

Why You STILL Need a Data Warehouse

Question: Where is your data coming from?



Answer: most likely from employees throughout your organization who have various responsibilities which require any and all types of data gathering, input and tracking.

Question: What applications are they using?



Answer: probably whatever products or packages IT has installed on their computer, and sometimes even their own; applications which are specifically designed to take in one record at a time.

Question: What if you need data from the app?



Answer: chances are, all the other users of that same application will experience a delay, while labor charges are mounting.

Question: How many systems run your business?



Answer: multiple systems keep your business organized and running as smoothly as possible, and each system has its own data source and users.

Question: Aren't these systems part of one company?



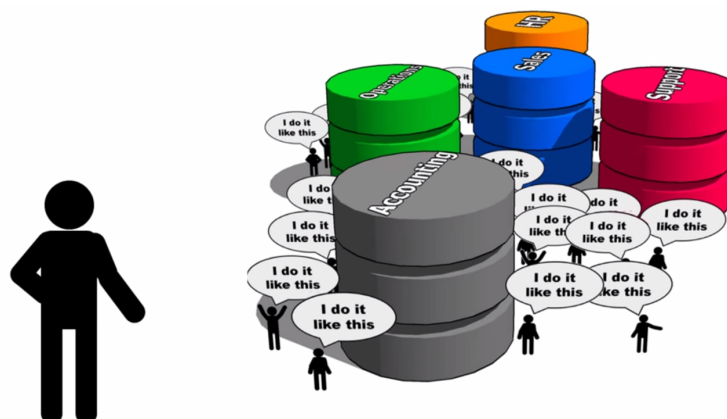
Answer: YES! Each system in your business collectively represents a piece your company's larger goal, strategy or mission statement, and therefore the data should be treated like it.

Question: What happens when your company systems and data aren't integrated?



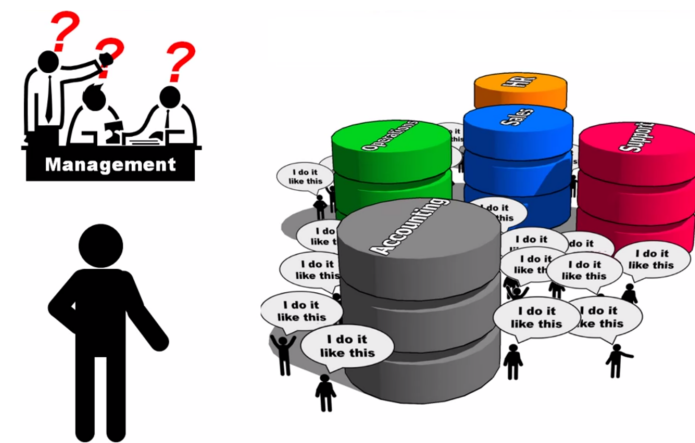
Answer: They really just become a collection of organizational silos, and trying to produce meaningful information among them is inefficient and produces a lot of mistakes.

Question: Is your company already doing this anyway?



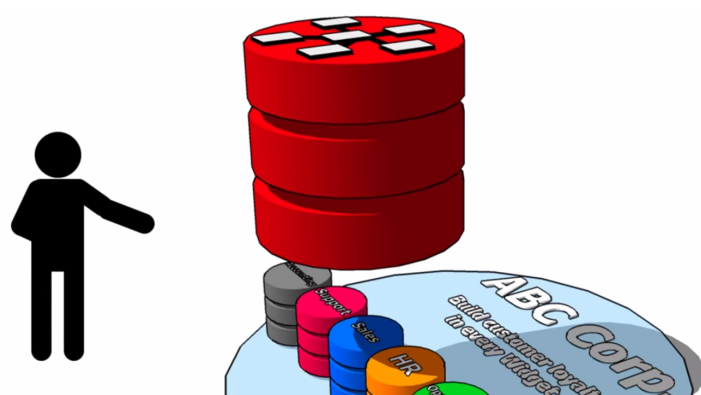
Answer: probably, since someone in the organization is already trying to bring the data together when it needs to be refreshed, which in actuality means an army of siloed employees who are individually trying to bring data together for their own purposes.

Question: When ultimately happens with the data?



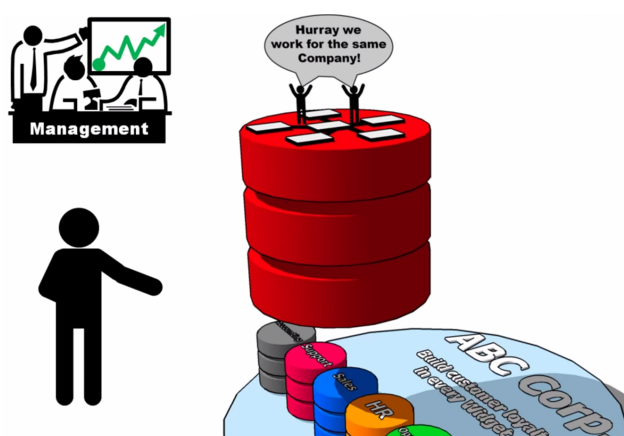
Answer: the army of siloed employees are bubbling data up to their managers who themselves end up in meetings arguing over whose version of the truth is right, while nothing really gets done, and best guesstimates on the data ultimately conclude the meeting and determine the company's future.

Question: So how can a Data Warehouse fix this?



Answer: a data warehouse is the best way for a business or organization to (1) accurately identify itself, not as a group of silos, but as a cohesive company, (2) access all of its data in a comprehensive, efficient, and optimal manner, and (3) get the extra edge and advantage over your competition by making better decisions with more accurate data.

Question: How will this affect your company?



Answer: your data warehouse will (1) have centralized logic which will reduce the need for manual data integration, (2) provide your siloed employees a way to gather the data they need without inventing their own methods and tools, and (3) enable managers come to meetings agreeing on what the data is saying. All of this saves your company an exponential amount of time which translates into labor cost savings. And all of this boots your company's ability to increase revenue through smarter and faster decisions.

Question: So what's my next step?



Answer: Call BI QED. We specialize in the design, implementation of data warehouses, as well as integration and migration of your current data environment to a new one. Reach out to us and speak with one of our team members.

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