Gaining an edge on your next Data Warehousing project
Edin Aganagic, Database Specialist

IBM

Meet Edin

With more than two and a half decades of Services experience, Edin has carved out a unique specialty in Data Warehousing on SMP systems, MPP systems, and loosely-coupled systems-clusters.

Edin discusses his approach to Data Warehousing and how IBM Software Services can assist you with your next warehousing project.

> " *Complete* dedication to customer success and satisfaction is the *ultimate* goal. "

How Edin greatly reduced query time for a global investment banking firm

Edin loves to break things that initially seem to be unbreakable. Edin was an ideal fit for the challenge of reducing the standard query time in a data warehouse application at an investment banking firm from 32 seconds to less than three seconds, a 91% reduction in query time. Out of the gate he brought the query time down to 21 seconds, and then 13 before hitting a roadblock. Edin leveraged the best data query experts from the Lab, and together they were able to get the query time below three seconds. It was a fantastic accomplishment, accelerating the customer's access to information.

Edin's Approach to Data Warehousing Projects
Establish communication channels

- At the beginning of a Data Warehousing assignment, Edin believes it is critical to understand and establish the client's goals. Clear and frequent communication allows these goals to be set, and then revisited throughout the project to make sure that they are on pace.

Stay the course

- Edin works hard to understand the client's objectives with their data warehousing solution. By gaining this understanding, the client's goals become Edin's goals, and together they can craft a solution.

Use available resources
- Edin not only leads the strategy, he also knows the right time to engage Data Warehouse experts to make the project run as smoothly as possible.

Conduct a Proof of Concept (POC)
- A POC is a preview of the Data Warehousing solution on a small scale so that the customer can see how the solution will reach new levels of business success before committing to the full solution. Edin recommends a POC because it reduces the customer's risk before committing financial and technical resources to a large scale project, and it allows IBM to demonstrate innovative solutions to the client.

> **"** The Software Services consultant is the customer's ***closest link*** to IBM and the ***innovation*** from the Lab. **"**

Edin's Philosophy

Establish customer confidence.
- Build a trusting relationship with customers by being straightforward and honest with them. Provide the right level of support and guidance to ensure customers can rely on their data server consultant to advance their Data Warehousing project.

Go the distance for the customer.
- Go above and beyond to ensure the success of customer projects. Complete dedication to customer success and satisfaction is the ultimate goal.

Take on the challenge.
- Never give up on a problem that seems unsolvable. When faced with a challenge be persistent and access resources from the Lab until you find a solution. If the first solution doesn't work, try a new approach.

Software Services and the Strategic Advantage

The Software Services consultant is the customer's closest link to IBM and the innovation from the Lab. This unique position allows the consultant to gain a solid understanding of the client's current solution, and then recommend additional hardware or software resources to ensure that the client is technologically competitive, ultimately leading to better business value.

Edin's Background

Before joining IBM, Edin worked as an Oracle Parallel Server consultant and a Teradata consultant at NCR in Europe and Canada. With 25 years of diverse Services experience, Edin challenges himself to learn and then exploit the latest advances in technology with each new customer project.

Hobbies

Edin enjoys a variety of activities, including reading everything from Harry Potter to historical novels, looking after his garden, and carving down the slopes on his skis.