Data Integration

Automation and Acceleration

WhereScape®

and

TERADATA®

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The trouble with data warehousing

“The business can't articulate what they want and/or they keep changing their requirements”

“It's too difficult and complex to get the data ready for analysis”

“Can't validate the source data”

“Can't iterate because everything takes too long”

“No time to manage governance”

“No time to create documentation”

“The business doesn't understand and appreciate IT's difficulties”

“IT doesn't understand and appreciate the business's problems”

“IT tries to prepare for every eventuality”

“Give me access to the data and we’ll do the rest”

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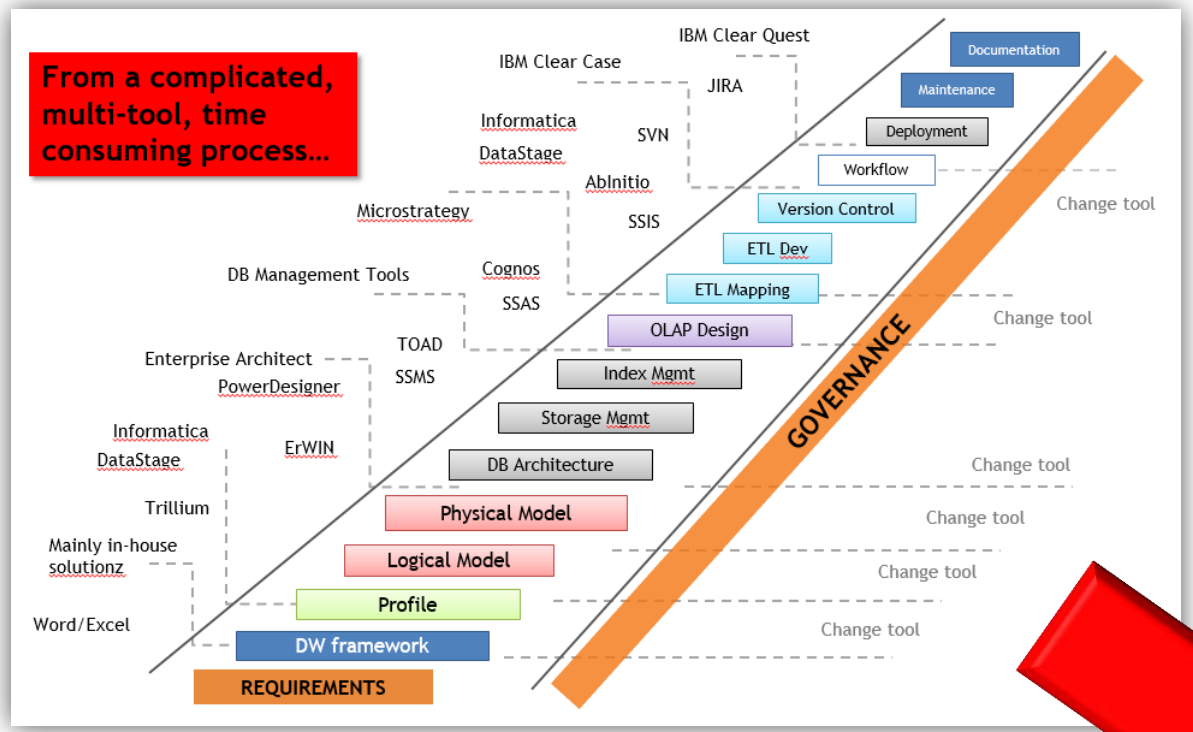
Our mission is to dramatically reduce the risk & time to deliver high quality data solutions.

