



DW2.0 Asia Pacific Summit



Delivering the Future of Enterprise Business Intelligence, Today!
– A Case Study

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Presentation Outline

- What is a Future Generation Data Warehouse?
- Future Generation Data Warehousing Framework
- Future Generation Data Warehousing – What it is not
- Wholesale Data Repository (WDR) – A Future Generation Data Warehouse Case Study
- WDR Business Requirements
- WDR Key Business Capabilities
- WDR Features
- WDR – Some Realised Business Benefits
- WDR OneSolution Future Generation Data Warehousing Approach
- Future Generation Data Warehousing Must be a Distinctive Solution
- Questions

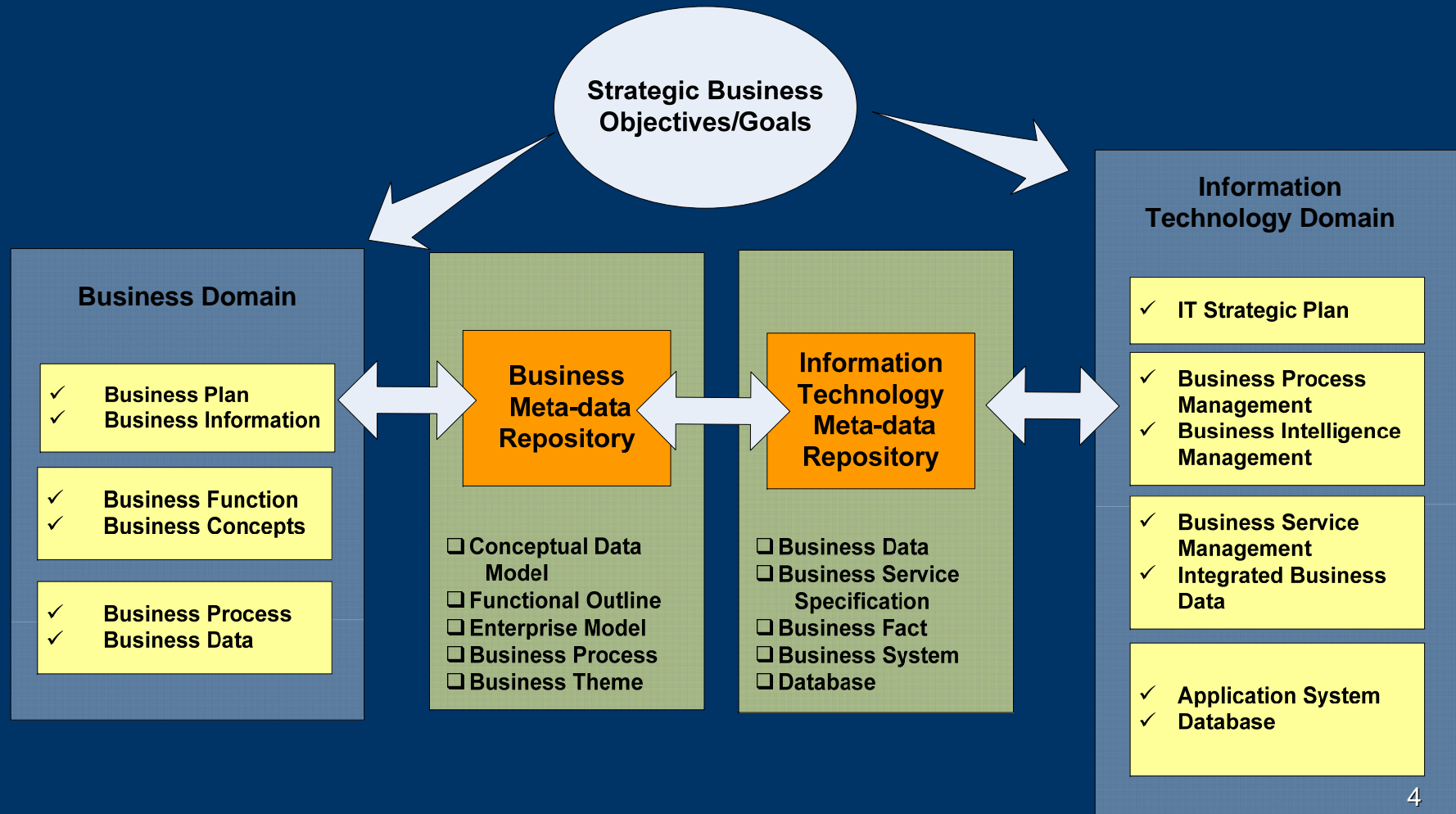
What is a Future Generation Data Warehouse?

