

## The Data Warehouse Generator

Not only Data Warehouses grow,  
Finally also Data Warehousing has grown up



## The Data Warehouse Generator

The Value

Generate Instead of Building

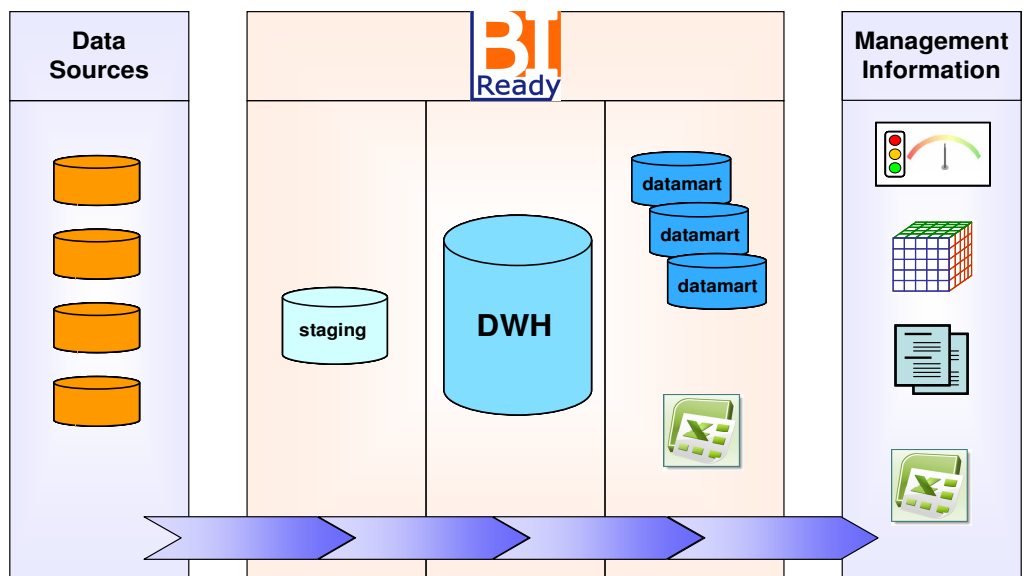
Save time  
Save costs  
Best practices  
Flexible solution  
Adjust changes

Both initial and With increments and maintenance

Today's business is changing more rapidly than ever before. So Data Warehouses need to adopt the actual business situation at the same speed as the business is changing. When organizations continue to manual design and build Data Warehouse and Data Marts and keep programming the data processes to populate, they will achieve a flexible BI environment. Every change will force them to repeat all these activities over again. According to leading market analysts more than half of the **Data Warehouse projects fail**; last too long, cost too much money and they do not bring the desired business advantages. The failure factors are the same for each project; complexity and changes. **BIReady** solved these issues, making solutions available out-of-the-box.

So, now **all Data Warehouse projects can profit** from this Model Driven Data Warehouse Generator. Over 50% savings can be achieved by generating the Data Warehouses and Data Marts, without losing your previous investments and current solutions.

It is the nature of IT-industry to automate its own processes. Nobody builds an ERP-system anymore; nobody builds an OLAP application anymore. It is about time to **stop building Data Warehouses**, and use a flexible solution: **BIReady**. **BIReady** designs, creates and populates your Data Warehouse 100% automatically based on the given business model. And now changes can be made on the fly by **adjusting** the existing Data Warehouse.



## The Data Warehouse Generator

## The Product

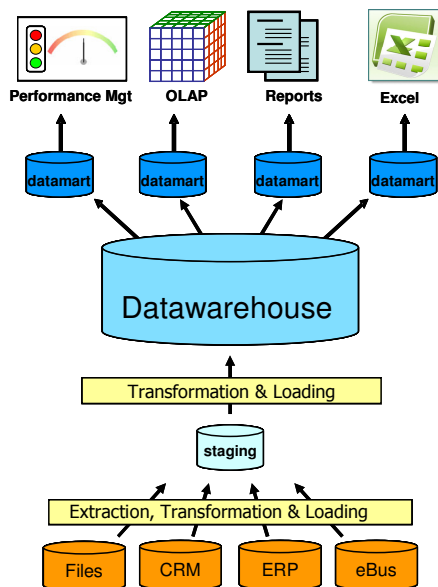
Model Driven Generator of Data Warehouse Data Marts

Design Create Populate

Automatically Generic DW keys History Transformation Integration Data Integrity Data Quality Logging

The **BIReady** product is unique in the world. Based on customer's business model the Enterprise Data Warehouse and the required Data Marts are designed, created and populated automatically; this used to be manual work until now. The architecture is fully compliant with the **Corporate Information Factory** as described by the inventor of Data Warehousing (Bill Inmon.) The modular approach of BIReady guarantees that it can be embedded in your existing infrastructures and will **fit in the most common used environments**, like market leading Database systems and modeling tools.

It also ensures that **best practices** are used. Issues like Transformation, Cleansing, Data Warehouse Keys, History, Integration, Design, Create and Load, Logging are all (partial) generic. This is the key to automate these processes by a tool. Now **BIReady** realized to do all these, sometimes very complex, processes automatically. This approach enables you to focus on the real **essentials of Business Intelligence**: How to create business advantage by knowing the facts



**BIReady** is a Data Warehouse Generator that automates the tasks which traditionally involves intensive manual labor, often employing specialist DW/BI consultants.

The capability to generate the Data Warehouse and Data Marts from a business model guarantees a rapid ROI and lower TCO; not only with the initial build of a Data Warehouse, but even more when frequent changes or extensions are required.



# The Data Warehouse Generator

**50%**  
Costs and  
time savings

EASY  
FAST  
COSTS  
ADJUST  
FLEXIBLE  
SCALABLE  
BETTER

to use  
to implement  
saving  
changes  
solution  
for growth  
result

#### About BIReady

BIReady is the vendor of a unique software product that automatically designs, generates and populates **Enterprise Data Warehouses** and **Data Marts**, based on the organization's **Business Model**.

This unique product, named after the company, replaces intensive manual labour. Besides time and cost savings of over 50% during the realization phase and every maintenance project, this also enables companies to be agile by making Business Intelligence more responsive to business needs, at the speed the business requires. Finally organizations are able to align to business strategy in time.

BIReady is a fast growing, highly innovative company, with a broad partner network across the world. By using BIReady, Business Intelligence is not only achievable for the fortune 1000 companies but also for SMB organizations.

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