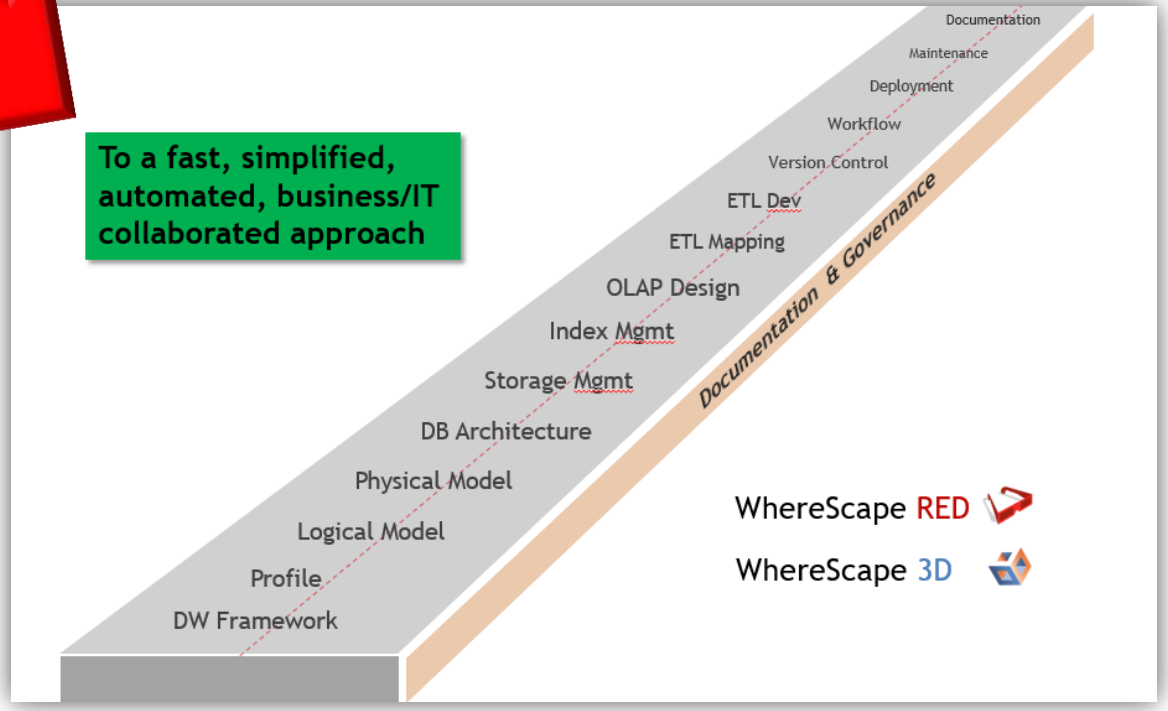


WhereScape's software is a proven and sophisticated application:

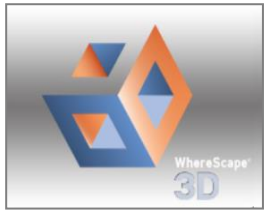
- that designs, builds and operates data warehouses
- automates repeatable best practice development standards
- with built in data governance
- using metadata to drive agile delivery
- with consistent quality and full documentation
- and delivers value, faster, to business & IT stakeholders
- that saves time and money for our customers

A fully integrated approach to

Simplify, automate and accelerate



Product approach



3D - Discovery, Design, Model

- Discover, profile, explore and document any potential source system
- Auto generate models
- Design, model and test any target data warehouse schema using source system data
- Investigate a data model in conjunction with source system data
- Perform a complete source-to-target mapping
- Test planned schema populated with real or obfuscated test data
- Create and manipulate conceptual and logical views
- Generate task-based views of the project while maintaining data-based and model-based views of the project and assign resources, time and cost
- Generate complete project documentation - automatically

RED - Build, Manage, Document

- Integrated rapid development environment driven by robust metadata with full code reusability
- Drives standardization of processes from source to target
- Easily handles extracting and moving data from almost any source system to target - supporting fastload, multiload and tpt.
- Supports customization so that existing procedures and code can be integrated into the metadata layer.
- Incorporates flexible scheduler and supports re-startability inherently. And can be called from other schedulers like Tivoli and Control-M
- Supports version control with checking in and out of code – including code promotion from one environment to another.
- Easy export of data warehouse metadata to another target system.

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Typical customer experiences

- Global Retailer
  - “3-year project backlog being delivered in just 6 months
- Global Insurer
  - “I wish we had this 10 years ago”
- Global Automotive
  - “For every 6 weeks of work I can now deliver the same in 6 days”
- Teradata Professional Services
  - “We spent several man-months trying to do what was demonstrated in 90 minutes”

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TESCO
Micron
MedAssets
BlueCross BlueShield of North Carolina
BlueCross BlueShield Minnesota
GE Aviation
vodafone
RBS
The Royal Bank of Scotland
GroupHealth
IRVING
Wynn LAS VEGAS
COSTCO WHOLESALE
NIKE
F5 NETWORKS
HSBC
NORDSTROM
MGM GRAND
ZURICH
UnionBank
EnergyAustralia
RESERVE BANK OF AUSTRALIA
Audi
WELLS FARGO
UNIVERSITY of WASHINGTON
Wake Forest Baptist Health
LOTTO
Fonterra Dairy for life
xerox
FIRST CAPITAL
OMNI HOTELS
SingTel
Sainsbury's
Bank of America
OPTUS
JUNIPER NETWORKS
NetworkRail
CANADIAN WESTERN BANK
SKYCITY ENTERTAINMENT GROUP
United Rentals
VOLVO
COWBOYS
Telstra
Asahi PREMIUM BEVERAGES
CN
General Cable
HIGHMARK BLUE SHIELD
eHealth
AIR NEW ZEALAND
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Data Warehouse Automation

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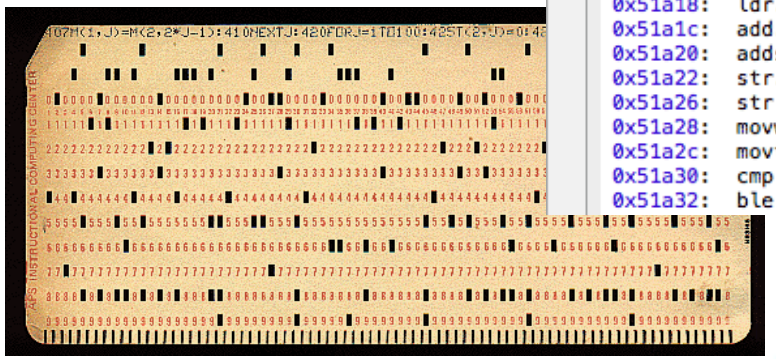
Technology Timeline



