT: Business rules component became essential part of such software as ORACLE, SAP, IBM and Microsoft and this fact signifies new stage in the Enterprise Information Systems development and applications. The efficiency of application such new tools depends from business rules development technology. The new generation of EIS software requires not only deployment strategy, but also tools for extracting business rules from description of existing practice. Along with manual business rules extraction from mountains of documents there exists the possibility to apply data mining technology based on formal concept analysis. In this paper we are presenting, how supplier and customers data, being accumulated in data base, may be used in CRM system for fitting services and relations to customer and supplier profile. © 2012 IFIP International Federation for Information Processing.

AUTHOR KEYWORDS: business rules; customer profile; Enterprise Information systems; formal concept analysis; system adaptation

INDEX KEYWORDS: Business rules; CRM systems; Customer profiles; Data mining technology; Deployment strategy; Development technology; Enterprise information system; Enterprise Information systems; Microsoft; System adaptation; Customer satisfaction; Formal concept analysis; Information analysis; Sales, Information systems


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