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IBM Data Management Professional Services.*



Data Warehouse Development Program



Strategic analysis and design tools have become essential for businesses that want to remain competitive. In order to provide management with the ability to identify trends by aggregating business intelligence over time from different operational systems, it is important that data warehouses and data marts are designed with the assistance of highly trained and experienced technologists.

IBM consultants have the required experience to facilitate successful implementation of data warehouse technology, along with a number of

best-of-breed tools that increase the ease of implementation and use of a data warehouse solution.

About the program

There are three main components to the IBM Data Warehouse Development Program. The first is the extract, transform and load (ETL) component. This component takes data from feeds throughout the organization, or feeds from external sources, and prepares the data so that it can be stored within a data warehouse. The second component is the database management system, which organizes how the information is stored on computer systems.

The final component is online analytic processing (OLAP) functionality, which is used to access the information within the data warehouse.

When you choose the Data Warehouse Development Program, you receive the services of a highly trained and experienced consultant. This data warehouse expert will review your environment and determine specific requirements that will enable your organization to analyze your strategic business data. The consultant will also determine the feasibility of developing a data warehouse.

IBM uses a design methodology that employs the development spiral approach for the implementation of data warehouses. This approach is designed to answer one or more specific questions each time the process is used. Each question builds on previous questions to provide a tool that is increasingly broader in scope. The final goal is to provide the strategic information necessary to provide your organization with a competitive advantage.

The phases of the development spiral are:

- *Definition*—the consultant defines the scope of the data warehouse and delivers a project statement.
- *Analysis*—the definition is enhanced, the business questions are evaluated for feasibility and the organization's environment is studied. The resulting analysis model contains a high-level picture of the organization.
- *Design*—using the high-level analysis model, the consultant provides design details that enable a developer to implement a data warehouse.
- *Development*—the database is structured, and feeds to load data from operational data sources are provided.
- *Implementation*—the data warehouse goes live.
- *Maintenance*—the data warehouse is modified to improve the quality of the information.
- *Evaluation*—the final product is reviewed.

Program deliverables

The first time a data warehouse is implemented in an organization, this program incorporates definition, analysis and design phases to jumpstart the implementation and provide insight into the tools that your organization will

require. In order to make the initial effort operational as quickly as possible, and to allow users to begin to realize benefits from the data warehouse while it continues to evolve, the scope of these phases is limited to between two and four business questions. In addition, the questions must be narrow enough in scope to allow completion of the project design within four weeks.

ETL components are evaluated, including data extraction and transformation, a data quality evaluation and description of the data through the use of metadata.

Next, an IBM consultant will assist you in validating your decision as to whether IBM Informix® Red Brick® Decision Server™ or IBM Informix Extended Parallel Server™ is more appropriate for your data warehouse requirements.

Finally, various display and data mining options will be discussed. Based on the characteristics of the information to be displayed, OLAP options will also be discussed.

At the end of the engagement, a written report with recommendations will be provided with a plan for additional phases of the project.

For more information

To learn more about IBM Data Management Professional Services and the Data Warehouse Development Program, please contact your IBM marketing representative or an IBM Business Partner, or call 1 800 IBM-CALL (within the U.S.).

Also, visit our Web site at:

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