WhereScape®

EMA

SPEEDING

TIME TO VALUE

WITH AUTOMATED TECHNOLOGIES

IS NOT JUST A

GOOD IDEA...

Data Warehouse Automation is the key to competitive advantage in our modern data-driven analytical cultures, because it enables . . .

- **Adaptation to advancing market conditions and analytical demands**
- **Engagement with business stakeholders who want faster results**
- **Development teams to react faster to evolving analytical requirements**
- **Resource constrained IT departments to meet aggressive deployment timelines**

Waterfall Development and Deployment

Traditional approaches to analytical design and implementations are reactive and based on technology constraints, not market conditions. They focus more on how to follow a step-wise design and implementation process to allocate IT resources.

COMPETING METHODOLOGIES

TECHNOLOGY VS BUSINESS

Business-driven Design and Deployment

A business-driven approach aligns development with evolving requirements. It focuses more on customer and business strategies to capitalize on market opportunities.

GROWTH OF DATA SOURCES IS OUTPACING MANUAL TECHNIQUES

Enterprise Data

As big data moves into enterprise data systems, the number and complexity of systems greatly increases. To keep pace with rapid system changes, these platforms must be managed with data warehouse automation.

Big Data

AUTOMATION CHANGES EVERYTHING

Data warehouse automation empowers organizations with the agility to face rapidly changing requirements and technology changes. Data warehouse automation replaces time consuming manual software development practices for quick deployments that easily support change.

WATERFALL VS AUTOMATION

Development Tools and Environments

Traditional software development—or waterfall practices—use separate application silos to transition information, design, metadata, and planning data to coordinate design and development.

Data warehouse automation utilizes integrated tools for planning requirements, design, and build, reducing work and manual distribution of data.

REQUIREMENTS

Traditional requirements gathering is a "perfect world" exercise where all possible inputs and outputs are considered and included in the overall design document.

DATA MODELING

Step-wise data modeling strives to have a fully developed model with all contingencies addressed. It is a "perfect is the enemy of good" exercise that focuses more on "artistry" than functional outputs.

DATA MAPPING

Manual process that depends on individual contributor knowledge of existing and new data models to ensure the best fit and completeness of data mapping.

EDW BUILD

One-off development of tables/spaces, data structures, and environments. Individual environments such as development, test, and production are manually created and may not reflect the current business requirements and/or may not be consistently configured.

EDW LOADING

Loading of data into data structures with standard ETL tools can be slowed by access to individual technology staff members and/or the ability of individual contributors to consistently and accurately manage the data transfer process.

PROTOTYPING

Business and technology stakeholders work together in an iterative and nimble process to design, prototype, and refine the planning and design of analytical environments. For example, data warehouse automation requirements and design is repeatable on a weekly basis.

- Collaborative whiteboarding on Monday
- Design implementation on Tuesday/Wednesday
- Review with business stakeholders on Thursday
- Repeat as necessary

APPROVAL

Business stakeholders approve the prototype and developers manage the automated production and build process.

PRODUCTIONALIZE

Implementing the prototype allows for all stakeholders to build, test, adjust, and iterate as often as business requirements change.

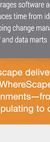
The automation process is not a "black box." This is a configurable process that enables developers and provides business stakeholders with the flexibility and visibility they require.

DATA WAREHOUSE AUTOMATION EMPOWERS ORGANIZATIONAL AGILITY

Data warehouse automation practices and technologies are needed for agile and nimble deployments. These facilities allow businesses and technology stakeholders to work in concert at the speed of business to manage technology change as well as business as customers needs.

USER ACCEPTANCE

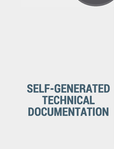
Waterfall user acceptance testing requires a major effort to test and validate many business requirements



Data warehouse automation user acceptance testing validates requirements that reflect current business conditions and have been approved by all stakeholders

UPDATES AND CHANGE

In traditional waterfall development, change is dreaded and avoided because you have to repeat EVERYTHING . . .



In data warehouse automation, change is expected, anticipated, and desired. Business change is a fact of life!

WhereScape Empowers Data Warehouse Automation

- Leverages software and metadata to eliminate hand coding and custom design
- Reduces time from ideas to information
- Ongoing change management for the life of analytical environments such as the EDW and data marts

WhereScape delivers data warehouse automation software and services. WhereScape automates much of the lifecycle for analytical environments—from initial scoping, prototyping, loading, and populating to ongoing management and optimization.

AUTOMATED WORKFLOW

SELF-GENERATED TECHNICAL DOCUMENTATION

METADATA MANAGEMENT

WhereScape even automates the creation and management of documentation, diagrams, and lineage information.

www.wherescape.com