

# EMC DATA WAREHOUSE MIGRATION BLUEPRINT FOR ORACLE SERVICE

## Creating the agile data warehouse

### ESSENTIALS

#### Challenges

- Slow data loading
- Slow query performance

#### Solutions

- The EMC Data Warehouse Migration Blueprint for Oracle service

#### Key Benefits

- Develop a migration roadmap that extracts the required data and data relationships out of your Oracle data warehouse
- Transform the data structures to support the business priorities
- Optimize the data warehouse architecture within the EMC Greenplum environment

### DATA WAREHOUSE CHALLENGES

The design of many data warehouse environments has caused them to become very rigid and unresponsive to the changing needs of the business. They require heavy pre-engineering of the data to support the daily operations of business users. Design constructs like aggregates, indexing, and pre-calculated metrics are necessary to provide a reasonable level of responsiveness to users' common queries, but result in the following problems:

- Slow data loading
  - Sources of data and the amount of data to analyze are growing exponentially and existing data warehouse environments are “maxing out”
  - Stale data exists because data warehousing solutions cannot ingest the vast amounts of data fast enough to support the business
  - Realtime analytics are hindered by the aggregation and indexing strategies necessary to provide reasonable reporting performance
- Slow query performance
  - The number of users and the rate of concurrency are increasing rapidly, putting additional strain on system performance
  - System performance impedes the ability to execute advanced analytics and complex queries

### INTRODUCING THE “AGILE DATA WAREHOUSE”

The EMC® Greenplum® massively parallel processing (MPP) architecture provides a modern data warehouse environment that is free of these rigid architectural structures. Its linear scalability provides access to all of the data, not just aggregates. It provides low-latency access to massive amounts of data. Its in-database analytics supports the integration of advanced analytics directly with the data warehouse. The result is a data warehouse that is as agile as the business—the Agile Data Warehouse. The Agile Data Warehouse provides the following benefits to the business stakeholders:

- **Accelerate the Decision Cycle.** Shrink the latency between when the data event occurs and when the data is available for business stakeholders to analyze and make an intelligent decision.
- **Enable Analytic Agility.** Encourage the ad hoc exploration of the business and root-cause analysis via agile drill-down and drill-across into the details of the data.
- **Discover New Business Insights.** Provide the low-granular, diverse data necessary to improve the fidelity of the business performance measurement, monitoring, and management.
- **Spawn Data Innovation.** Enable business users to combine new, rich data sources in novel ways that yield insights into the drivers of business performance.

## EMC DATA WAREHOUSE MIGRATION BLUEPRINT FOR ORACLE

The EMC Data Warehouse Migration Blueprint for Oracle service helps you migrate, re-engineer, and optimize your EMC Greenplum data warehouse based upon key business priorities. The EMC professionals delivering this service work closely with you to identify the key areas where your data warehouse could benefit from both a reduction in cost and an increase in functionality. The service shows you where EMC Greenplum can “super-charge” your business with key features like massive linear scalability, low-latency data access, and in-database analytics. This service will:

- Analyze your business priorities to develop a migration roadmap that extracts the required data and data relationships out of your Oracle data warehouse.
- Transform the data structures to support the business priorities.
- Optimize the data warehouse architecture within the EMC Greenplum environment based on your data loading and user workload requirements.

## EMC CONSULTING

As part of EMC Corporation, the world’s leading developer and provider of information infrastructure technology and solutions, EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With worldwide expertise across organizations’ businesses, applications, and infrastructures, as well as deep industry understanding, EMC Consulting guides and delivers revolutionary thinking to help clients realize their ambitions in an information economy. EMC Consulting drives execution for its clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.

### CONTACT US

For more information, visit [www.EMC.com/consulting](http://www.EMC.com/consulting) or contact your local EMC Consulting representative.

EMC<sup>2</sup>, EMC, Greenplum, and the EMC logo are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. © Copyright 2011 EMC Corporation. All rights reserved. Published in the USA. 06/11 Service Overview H8786