BI AND DW IN TODAY`S PERSPECTIVE

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How Data Warehouse and Business intelligence demand increases

- In the early 1990, the Internet took the world by storm. Companies rushed to develop eBusiness and eCommerce applications with hopes of reducing their staffing needs and providing 24 hour service to customers.

- The volume of application systems mushroomed during this period as a parallel set of Internet applications was deployed. Back-end 'bridges' were built to try to integrate the 'self service' application systems with the legacy 'full service' applications.

- Unfortunately, integration was often messy and corporate data remained fragmented or inconsistent.

How DW and BI Important In Today`s World

- Now a days , Businesses quickly discovered that they had lots of fragmented data, but not the integrated information that was required for critical decision making in a rapidly changing, competitive, global economy.

- Companies began building Data Warehouses to consolidate data from disparate databases and to better support their strategic and tactical decision making needs.

- Some Companies are providing Services related to the Data Warehouse,

  ex . AWS, Microsoft Azure , etc.

For example, Amazon web services provide Data warehouse service

- AWS allows you to take advantage of all of the core benefits associated with on-demand computing: accessing seemingly limitless storage and compute capacity, scaling your system in parallel with your growing amount of data collected, stored, and queried, and paying only for the resources you provision.

- AWS offers a broad set of managed services that integrate seamlessly with each other so that you can quickly deploy an end-to-end analytics and data warehousing solution.

- This AWS service named as AWS Redshift

AWS Data Warehouse Service Redshift Architecture

Thank you!