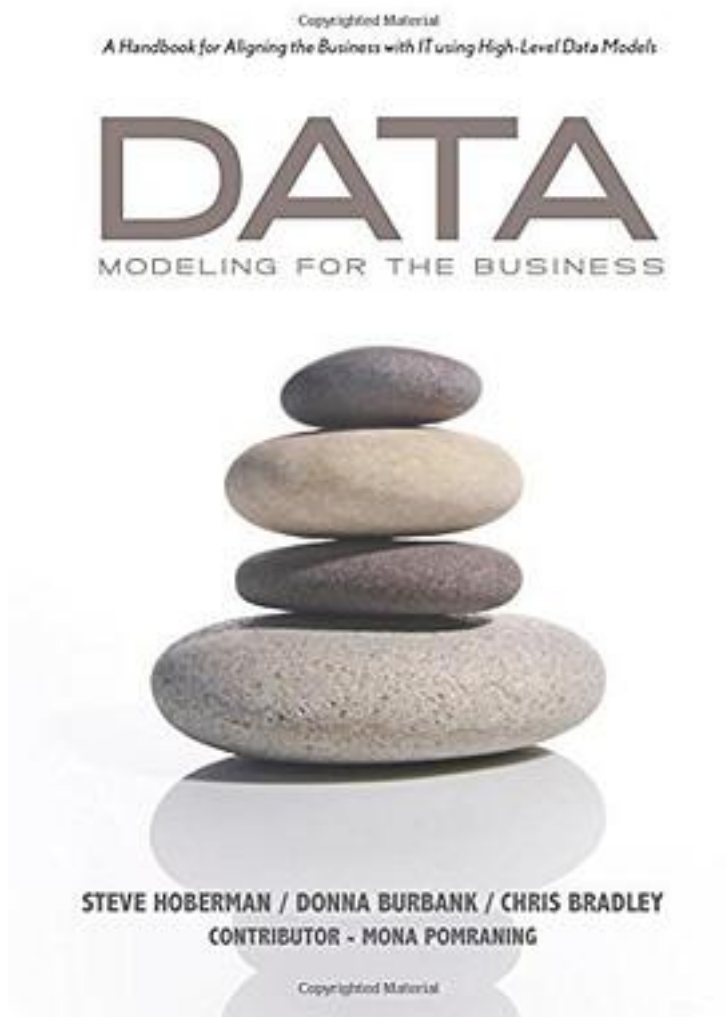# Data Modeling for the Business

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出版者:Technics Publications, LLC

出版时间:2009-4-1

装帧:Paperback

isbn:9780977140077

Did you ever try getting Business and IT to agree on the project scope for a new

application? Or try getting the Sales & Marketing department to agree on the target audience? Or try bringing new team members up to speed on the hundreds of tables in your data warehouse -- without them dozing off? You can be the hero in each of these and hundreds of other scenarios by building a High-Level Data Model. The High-Level Data Model is a simplified view of our complex environment. It can be a powerful communication tool of the key concepts within our application development projects, business intelligence and master data management programs, and all enterprise and industry initiatives. Learn about the High-Level Data Model and master the techniques for building one, including a comprehensive ten-step approach. Know how to evaluate toolsets for building and storing your models. Practice exercises and walk through a case study to reinforce your modelling skills.

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