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## Designing A Data Warehouse: Supporting Customer Relationship Management (Paperback)

By Chris Todman

Pearson Education (US), United States, 2001. Paperback. Book Condition: New. New.. 233 x 176 mm. Language: English . Brand New Book. Today's next-generation data warehouses are being built with a clear goal: to maximize the power of Customer Relationship Management. To make CRM-focused data warehousing work, IT professionals need new techniques, and new methodologies. In this book, Dr. Chris Todman delivers the first start-to-finish methodology for defining, designing, and implementing CRM-focused data warehouses. Designing Data Warehouses: Supporting Customer Relationship Management starts by identifying critical design challenges that are unique to CRM-focused data warehousing. In the context of CRM, Todman reviews data warehouse conceptual models, logical models, and physical implementation, and focuses on the crucial implications of time in data warehouse modeling and querying. You'll discover how to estimate the ROI of CRM-focused data warehousing in advance; manage data warehouse projects more effectively; and select the right software for loading, extraction, transformation, querying, data mining, campaign management, personalization, and metadata. Finally, Todman previews the future of data warehousing, covering temporal databases, OLAP SQL extensions, active decision support, the integration of external and unstructured data, next-generation search agents, and more.

### Reviews

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