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BUILDING A WEB WAREHOUSE

HOW TO BUILD A SUCCESSFUL
WEB-ENABLED WAREHOUSE
AND WHY YOU NEED ONE



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COVER STORY

51 Bringing the World to Your Warehouse

By Michael Miley. Why put your data mart and data warehouse on the World Wide Web? Lower cost of application development and deployment, universal access to information and applications, self-service information systems, and lower training costs are just a few of the benefits. With powerful databases and Web browsers that are cheaper and easier to deploy than their fat-client counterparts, you can turn information into profit by targeting previously inaccessible nooks and crannies of your business for warehouse access.



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COVER PHOTOGRAPHY BY ZIGY KALUZYNY/TONY STONE IMAGES

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Oracle provides tools for loading information from any source, managing any data, and analyzing any information, any way the user wants to review it. Oracle8 brings even more power to the warehouse, breaking all previous limits for database size and simultaneous user access. Here's a peek into the Oracle toolbox.

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Oracle's Warehouse Technology Initiative partners provide products that work with Oracle products for design, development, deployment, and management of data marts and warehouses.



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By Michael Miley. The United States Postal Service is one of the biggest and busiest organizations in the country. Processing 43 percent of the world's mail—about 603 million pieces a day—requires a powerful system to keep the data moving. What started as a departmental data warehouse quickly grew into an organization-wide system that provides workers with financial data and supporting transaction data.

Front Runners: CBS, Rhône-Poulenc Rorer, and Home Box Office

Companies entrusting their information systems to Web-enabled data warehouse systems run the gamut from entertainment providers to pharmaceutical firms. CBS Inc., Rhône-Poulenc Rorer, and Home Box Office have created data warehouses that keep them at the top of the ratings using Oracle and third-party products.

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