

Data warehousing option #1: Build it yourself.

You'll have to 1) Get a relational database to hold the information and avoid burdening the centralized IS resources of your customer's operational database. 2) Get a metadata cataloging tool to define the data sources and map them to the data warehouse. This will enable your customers to track where their decision support data comes from and search the contents of their warehouse. 3) Get an extraction and transformation tool to pull data from the operational database and deposit it in the warehouse. Still with us? Good. Let's continue. 4) Get an information access tool to bridge the warehouse to the applications currently running across the enterprise. 5) Get a query tool to reach data stored on multiple platforms and to browse data search results. And get a data analysis tool to analyze complex information patterns. 6) Perhaps it's time you took a vacation as you've probably put in a good six months by now. Of course, when you get back, you'll have to get a World Wide Web connection to allow access to the warehouse via the Internet. 7) Hand code the links between the tools to create one integrated, operational data warehouse resource. Think you're done? Hold the champagne. 8) Extract data from original operational databases. 9) Transfer data from the operational databases to the warehouse in raw data form. 10) Filter the information from millions of rows of data to smaller units of usable data rows. 11) Create a metadata catalog to allow information to be found easily and quickly. That is why your customers got into this mess in the first place, isn't it? 12) Update and refresh the data and data warehouse to avoid compromise of overall data integrity. Now, you'll have to hire new staff to handle these daunting tasks. But life's too short to worry about things like overhead, don't you think?

Now you don't have to wrestle with technology to sell a data warehouse. Visual Warehouse puts everything in place for you, much faster and for a fraction of the cost of assembling it manually. Your customers can extract data from Oracle, SQL Server, Sybase, Informix, IMS, DB2[®] and others, use query tools such as those

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Option #2: Get Visual Warehouse.

from Lotus[®] and Microsoft[®] and use data analysis tools from Arbor, Andyne, Business Objects, Brio and Cognos. Visit www.software.ibm.com/data/warehouse/vw to download a free demo. Or call 1 800 IBM-1822 for technical training on the right choice, Visual Warehouse.

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