Data Warehousing and E-Commerce

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This book offers the first start-to-finish blueprint for leveraging the power of data warehousing in e-Business. Leading consultant William Lewis reviews the current state of data warehousing, reviews how businesses are transforming themselves into multi-channel digital enterprises, and shows exactly how to leverage data warehousing in achieving these goals. Lewis shows how to define e-business IT architectures that take advantage of existing data warehouse resources; how to provide business Internet analytics via "data webhouses"; how to make the most of business information portals; how to handle storage cost-effectively, and much more. The book also includes detailed coverage of key technologies such as metadata repositories, JDBC and SQLJ, and XML. Each chapter concludes with a running case study from a hypothetical brick-and-mortar company seeking to leverage data warehousing as it transforms itself into a multi-channel digital enterprise. A supplemental section presents real-world case studies, as well as representative technologies from Microsoft, Bluestone, Epiphany, and other competitors. For IT professionals and business decision-makers working in e-Commerce, including database developers and managers; CIOs and IT directors; business analysts and strategists; marketing professionals seeking high-quality information about customers and trends; and many others.

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