

Business Intelligence...

...all we need is a good query tool - right?

Actually no - that's not right! But it is a common mistake to make. A good query or OLAP tool is certainly an important part of a successful BI initiative - but it's just the tip of the iceberg. Unlike icebergs though, it's the *absence* of anything below the waterline that will sink your BI initiative.

Talk to any organization that has implemented a successful BI initiative. Without exception they will tell you that you first need to build a well-architected data warehouse or data mart infrastructure. Read a book. Listen to the industry gurus. They will all say the same thing. Not only that, they will also advise you to find a good ETL tool.

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- Flexible licensing options

"We estimated it would take 12 months to build our data warehouse. Then we found RODIN. In just over 3 months the data warehouse was in production!"

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