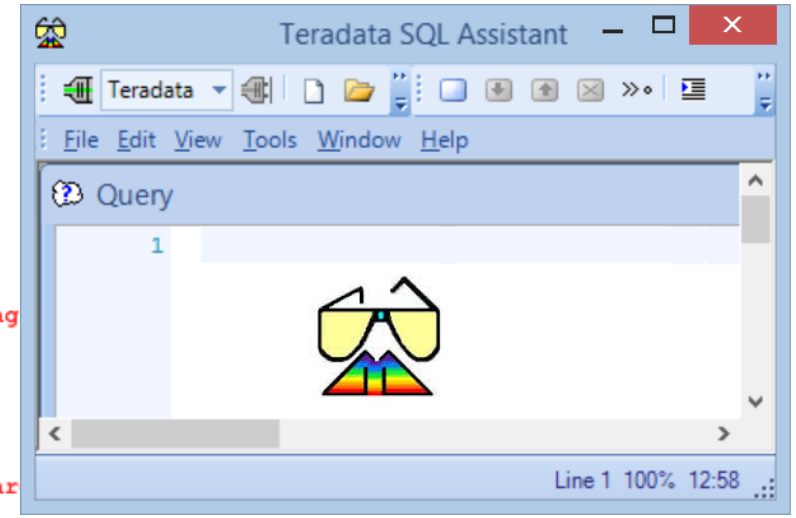
Assembler

```
0x519fe:  mov    r0, r10
0x51a00:  bl     0x51dd4
0x51a04:  ldrex  r0, [r6]
0x51a08:  cmp    r0, r5
0x51a0a:  bne    0x51a14
0x51a0c:  strex  r1, r4, [r6]
0x51a10:  cmp    r1, #0
0x51a12:  bne    0x51a04
0x51a14:  cmp    r0, #0
0x51a16:  bne    0x519fe
0x51a18:  ldr.w  r0, [r11]
0x51a1c:  add.w  r8, r8, #1
0x51a20:  adds   r0, #1
0x51a22:  str.w  r0, [r11]
0x51a26:  str    r5, [r6]
0x51a28:  movw   r0, #38527
0x51a2c:  movt   r0, #152
0x51a30:  cmp    r8, r0
0x51a32:  ble    0x519fe
```

flag

shar

flag.store(...)



Running: faster, but tiring and eventually you get injured

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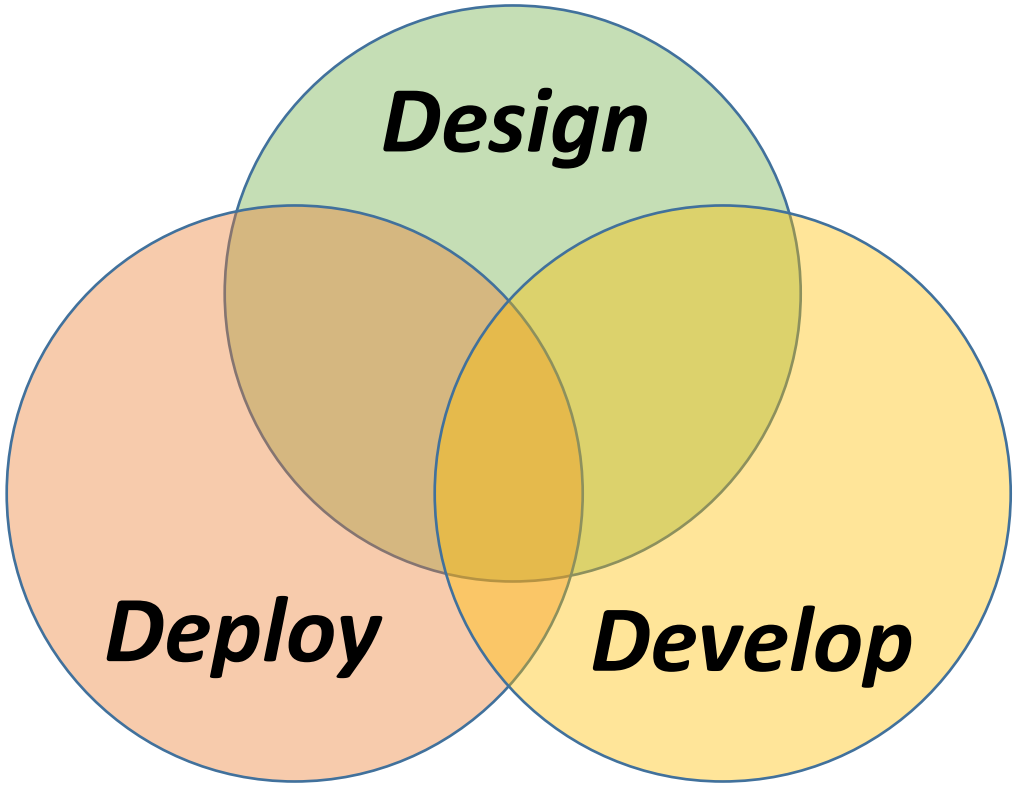
Domains Automation must address



