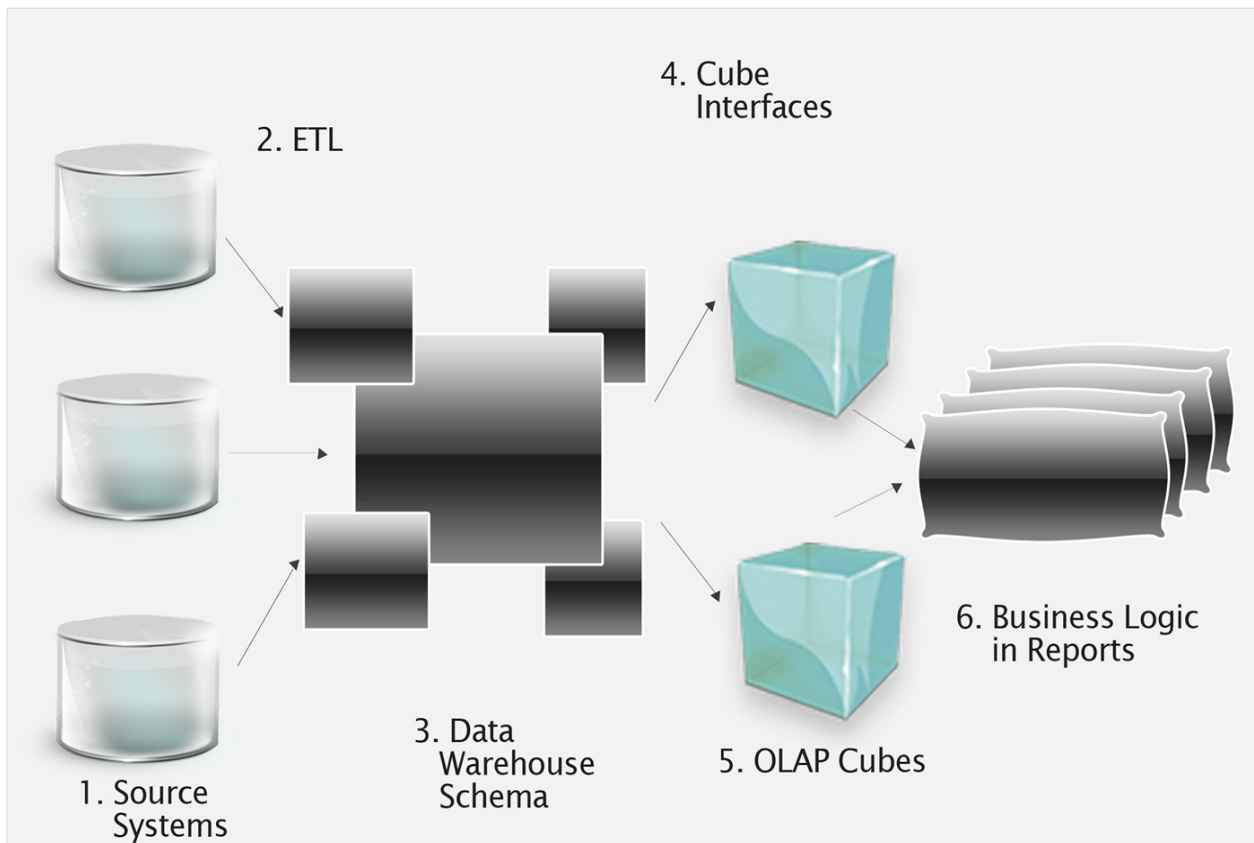


## How Informer SQL reduces data warehousing complexity

### TRADITIONAL DATA WAREHOUSE ARCHITECTURE

Traditional Data Warehouses have the following architecture:



1. Source Systems - these are the transaction systems that feed the data warehouse
2. ETL - These are the ETL interfaces to the data warehouse
3. Data Warehouse schema - This is the star schema normally used in data warehouses  
Informer requires these 3 layers but does not require any of the other layers described below.
4. Cube interfaces - These are the interfaces that are required to build and maintain the OLAP cube or cubes.
5. OLAP cubes - These are the cube or cubes that provide OLAP functionality to the data warehouse.
6. Reports - Reports with complex logic are built. The report population grows with time.

