

# MULTIMEDIA INTERFACE AS A SUPPORT TOOL FOR LOGISTICS DECISION-MAKING

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*ABSTRACT: Growing complexity of problems of logistics management in enterprises and differentiation of the used applications without common database force businesses to search for solutions which facilitate the processes of logistics decision-making. One of the concepts proposed in this chapter is a design of decision-maker/logistics interface. Firstly, technologies of corporate portals were described, being a basis for ergonomic and useful interface. Next the properties typical of functional multimedia interface adapted to the logistics decision-makers' needs were listed. Further in the chapter, methodological assumptions for interface creation were made whereas the benefits brought by personalization of both form (in terms of topography, colours and arrangement of main components of the interface) and content were emphasized.*

*Key words: corporate portal, dynamic internet applications, graphical user interface model;*

*JEL codes: L82, G33*