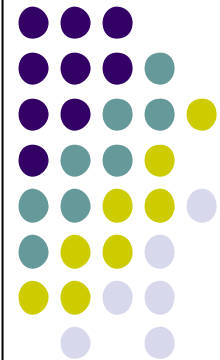


Syndicate Data Incorporation into Data Warehouses: *Contrasting Consumer Problems with Supplier Viewpoints*

Mattias Strand & Björn Lundell
Department of Humanities and Informatics
University of Skövde





Presentation outline

- ✍ Central Concepts
- ✍ Research Context
- ✍ Research Focus
- ✍ Research Approach
- ✍ Results
- ✍ Conclusions
- ✍ Future work

Central Concepts



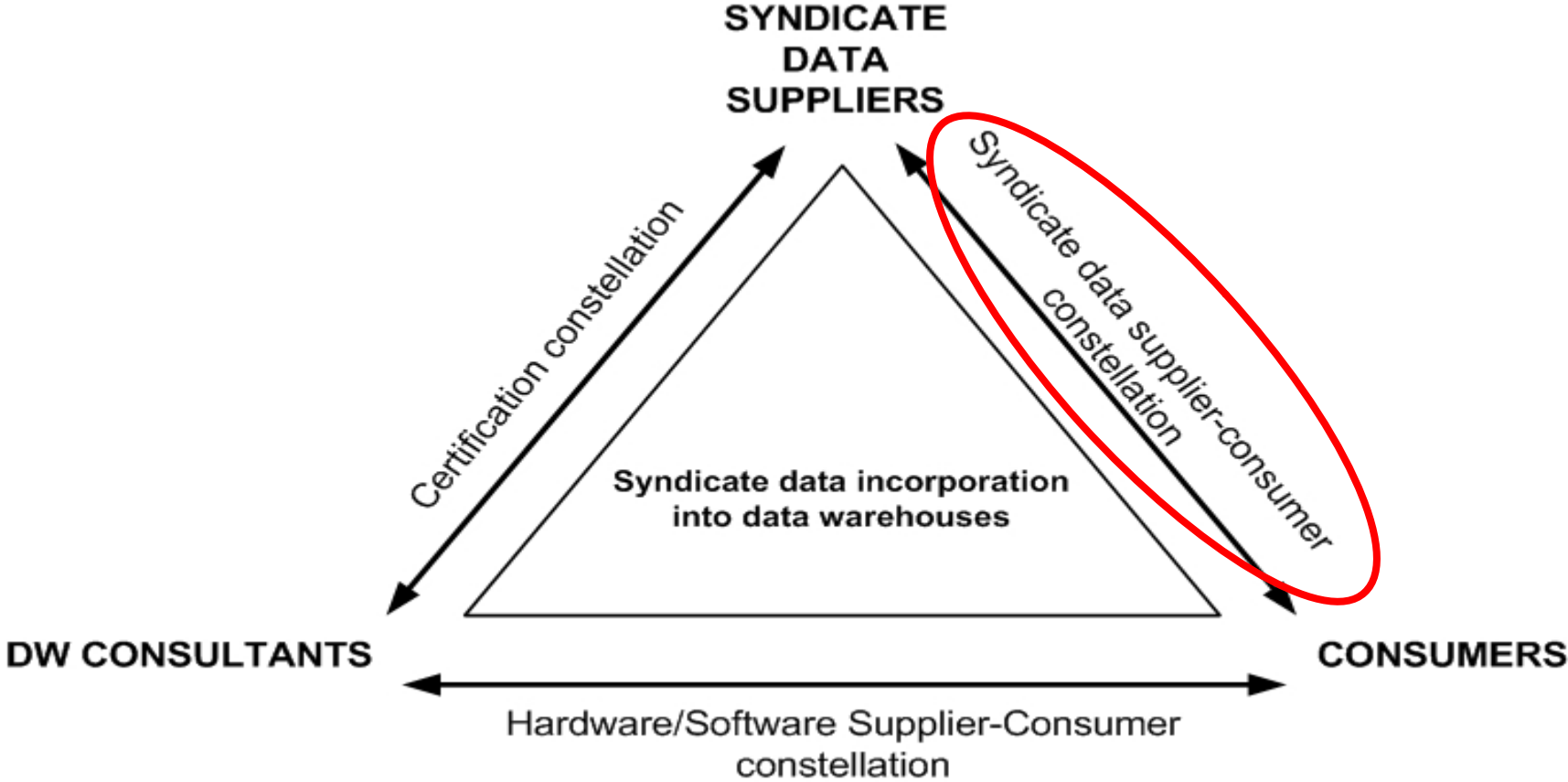
Data warehouse:

