

Leading the way in Data Warehousing

Prism Solutions has been in business since 1991, about the time data warehousing was just beginning to attract the interest of information experts across the country. We were the first company to commit our entire resources to this "new concept" called the data warehouse. And now that the data warehouse is universally accepted as a vital, strategic process, we're leading the way in the evolution of data warehouse technology.

We couldn't ask for a more qualified team to help us lead the industry. Our entire staff is highly professional and led by technology and business veterans with years of experience. All have a thorough understanding of cross-platform development and implementing data warehouses in every part of the business organization. The list of companies whose success we have contributed to is a virtual who's-who in cross-industry leadership.

Prism currently has over 20 strategic partners—database companies, access tool vendors, platform vendors and system integrators—dedicated not only to improving data warehouse technology, but to helping corporations make the most of their information resources. With their help, Prism has installed more than 200 data warehouses and data marts of all sizes around the world.

To learn how Prism Solutions can help your business, contact us:

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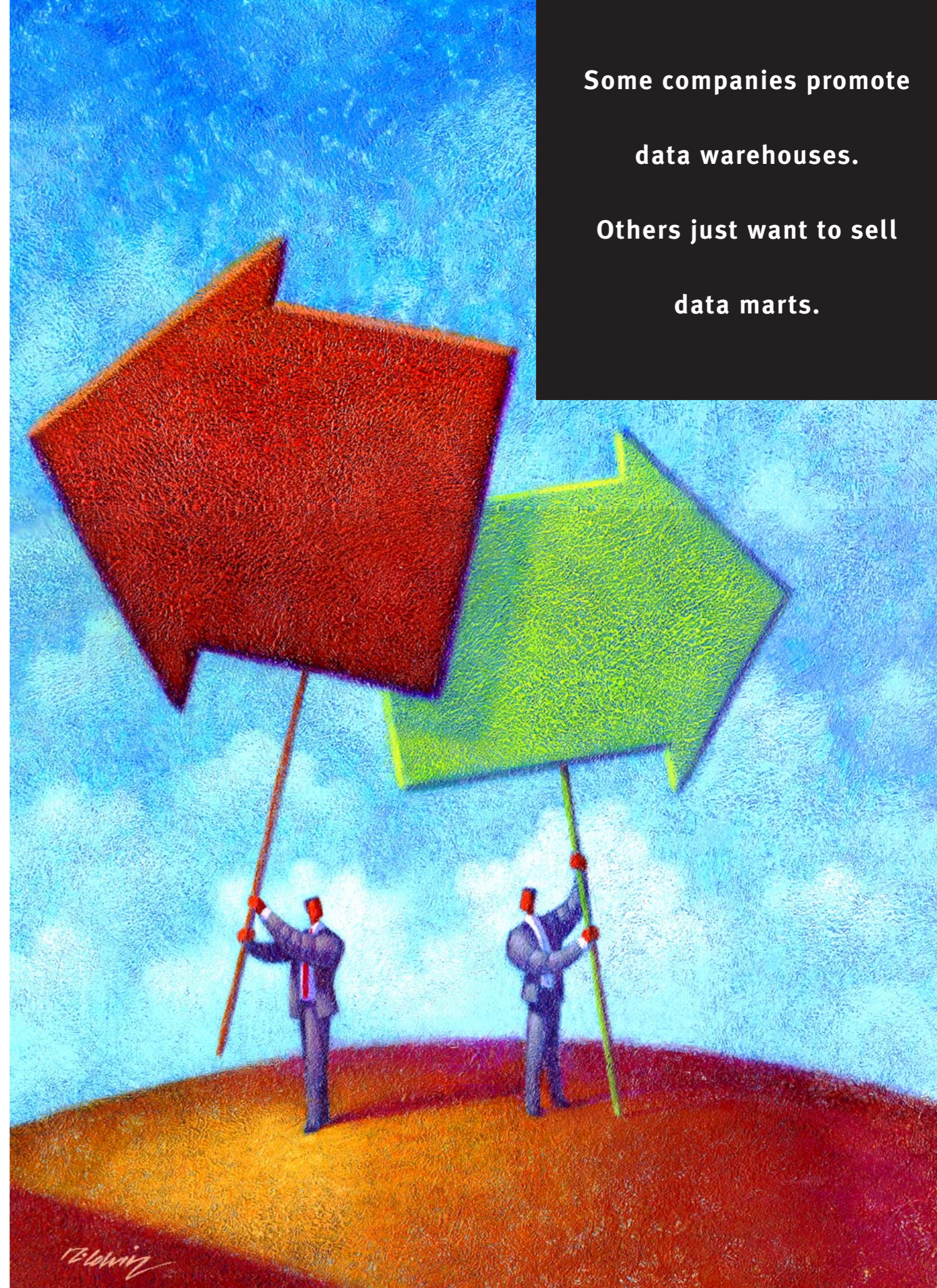
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PRISM

