

## Exercise 12 (1)

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**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)

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**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.