Design Automation

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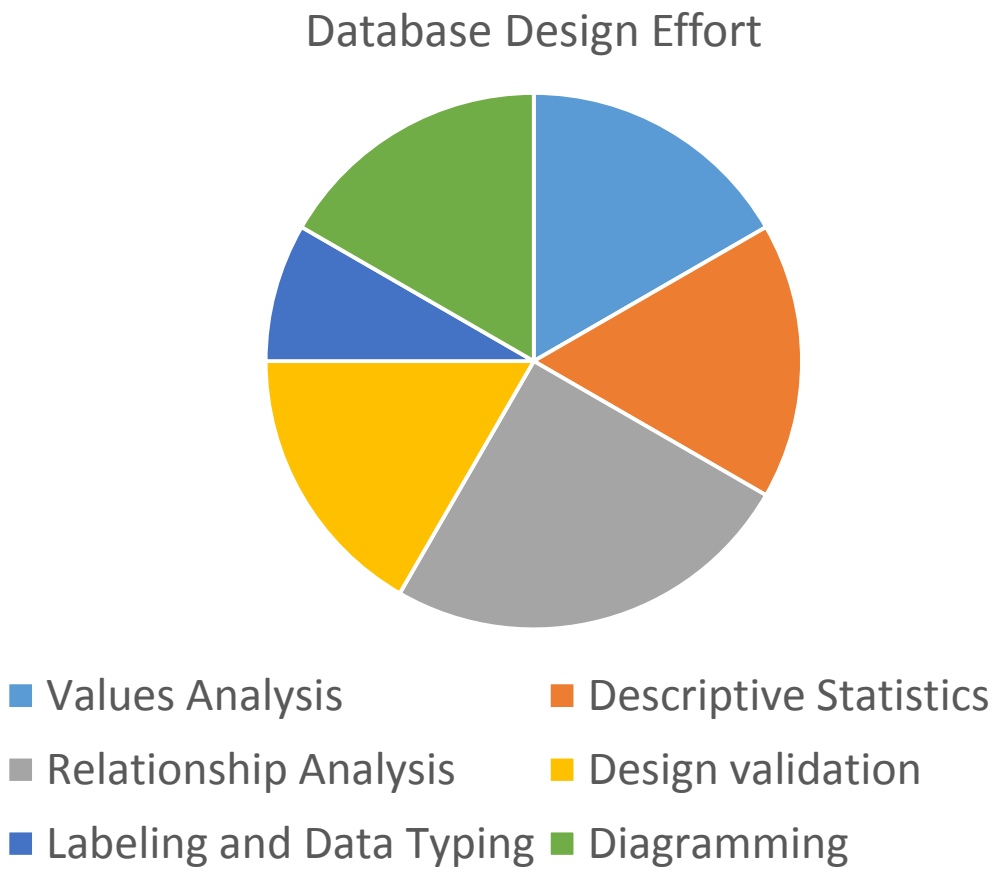
Database Design is Data Intensive

- *Complex queries are needed to understand data for design needs*
- *Diagramming is a small percentage of the work*



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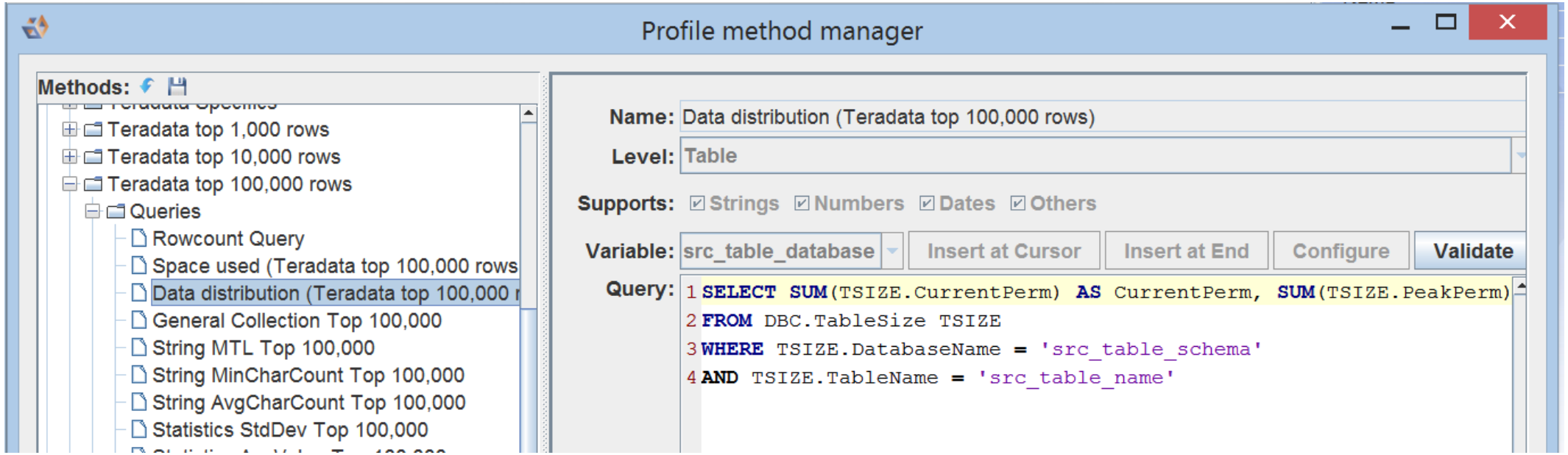
Profiling Automation

