



WhereScape RED
Builds data warehouses, fast.

How Wherescape RED is Fast

ABSTRACT

WhereScape RED data warehousing software prototypes, builds and enhances data warehouses ten to one hundred times faster than any other available option.

Typically, data warehousing development teams will take six to nine months to bring a reasonably-sized, reasonably-complex data warehouse from initial design through implementation and testing, and into production, even with the aid of traditional ETL tools. WhereScape RED, our data warehouse lifecycle management product, allows small project teams – often no more than one or two people – to accomplish a task of similar magnitude in six to nine days – about 30 times faster. Assuming every project hour spent costs your organization, say, \$100 USD – and that’s a pretty conservative estimate, in our experience – WhereScape RED can take \$200,000 in indirect cost out of any project in which it’s used – enough to pay for itself in the first project.

HOW IS IT THAT RED CAN DO THIS?

Unlike alternative tools, which break the data warehouse lifecycle down into small disconnected chunks – ETL, schema design, tuning, scheduling, what have you – WhereScape RED treats data warehouse development **as a process, not a project.**

LIVE PROTOTYPING™

For example, our Live Prototyping™ technology allows you to iteratively prototype and populate simple or complex schema – dimensional, normalized, snowflake, whatever suits your business and technology needs – iteratively and rapidly. You can quite literally go from a standing start to a populated schema in

minutes, and design your way iteratively to the best possible answer in a few days, with user input or without, as you choose. If your warehousing problem is relatively simple, or your designers really understand the analytical problem they're working with, you can have a finished, populated schema in a day or two. By contrast, most well-known schema design tools produce schema designs in weeks, not hours or days, and those schema have to be migrated into the warehouse infrastructure, connected to your ETL infrastructure, and then populated – if indeed they work properly the first time, which is fairly rare.

RAPID PRODUCTION™

Similarly, our Rapid Production™ technology allows you to move from a populated base schema – what we call Tier 1 schema – to a production-ready warehouse in a matter of hours or days, including the build-out of second tier tables – aggregates, views, and so forth – and OLAP cubes for Microsoft Analysis Services if you need them. Again, traditional data warehouse tools – particularly the ETL tools around which so many traditional data warehousing projects turn – don't understand or provide any facilities for this part of the process.

CLOSED LOOP ENHANCEMENT™

Finally, our Closed Loop Enhancement™ infrastructure lets you add, drop and change the structure and data in your data warehouse while it is in production, adding new data or tables, or changing the structure of those tables, as part of the normal course of operations and management. Changes made to an in-production warehouse appear the next morning.

WHERESCAPE RED REPOSITORY™

Technologically, we accomplish this by providing a single integrated infrastructure that covers the entire data warehousing lifecycle, based on a single integrated metadata repository, the WhereScape RED Repository™, that manages the metadata and objects associated with all of the elements of a coherent data warehouse implementation: source systems, ETL logic, schema design, client application integration. The RED Repository™ is self-managing, self-documenting and fully versioned, so you can understand what you did when, and why, and so you can restore previous states and configurations at will. And the RED Repository™ is transparent – everything is stored in the relational

database of your choice, and accessible directly via SQL for whatever integration projects you have in the offing.

PRAGMATIC DATA WAREHOUSING™

But, really, WhereScape RED can do all of this so rapidly and effectively because we are, ourselves, data warehousing practitioners who believe in what we call Pragmatic Data Warehousing™. WhereScape RED didn't begin its life as a theoretician's academic exercise. It began as a set of tools we developed to help us develop data warehouses for our customers more rapidly and effectively. We knew what the problems with the traditional approach were, because we lived them, day in and day out. We knew good schema come from rapid prototyping with live data. We knew that it is critical to stabilize your base schema before adding aggregates, rollups and cubes. We knew that in-production changes are the norm, and not the exception, and are critical to the success of warehouses because they build end-user confidence. Really, our consultants are, to this day, our most aggressive users of WhereScape RED, and their collective experience informs our Pragmatic Data Warehousing™ methodology, which is built in to WhereScape RED. We don't, of course, make choices for your designers and builders – they can implement dimensional and non-dimensional models, mix detail and aggregate facts as they see fit, use Kimball-typed dimension tables or not, make cubes or not – but we do enforce an overall process-oriented method that we know produces business-relevant results quickly, and preserves optimal freedom to change and revise over time.

WHERESCAPE RED

So, in a nutshell, WhereScape RED changes the dynamics, cycle time and cost of data warehousing projects because of (a) a real focus on the entire data warehousing lifecycle, (b) software that understands that data warehousing is a process, not a project, and (c) our Pragmatic Data Warehousing™ methodology and its focus on business-results driven that makes us able to do what no other company can do for you – deliver successful data warehouses faster than any available alternative.

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For more information on WhereScape RED or to schedule a web demonstration visit www.wherescape.com