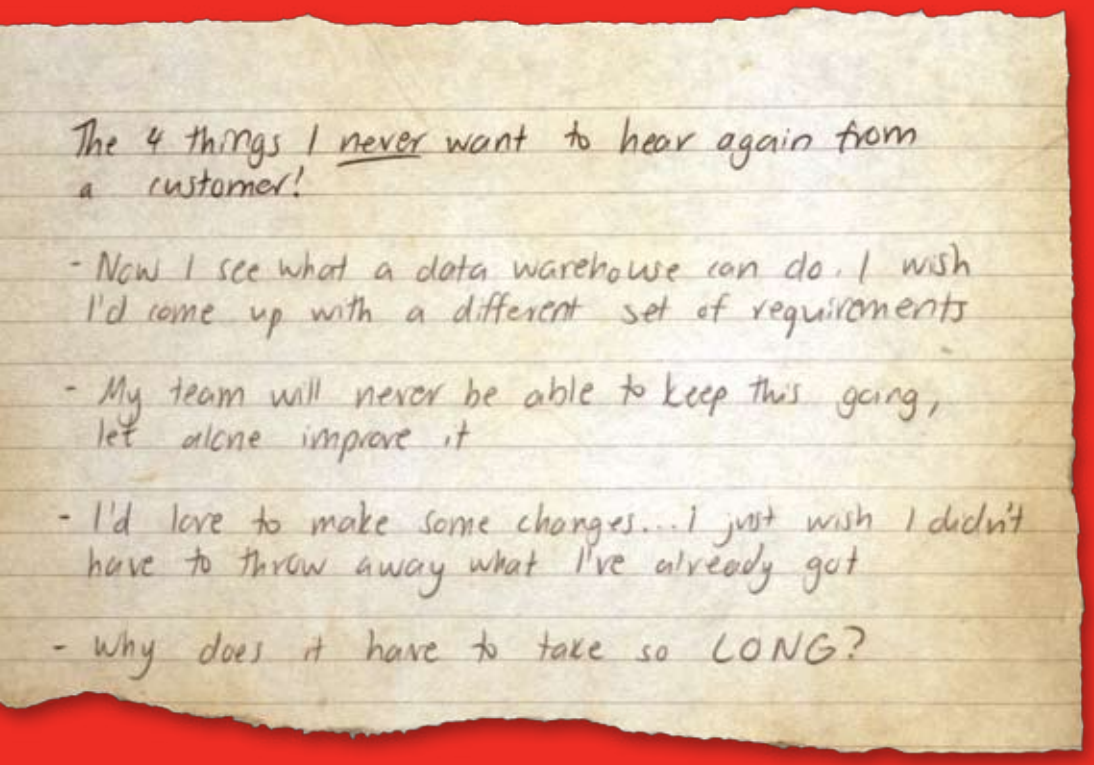
WhereScape RED
Builds data warehouses, fast.



Pinned to the wall in our founder's office is an old piece of paper. It's faded and tatty, but for us at WhereScape it's a kind of manifesto.

Scribbled on this paper are the four things that WhereScape founder Michael Whitehead said he never wanted to hear again from a customer...

This piece of paper led us to our four key premises, which in turn led to the development of WhereScape RED.

These four key premises have helped us stay focused on our customers' needs, and have certainly contributed to WhereScape RED's phenomenal success.

1. The ideal approach to development is iterative
2. Developers like it all to be on one workbench
3. Each to their own process
4. Everyone wants results, fast

GEEKS ONLY

WhereScape RED has three features built into it to support iteration.

Live Prototyping™

Schema design is traditionally a theoretical exercise that takes weeks before designs are complete. With WhereScape RED you can go from source data to a populated schema in minutes or hours. From there you'll design your way iteratively to the best possible answer in a few days, with user input or without, as you choose. It doesn't matter if your schema is simple or complex. Dimensional, normalized, snowflake - whatever suits your business and technology needs.

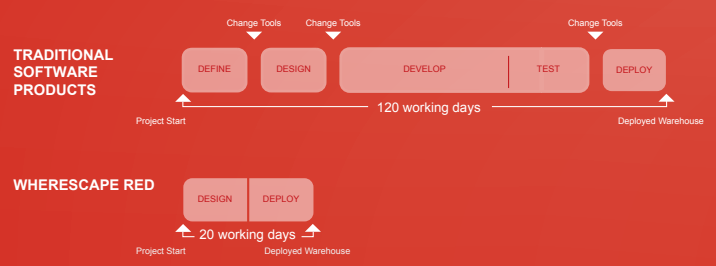
Closed Loop Enhancement™

WhereScape RED lets you add, drop and change the structure of your data warehouse after it is in production. This means you can add new data or tables, or change the structure of those tables, as part of the normal course of operations and management.

WhereScape RED Repository™

The WhereScape RED Repository provides complete and transparent design and operational metadata. It allows you to roll back to previous versions, and automatically produces relevant data warehouse documentation.