- *Extensible, scalable profiling*



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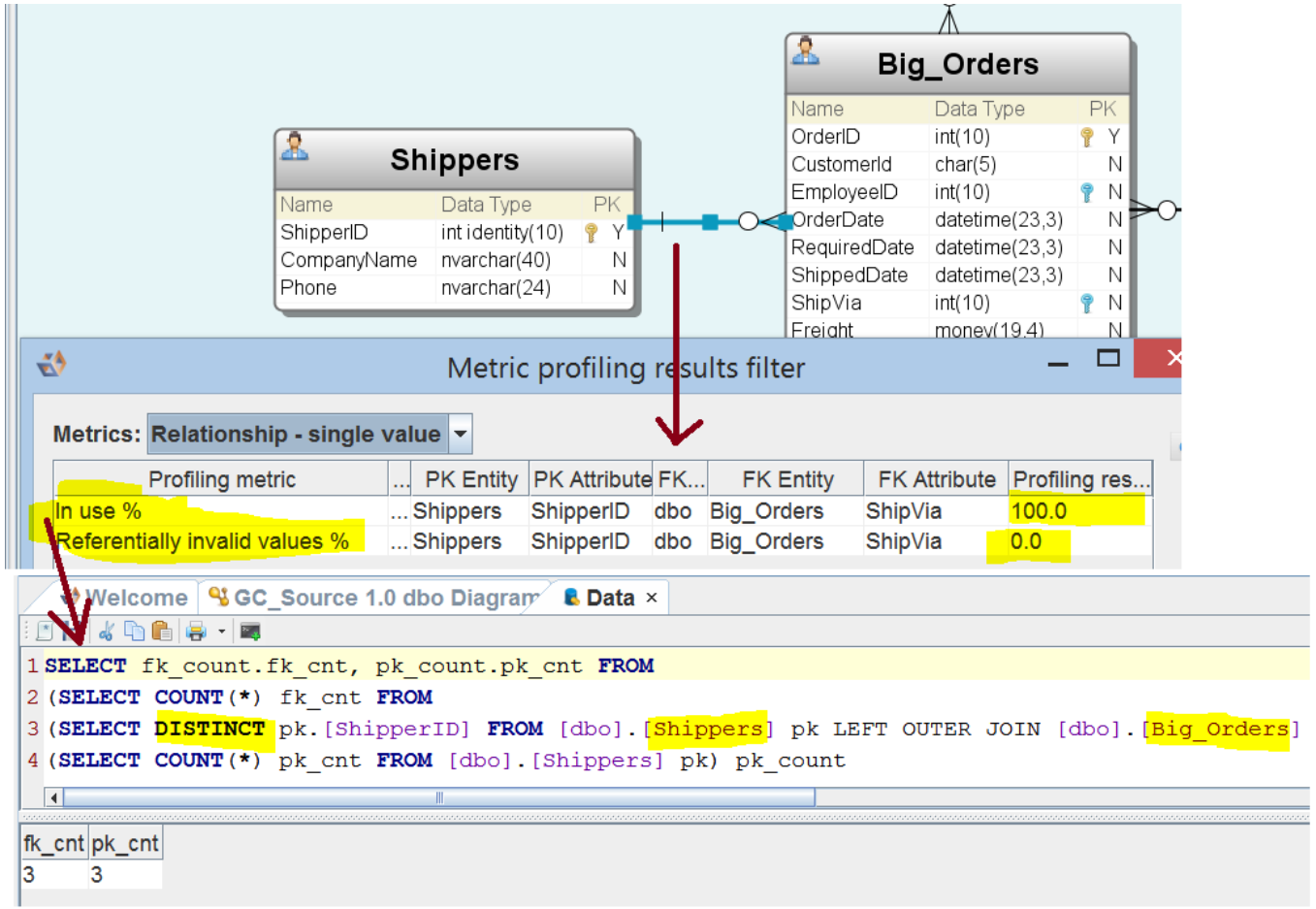
Profiling Automation