A single, integrated database providing a holistic view of an enterprise with characteristics of:

- **100% Data Sharing, including Planned & Controlled Data Redundancy**
- **Reusable Components**
- **'Whole-of-Business' Data Scope – full data life-cycle & business / IT metadata**
- **Real-time, Security-controlled Access to Fundamental Business Data, structured & unstructured**
- **Guaranteed Highest Quality Data (Consistent, Correct & Complete) on Day One**
- **The implementation of an Integrated Enterprise Architecture**

Future Generation Data Warehousing Framework (DWx.0)

A Meta-Data-Based SOA for Enterprise Integration





Future Generation Data Warehousing Framework (DWx.0)

- Future Generation Data Warehousing demands integration across whole Business Domain
- Future Generation Data Warehousing demands the link between Business Domain & IT Domain
- The Enterprise Model clearly provides link to implementing required Future Generation Data Warehousing & Enterprise Business Intelligence
- Future Generation Data Warehousing Framework defines holistic solution for an Enterprise
- Future Generation Data Warehousing demands a Data Management foundation
- Future Generation Data Warehousing & Enterprise Business Intelligence can never be achieved independent of an Integrated Enterprise Architecture

Future Generation Data Warehousing - What it is not

- Dimensioning Commonality Across Reports
 - **Small Section of Enterprise, e.g. Customers**
- Scoped & Defined from an Outcome Perspective
 - **Solutions Scoped based on Reporting Requirements**
- Implementing Datamart Technologies
 - **Proliferation of Cubes**
 - **Just Producing Reports (Doing this for 30 years)**
- Query & Reporting Tools & 'Off-Shelf' Solutions
- Providing Application Views of Data
- 'Stove-piped' Solutions based on User Group Requirements - Piecemeal Solutions
- 'Linking' Data at BI-Tools Layer



WDR - A Future Generation Data Warehouse

- WDR is a Future Generation Data Warehouse
- WDR is a Distinctive Solution (Gartner 2008)
- WDR is the Single Solution
 - “One Solution Fits All”
 - More than just Reporting & Analytics
 - ‘Plug-n-Play’ any source into solution
 - Old & New applications integrated into one Business View
 - Based on UTelco OneSolution Product Suite
- Incremental Integrated WDR Design & Implementation
 - All DWx.0 Features included Day One



WDR - A Future Generation Data Warehouse

- WDR Technologies & Tools Selected to support Future Generation Data Warehousing
 - Layered Technical Architecture
 - Mandatory High Performance Tools Platform
 - MPP RDBMS – Teradata
 - Enterprise ETL Tool – DataStage
 - Enterprise BI Tool – MicroStrategy
- WDR Implementation Scope
 - 22 Core Application Sources Fully-Integrated into one business view
 - Support incorporates Real-Time Data Quality Management

Telstra Wholesale Business Requirements

1. High Quality, Timely Business Performance Monitoring
2. Flexible Single Integrated Source of Business Data
3. Business Performance Scorecard
4. Business Performance Measures
5. Understanding of Fundamental Data
6. Business Use of Information
7. Information Sharing and Data Integration
8. Integrate External Intelligence & Planned Versus Actual Data
9. High Quality, Effective & Comprehensive Data
10. Data Security
11. 'What-if' Analysis
12. Business Process Improvement and Automation

WDR Key Business Capabilities

- Real-Time Access to Fundamental Data
- Full-Dimensioning across whole WDR
- Highest Level of Data Quality across Enterprise
 - Reconciliation of All Data at Fundamental Level
 - Cleaning up Source Application Data Quality
- Meeting minimum required Data Currency
- Ability to drill through data to fundamental data level
- Full Integration of all Wholesale Data
- Integration of Industry view with Telstra view
- Having an Integrated View of Enterprise to be able to respond to any question posed at any level

WDR – Features

- **Scoped & Defined from a holistic Enterprise Blueprint**
 - Solutions Scoped based on Integrated Enterprise Architecture
 - Blueprint based on UTelco OneSolution Telco Enterprise Model & LDM products
- **Business Performance Management**
 - Business Performance Measurement
 - Taking Action, Forecasting, Trending, Predictive Modelling
- **Dimensioning across entire Enterprise**
 - Whole-of-Business dimensioning
 - Required Enterprise BI tool to implement enterprise-wide dimensioning - MicroStrategy

