



INTRODUCTION

A self-service data mart is a customized data repository targeted toward a user's business needs. Self-service data marts provide clean, consistent, reliable information in the form of KPIs, standard reports, and analytical information to business users including senior management, product managers, and analysts. Datamarts also provide subsets of data that address particular business criteria that are organized to make information more efficient to update and navigate. The current UPS Capital Business Intelligence (BI) database is normalized for efficient updates and maintenance, whereas data marts are aggregated to facilitate searching and navigation. Constantly trying to query the BI repository overloads IT resources and reduces the performance of the repository itself. Access to a customized data mart will empower users to become more self-sufficient without compromising the performance and effectiveness of the existing BI data repository.

BUSINESS INTELLIGENCE

UPS Capital relies on data collected from multiple sources throughout UPS Capital and UPS. Over a billion records are updated weekly. Much of this data is consolidated in a set of databases known as the Business Intelligence (BI) data repository that supports different purposes. For example, the bulk of UPS Capital Business Intelligence data is stored in a database called MICA, which stands for Marketing Intelligence and Customer Analytics; data for the Enterprise Accounts group is contained in a database called Reports; and data for the UPS Capital Sales Force resides in a database called Sales Comp.

Raw data in BI supports the reports, tools, web pages, and analytics that make up the Business Intelligence Analytics (BIA) application. The BI repository itself is too complex for the common user. The practical user cannot learn the contents of thousands of tables when they need only a small set for their business

purposes. Due to the sheer size and complexity of the BI repository, a simplified aggregation of the data will make navigation easier.

TARGETED USER GROUPS

Datamarts address the needs of specific areas of the business since they are designed with the common user in mind. Familiarity with their own data will empower targeted user groups to conduct independent data research and allow them to focus more time on their analytical responsibilities. Furthermore, datamarts can be built in stages, so that users can access the data while development is in progress, and their knowledge will grow as development progresses.

CUSTOMIZED FOR USABILITY

Since experienced developers navigate databases regularly, they are well familiar with the overall design and contents. However, few data architects know firsthand all of the tables and fields in a database. Even advanced developers cannot learn all of the data in all of the databases. The depth and complexity of the BI data repository would overwhelm the common user. The data marts contain information that users are already familiar with, and users would require little training. They do not need to be concerned with rigorous data builds, maintenance, and optimization work that is done for them behind the scenes. Since customized data marts are targeted toward individual user groups, data is easier to search and navigate. For example, Marketing is primarily interested in customer segmentation data for prospects, while Operations and Sales are interested in revenue and performance data. Data marts are easier to use if irrelevant data is eliminated up front.

ANALYSIS

Datamarts can be summed, averaged, aggregated, and otherwise optimized so that the source systems are not compromised. When users get access to summarized information quickly, they can turn their attention toward analysis and reporting on performance indicators targeted toward their group's expertise. Additionally, with the capability to pull the raw data, users are not bound to any specific format for analyzing their final results. Processing numerous data requests for predictive analysis creates a heavy work load on the data warehouse, which affects the performance of core applications.

Providing analysts with self-service access to information enables them to perform their research with minimal support from IT. Today's marketing analysts are data-savvy technologists, who not only understand data, but can apply their data analytic skills to forecasting and trending. Without a data mart, users will have

UPS Self-Service Data Mart Rationalization

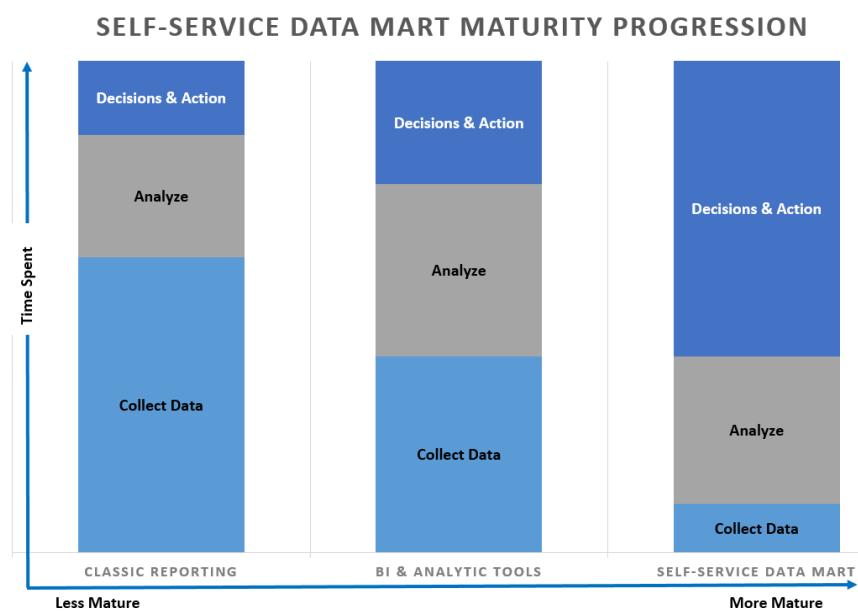
limited access to information that could potentially contribute to the revenue generating efforts at UPS Capital.

IT RESOURCES

Opening the entire Business Intelligence database to users would require additional training and ongoing support. Additionally, users might misinterpret data due to lack of familiarity, which could compromise the integrity of reporting deliverables. The strain on IT resources would grow as the need for data increases. Additionally, the potential to misunderstand, misinterpret, and misuse the data places the company at risk. When users need data, they typically turn to IT to run simple queries or pull larger amounts of data, which puts an unnecessary strain on IT resources. With self-service data marts, IT costs and staff dedicated to reporting are greatly reduced. This will reduce the amount of time and manual effort required from IT to pull the information from multiple sources, such as UPS Capital databases, NJDW, and other UPS and SCS databases. Since accurate data is consolidated prior to building the data marts, debates over the integrity and accuracy of the data cease.

MATURITY PROGRESSION

As Business Intelligence matures from report-driven analytics to self-service data mart capabilities, the amount of time spent collecting data diminishes, and the amount of time making decisions and taking action increases.



UPS Self-Service Data Mart Rationalization

As illustrated the diagram below, the composition of the target BI organization must be tightly connected to the business goals and objectives of the overall organization. Increased value and alignment with core company values is achieved as the data mart grows more sophisticated.

Self-Service Data Mart Implementation Roadmap

Data access can be implemented in different phases with increasing complexity that add more value.

