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1. Management Summary

1.1 Why ?

The reason I am writing this White Paper is partly that the topic of Platforms is very interesting.

Then I can develop a Proof-of-Concept that will support my consulting practice, following the well-established 'Eat the Dog-Food'principle.

Finally, I can sell Components from my POC Architecture, such as the Customer Data Platform.

1.2 Barry's Secret Sauce

In this White Paper, I present my approach to Data Platforms.

My Platforms contain the contents of my 'Barry's Secret Sauce', which include :-

- Canonical Data Model
- Customer Data Platform
- Events
- Functional Layers
- Generic Data Platforms
- Industry-Specific Platforms
- Publish-and-Subscribe
- Reference Data Architecture
- Rules Engine
- Transaction/Master and Reference Data
- Triggers

Step 1 – Start with my Canonical Data Model

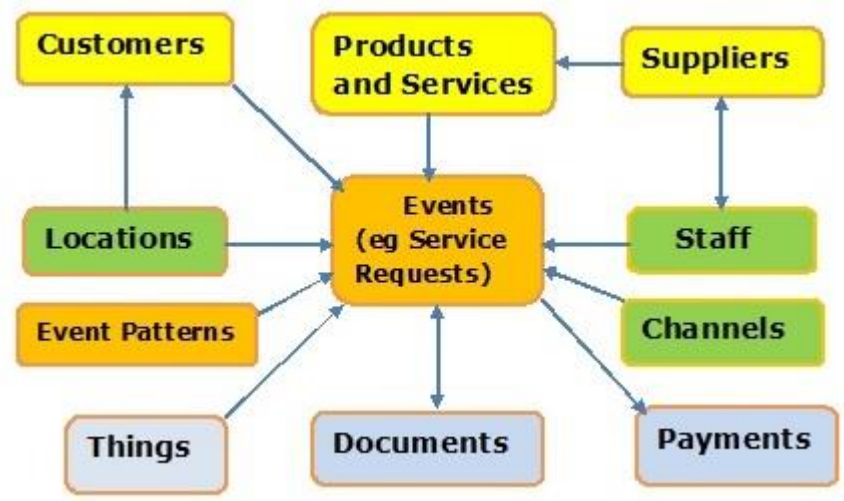
I start with the Canonical Data Model.

This is discussed in this page of my Database Answers Web Site :-

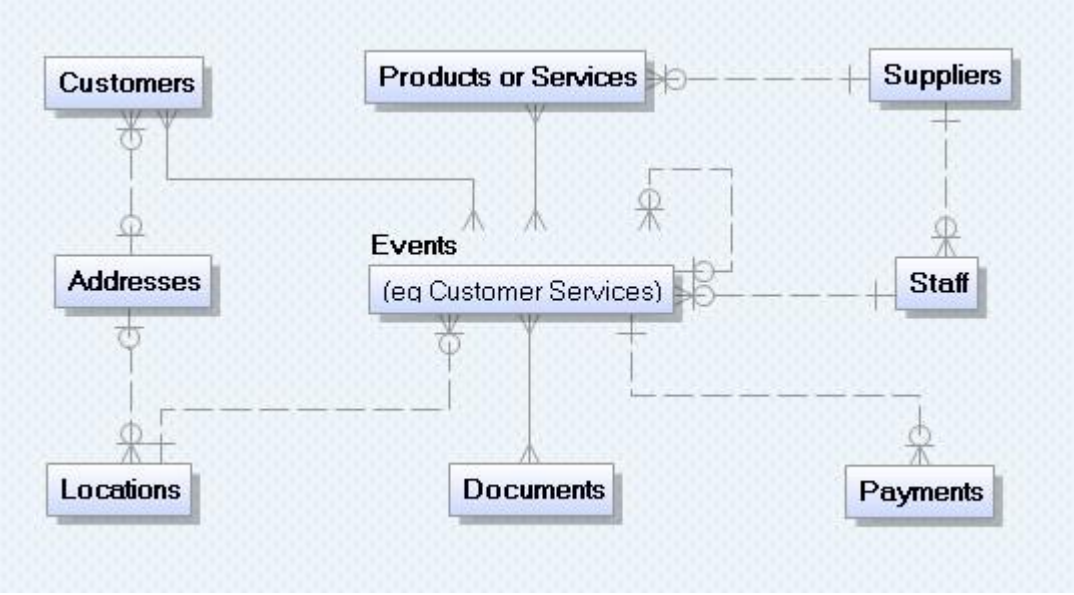
- http://www.databaseanswers.org/data_models/canonical_data_models/index.htm

It takes different forms :-

- A Conceptual Model intended for business users :



- Here is a Logical Model intended for Data Analysts and DBAs :