### ARCHITECTURE WITH INFORMER

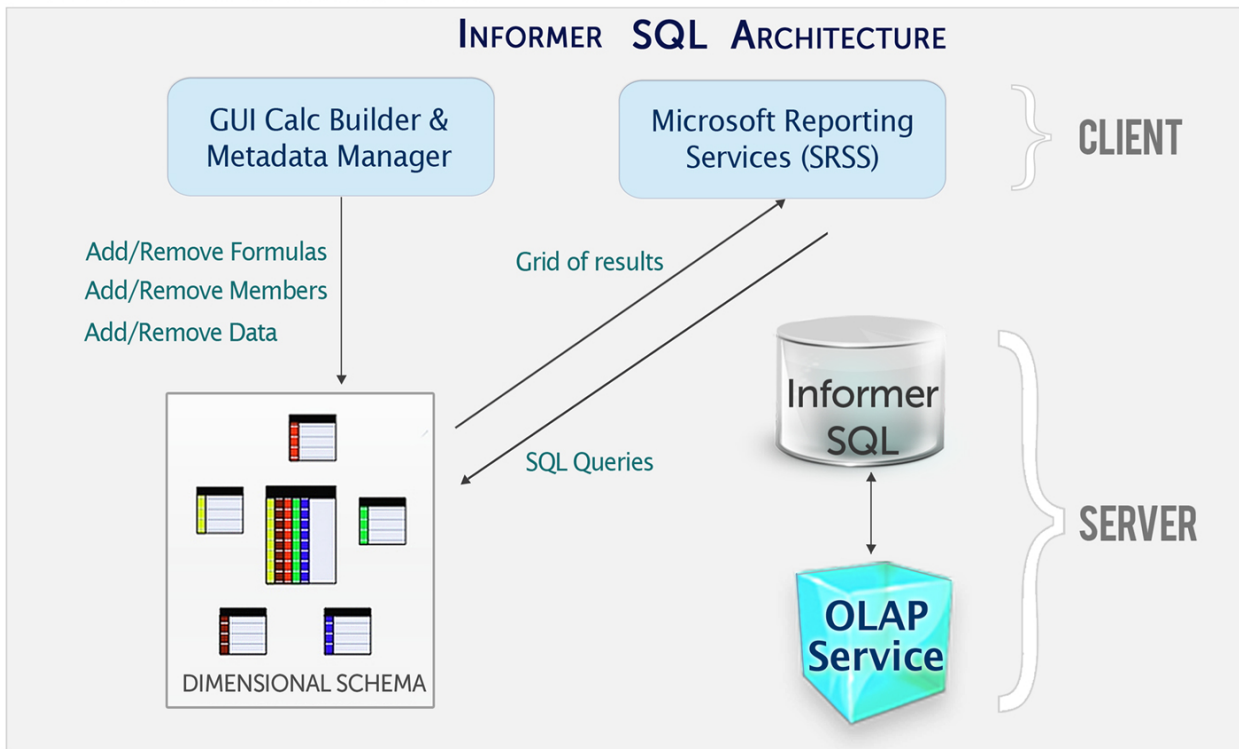
Informer eliminates 3 layers of complexity as follows:

Cube interfaces - No interfaces have to be built or maintained.

OLAP Cubes - No OLAP cubes need to be built or maintained.

Business logic in reports - Reports are used for presentation purposes only. All business logic is centralised and metadata is used to document the logic.

The architecture with Informer is as follows:



### Benefits of this architecture

- No complex data modelling
- No cubes to build and maintain
- Centralised business logic greatly increases auditability and consistency
- Fast deployment
- Low maintenance costs
- Only use T-SQL

### ABOUT US

Information Edge provides innovative reporting solutions to enterprises of all sizes. We are the distributors of Informer SQL and this patented technology, combined with our proven delivery capability allows us to deliver flexible reporting solutions very quickly and cost effectively.



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