EASY, AUTOMATED Data Warehousing
With Pyramart

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THE WEBINAR WILL BEGIN AT 5 MINUTES PAST THE HOUR

Agenda

- What is Pyramart and a typical Data Warehouse / Data Mart data lifecycle

- Warehousing pitfalls and Pyramart's solutions

- Free Proof of Concept offer

- Demo

What is Pyramart?

- New, A.I.-driven Data Management Platform that handles all of the "hard parts" of data warehousing for you, *automatically*

- **No Data Warehousing Experience Required!**

- Simply tell Pyramart how you want your data aggregated across an unlimited number of data sources and Pyramart takes care of the rest!

- Results are standard database tables that can be queried by ANY reporting, CRM, or analysis tool, built using Data Warehousing Best Practices!

- On-site or in the Cloud
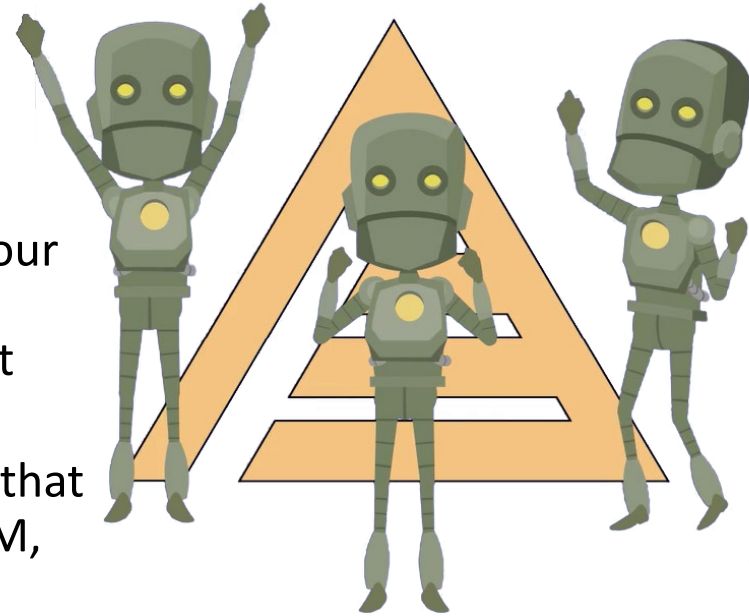
Pyramart's place in the Data Lifecycle

Pyramart builds its marts / warehouses natively in MS SQL Server, Oracle, Teradata, Netezza, or Big Data (Hive or Impala) and includes everything a successful data warehouse needs (the _orange_ areas)

Pyramart is not a reporting tool – its purpose is all about creating a solid data warehouse / data mart foundation to be used by other tools, quickly and easily

