THE EVOLUTION OF THE DATA WAREHOUSE

Over the years, the data warehouse has been shaped by:

1) Relentless technological development, and
2) The emergence of new business processes and business models. Today businesses are going digital. Organizations demand better integration of data, scalability to manage rapidly growing volumes of data, and ever-faster response times. Can the data warehouse keep up?

1976
Honeywell releases Multics, the first commercial relational database management system. The modern era of data management begins.

1984
Teradata unveils the first commercial MPP data warehouse environment. Analysis and reporting begin to accelerate as core business priorities.

1995
Prism Systems introduces the first packaged ETL (Extract, Transform, Load) tool.

2005
SAP Business Warehouse Accelerator brings in-memory processing to data warehousing.

2011
SAP HANA is the first full-in-memory database platform for both operations and analysis. The stage is set for the future of data warehousing.

2016
SAP BW/4HANA merges the power of the SAP HANA in-memory platform with the business process expertise of SAP BW. SAP BW/4HANA establishes a new paradigm for data warehousing. This new paradigm addresses the challenges of big data and real-time processing while opening up new and untapped opportunities for the businesses that use it.

Data warehousing technology has evolved to provide increasingly complex solution sets while addressing a common set of core requirements.

TECHNICAL VALUE

INTEGRATED DATA FOR ANALYSIS
CLEAN / CONSISTENT VIEW OF DATA RESOURCES
HISTORICAL DATA
HIGH-PERFORMANCE ANALITICAL ENVIRONMENT
RELIABLE, ADAPTABLE ANALITICAL ENVIRONMENT

As businesses have grown more data-centric, the data warehouse addresses and expanding set of business value propositions.

GAING COMPETITIVE ADVANTAGE

REDUCING OPERATIONAL AND FINANCIAL RISK

OPTIMIZING CORE BUSINESS EFFICIENCIES

INCREASING REVENUE

ANALYZING AND PREDICTING TRENDS AND BEHAVIORS

MANAGING BRAND PRESENCE, CHANNELS, AND REPUTATION

MANAGING CUSTOMER EXPECTATIONS PROACTIVELY

More Information: www.sap.com/tridion
A conventional EDW environment can meet many, but not all, of the analytical requirements that business face today.

A data lake can bring much-needed contextual data to your data warehouse, but such a hybrid environment is not a fully integrated solution.

The next-generation data warehouse provides a fully integrated environment for real-time analysis for the enterprise.