Some companies promote
data warehouses.
Others just want to sell
data marts.



We prefer to look at both ends of the enterprise, and everything in between.

Prism Solutions. Bringing business information to more people, in more places, throughout your company.

Using information to your advantage

Information experts at large corporations know how difficult it can be to compile meaningful business information. Corporate data is commonly stored in a complex, yet disparate, heterogeneous web of applications and operational databases. Finding these "islands of data" is quite a task all by itself. Integrating them into a comprehensible source of information can take forever.

Thanks to Prism's information architecture—an architecture which not only includes enterprise data warehouses, but departmental or "distributed" warehouses and data marts as well—you can provide users throughout the enterprise quick and easy access to useful, comprehensive business information.

Maybe you're wondering what the difference is between a distributed warehouse, a data mart and an enterprise data warehouse? While the type of information within these different "sizes"

of the data warehouse can vary in volume and content, the real difference is probably best defined by the levels of the organization and the problems they are trying to solve. Enterprise warehouses typically serve corporate managers dealing with strategic business issues. Distributed warehouses

Taking a top-down/bottom-up approach to data warehousing

Because data is often hidden within legacy systems, locating and deciphering usable information can often take months, sometimes even years. Most businesses can't wait that long. Prism solves this problem by extracting the data, transforming and storing it in a single, integrated, homogenous format within a data warehouse.

And this process typically takes 60-90 days with Prism, for initial warehouse development.

Yet it is Prism's architecture that truly distinguishes it from other data warehouse vendors.

Whether you're processing information from your source database into a centralized data warehouse, a distributed warehouse or a series of data marts, you only need to collect and process it once. The information can then be transported freely between any point of use within the information architecture. Specific data can easily be customized to meet the needs of the department or group that will be using it.

The Prism architecture also actively collects, manages and makes extensive use of meta data. Meta data is your card catalog to the data warehouse. It can tell you where to find specific information, how that information is defined, where it originated from, and the related business assumptions.

With Prism data warehouse technology supporting your organization, you'll have all the information you need with a historical perspective right at your

fingertips. You'll be able to evaluate current business efforts as well as spot emerging trends which could provide new opportunities. In short, the people who make the decisions which affect the future of your business will have all the facts and figures they need.

The Value Proposition: Insuring Successful Implementation

No one knows better than Prism that a data warehouse isn't something that comes in a box. That's why we provide the entire framework—software, iterative methodology, training and consulting—to effectively implement and maintain a data warehouse architecture. We take you from the start, step by step, all the way to completion, helping you develop special skills and knowledge as the process unfolds.

We've spent the last five years refining our data warehouse methodology. Now we have a tested formula that's been proven in the field. We understand the process, and more important, we understand what customers need to integrate data into their information infrastructure.

