On a much smaller scale is the *data mart*, an organized, searchable database system, organized according to the user's likely needs. Compared to a data warehouse, a data mart has a narrower focus on data that is specific to a particular workgroup or task. Both data warehouses and data marts typically are built with some form of *database management system*, which is a program that allows a knowledge worker to store, process, and manage data in a systematic way. A *data repository*, in contrast, is a database used as an information storage facility, with minimal analysis or querying functionality.

Fully functional data warehouses and data marts support *data mining*—the process of extracting meaningful relationships from usually very large quantities of seemingly unrelated data. Specialized data mining tools allow managers to perform competitive analysis, market segmentation, trend analysis, sensitivity analysis, and predictions based on information in the corporate database.

One of the requirements of data mining and archiving information in general is the availability of a controlled vocabulary. This controlled vocabulary is often implemented as a *data dictionary*—a translation program that maps or translates identical concepts that are expressed in different words or phrases into a single vocabulary.

Controlled Vocabularies

Creating information, archiving it for future uses, and communicating it to others and to computer systems is a formidable challenge. Not only must there be a common language and vocabulary, but there has to be a common taxonomy—a description of the relationship between words. From a business perspective, controlled vocabularies are critical because they define the ease with which knowledge workers and managers can store and retrieve information in Knowledge Management tools. Just as the best-stocked library or bookstore in the world isn't