

Workshop BI symposium

18 september 2007

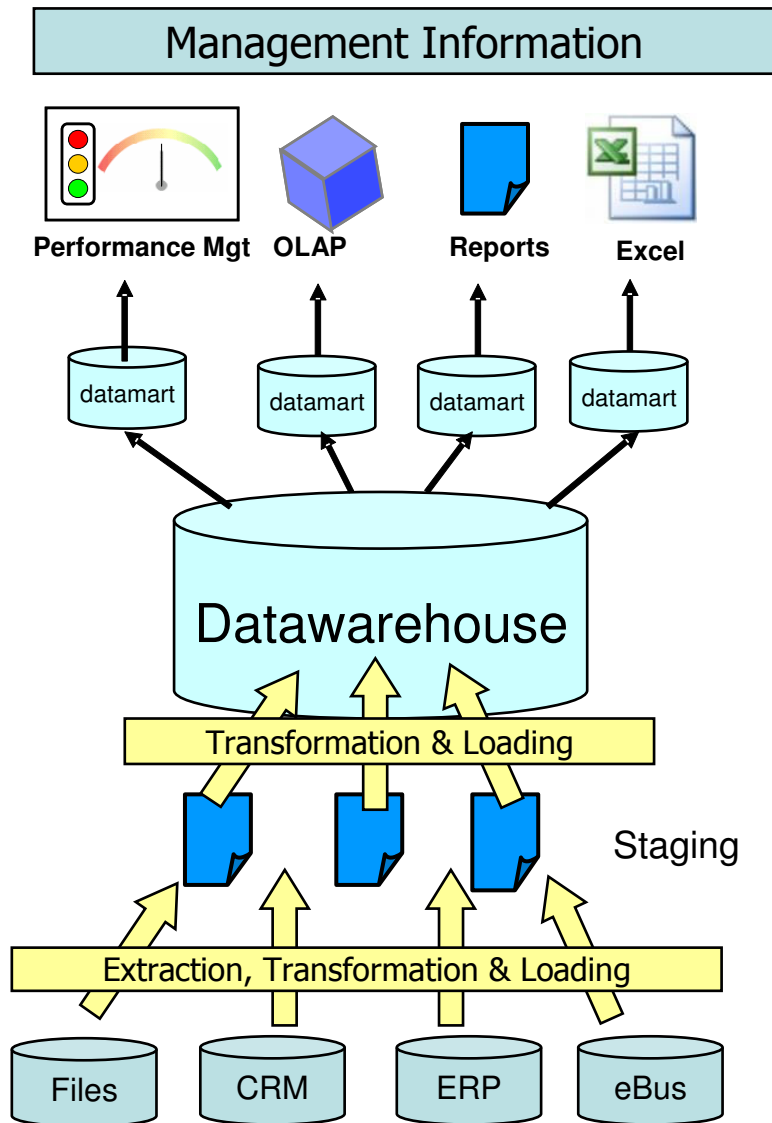
Harm van der Lek
Gertjan Vlug



Datawarehouses so far

- Most Data Warehouse projects no success
- Departmental or Vertical only
- Not flexible
- Expensive
- Last too long
- Expected Business Advantages not met

Traditional DWH



Building a BI-platform

- Complex ETL
- Complex Data Modeling
- Intensive Data Mart production

Maintaining a BI-platform

- With every change you have to redo most
 - Business changes
 - Additional requirements

Result

- Inflexible environment
- High maintenance costs
- Information is not available on time
- Objectives not met
- Unsatisfied users
- Project dies



DWH since BIReady



■ *Building a BI-platform*

- Data Warehouse Management environment
- Generate dynamic Data Warehouse model
- Generate datamarts

■ *Maintaining a BI-platform*

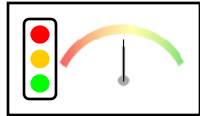
- Regenerate again
- Add changes to DWH management environment
 - Business changes
 - Additional requirement

■ *Result*

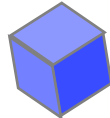
- Flexible solution
- Quick results
- Low maintenance costs
- Objectives met
- Competitive advantage

