

Data warehouses: improve strategic decision making with coherent views of data.

The ability to make quick, well-informed decisions

is critical to competitiveness and growth for small and large companies alike. In recent years, most companies have seen the amount of customer and company data in legacy systems, desktops, servers and intranets increase dramatically. Yet a lack of integration between systems makes it nearly impossible for companies to use the valuable data within disparate systems to their advantage. In many cases, instead of relying on hard data based on historical trends to drive strategic direction, decision makers rely heavily on experience, limited—sometimes outdated—information and intuition. Siloed data also makes it more challenging to comply with changing regulations.

Data warehouses—which can provide a manageable, cost-effective central repository of company-wide data—can help you take control of growing data volumes. And with the help of online analytical processing (OLAP) and data mining tools, data warehouses can help you drive a business strategy based on documented trends rather than best guesses.

A better way to manage and analyze data

Data warehouse solutions can deliver business insight across virtually any business process or function. They are particularly valuable for understanding sales, profiling customers and analyzing business costs. Data warehouse solutions are designed to:

- **Help optimize processes using integrated, coherent views of data.** Make strategic decisions based on hard facts. For example, evaluate factors driving sales across products, regions and time frames to focus sales efforts where they're most likely to pay off. Improve customer relationship management (CRM) tactics



- **Use integrated views of company-wide historical data to optimize sales, CRM and enterprise resource planning processes**

- **Provide accurate, up-to-date information and reports from systems across the company, helping to improve regulatory compliance**

- **Are available in competitively priced versions that are sized for a range of needs**



Could your business benefit from a data warehouse solution? A data warehouse can help you overcome the following types of challenges:

- **Consolidate silos of information.**
- **Manage and distribute information more effectively, across the business.**
- **Make more informed decisions as you prepare for rapid growth.**

with a better understanding of who your customers are and what they're buying. And rely on more sophisticated views of financial systems to identify opportunities for controlling costs and investments.

- **Help improve regulatory compliance.** Compile data from across the business to achieve a single version of the truth to help improve your ability to comply with government regulations.
- **Help companies become more nimble.** To optimize opportunities, businesses often need to make quick, calculated decisions. Many of today's most successful organizations rely on a data warehouse to provide them with critical information such as cash position, product and customer profitability, and even insight into products that are likely to be purchased together.

Why IBM?

IBM offers competitively priced data warehouse solutions designed to help companies of all sizes analyze and use information to make better decisions. IBM DB2® Warehouse software is based on years of experience and best practices gained in developing and implementing data warehouses in enterprise environments. Many IBM Business Partner solutions are even available in preconfigured and preintegrated packages. DB2 Warehouse is the foundation that enables you to easily build solutions that integrate data, so employees can make decisions based on complete, near-real-time data without burdening the IT team or breaking the bank.

For more information

To learn more about data warehouse solutions for small implementations, contact your IBM sales representative, or visit:

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Software Group
Route 100
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U.S.A.

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03-07
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IMF10903-USEN-00