Data Flows from the bottom source systems, aggregated through the warehouse / mart and then queried by standard Marketing / CRM, reporting, and deep analysis tools (the results of which can also flow back in to the warehouse)
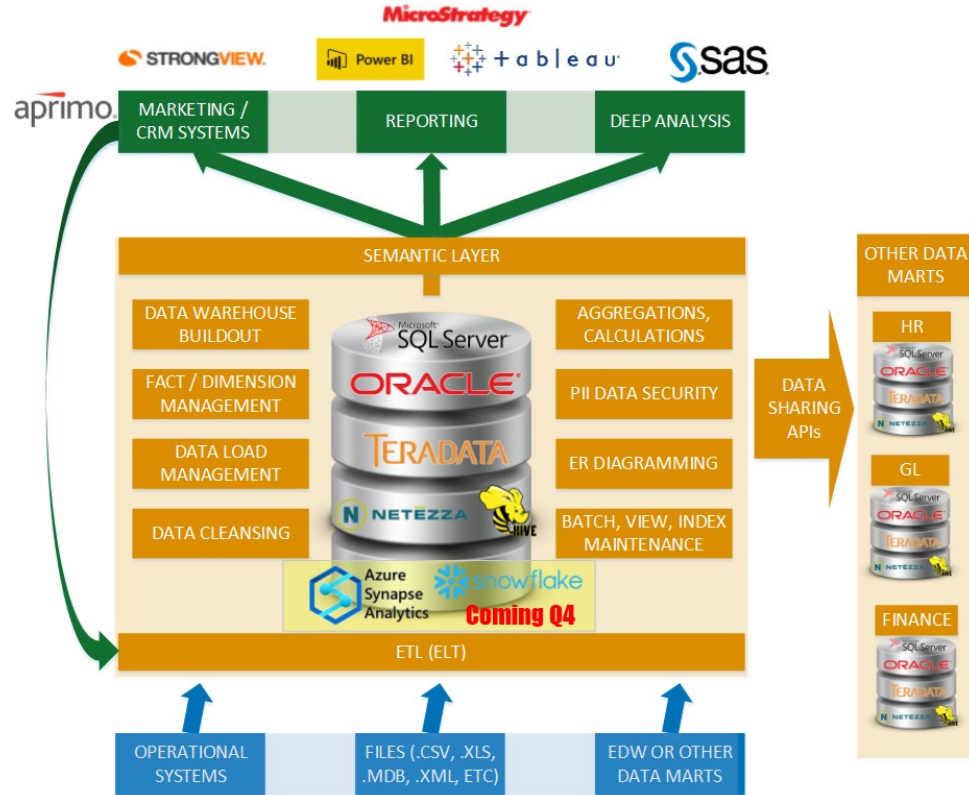
Built specifically for these kinds of users

- New To Data Warehousing
- Doesn't have time to learn how to data warehouse
- Wants it done quickly and easily

Johnny — New To Data Warehousing

Joe — Business-Side Data Guru

Daniel — Data Warehousing Expert

- Needs Departmental Data Marts to address his business users' needs
- Wants it done quickly and easily

- Is Data-Savvy and knows enough to build and maintain his own data mart / warehouse
- Wants it done quickly and easily

Warehousing pitfalls and Pyramart's solutions

- "[Up to] 80% of all Data Warehouse / BI Projects fail." – Gartner
- Pyramart was designed from the start to address the most common reasons why these kinds of projects fail

Failure Reason	Pyramart's Solution
Trying to "Boil the Ocean" – take on too much at once and not release any data in to Production until all data sources are complete	Agile, iterative paradigm that accepts changes and adapts accordingly. This enables you to build incremental value, thereby strengthening Executive and business user sponsorship
Too Difficult to query / use; built from IT's perspective, not the Business's	Logical, approachable Data Model and structures with automatic creation of helpful components (Semantic Layer, etc) built from the Business perspective
Requires expensive, specialized knowledge to set up and maintain	"NO DATA WAREHOUSING EXPERIENCE REQUIRED" (Data / SQL knowledge is helpful) – Savvy Business Users can maintain it!

Pitfall: "Boil the Ocean"