Generic architecture

Management Information



Performance Mgt



OLAP



Reports



Excel

What we want

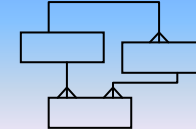
Suitable views on the

Data Warehouse

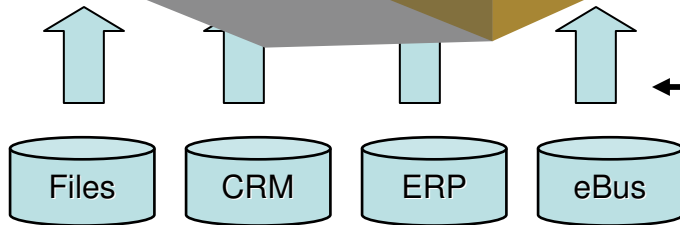
Black Box

WITH CARE

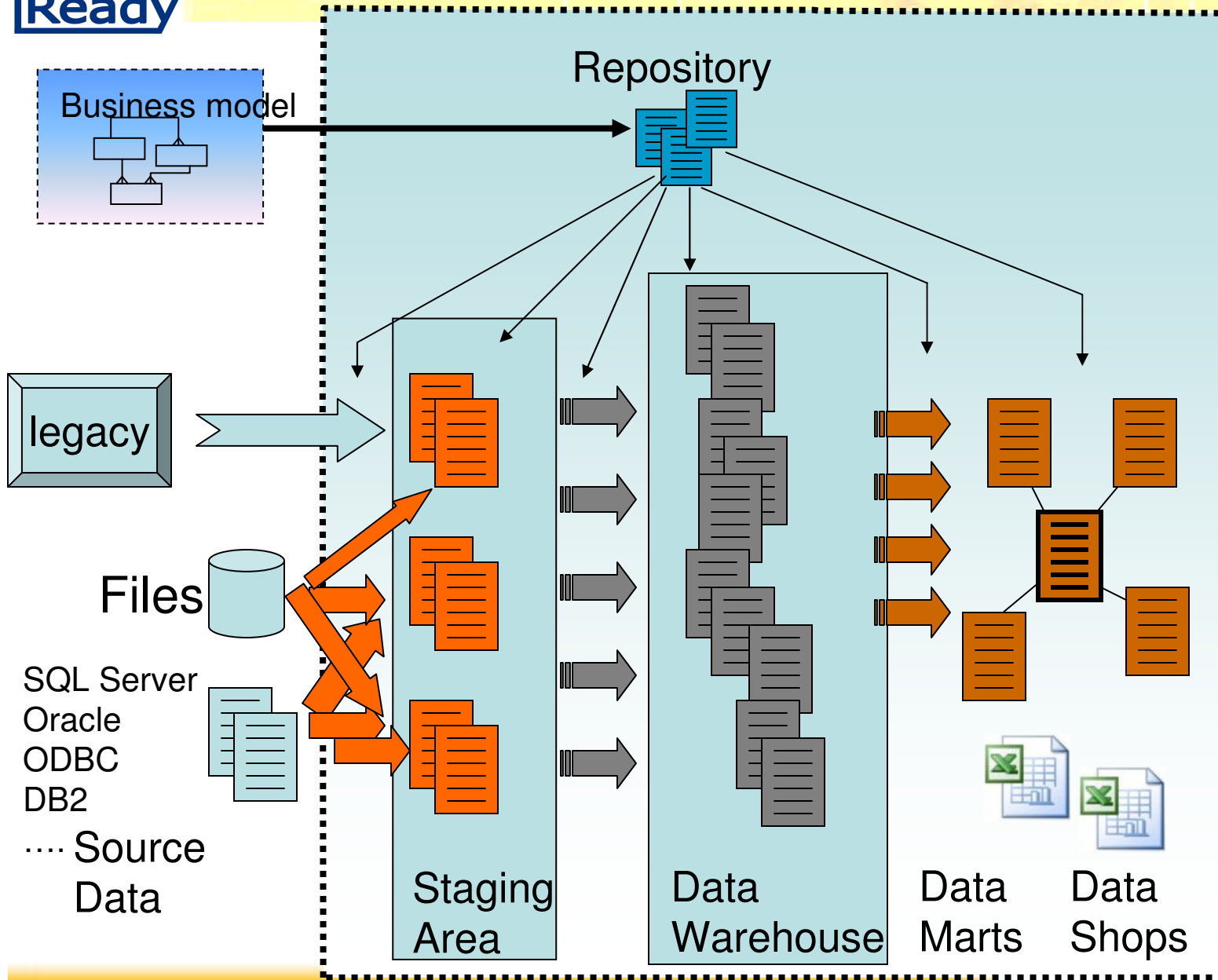
Business model



Mapping
+PI



What we have





Principles BIReady

- MetaData Driven Architecture
- Generic Solutions
- Data Warehouse and Marts generation
- Process generation
- Automatic History (of History)
- Mapping
- Mopping
- Quick starts
- Logging
- Adjustments

Repository

- Put Business Model in Repository
 - By Case tool
 - Reverse engineering
 - Load Entity-Relations
 - Manually
- Maintenance
 - 100% metadatadriven solution
 - By casetool, or directly in Repository
- Generate Staging Area
 - Mapping
 - ETL
- Generate Datawarehouse
 - ETL
 - Mopping
 - Data Warehouse keys
- Generate DataMart
 - ETL
 - Star Scheme



Mopping

- Collect all data per object
- Combine data
- Build desired history type
- Add data to existing Data Warehouse

History Types

For each attribute or relationship of an entity the business should be able to decide:

1. No History

2. Simple History

c. History of History *



Kimball type 1 and 2 (SCD)

(*) is important in situations in which changes with retroactive effect may occur (insurance!). Example:

Questions asked in June 2005:

*Was customer Johnson married in February 2003 according to the data in our system in September 2004? Answer: **Yes***

*Was customer Johnson married in February 2003 according to the data in our system in January 2005? Answer: **No***



Advantages

- DWH & BI at the speed of your Business
- Business Benefit
- Time Saving
- Manpower Saving
- Cost Saving

- Both initial and with maintenance



BIReady Savings

