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Strategic Data Warehousing: Achieving Alignment with Business

Neera Bhansali

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Organization of data warehouses is a vital, but often neglected, aspect of growing an enterprise. Unlike most books on the subject that focus on either the technical aspects of building data warehouses or on business strategies, this valuable reference synthesizes technological know-how with managerial best practices to show how improved alignment between data warehouse plans and business strategies can lead to successful data warehouse adoption capable of supporting an enterprise’s entire infrastructure.

Strategic Data Warehousing: Achieving Alignment with Business provides data warehouse developers, business managers, and IT professionals and administrators with an integrated approach to achieving successful and sustainable alignment of data warehouses and business goals. More complete than any other text in the field, this comprehensive reference details the joint roles and responsibilities of the data warehouse and business managers in achieving strategic alignment, business user satisfaction, technical integration, and improved flexibility.

Complete with case studies that depict real-world scenarios, the text:

- Examines the organizational, user, data, and technological factors proven to promote successful data warehousing
- Includes actionable solutions for achieving strategic alignment
- Provides a model that readers can apply in aligning their own data warehouse needs and business goals

Achieving sustainable alignment between the data warehouse and business strategies is a continuous process. Armed with this valuable reference, readers will be able to gain the solid understanding of the organizational, technical, data, and user factors needed to promote a successful data warehouse adoption and become active partners in leveraging this powerful, but often overlooked, information resource.

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