

makeplain™

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**Data Warehouse and Business  
Intelligence Offerings**

October 15, 2008

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return on intelligence™

- Data Warehouse Assessment
- Business Intelligence Roadmap
- Full-Life Cycle Data Warehouse and Business Intelligence custom development
- Makeplain Data Warehouse Specific Software Development Life Cycle Methodology
- makeplain Tools

- Customer Need
    - The customer's data warehouse is having performance and functional issues and the cause or resolution of the issues is not clear
    - The customer is doing a significant upgrade of the data warehouse and wants to ensure that best practices are adhere to
  - Value Proposition
    - Makeplain provides consultants deep subject matter expertise to conduct a technical and/or business focused assessment which identifies issues, gaps with respect to best practices and practical resolutions step to close all issues and gaps
  - Deliverables
    - Assessment Report
    - Makeplain Data Warehouse best practices and architecture documents
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- Customer Need
  - The client requires a business case and a program plan to present to senior management for approval to move forward with a significant Business Intelligence or Data Warehouse initiative
- Value Proposition
  - Makeplain subject matter experts will conduct working sessions and interviews with your key stakeholders and decision makers incorporate best practices to develop a business case and a program plan identifying all key initiatives, costs, and resources required over a 2-3 year timeline
- Deliverables
  - Executive Level business case presentation and approval request
  - Detailed business case analysis report
  - High Level program plan over a 2-3 year timeline with costing to +/- 50% accuracy

- Customer Need
    - Client wants to outsource the analysis, design, development, QA, deployment, operation and/or maintenance of
      - Integration of new source systems into Data Warehouse
      - Upgrades or new data staging area, data warehouse, or data marts
      - ETL code for database migration, database consolidation, data warehousing
      - Report development
      - Advanced Statistical Analysis
  - Value Proposition
    - Makeplain will provide world-class teams of project managers, analysts, developers, architects, consultants, QA specialists as required using Makeplain SDLC methods, practices and architectures to deliver quicker, with lower risk and more cost effectively than large systems integrators
  - Deliverables
    - Makeplain SDLC and document automation capabilities deliver full set of artifacts (documents, code, test cases, test case results, architectures, guidelines, operations manuals, etc.)
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- Customer Need
  - Customer needs to implement and maintain a best practices Software development lifecycle specific to Data Warehousing and business intelligence
- Value Proposition
  - Makeplain has documented its best practices methods from the 100's of man years of data warehousing experience of its senior technical team
  - The SDLC is available as a web portal developed and maintainable using IBM's Rational Method Composer
  - Following a best-practices SDLC will allow higher quality, lower cost, lower risk BI/DW projects
- Deliverables
  - Fully documented DW specific SDLC including Organizational Roles, Organizational structures, Data governance and data quality organization, roles and guidelines, Development and Operations Guidelines documents and processes for all disciplines required in a DW/BI project, templates and samples for all documentation artifacts, gating, approval and learning steps for each phase of the SDLC, several architectures and data flow diagrams, best practices white papers, and more ...

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- Makeplain has experience with all market leading DW and BI tools
    - SAS, IBM, Informatica, Business Objects, Oracle, Netezza, Teradata, SQL Server...
  - Makeplain has developed several consulting assets and tools it uses to improve quality, cost and time to deliver BI/DW project including
    - Data Model Driven Automation - Makeplain generates DW SDLC artifacts (ETL specs, test cases, data lineage, change impact analysis) automatically from the data model which reduces the change management issues associated with keep documentation in synch with production artifacts
    - Operational support for data warehouses is typically a complex manual exercise of managing large numbers of files and ETL jobs with manual error correction for missing files and ETL exceptions prone to error and ultimately eroding the quality of data warehouses overtime. Makeplain has developed ETL architecture and standard ETL components which support the operational management of files and ETL jobs, data quality, referential integrity, change data capture, key generation, File retention and archiving. Makeplain customers using our ETL architecture have noticed a significant reduction in operational resource requirements.
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