

specializing in the healthcare, financial services, and information service industries. He is the founder of the data warehousing and data mining consulting firm Llumino.

The latest techniques for building a customer-focused enterprise environment "The authors have appreciated that MDM is a complex multidimensional area, and have set out to cover each of these dimensions in sufficient detail to provide adequate practical guidance to anyone implementing MDM. While this necessarily makes the book rather long, it means that the authors achieve a comprehensive treatment of MDM that is lacking in previous works." -- Malcolm Chisholm, Ph.D., President, AskGet.com Consulting, Inc. Regain control of your master data and maintain a master-entity-centric enterprise data framework using the detailed information in this authoritative guide. Master Data Management and Data Governance, Second Edition provides up-to-date coverage of the most current architecture and technology views and system development and management methods. Discover how to construct an MDM business case and roadmap, build accurate models, deploy data hubs, and implement layered security policies. Legacy system integration, cross-industry challenges, and regulatory compliance are also covered in this comprehensive volume. Plan and implement enterprise-scale MDM and Data Governance solutions Develop master data model Identify, match, and link master records for various domains through entity resolution Improve efficiency and maximize integration using SOA and Web services Ensure compliance with local, state, federal, and international regulations Handle security using authentication, authorization, roles, entitlements, and encryption Defend against identity theft, data compromise, spyware attack, and worm infection Synchronize components and test data quality and system performance

Ralph Kimball's three data warehousing books, The Data Warehouse Toolkit, The Data Warehouse Lifecycle Toolkit, and The Data Webhouse Toolkit, provide you with everything you will need to create, manage, and use your data warehouse. His first book, The Data Warehouse Toolkit, is the definitive guide to building a data warehouse. Kimball uses actual case studies of existing data warehouses developed for specific types of business applications such as retail, manufacturing, banking, insurance, subscriptions and airline reservations. Using the techniques learned in Kimball's first book, The Data Warehouse Lifecycle Toolkit carries them to the larger issues of delivering complete data marts and data warehouses. The book shows you all the practical details involved in planning, designing, developing, deploying, and growing data warehouses. The Data Webhouse Toolkit is a groundbreaking guide which introduces the Webhouse, a powerful new way of capturing valuable information flowing into a Web site and ordering it in ways that are useful to managers, strategic decision-makers, and customers.

"Ralph's latest book ushers in the second wave of the Internet. . . . Bottom line, this book provides the insight to help companies combine Internet-based business intelligence with the bounty of customer data generated from the internet."--William Schmarzo, Director World Wide Solutions, Sales, and Marketing, IBM NUMA-Q. Receiving over 100 million hits a day, the most popular commercial Websites have an excellent opportunity to collect valuable customer data that can help create better service and improve sales. Companies can use this information to determine buying habits, provide customers with recommendations on new products, and much more. Unfortunately, many companies fail to take full advantage of this deluge of information because they lack the necessary resources to effectively analyze it. In this groundbreaking guide, data warehousing's bestselling author, Ralph Kimball, introduces readers to the Data Webhouse--the marriage of the data warehouse and the Web. If designed and deployed correctly, the Webhouse can become the linchpin of the modern, customer-focused company, providing competitive information essential to managers and strategic decision makers. In this book, Dr. Kimball explains the key elements of the Webhouse and provides detailed guidelines for designing, building, and managing the Webhouse. The results are a business better positioned to stay healthy and competitive. In this book, you'll learn methods for: - Tracking Website user actions - Determining whether a customer is about to switch to a competitor - Determining whether a particular Web ad is working - Capturing data points about customer behavior - Designing the Website to support Webhousing - Building clickstream datamarts - Designing the Webhouse user interface - Managing and scaling the Webhouse The companion Website at www.wiley.com/compbooks/kimball provides updates on Webhouse technologies and techniques, as well as links to related sites and resources.

Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780470149775 .

The first, step-by-step guide to building Web-enabled data warehouses The Web can be an incredibly rich source of customer data, and right now companies across industry sectors are hustling to get up and running with data warehouses capable of capturing the clickstream data from their Web sites. This allows companies to track exactly where a customer is going, or "clicking to," on their site in order to gain meaningful information about that customer's preferences. Following Ralph Kimball's The Data Webhouse Toolkit (0-471-37680-9) where he provides the blueprint, Clickstream Data Warehousing fills developers in on all the technical details that go into building a Web-enabled data warehouse. The authors review all key architectural and design issues that developers need to masterfully build a Webhouse using examples to illustrate key points. Companion Web site features code examples from the book and links to related Web sites.

"A comprehensive, thoughtful, and detailed book that will be of inestimable value to anyone struggling with the complex details of designing, building, and maintaining an enterprise-wide decision support system. Highly recommended." -Robert S. Craig, Vice President, Application Architectures, Hurwitz Group, Inc. In his bestselling book, The Data Warehouse Toolkit, Ralph Kimball showed you how to use dimensional modeling to design effective and usable data warehouses. Now, he carries these techniques to the larger issues of delivering complete data marts and data warehouses. Drawing upon their experiences with numerous data warehouse implementations, he and his coauthors show you all the practical details involved in planning, designing, developing, deploying, and growing data warehouses. Important topics include: * The Business Dimensional Lifecycle(TM) approach to data warehouse project planning and management * Techniques for gathering requirements more effectively and efficiently * Advanced dimensional modeling techniques to capture the most complex business rules * The Data Warehouse Bus Architecture and other approaches for integrating data marts into super-flexible data warehouses * A framework for creating your technical architecture * Techniques for minimizing the risks involved with data staging * Aggregations and other effective ways to boost data warehouse performance * Cutting-edge, Internet-based data warehouse security techniques The CD-ROM supplies you with: * Complete data warehouse project plan tasks and responsibilities * A set of sample models that demonstrate the Bus Architecture * Blank versions of the templates and tools described in the book * Checklists to use at key points in the project

The definitive guide to dimensional design for your data warehouse Learn the best practices of dimensional design. Star Schema: The Complete Reference offers in-depth coverage of design principles and their underlying rationales. Organized around design concepts and illustrated with detailed examples, this is a step-by-step guidebook for beginners and a comprehensive resource for experts. This all-inclusive volume begins with dimensional design fundamentals and shows how they fit into diverse data warehouse architectures, including those of

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Cowritten by Ralph Kimball, the world's leading data warehousing authority, whose previous books have sold more than 150,000 copies Delivers real-world solutions for the most time- and labor-intensive portion of data warehousing-data staging, or the extract, transform, load (ETL) process Delineates best practices for extracting data from scattered sources, removing redundant and inaccurate data, transforming the remaining data into correctly formatted data structures, and then loading the end product into the data warehouse Offers proven time-saving ETL techniques, comprehensive guidance on building dimensional structures, and crucial advice on ensuring data quality

Market_Desc: · Data warehouse Designers· Data warehouse Architects· Data warehouse Developers· Data warehouse Managers Special Features: · The current first edition has sold more than 72,000 copies, generating net revenue of more than \$2.5 million· The methods described in this book have been adopted by almost all leading data warehouse vendors· Ralph Kimball and his co-authors are recognized as the driving thought leaders in the data warehousing industry; there is no direct competition· The authors actively promote this methodology in training and consulting worldwide and in their writing in magazines and online About The Book: The book covers best practices from data warehouse project inception through on-going program management. About 30 to 40% of the content in the book is updated and new. This revised tutorial covers major lifecycle topics such as dimensional modeling, tech architecture, ETL, BI etc. It is targeted at both novice and experienced data warehouse professionals.

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