

Assignment 02: Making Sense of the Market

Part 1: Overview

According to market research firm IDC, the global market for big data and business analytics solutions is expected grow from \$122 billion in 2015 to \$187 billion by 2019—a 50% increase over the five-year span (IDC, 2016). The market encompasses data warehousing, database systems, business intelligence, business analytics, and big data, and there are numerous products and services in the space.

A key takeaway from this course is to be able to evaluate a product or service and determine how it fits within the data warehousing landscape. Is it a product or a service? Do you install it on premises, or is it hosted in the cloud? Is it systems architecture or technical architecture? If it's system architecture, which model does it use? If it's technical architecture, which components of the corporate information factory framework is it trying to address?

Being able to answer these questions is imperative when it comes to evaluating products and services in this space effectively. You need to know how their offering fits within the technical, budgetary, cultural, and regulatory facets of your organization.

Goals

Specifically the goals of this assignment are to

- Introduce you to products and services in the data warehousing space
- Learn how to read through marketing materials and determine product offerings
- Identify how these products and services fit within the landscape, using the framework we learned in the course

Effort

This assignment can be done individually or with a partner. If you work with a partner, do not simply divide up the work. Collaborate on each of the offerings, and together determine how they best should be categorized.

Technical Requirements

To complete this assignment you will need the following:

- Access to the Internet to research products and services

Part 2: Walk-Through

Let's walk through an assessment of an offering in this space. The end game is to ultimately figure out what it is that you are potentially buying from the company. We do this by answering the following questions:

1. Website?
2. What does it do?
3. Is it a product (hardware/software), service (we do the work for you), or both?
4. Is it installed onsite, or is it in the cloud?
5. Is it systems or technical architecture?
 - a. If systems architecture, is it SMP, MPP, or Hadoop/MapReduce?
 - b. If technical architecture, which part of the corporate information factory does it aim to address? Data mart? IM&T/ETL? ODS/NDS/DDS? External world application? Cross-media storage? And so on.

Offering: Tableau Server

1. Website?: **<https://www.tableau.com/products/server>**
2. What does it do? **"Self-service analytics at scale"**
3. Is it a product (hardware/software), service (we do the work for you), or both? **Product**
4. Is it installed onsite, or is it in the cloud? **Onsite**
5. Is it systems or technical architecture? **Technical architecture**
 - a. If systems architecture, is it SMP, MPP, or Hadoop/MapReduce? **N/A**
 - b. If technical architecture, which part of the corporate information factory does it aim to address? Data mart? IM&T/ETL? ODS/NDS/DDS? External world application? Cross-media storage? **Data mart/DSS application**

Part 3: On Your Own

For each of the offerings, answer the following questions:

1. Website?
2. What does it do?
3. Is it a product (hardware/software), service (we do the work for you), or both?
4. Is it installed onsite, or is it in the cloud?
5. Is it systems or technical architecture?
 - a. If systems architecture, is it SMP, MPP, or Hadoop/MapReduce?
 - b. If technical architecture, which part of the corporate information factory does it aim to address? Data mart? IM&T/ETL? ODS/NDS/DDS? External world application? Cross-media storage? And so on.

Offerings

1. Azure Synapse
2. Birst
3. Informatica ILM
4. MemSQL
5. Microsoft Dynamics GP
6. Pentaho Data Integration
7. PostgreSQL
8. Snaplogic
9. Snowflake.com

Turning It In

Please turn in a Word document with your name, NetID, and date at the top. Copy and paste your completed Part 3. Be sure you include screenshots as directed.

Do not submit a copy of this assignment file. I only need Part 3.

If you worked with a partner, please indicate that in your assignment by including your partner's name and NetID. You should both submit the assignment individually.

Works Cited

- IDC. (2016). Worldwide big data and business analytics revenues forecast to reach \$187 billion in 2019." May 23. Retrieved June 29, 2017, from <https://www.idc.com/getdoc.jsp?containerId=prUS41306516>