

Operational  
Source  
Systems



Extract



Extract



Extract

Data  
Staging  
Area

Services:  
Clean, combine,  
and standardize  
Conform  
dimensions  
NO USER QUERY  
SERVICES

Data Store:  
Flat files and  
relational tables

Processing:  
Sorting and  
sequential  
processing

Load

Load

Data  
Presentation  
Area

Data Mart #1  
DIMENSIONAL  
Atomic and  
summary data  
Based on a single  
business process

DW Bus:  
Conformed  
facts &  
dimensions

Data Mart #2 ...  
(Similarly designed)

Access

Access

Data  
Access  
Tools

Ad Hoc Query Tools

Report Writers

Analytic  
Applications

Modeling:  
Forecasting  
Scoring  
Data mining