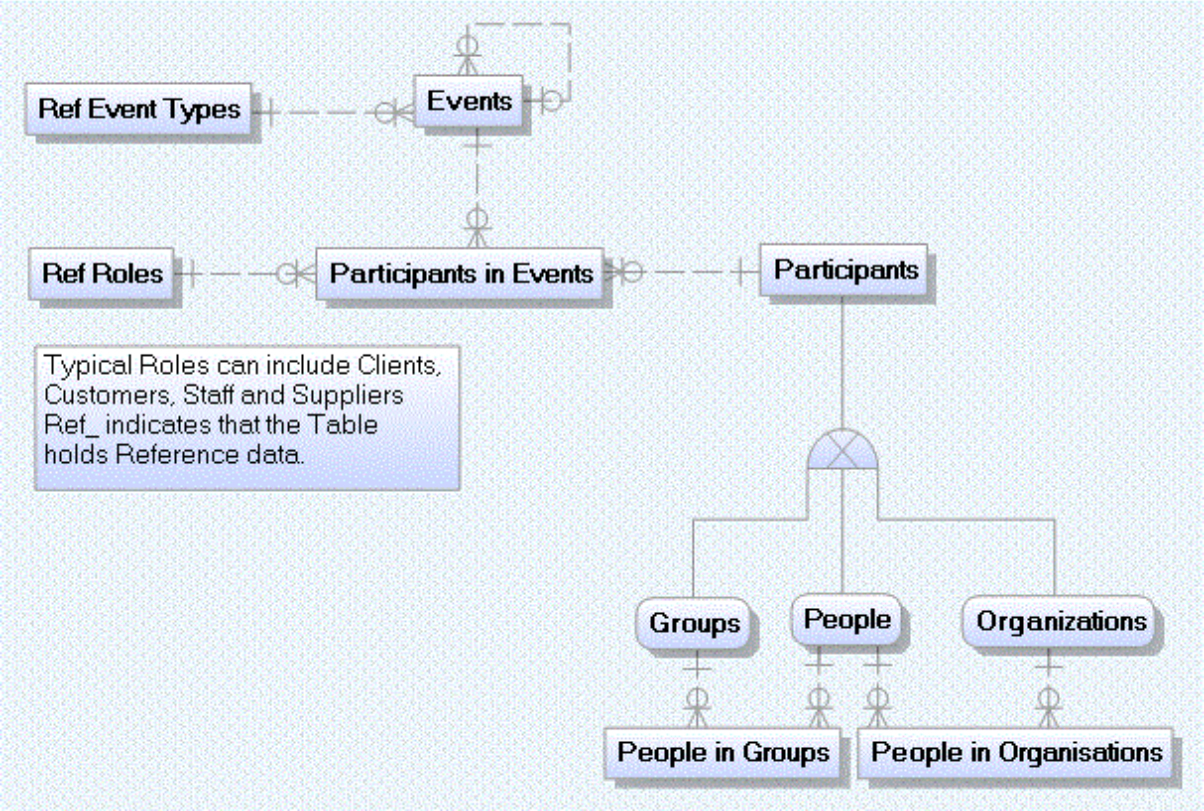


At this level, we also show a way for handing Parties, (that we call Participants) that professional Data Modellers favour over Customers, Suppliers and so on.

It is shown on the page of our Web Site

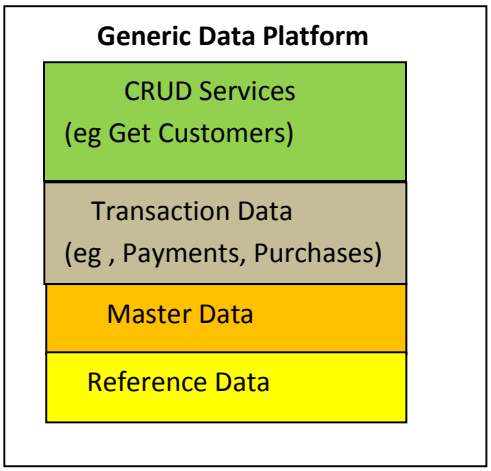
- http://www.databaseanswers.org/data_models/parties_roles_and_customers/index.htm

and looks like this :-



Step 2 – Build the Generic Data Platform

Next we add separate Data Layers to create the Generic Data Platform to incorporate our Canonical Data Model.



Step 3 – Create 3 Industry-Specific Platforms

Next we add separate Data Layers to create the Generic Data Platform.

	Banking	**Logistics**	**Retail**
Transaction	**Payments**	**Shipments**	**Purchases**
Master Data	**Customers**	**Schedules**	Products and Services
Reference	**Account Types**	Carrier Types	Payment Methods

Step 4 – Build a Proof-of-Concept (POC)

Now we want to validate our thinking by building a POC.

POC	**KPI**	**KPI**	**KPI**
POC	Data Marts	Data Marts	Data Marts
POC	DWH	DWH	DWH
inPOC	Banking	Logistics	Retail
POC	Load One Record	Load One Record	Load One Record
	Generate Alert	Generate Alert	Generate Alert
Transaction Data	Payments	Shipments	Purchases
Master Data	Customers	Schedules	Products and Svcs
Reference Data	Account Types	Carrier Types	Payment Methods