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Corporate Information Factory

W. H. Inmon, Claudia Imhoff, Ryan Sousa

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The "father of data warehousing" incorporates the latest technologies into his blueprint for integrated decision support systems

Today's corporate IT and data warehouse managers are required to make a small army of technologies work together to ensure fast and accurate information for business managers. Bill Inmon created the ***Corporate Information Factory*** to solve the needs of these managers. Since the First Edition, the design of the factory has grown and changed dramatically. This Second Edition, revised and expanded by 40% with five new chapters, incorporates these changes. This step-by-step guide will enable readers to connect their legacy systems with the data warehouse and deal with a host of new and changing technologies, including Web access mechanisms, e-commerce systems, ERP (Enterprise Resource Planning) systems. The book also looks closely at exploration and data mining servers for analyzing customer behavior and departmental data marts for finance, sales, and marketing.

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