

# Data Warehouse

## D02. DW in Business



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- Course: Information Policy
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- 01. DW in Business
- 02. Implementation Procedure of DW
- 03. Cooperation with ISD



## 01. DW in Business

- DW from a Commercial Point of View
  - Utilization of DW is more important after its implementation.
  - DW must be used in field-works.
  - DW must be applied to management.

## 01. DW in Business

- Enterprise-Wide Recognition
  - Not IT-based DW
  - But Business-based DW
  - Active participations
  - Continuous supports of CEO
  - Strong wills in using DW

## 01. DW in Business

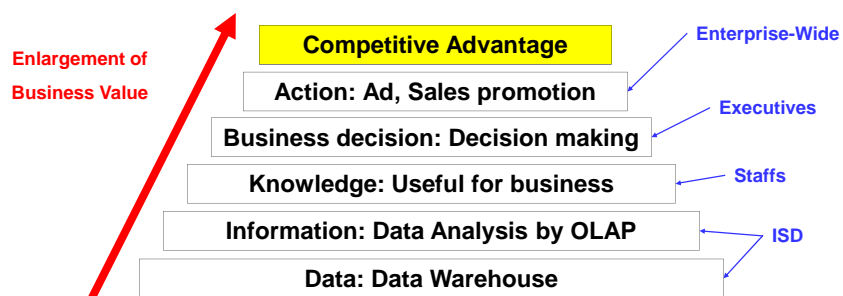
- Factors of DW
  - Technology
    - Development and maintenance
    - By ISD(Information Systems Department)
  - Analysis
    - Analysis by use of DW
    - By staffs
  - Management
    - Decision making
    - By executives



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## 01. DW in Business

- Decision Making Process



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## 01. DW in Business

- Active and practical usage of DW
  - Enterprise-wide will for DW is needed.
  - ROI can be calculated only when using DW actively.

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## 01. DW in Business

- Goal Establishment DW
  - Not focus on implementation of DW itself.
  - But focus on using DW in decision making.
    - DW cannot support all the decision.
    - But, DW can be useful.
  - Setup the clear goal for implementing DW.
    - Ex. 50% cost down in logistics!
    - Ex. 20% sales up in a product.

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## 02. Implementation Procedure of DW

- Implementation Procedure of DW
  - 1. Plan → **most important**
    - Setup the goal.
    - Setup the strategy.
    - Setup tactics.
  - 2. Implementation
    - Define concrete data.
    - Define data for loading.
    - Map b/t data for loading and data of operation system.
  - 3. Operation

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## 03. Cooperation with ISD

- Cooperation of ISD
  - Scant cooperation
    - → DW will fall to multi-dimensional document systems.
  - Discard prejudices
    - against staffs by IS teams.
    - against IS teams by staffs.
  - Be supported by CEO.

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