

Exercise 12 ⁽¹⁾

12.1 Explain how *data warehouses* and *online analytical processing* help online companies analyzing their economic success.

12.2 Data Warehouses and OLAP describe two important, but distinct concepts useful to analyze economic success of a company. Define these concepts and explain their differences.

12.3 Compare the profiling standards P3P and OPS. Search the Internet to determine which profiling standard has more relevance / wider support in B2C commerce.

12.4 What benefits do you expect from user profiling? Do you think user profiling makes sense for small and medium sized businesses (SME)?

Exercise 12 ⁽²⁾

12.5 What is EDI? What standards exist? What subsequent EDI standards have emerged and will emerge? What is the driving force behind current EDI initiatives?

12.6 Using the XML document example in Chapter 6, explain how data entries can be related in XML documents ("related" in the common sense: put into relationship, e.g. one entry references the other or one contains the other). Consider both using XML elements and XML attributes.