Evolutionary Step	Business Question	Enabling Technologies	Product Providers	Characteristics
Data Collection (1960s)	"What was my total revenue in the last five years?"	Computers, tapes, disks	IBM, CDC	Static data delivery
Data Access (1980s)	"What were unit sales in Wisconsin last March?"	RDBMS, Structured Query Language (SQL)	Oracle, Sybase, Informix,IBM, Microsoft	Dynamic data delivery at record level
Data Warehousing & Decision Support (1990s)	"What were unit sales in Wisconsin last March? Drill down to Green Bay."	On-line analytic processing (OLAP), multidimensional databases, data warehouses	Pilot, Comshare, Arbor, Cognos, Microstrategy	Dynamic data delivery at multiple levels
Data Mining (Today and Future)	"What's likely to happen to Green Bay unit sales next month? Why?"	Advanced algorithms, multiprocessor computers, massive databases	IBM, SAS, Oracle, SGI, startups	Prospective, proactive information delivery