

▶ Technical Paper

Document Title

Subtitle

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Heading 1 – Arial Bold; 16 pt.; Initial Caps

Body Text Arial 9 pt. (12 pt. before and 6 pt. after, line spacing exactly 12 pt.)

For years, the key to success for any business intelligence solution has been the process known as extract, transform, and load (ETL). Selecting the right tool to bring data from disparate sources and transform it before loading into a target destination was the critical factor in building a data warehouse or a data mart to support an organization's business intelligence projects. In fact, it became so important that the process became synonymous with the tool and the technology became known as ETL technology, which spawned many ETL tools.

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It is time to move on from an ad-hoc approach and to look at data integration as something that can contribute significantly to competitive advantage. It's time to perhaps think about standardizing as much of your data integration, including ETL, with one "system-neutral" vendor in order to leverage synergies such as shared business rules and metadata across the spectrum of data integration. You will see reduced costs for training and maintenance as well as many other benefits on the operational and BI fronts from having one, consistent, integrated set of technologies. It's time to ensure that the experiences of the ETL era are understood and establish a new way to success.

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Data integration can be seen as the convergence of multiple technologies and the emergence of some new ones. Broadly speaking, data integration brings together technologies that are typically needed for the operational side of the business with technologies that are needed for the BI/decision support side of the business. Data integration deals with incorporating all types of organizational data into a unified whole.

Data integration cannot be seen as just "a means to an end" because in many cases data integration is not directly driving things like BI and analytics; it is supporting operational processes or keeping operational systems in sync. It is this shift in focus that perhaps best characterizes data integration and is also the reason that data integration technologies coming from RDBMS vendors are somewhat limited; they are still too focused on the BI world.

A cohesive, data integration strategy requires a major focus on the non-BI aspects that are afflicting organizations today, at a time when many organizations have not yet resolved the issue of ETL/data integration for the purpose of supporting data warehouses and data marts.

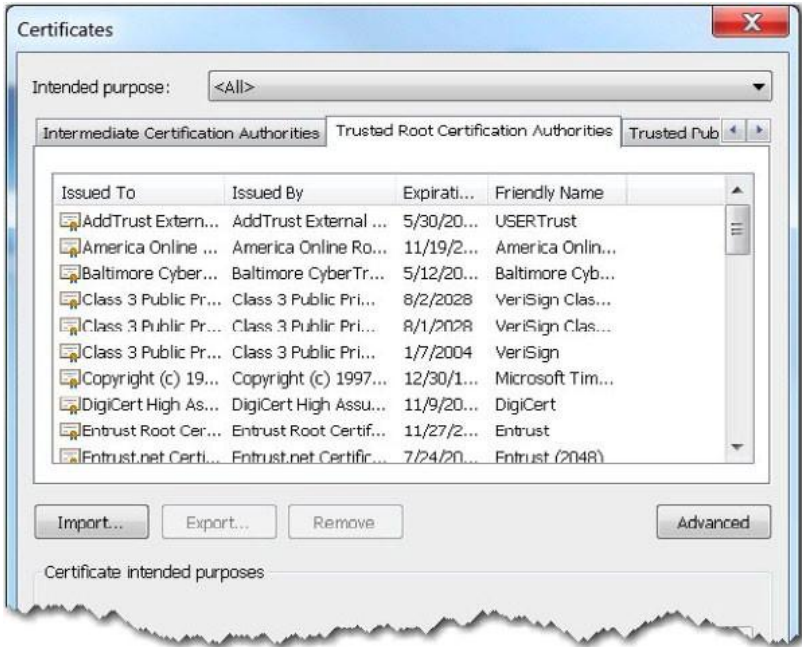
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As with all things, a data integration strategy brings organizations some "buy" vs. "build" choices. Because most vendors in the market have evolved their portfolios through mergers and acquisitions, there is a third choice: buy and integrate the tools

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  set two;
  if mix(var1, var2) > 0 then do;

data one;
  set two;
  if mix(var1, var2) > 0 then do;
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Table 1. This is an Example of a Table

Conclusion

If they cannot be shared, when and what will the migration steps be? Organizations should be careful not to be “taken in” by descriptions of manual steps in order to get the bigger picture. Manual steps introduce overhead and risk, and hidden costs and risks can suddenly become very apparent.

References or Resources

(This section should be titled references or resources. If you have both, the lists should be separate with the applicable heading.)

IBM Corporation. (2009). "Creating keystores" in WebSphere Application Server v7.0 Security Guide. Armonk, NY. Available at [www. redbooks.ibm.com/redbooks/pdfs/sg247660.pdf](http://www.redbooks.ibm.com/redbooks/pdfs/sg247660.pdf).

Open SSL Software Foundation (2010). "OpenSSL Cryptography and SSL/TLS Toolkit." Available at www.openssl.org/.

SAS Institute Inc. (2011). Configuring IBM WebSphere Application Server 7 for Web Authentication with SAS® 9.3 Web Applications. Cary, NC. Available at support.sas.com/resources/thirdparty-support/v93/appservers/ConfiguringWAS7WebAuth.pdf.

Appendix 1: Initial Caps

If more than one appendix then number them sequentially

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Glossary (OPTIONAL)

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