

BUSINESS INTELLIGENCE

Data Warehousing

Data is the foundation of your business intelligence (BI) solution, but data alone is not a *solid* foundation. How you access and present that information to your audience will determine the success or failure of your business intelligence initiative. With so many disparate data sources, how do you bring it all together and provide “one version of the truth”? Enter the data warehouse.

The data warehouse acts as a central repository for all of the data within your organization, as well as external data sources. A well-designed data warehouse will provide meaningful and accurate information in a timely manner. The design should also facilitate the ease of future data warehouse modifications, and scalability as your organization continues to grow.

Many companies make the mistake of running their BI solution directly from their operational systems. So why is this approach a bad one?

- Your BI solution competes for resources that the users of the operational system require to run your business.
- You miss the opportunity to cleanse the data prior to presenting it to your end users. “Garbage in, garbage out!”
- Operational systems are transactional; they are designed for CRUD operations working on a single record. A data warehouse is designed to present information as expeditiously as possible and works against many records.
- Bringing cross-process data together in a single, unified view is very difficult when pulling from multiple operational systems. Data conformance is also an issue.
- It is difficult to maintain the data in multiple operational systems (scalability, modifications, etc.).

These are just a few of the challenges that you may encounter when reporting against an operational system. Take a look at the diagram and consider your own organization. How many databases, tables, and fields do you have? How many Excel® “spreadmarts” are there? What other 3rd party data would you miss the opportunity to utilize?

An effective data warehouse will **provide the solid foundation that your business intelligence solution must have**. BravePoint has many years of experience designing data warehouses in verticals such as healthcare, military, manufacturing, distribution, education, and retail.

Let BravePoint’s experienced data warehouse architects build the strong foundation to help make your BI solution a success.

