

Questions About Your Current Project:

What are the biggest benefits of BI to your company?

Until we had our BI application, very few of our users really understood the quality of our reporting.

When was the warehouse first implemented?

It was implemented in 2002.

How many people use BI products in your company? How many access the warehouse directly?

We have no direct-access users, but we have approximately 50 regular users and an additional 50 casual users who access our marts via our BI tool.

What technologies are you using for data warehousing? What BI tools? Are you using any packaged analytic applications?

We use Informatica and Hyperion. No packaged applications.

What would you describe as your biggest BI/DW success?

Achieving a certain level of expertise and having that acknowledged by the organization.

What would you describe as the biggest challenge?

Getting management to see the DW as an asset to the entire enterprise, rather than just as a series of reporting systems.

What is the next planned improvement, and when will it be implemented?

Improvements to support Sarbanes-Oxley will occur over the next six weeks.

How large is your BI/DW team?

Four developers, one modeler, and one DBA.

What is your role on that team?

I'm a data architect.



Member Name

Lawrence Bercini

Member Company

A Midwest Software Company

Years as a TDWI Member

Two

Questions About You:

Is your background mostly in business or in IT?

My background is in IT.

How long have you worked in BI/DW? How long in business/IT prior to warehousing?

I have worked in BI for five years, and I spent 20 years in the industry prior to that.

What do you find most personally rewarding about this field?

Helping to solve problems on behalf of the business community.

What do you find most challenging?

- Getting developers and their management to focus on the benefit for the business rather than just focusing on getting the next piece of architecture installed by a specific deadline.
- Getting our business users to take ownership of the projects rather than relinquishing ownership to IT.

What are your professional development goals?

To expand my data design experience into other types of structures beyond dimensional; for example, column-based databases such as Alterian. I would also like to become more fluent in database administration concepts.

What do you think will be the next major innovation in the field?

A seamless marrying of BI results that influence operational processing. For example, having operational systems "message" BI systems to perform scoring algorithms, and message the results back to be used as input to the operational process.