



Designing A Data Warehouse: Supporting Customer Relationship Management

Chris Todman

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The complete guide to building tomorrows CRM-focused data warehouses. *A complete methodology for building CRM-focused data warehouses *Planning, ROI, conceptual and logical models, physical implementation, project management, and beyond *For database developers, architects, consultants, project managers, and decision-makers Todays 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, you need new techniques, and new methodologies. In this book, Dr. Chris Todman - one of the worlds leading data warehouse consultants - delivers the first start-to-finish methodology for defining, designing, and implementing CRM-focused data warehouses. Todman covers all this, and more: *Critical design challenges unique to CRM-focused data warehousing *A new look at data warehouse conceptual models, logical models, and physical implementation *The crucial implications of time in data warehouse modeling and querying *Project management: deliverables, assumptions, risks, and team-building - including a full breakdown of work *Estimating the ROI of CRM-focused data warehouses up front *Choo

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