- *Relationship profiling!*



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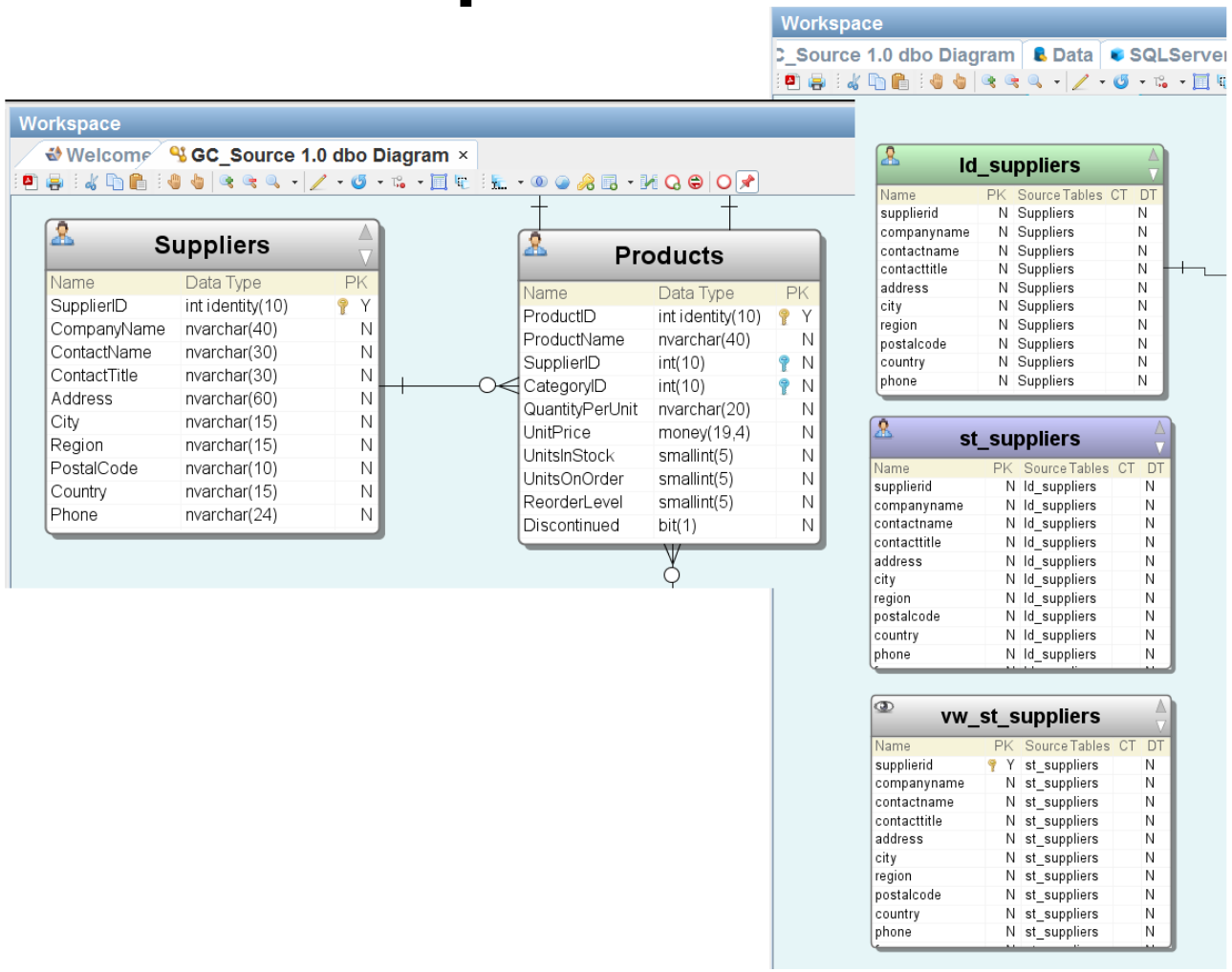
Rules Based Development

- *"Build me a Load, Stage and View object for each entity in my design"*



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Build Automation

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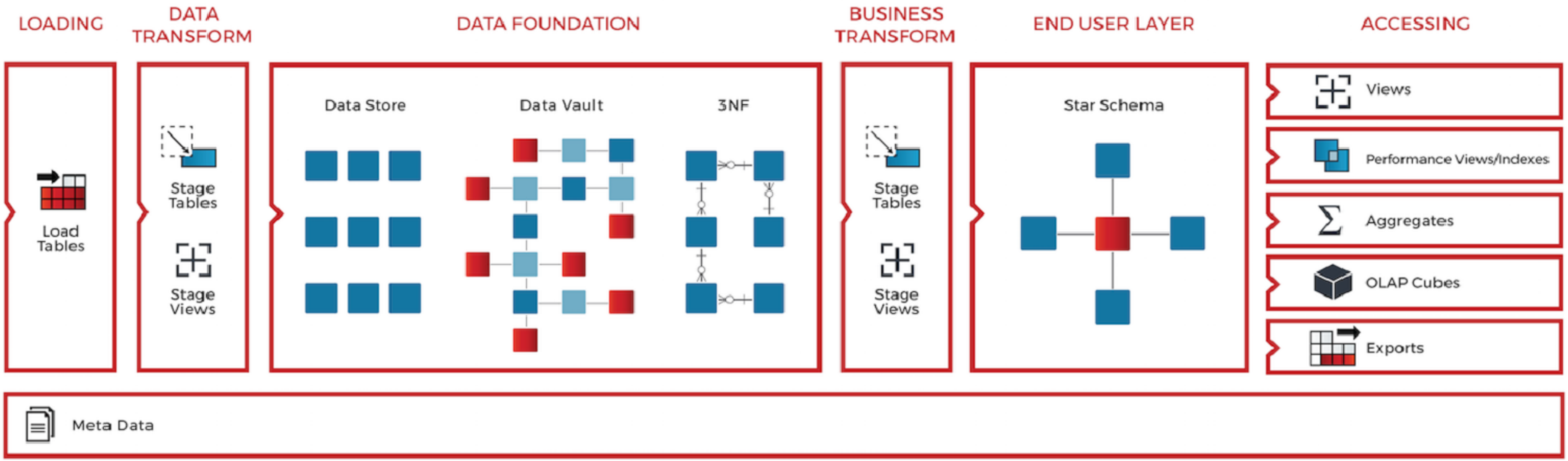
No layer dead ends



