



Benefits Realization: Teradata's Roadmap for Exploiting Your Data Warehouse

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Enterprise Data Warehouses (EDWs), such as those sold by **NCR's Teradata**, are daunting projects to start and expand. Initial costs can run into the millions; large, ongoing support staff means that benefits must be managed carefully. Finding and exploiting incremental uses for that investment are critical.

The Bottom Line: Formal tools that map business opportunities and benefits to the technical work required can help you capitalize on a long-term investment by identifying options and making it easier to sell follow-on projects.

What It Means: Many know Teradata as a provider of extremely scalable data warehousing hardware and software. Not so well known are the many tools and applications for specific industries, including extensive predefined logical data models for organizing your data. For example, the manufacturing model contains hundreds of data elements about your supply chain, customers, and financial results.

Building a roadmap

Data warehouses are continuous development projects. The first implementation may cover one critical data need, such as demand analysis, which is used to justify the initial investment. This project may only need to populate a small portion of the whole data model but may contain data useful for other purposes.

Teradata's *EDW Roadmap* is a graphical tool to visualize possible business improvements and needed data in your warehouse. The tool delivers the following capabilities:

- Documents your goals and strategic objectives.
- Links them to an industry-specific set of business improvement opportunities, with specific analytic and action requirements and metrics for how they will affect the business results.
- The analytics are linked to specific business queries and Key Performance Indicators (KPIs) needed for the improvement, which are linked to specific logical data model elements required to calculate them.

In action, you focus on a specific potential improvement and can visually see what queries and KPIs are currently available in your data warehouse and what new data you may need to answer the questions and implement the improvement. Capabilities are also provided to calculate the potential benefit based on KPI improvements.

Saving time with a decision-making framework

The tool is less important than the intellectual property it contains. Rather than reinventing an analysis framework and figuring out the metrics and data required, you can start with Teradata's view of the industry. It was surprisingly complete too--the manufacturing industry roadmap contained several of the improvements AMR Research recommends as part of moving to a Demand-Driven Supply Network (DDSN). In fact, several customers use Teradata to build demand signal repositories.

In addition to documenting options and technical costs, the tool helps relate the technical work to be done to business objectives. These graphics may also come in handy when making the pitch to your governance committee.

Set the stage for measuring benefits

This intellectual property provides another benefit; it already includes the metrics you should be tracking to prove the project generated the benefits expected. A data warehouse is one of those rare systems that can measure its own success.

New Teradata customers, adopting one of the prebuilt logical data models, should consider starting with this tool. It comes with a cost, but it's a drop in the bucket compared to an overall EDW project. Companies using other data models or data warehouse technologies may be able to obtain equivalent intellectual property from their consultant or system integrator.