



DATA WAREHOUSING: THE NEED FOR A LONG-TERM, HOLISTIC PLATFORM

Why SAP NetWeaver 7.0 is the Right Choice for Today, Tomorrow

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When it comes to selecting a data warehouse platform, there are many reasons to look carefully before you leap. It's critical for the platform to meet your specific technical needs—and it must also meet your long-term business goals.

One strategic consideration is the long-term feasibility of a data warehouse platform. Databases, in particular, have a very long lifespan—often spanning decades. For example, more than 50 percent of today's business transactions still run on the IBM Information Management System (IMS)—which was introduced in the early 1970s. Organizations that try to shift gears to new infrastructure platforms run up against many challenges.

Another long-term consideration is the holistic nature of the infrastructure. Some environments, such as business intelligence (BI), are highly complex. The BI platform requires many "working parts" responsible for data gathering, data cleansing and integration, organizing data into a single repository, identifying and managing metadata, and shaping and presenting data for end-user requirements.

Adding to BI's complexity is the fact that many of its working parts depend upon various technologies. All these components and technologies must be seamlessly integrated to produce an optimal data warehouse platform—one that helps you make the right decisions to fuel your business. If you choose a platform that is not holistic, you often end up with a blame game among vendors when a development or operational problem arises and needs to be fixed.

Data warehouse platforms that fail to meet evolving business needs can plague your business for a very long time. So in addition to selecting a platform that meets your current data warehouse needs, you must ensure that it will meet your future needs as well. For more information about future considerations of a data warehouse, refer to the book *DW 2.0 – Architecture for the Next Generation of Data Warehouse*, Morgan Kaufman, 2008.

WHY SAP NETWEAVER 7.0?

The SAP NetWeaver 7.0 platform is a strategic, long-term, holistic solution for your corporate data warehouse environment.

From an architectural standpoint, SAP NetWeaver 7.0 is the industry's most comprehensive platform for data warehousing. SAP offers high performance with SAP NetWeaver Business Warehouse (BW), supports large volume scalability, and features lifecycle management with near-line storage and archival processing. SAP also provides business model definitions of requirements and processes.

SAP NetWeaver 7.0 meets today's needs for BI—and tomorrow's needs as well. SAP NetWeaver 7.0 aligns directly with the DW 2.0 architecture vision of a truly comprehensive, short- and long-term platform for BI.

Following are some key architectural features of SAP NetWeaver 7.0, and how they benefit you:

- **SAP BWA:** Speed query processing by a factor of 10, helping development and analytical communities.
- **Archival processing:** Remove older data from mainstream analytical processing, while still keeping it accessible when the need arises.
- **Near-line storage:** Store data that you do not need to access frequently in a way that improves the performance of your database while still providing efficient access to the data.
- **Internal and external extract, transform, load (ETL):** Pull and integrate data from SAP R/3 sources and external data sources into a single, comprehensive warehouse.
- **Robust metadata infrastructure:** Tightly integrate metadata into the data structure, where it's available to the analyst.
- **Robust, elegant BI:** Gain full analytical capabilities with SAP BusinessObjects.
- **SAP applications:** Easily expand platform abilities with SAP R/3 and other applications.

SAP is an architectural framework, not a point solution. Other vendors offer point solutions or point products that have been cobbled together. SAP NetWeaver 7.0, on the other hand, is a complete, robust architecture with tightly integrated components.

THE BOTTOM LINE

When you choose an architecture for data warehouse processing, you'll have to live with this decision for a long time. With SAP NetWeaver 7.0, you'll gain the following benefits for your business needs today—and tomorrow:

- Robust applications
- Robust data sources
- Scalable volumes of data
- Support for the full data lifecycle
- Robust analytical capabilities

Because of SAP NetWeaver 7.0's robust, analytical, scalable nature, you can be confident about your decision—knowing that your platform will support all of your long-term business data warehouse goals.