Prism Warehouse Manager™ is the software that transforms operational data into usable business information. It generates programs to extract operational data and external data from source databases, integrates the data from the various sources, and then transforms and loads the integrated data to a choice of target databases on mainframe and client/server platforms. An extensive selection of built-in transformations allows users to perform the data conversions, summarizations, key changes, structural changes and condensations needed to create an historical perspective of information.

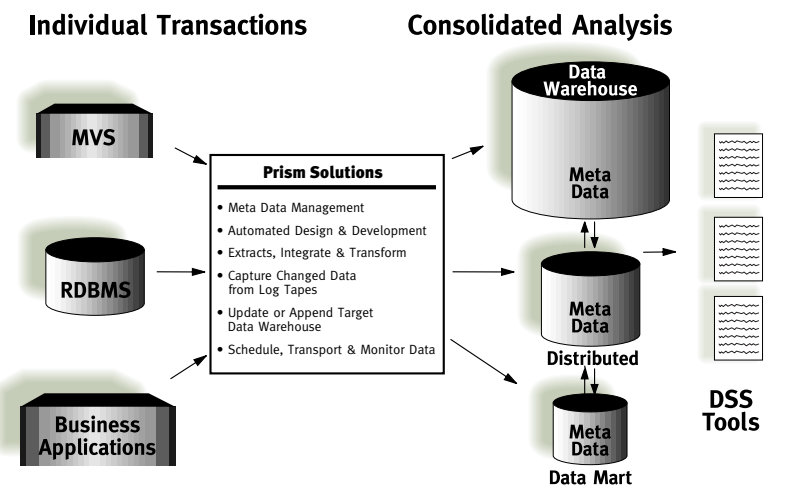
Prism Directory Manager™ allows users to build, store and navigate an integrated Information Directory of the meta data in a data warehouse. Similar to the card catalog at a library, Prism Directory Manager assists users in finding relevant information for analysis by providing integrated views of business and technical data in the warehouse. It shows where it came from, how it was transformed and how it has changed over time. Users can create their own customized views of the meta data to fit their business requirements. Prism Directory Manager is comprised of three components: the actual information directory, Directory Builder and Directory Navigator. Directory Builder customizes

views, imports and exports meta data and sets up relationships. Directory Navigator navigates the meta data and launches queries into the warehouse.

Prism Change Manager™ automates data warehouse maintenance by capturing, transforming and applying changed data to the data warehouse. Using log tapes as a source, Prism Change Manager captures only relevant changed records via off-line and unattended execution,

Prism's SureStart™ consulting programs help customers achieve early, visible results. These programs, which include SureStart Readiness Assessment, the SureStart Mentored Pilot Program, the SureStart Mart and the SureStart Data Modeling Program, help customers get their data warehouse plans started quickly.

Prism's consulting services are designed to assist customers through every phase of data warehouse implementation, to help them



saving production time and money as well as protecting the performance of operational systems. Current or near-current changed data is captured from fields that were used as source files for the data warehouse, including DB2, Enscribe, IMS, NonStop SQL, and Oracle. As data warehouse architectures grow and mature, Prism Change Manager becomes increasingly more valuable. User requirements change. Warehouse performance is constantly being tuned. And information is constantly being updated.

Prism's Iterations™ methodology provides a detailed process roadmap for developing data warehouses in concise, iterative steps. This methodology is designed to adapt to data warehousing projects of any scope, from the enterprise level to the data mart. It establishes an effective development process that defines the ongoing parallel steps and iterative cycles needed to deliver architected data warehouse solutions in reasonable time frames.

shorten project lead times and to minimize project risk. Prism consultants are some of the most highly-experienced and well-trained professionals in the data warehouse industry. With Prism consulting services, customers can confidently tackle any planning, analysis, design and implementation challenges that might arise during data warehouse implementation.

At Prism, we are constantly looking for better ways to help existing customers get more from their information. As our customers' warehouses grow, we are focused on enhancing our products in the area of automated design, data distribution and delivery systems.



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