

DATA WAREHOUSING: INFORMATICA APPLICATIONS

Packaged architectures are a quick way to jumpstart a Data Warehousing effort. The premise is simple: you **spend money to save time**.

The name of the game is to get something in front of users fast. Theoretically this generates goodwill with the user base, allowing the DW team to garner support early in the effort and secure funding (not to mention *demand*) for subsequent lifecycle development.

Without a package, a typical first effort can take about a year. This happens for two primary reasons: That first project will hold most of the tooling, setup, and configuration that later cycles won't need to deal with. It will also typically (though not advisedly) begin without proper strategic planning, which would help to remove long term decisions from the short term project.

But buyer beware . . . With a package, these issues don't go away.

Instead they save you time in other areas, accelerating work in the **Information Architecture, Development, and Information Delivery** aspects of the project. The "package" typically consists of

- (1) a data model for typical business analyses,
- (2) ETL code to populate the data model from various well-known ERP sources, and
- (3) a pre-configured interface for accessing and reporting from the data model.

Also called "analytics," packaged solutions have decided limitations. They may promise "out of the box" functionality, but very likely won't meet your users' specific needs. Vendor data models are proprietary, so you'll have no real basis upon which to judge between packages for best fit or for analytical quality of the model. If you customize the product to make it more useful, you'll pay a price in upgrade difficulties.

By definition, packages are designed in a generic fashion to fit a majority of business ventures, so while they have a lot to offer, they are not *intended* to meet your specific business requirements. They will require a customization strategy that balances product upgrades against the information growth needs of the business.

WHAT SISG CAN DO FOR YOU

The trick is in understanding what a packaged architecture really offers, and in knowing how to skillfully exploit its advantages.

The data architecture is arguably the most important aspect of the data warehouse. Nearly everything else in the lifecycle will depend on the design of the database. It will affect the work of every member of the team. More importantly, it will affect ease of navigation and intuitivity for the user.

You need a knowledgeable partner in your corner, helping to manage expectations and reveal/negotiate potential issues.

SISG professionals have firsthand experience with a variety of DW packages. We've seen behind the curtain. We know what's under the hood. Our consultants can help you sift through the marketing jargon to understand and evaluate what is truly being offered.

We also understand what your executives need to *gain* from the data warehouse investment. We can guide you through the implementation process to help you overcome the limitations, manage expectations to avoid user disappointment, and reap all the benefits the selected package has to offer.

**Strategic
Information
Systems
Group**

3400 Dundee Rd
Suite 305
Northbrook, IL
60062
847.205.4085

Client Services
888.372.1815
www.sisg.com

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WHY INFORMATICA APPLICATIONS?

If you are an Informatica PowerCenter client (or are about to be), or if Informatica Applications is one of the packages you are considering, you are in a position to take advantage of a unique opportunity . . .

As a Strategic Partner of Informatica Corporation, SISG can offer you the complete **Informatica Applications** analytics package (or any portion thereof that suits your business) in lieu of our custom-designed solution – *at little or no additional cost.*

You are already familiar with Informatica Corporation through **PowerCenter**, its powerful best-in-class tool for data extract, transform, and load (ETL) processing. Informatica also offers **PowerAnalyzer**, a sleek browser-based access tool that additionally serves as a gateway to Informatica's formidable meta data repositories.

Informatica Applications (IA) is a solid analytical product based on Ralph Kimball's dimensional design methodologies. IA consists of 14 star-schema modules covering the areas of finance, human resources, supply chain, and customer relationship analysis. It is packaged with PowerCenter meta data to support ETL from popular ERP and other data sources. It is also packaged with PowerAnalyzer meta data to support special metrics and standard reporting and drill paths.

IA places NO LIMITS on how you can customize the basic data models. This package is strictly for jump-starting your data warehouse initiative. There is no need to choose between growing in the direction of your business objectives, and growing in the direction of vendor upgrades. Future upgrades will be merely to keep ETL source meta data in synch with new releases of your ERP software.

Your data warehouse is free to grow with your business.

Another overwhelming advantage is the integration of Informatica Applications with your Informatica PowerCenter and PowerAnalyzer installations. A significant amount of development work has already been done to accelerate your implementation.

DELIVERABLES

The Informatica Applications engagement is a specialized version of our Data Warehousing engagement. Please refer to SISG's **Data Warehousing** services brochure for a full discussion of the deliverables and benefits you can expect, whether or not you opt for a packaged solution.

Depending on selected modules, you will also receive

- The original Informatica Analytics dimensional data architecture
- Customization as appropriate for your business
- PowerCenter meta data repository, containing
 - ✓ Business Adapters (sources, targets, transformations) for popular ERP sources
 - ✓ Universal business adapters to incorporate your non-ERP sources
- PowerAnalyzer meta data repository, containing
 - ✓ Customizable dashboards
 - ✓ Standard metrics
 - ✓ Standard reports
 - ✓ Standard drillpaths

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Please note that Informatica Applications comes with the meta data repositories. The PowerCenter and PowerAnalyzer application software to *use* these repositories is available separately. The advantage resident in these repositories is approximately 75% of the work of developing the information delivery interface and the ETL coding, which will greatly shorten time-to-market.

TIMEFRAME

The accelerated data warehouse lifecycle (consisting of implementation of a single subject area and utilizing PowerAnalyzer), can be completed in approximately 90 days to deliver packaged capabilities to the user base, followed by a scope of the second cycle to deliver full satisfaction of user requirements. This depends on the readiness of the organization to undertake the task and on the cleanliness of source data. Please refer to SISG's strategic offering **Readiness Assessment** for more information.

CLIENT BENEFITS

By taking advantage of Informatica Applications through SISG's **Data Warehousing** services, our clients enjoy all the benefits of our typical warehousing engagement, plus

- Accelerated DW delivery
- Experience with packaged DW architectures
- Realization of greater value from the package
- Better likelihood of satisfying user requirements
- Specific expertise with Informatica's suite of products
- Priority access to key Informatica senior technical contacts

LEADING TECHNOLOGIES

SISG can support these and other leading technology solutions:

SOURCE/TARGET APPLICATIONS	DATABASE MANAGEMENT	DATA INTEGRATION /ETL TOOLS	ANALYTICS PACKAGES	META DATA MANAGEMENT	DATA ACCESS & ANALYSIS	WEB INTEGRATION
Oracle Financials	Oracle	Informatica Data Integration Suite (PowerCenter, Connectors, etc.)	Informatica Analytics	Informatica SuperGlue	Informatica PowerAnalyzer	IBM WebSphere Application Server
SAP	DB2/UDB	MQ Series, MQ Integrator	Jaros Analytics	ERwin	Actuate	IBM WebSphere Portal Server
Siebel	Informix	SeeBeyond	PeopleSoft EPM		Brio	BEA WebLogic Application Server
PeopleSoft	SQL Server	Tibco	SAP Business Warehouse		Business Objects	IBM Directory Server
Other custom-built applications	Sybase	Other JMS-compliant messaging toolsets			Cognos	

Our consultants are also proficient in the following core competencies:

ARCHITECTURE	PACKAGED DATA WAREHOUSE	INFORMATION DELIVERY
Normalized Data Modeling	Customer Relationship Management	Standard Report Design
Dimensional (star schema) Data Modeling	Supply Chain Management	Design for Multi-Dimensional Analysis
Advanced Data Modeling	Financial Management	Real-time Alerts
Extract, Transform & Load	Human Resources Management	Portal Integration
Real-time Application Integration	Weblog Analysis	

For more information please contact:

Tom Carleton, Director of Consulting Services

Direct Line: 919.387.4702

Email: tcarleton@sisg.com