THE DEVELOPMENT LIFE CYCLE



> REDUCE RISK: no more locking your users into a pre-defined solution

> SPEED UP THE DEVELOPMENT PROCESS: arrive at a shared understanding faster

> AVOID WASTED WORK: add or change requirements at any stage in the process

THE IDEAL APPROACH TO DEVELOPMENT IS

iterative

Is there one thing common to all end-users? We think there is – the need to iterate until they get what they want. They don't want to have to sit down and work out all the business requirements up front. They don't want to be locked into anything. They want to see a result fast, try it out, and give feedback.

Once their feedback is incorporated, they'll get someone else to look at it, and make a few more changes. Then they'll go away and think about it, and come up with some more tweaks. The only difference from one organization to the next is the number of iterations needed to get to a final result.

We thought, why not support this process? It could be the quickest and safest way to get to a shared understanding. Why should end-users be locked into inflexible outcomes, based on outdated initial requirements? The project costs buckets of time and money to develop that way, and ends up not meeting the end-users' needs.

WhereScape RED's unique prototyping capability gives your users the flexibility to iterate, which means they'll end up with the result they want.

GEEKS ONLY

WhereScape RED's workbench is your very own workspace – an environment where everything you want and need is at your fingertips.

We've included features to help with

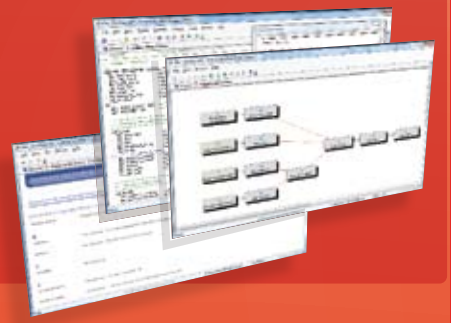
- prototyping
- integration with data models
- generation of code
- partitioning of tables.

We've also included integrated metadata that drives the scheduler and the on-demand-documentation. But underneath everything are the database objects – the tables, procedures, indexes, cubes and so on that you know and love. There's no black box, and nothing is hidden. You can develop in WhereScape RED for a while, do something by hand, and go back to WhereScape RED. The metadata will need to be updated manually, but it will work.

WhereScape RED's metadata repository is self-managing, self-documenting and fully versioned. This means you'll be able to look back and understand what you did when, and why. You can also restore previous states and configurations at will.

Are you a database administrator? With WhereScape RED, you can become a competent data warehouse designer in a matter of days. This is because our Pragmatic Data Warehousing™ methods and practices are built into WhereScape RED.

On the other hand, you might already be an experienced data warehousing practitioner. In this case, you can use your existing expertise to exploit the benefits of WhereScape RED, with whatever methods and design practices you prefer. This is because the Pragmatic Data Warehousing™ methods are gently suggested, rather than rigidly enforced – so you can produce data warehouses and data marts that meet any business need, no matter how arcane or specialized.



DEVELOPERS LIKE IT ALL TO BE ON ONE

workbench

For developers, one of the best things about WhereScape RED is the 'workbench'. The workbench is a unique environment that provides your development team with everything they need and want – right there at their fingertips.

Having worked with many developers over the years, we wanted to make a product that finally offered seamless access to all the features they know and love. WhereScape RED really was designed with developers in mind.

Regardless of their level of experience, the accessibility and simplicity of the workbench environment will really empower your development team. This guarantees that you'll get a rapid initial development, and will simplify your ongoing maintenance. Most of our customers handle their own data warehouse maintenance in-house.

GEEKS ONLY

Wondering about the WhereScape Lingo?

PROTOTYPE

The WhereScape prototype phase is the iterative process of producing a working data warehouse and testing it against the end-users' needs.

The design is data driven. The prototype phase can be the precursor to a build or enhance phase, or it can be a standalone activity.

BUILD

The WhereScape build phase involves the building of a complete data warehouse from scratch, using WhereScape RED. The database population method uses the database's loader: tables, cubes and indexes are created, and set-based operators for data manipulation and transformation are generated.

ENHANCE

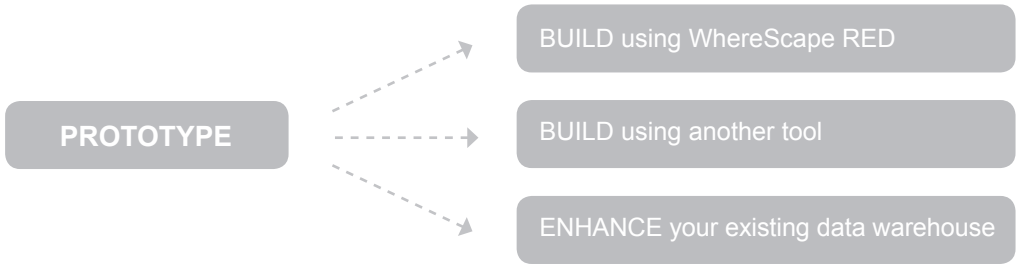
The WhereScape enhance phase uses WhereScape RED to enhance and extend an existing data warehouse. The data can already be in a data warehouse, which can be populated through an ETL tool, and WhereScape RED is used to build sophisticated data warehouse structures.