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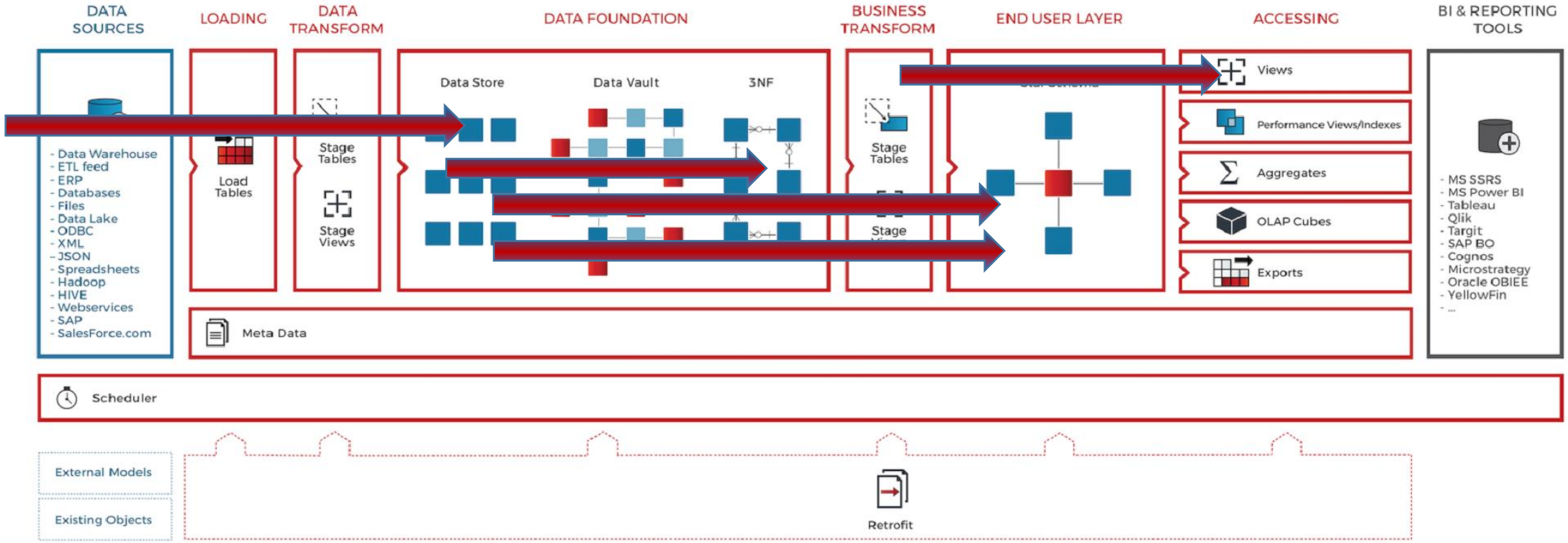
Seamless Design Integration



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Deployment Automation

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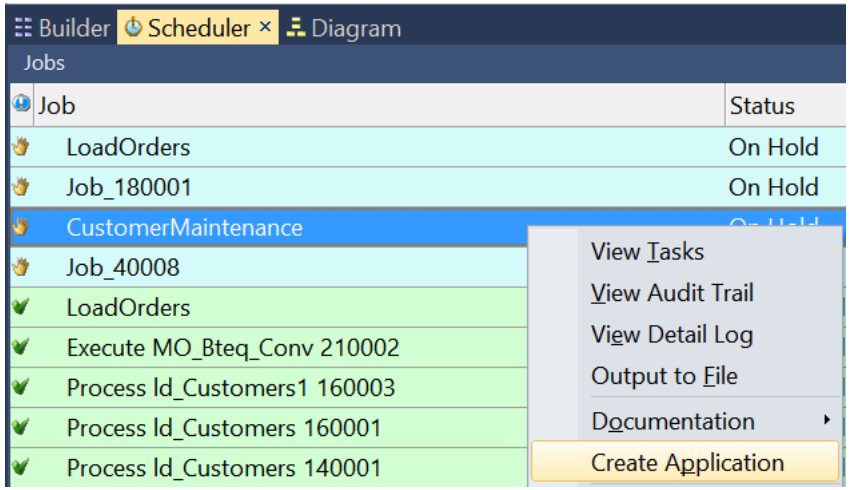
Rock solid builds



