

## **RSSS DataMart**

RSSS DataMart is a place where original RSSS data can be stored or archived and used by management as a tool to either query and/or analyze data from. RSSS DataMart is essentially designed to allow for flexible, faster and improved access to the wide variety of detailed information that had been previously unavailable to retrieve without customized programming of the reports.

### **What is a data mart?**

A data mart is a specialized version of a data warehouse. RSSS' current data warehouse consists of smaller subsets of data called DataMarts. A data mart configuration emphasizes easy access to relevant information. RSSS DataMarts cover a wide range of files that include customer and sales personnel information, accounts receivable, open and closed ticket information, inventory, revenue just to name a few.

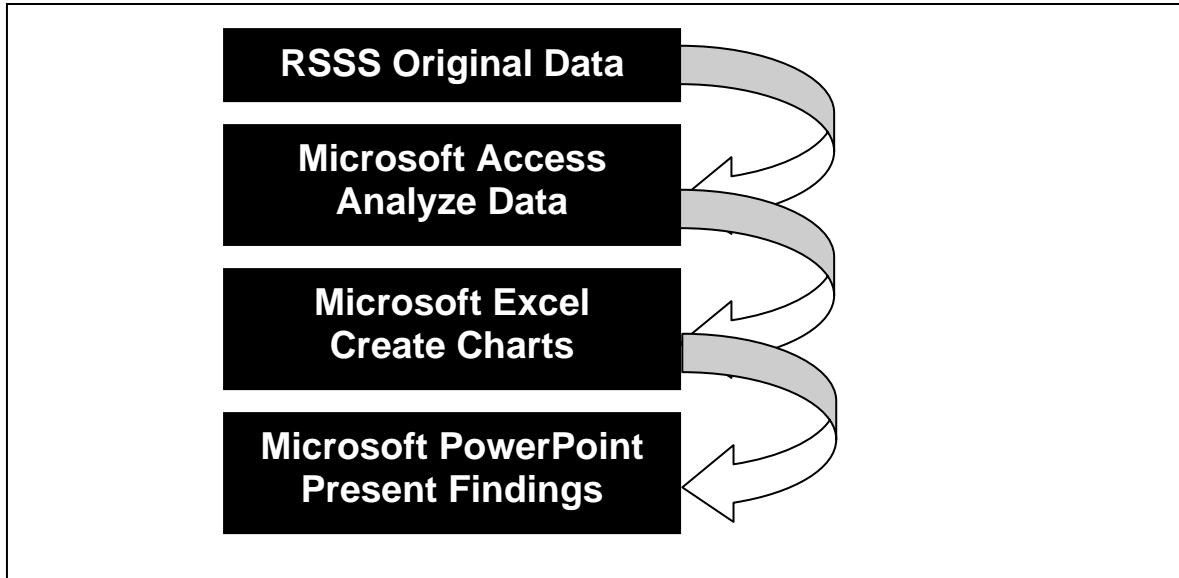
RSSS DataMarts incorporate the use of current and historical data from the RSSS System into detailed data using ODBC (Open DataBase Connectivity) compliant software such as Access, Excel, Crystal Reports and others. The data is then summarized based on different queries. The possibilities are endless, which makes a decision maker's job easier and more effective in projecting and planning for the future. Data files will provide information on customers, inventory, payment histories, agreements, contracts, advertising codes, customer types, zip codes, map codes and other fields that are available. With your detail modules, you will be able to actually mine any information contained in these modules from your operational database.

### **What is ODBC?**

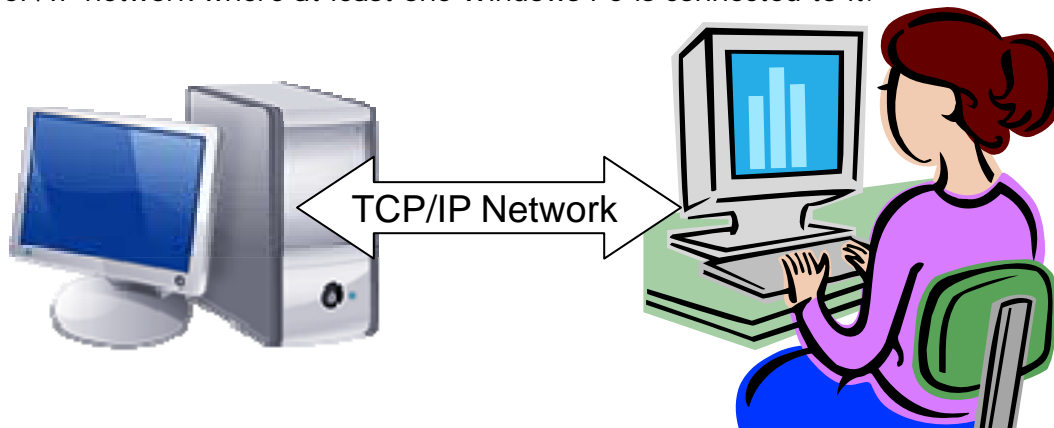
ODBC is an acronym for Open DataBase Connectivity and it is a standard database access method developed by the Structure Query Language Access Group in 1992. The goal of ODBC is to make it possible to access any data from any application, regardless of which database management system (DBMS) is handling the data. ODBC manages this by inserting a middle layer, called a database driver, between an application and the DBMS. The purpose of this layer is to translate the application's data queries into commands that the DBMS understands. For this to work, both the application and the DBMS must be ODBC-compliant -- that is, the application must be capable of issuing ODBC commands and the DBMS must be capable of responding to them.

## How does it work?

The data is extracted from the RSSS system and imported into an ODBC compliant database warehouse product like Microsoft Access where you analyze the data. From this data you can create Microsoft Excel charts and bring those charts into a presentation software like Microsoft Powerpoint where you can present your findings.



RSSS DataMart requires the client's online RSSS system server be connected to a TCP/IP network where at least one Windows PC is connected to it.



## Other than through the use of reports, how else can I access my data or get information that I need?

The beauty of RSSS DataMart is the information needed to run your reports is already there. System analysts at RSSS will take your company data and create a universal data dictionary (.UDD). This UDD will provide a truly relational normalized description of your data. A universal file dictionary (.UFD) is also created that describes the physical structure of the non-relational databases being accessed. The

product offers a different way to access the data presently in your system and transfers the data to your newly built database.

Clients already on the RSSS System will enjoy immediate benefits of this application. Queries can be designed for an ending date that is set for the future so the query would be updated immediately in real-time. These different queries will keep you up to date on your consumer behaviors, marketing trends, buying patterns and many other issues that face you everyday.

## **Are there any special software packages that I will need to view the data once the .UDD is created?**

There are various databases for data warehousing and also report and query tools on the market. In order to be able to view your data, the software packages you choose must be ODBC compliant. Some examples of databases include Adabas, Microsoft SQL server and Oracle. Report and query tools include Microsoft Access and Platinum Report Facility. Others include Microsoft Excel and Crystal Report Writer.

## **Is on-site training available?**

Yes. An RSSS systems analyst will work with management or personnel who will be using RSSS DataMart. We have found that 2-3 days is sufficient to train personnel to become proficient at using RSSS DataMart.