- Solution: Agile, iterative paradigm that accepts changes and adapts accordingly.
- Pyramart supports multiple Environments (Development, Test, Production, etc) to enable rapid prototyping of new data sets and testing of existing integrations. When development is complete, the new metadata can be migrated to Production with only a few clicks!
- Pyramart's automated backend systems adapt your data warehouse to the needs of your growing business, ensuring fast time-to-market
- End result: Real, Incremental Business value much faster than traditional data warehousing development efforts
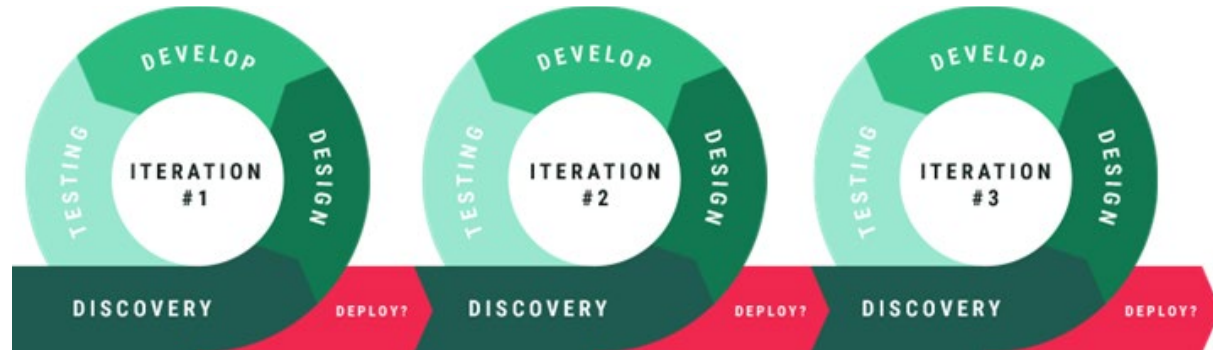
Pitfall: Too Difficult to query / use

- Solution: Logical, approachable Data Model with automatic creation of helpful components (Semantic Layer, etc) built from the Business perspective

- Pyramidally-arranged data model where optional, successive layers of aggregation create the perspectives the Business cares about most ("360 Degree Views", "Households", etc)

- SHARING data among marts or warehouses is EASY and instant too through our APIs
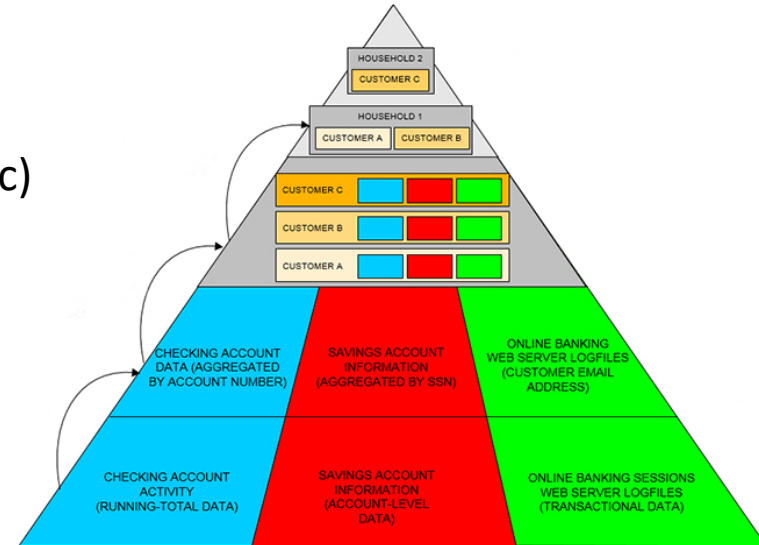
Pitfall: Expensive, specialized knowledge required

- Solution: "NO DATA WAREHOUSING EXPERIENCE REQUIRED" (Data / SQL knowledge is helpful) – Savvy Business Users can maintain it!

- We've automated the hard parts of data warehousing. You just need to tell Pyramart about your data through an easy point-and-click web interface. Pyramart takes care of the rest!

- Pyramart's patented Intelligence Engine compares information entered by the user (metadata) with the copy of metadata it maintains, as well as the actual database structures. Recommended changes to metadata and table structures are written to a log.

- Depending on level of access, the desired changes can be executed immediately or enter a workflow where multiple people need to approve (ie, Data Architects, Product Owners, etc)

Let us put our money where our mouths are

- We are offering a completely free, no obligation **Proof-of-Concept** (aka Free Trial) where we will:
  - Travel to your business
  - Train you on how to use Pyramart
  - You can load up to ~~3~~ ANY NUMBER! of your data sources in Pyramart
- Then you can use the system for up to 60 days to determine if it's right for you.

- ***If you are interested, let us know!***

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DEMO