Breaking BAD

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Breaking Bad (to raise hell) means to cause a considerable disturbance.

Breaking down existing data silos may initially evoke substantial disturbance too.

In the American crime drama **TV series Breaking Bad,** a struggling high school chemistry teacher diagnosed with inoperable lung cancer turned to a life of crime in order to secure his family's financial future before he dies. He started to produce and sell drugs and has to navigate the dangers of the criminal world.

Much like Walter White in the TV series, the struggling data Analyst might be willing as well to turn to bad practices in order to deliver information for their business's BI requirements. Data providers and data users alike are exposed to the data underworld.

To be in the driver seat steering Business Intelligence and Data Warehouse projects, could either feel like being in the slow lane or perhaps being in the fast lane but out of control. Most businesses aspire to be in the fast lane while being in control.

Yet an upsurge of "data anxiety" prompts those responsible to forge along without necessarily applying best practices in attempting to deliver the most appropriate data in an exact format. As the requests for data analytics grow, volumes of data increase and the type of users expands at a rapid pace**,** more Data Warehousing savvy is required to make the data navigation experience safe and extra valuable.

The challenged Analyst will need to traverse treacherous and often dangerous routes on the data highway. Only if they follow the rules of the road and avoid driving under the influence of any substance will they succeed in their quest of data delivery in the most

optimal way.

New generations of hybrid data warehouse solutions are claiming that their technology will make it easy to build new or expand upon existing data warehouses and analytical capabilities.

Remember: traditional guidelines for building data warehouses are as relevant and even more pertinent for constructing a truly successful hybrid solution. Several aspects need to be reckoned with include the current data climate, the relationship between business and IT, the business processes that generate data, the quality of data and willingness to embrace change to name a few.

Find out why some solutions are better at delivering on the promises of flexibility and built-in analytical power than others. Typically **technology has very little to do** with fully bridging the traditional, essential DW capabilities and the hybrid data warehouse in order to deliver the best business value.

Learn how to navigate the dangers of the data underworld by taking control.

Avoid **Breaking Bad** by attending the **Concepts, Design and Modelling for Extended Data Warehousing** that teaches sound principles to be applied **no matter what technology is used**.