



Data Warehousing for E-Business

W. H. Inmon, R. H. Terdeman, Joyce Norris-Montanari, Dan Meers, Joyce Montanari

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As huge volumes of data, 24/7 performance requirements, and the need to integrate customer information are outstripping the capacity of many existing data warehouses, the question of how to support this explosive growth of e-business is becoming the hottest topic in data warehousing. Building upon Bill Inmon's proven corporate information factory (CIF) architecture, this team of experts show data warehouse managers and developers how to architect the data warehouse environment to meet the high-performance requirements of data-intensive Web sites as well as the needs of users across the enterprise. Readers will get detailed guidance on how to build the data warehouse or improve existing capabilities in order to:

- o Capture clickstream data that customers enter at the Webhouse
- o Interface with HTML, XML, and other Web applications
- o Integrate clickstream data with legacy database systems
- o Design the data warehouse for optimum performance and scalability
- o Store and archive high volumes of data at reasonable costs
- o Analyze e-business data to spot new marketing and sales opportunities

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