

# Business Analytics: Where Business Intelligence and Data Warehousing Intersect

Data, data, and more data. Businesses are at a crossroads as success increases the amount of data that they have to deal with. In order to remain successful, businesses have to derive the highest value from all that accumulated data. Techniques have become well established for warehousing business data, and with the growth of business intelligence applications and techniques the ability to store this data can be at a business's fingertips.

Unfortunately, it's not as easy to do as one might think. The intersection of business intelligence and the data warehouse can easily become a collision point if it is not properly designed and managed. Knowing that information you need is available in your data store is frustrating. Finding yourself being unable to access or utilize data effectively might be the consequence of the way your data warehouse and business intelligence processes are designed.

HP and Microsoft Frontline Outstanding Partner of the Year ORAYLIS have developed a combination of services and applications focused specifically on making that intersection of BI and DW an exceedingly effective tool for business. Built not from a theoretical

perspective, but from years of experience in both areas, ORAYLIS has achieved its success by delivering specific solutions for customers across industries.

Data warehousing is not always a straightforward task. The objective is to deliver information to business users in a format that they are easily able to understand. This leads to the fact that the business logic needs to be well-defined and appropriate for the business process. Having to rebuild the business logic rules for your data warehouse might result in massive efforts both regarding time and money. Of course, business processes change, so the business logic and implementation must be flexible enough to adapt to business changes without requiring extensive redesign.

The architecture of your data warehouse also needs to reflect the reality of your business environment. While there are a large numbers of users who can benefit from the available data, the same data might not be applicable to all users. In fact, certain data might not be appropriate for general disclosure. This implicates that data security has to be a key component of your data warehouse architecture. Limiting

data availability could be more useful than as overloading the user with the data.

The introduction of the Microsoft Parallel Data Warehouse architecture has simplified the issues surrounding the building of complex datastores. As implemented by HP in their Enterprise Data Warehouse Appliance solution, users can deploy a data warehouse that can grow to as much as 600 terabytes without impacting performance.

Microsoft has worked hard to make its business intelligence model as simple for the end user as possible. By utilizing familiar tools like SharePoint and Excel, the availability of complex data analysis to business managers throughout your enterprise will be simplified. By introducing the newest generations of Excel

2013, SharePoint 2013, and SQL Server 2012 SP1, Microsoft has increased the usability of self-service BI massively.

In order to deploy BI capabilities to any environment planning is a prerequisite. Comprehensive planning requires a complex range of tasks and tools, from business needs analysis to organizing and documenting each stage of the project. It requires more than just simple project management skills and expertise to implement a BI solution that maximizes usability and availability of data in the data warehouse.

Combining DWH and BI tools in a way to maximize the usability of the data in order to find the sweet spot of information for any user should be the main objective of all BI/DW projects. ●

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