- Build Application by Job
  - All dependencies are included

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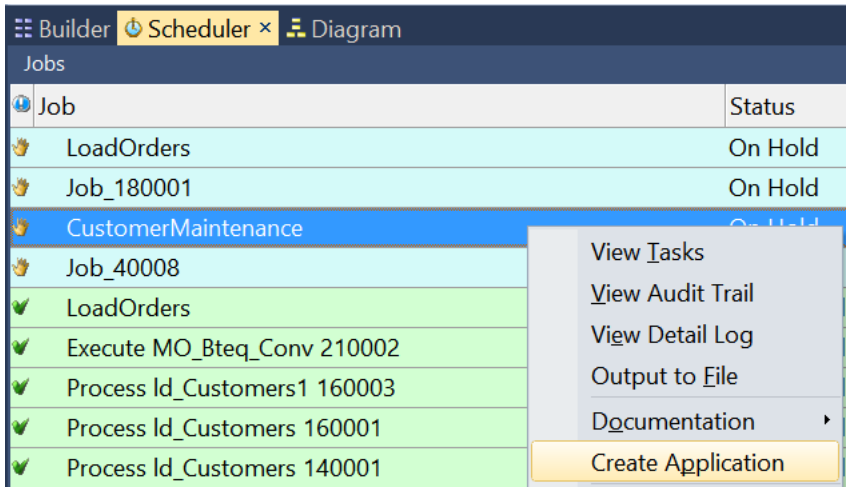
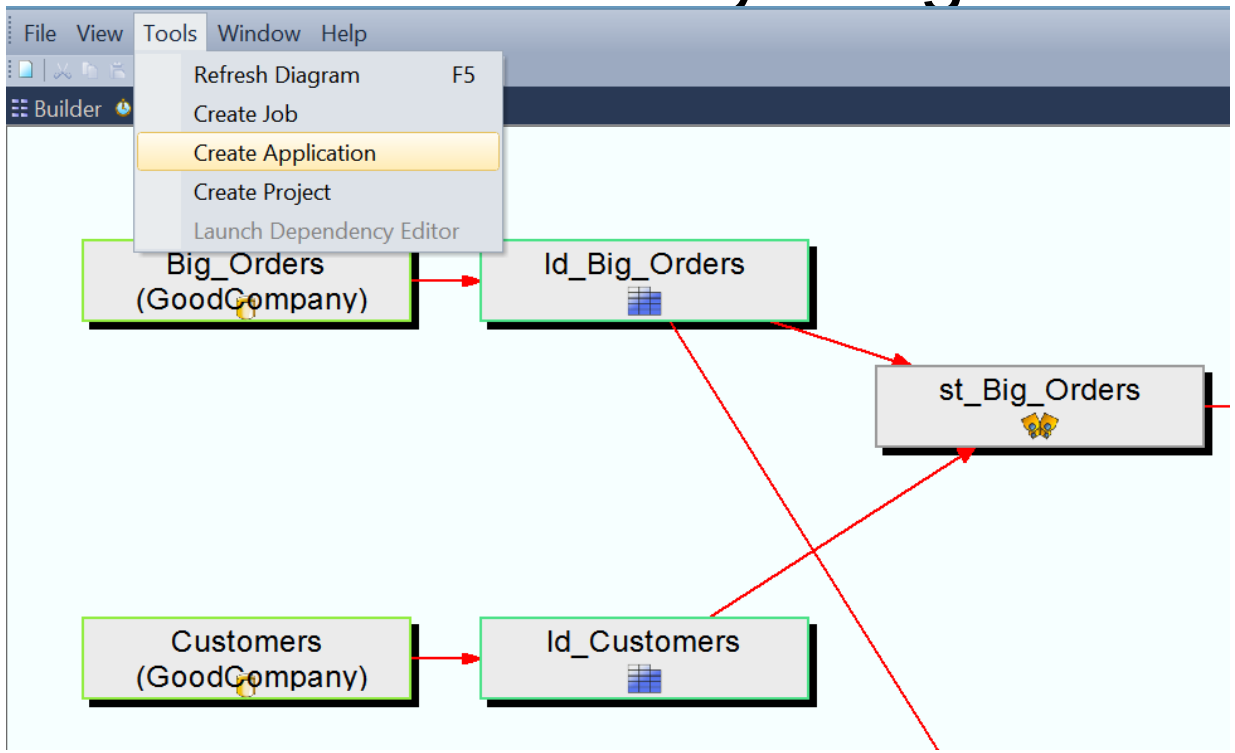
Rock solid builds



Build Release by Job

Build Release by Diagram



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Automation in the hands of the customer!

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