WDR – Features

- **Direct Access to Fundamental Data by All Levels of Business, providing**
 - **Dashboarding to Senior Executives**
 - **Analytics for Decision-makers & Strategic Business Planners**
 - **Forecasting & Predictive Modelling driving Strategic Direction of Business**
 - **Required Enterprise BI tool not based on Cube technology - MicroStrategy**
- **Active Data Warehousing**
 - **Real-time Access to Integrated Business Data**
 - **Provides Operations with Integrated Business Data**
 - **Enabling Re-engineering of Business Processes**
 - **Leads to Low-Cost, High-Productivity Business**
 - **Required MPP Platform to support real-time data acquisition & real-time data access**

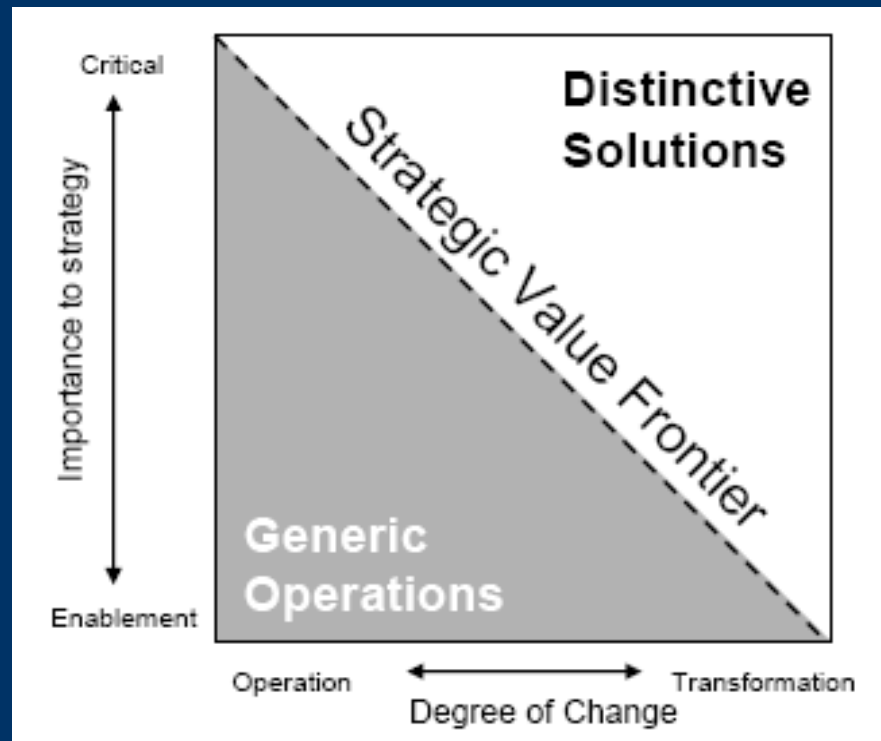
WDR - Some Realised Business Benefits

- Mitigation of Litigation Claims
- Identification & Recovery of Significant Revenue Leakage
- Tracking & Measurement of Online Automation Levels
- Significant Cost Reduction in Re-engineering Business Processes
- Classification of Customer Churn
- Identification & Optimisation of All Revenue generated from Mobile Network Usage
- Business Transformation independent – no throw away components at all

WDR Future Generation Data Warehousing Approach

- Enterprise Perspective, resolves 2 Corporate IT issues
 - Lack of IT Strategic Alignment to Business
 - Inability to Integrate Data across Enterprise
- Modelling Approach
 - Adopts ISO 100% Principle
 - Models Business independent of applications
 - Caters for all Questions & all Perspectives of Business
- Design Approach
 - Distinguishes Platform-Independent & Platform-Dependent Technical Design
 - Enforces Business Rules
 - Provides Full Exception Handling Capability
 - Simplicity promotes Re-Use, Integration, High-Quality & Improves Performance

Future Generation Data Warehousing Must be a Distinctive Solution!



- To Create Distinctive Solutions from Generic Operations (Gartner, CIO Briefing, March 2008)
- WDR is a Distinctive Solution



Questions?

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