EACH TO THEIR OWN

process

Every business is different. We designed WhereScape RED to add value at any stage of the data warehouse lifecycle – so you get to choose the process that's right for you. If you have an existing data warehouse, WhereScape RED can enhance it for you. If you want a new data warehouse, WhereScape RED can rapidly prototype and build one for you.

Although it isn't mandatory, most of our customers go for the prototype phase because it helps to establish exactly what their end-users want. Some even use WhereScape RED exclusively as a prototyping tool. Wherever you are in the data warehouse lifecycle, the prototype phase is an ideal starting point.



GEEKS ONLY

What makes WhereScape RED 10 to 100 times faster?

Pragmatic Data Warehousing™

WhereScape RED is purpose-built to focus on the entire data warehouse lifecycle. It turns out that you can do things a lot faster when you consider data warehousing as a process rather than a project, emphasizing some areas such as prototyping, and spending less time on others. We call this methodology Pragmatic Data Warehousing™ – and it is suggested, but not enforced, in WhereScape RED.

WhereScape RED Meta Repository™

The core component of WhereScape RED is the integrated WhereScape RED Meta Repository™. When developing in WhereScape RED, metadata is created implicitly. This metadata is then used to generate the database objects (tables, indexes, cubes, procedural code and scripts etc). The database objects are no different from what you would have built by hand, and can be modified as required. WhereScape RED's tight integration with the data warehouse database means we can generate native database objects and set-based or cursor-based code.

Scheduling and self-documentation

WhereScape RED's integrated scheduler can run all of the jobs that have been created. In addition, WhereScape RED's self-documentation feature saves time by always ensuring that technical and user documentation is up to date.

EVERYONE WANTS RESULTS,

fast

WhereScape RED will deliver your data warehouse in a matter of days. That's right – it really is that much faster than traditional software. And it doesn't matter whether you're prototyping, building or enhancing a data warehouse.

But how much faster is it really? 10 to 100 times faster. Skeptical? Let us prove it!

We're prepared to back up our claims about these quantum improvements in delivery speed.

To take up our 24 hour challenge, just give us a meaningful sample of your source data. We'll give you back a prototyped data warehouse 24 hours later. There's no proof like your data in our product, as far as we're concerned.

Feel free to challenge us.

“ At previous sites I have reviewed and used a number of extract and conversion tools. WhereScape RED is superior to all those tools. Additionally, it is designed ground-up to convert application data into dimensional data marts, which makes it by far the best tool I have seen for the job.”

Tony Ward-Holmes, Senior Developer, Noel Leeming Group

“ We needed to build a data warehouse that was capable of bringing together disparate information into a single, central, easy analysis area – in 6 weeks. In 2 weeks we had consulted with all areas of the business and built a prototype. WhereScape RED saved us months of work – the prototype was taken into production in a matter of days.”

Brent Egerton, ICT Programme Manager, Metrowater

“ As an SAP shop, we use Business Warehouse – but we were looking for more productivity, flexibility and speed to enhance our data warehouse across multiple source systems. With WhereScape RED’s unique prototype-and-iterate capability, we were able to work with users and real data. This meant users could look at the data quality and make changes and design corrections in real time. WhereScape RED’s lifecycle management features around automatic document creation, version control and promotion are truly unique.”

Mark Palmer, Business Intelligence Manager, Frucor Beverages Group, Groupe Danone

SOME OF OUR

customers

ABP Investment Bank
Auckland District Health Board
Advertising Standards
Air New Zealand
Airservices Australia
Allegient Systems
APX
Arch Insurance
ASB Bank
Bridgestone
Bulgarian Ministry of Finance
Carter Holt Harvey
Ciber
City of Shoreline
Cosmo Bulgaria Mobile
Databalk
Doverie Brico
Fonterra
Frucor (Groupe Danone)
General Cable
Gen-i Limited
Gough Gough and Hamer
Grunderjernes Investeringsfond
Helphire Group
ICSTIS
ihug
Invacare
Jersey Post
Lyttleton Port Company
Metrowater
Mighty River Power
Naturally Fresh
NKK Switches
Nelson Marlborough DHB
Noel Leeming Group
Norit Americas
North Shore City Council
North Star Foods
Northpower
National Research Corporation
NZ Blood
Peachtree Settlement
PGG Wrightson
Placemakers
Promina
Regal Cinemas
Sky City Entertainment Group
Southern Cross Medical Care Society
Telecom (NZ) Limited
Tip Top Ice Cream Company
Tokio Marine
Vero
Vodafone
Wells Fargo Bank

" When one of our team saw the data warehouse rebuild they asked, 'how many years did it take you to do that?' It took three months."

Brett Emerton, Manager of Business Analysis, eHealth, Inc.

WANT TO KNOW

more?

WhereScape Software is one of the world's leading data warehouse software companies.

Our team is recognized internationally for its expertise and pragmatic approach.

Download WhereScape RED or schedule a free web demo at www.wherescape.com.

Email us at red@wherescape.com to take up the 24-hour challenge.

ITERATIVE
WORKBENCH
PROCESS
FAST

WhereScape RED
Builds data warehouses, fast.

www.wherescape.com