“subject-oriented, integrated, non-volatile, and time variant collection of data in support of management’s decisions” (Inmon, 1996)

Syndicate data:

“Business data (and its associated metadata) purchased from an organization specialized in collecting, compiling, and selling data, targeted towards the strategic and/or the tactical decision making processes of the incorporating organization” (Strand et al., 2005)

Research Context





Research Focus

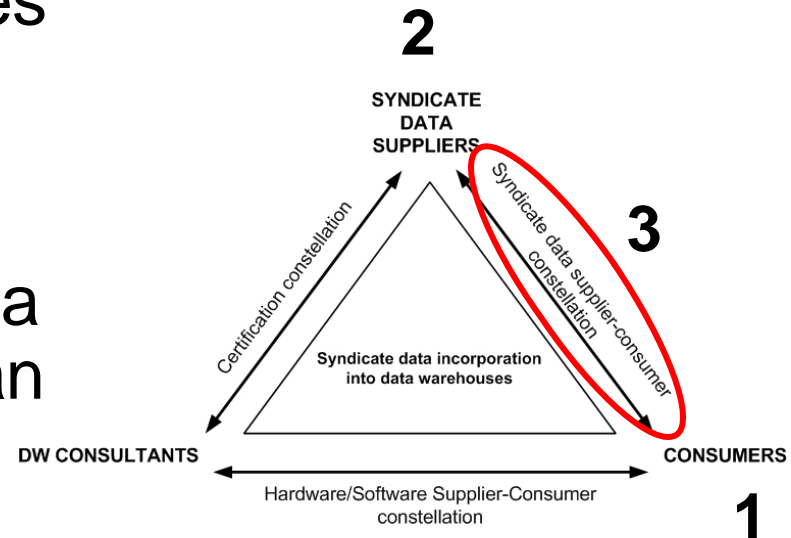
Evaluating the interoperability between the consumers and the syndicate data suppliers (SDSs) at the:

- ✍ Business layer
- ✍ Knowledge layer
- ✍ ICT-systems layer

Research Approach



1. Identify and verify problems through two interview studies
 - *Banking organizations*
 - *Triangulation in other industries*
2. Scrutinize the syndicate data suppliers industry through an interview study
3. Evaluate the syndicate data suppliers-consumer constellation

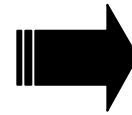




Research Approach (*cont.*)

- ✍ List of 22 verified and generic problems
- ✍ Question development example:

Problem: organisations find it demanding to design and maintain transformation processes



Question: *to what degree do you allow your customers to tailor the data so that it fits with their own needs?*

- ✍ Analysis in 3 steps



Research Approach (*cont.*)

Analysis in 3 steps:

1. Compare the responses for each problem



2. Identify
collaborations
and tensions



3. Evaluate the interoperability at the:

- Business layer
- Knowledge layer
- ICT-systems layer

Results - *Collaborations*



- ✍ The user organizations and SDSs collaborate in **projects**, solving technological challenges, as well as organizational challenges.
- ✍ The consumers and data suppliers are collaborating on developing **novel services**.
- ✍ The suppliers are very data quality aware and collaborate with consumers on **identifying missing data**.
- ✍ The suppliers know that user organizations have problems with their data quality verifications and therefore have a strong focus on **assisting** the consumers with these issues.
- ✍ The user organizations seem to be rather **pleased** with their suppliers and the suppliers consider their customers as rather **faithful**.
- ✍ The data suppliers collaborate with user organizations in order to assist them in **exploiting the potential** of the syndicate data as effectively as possible.

Results - *Tensions*



- ✍ The SDSs strive towards standardized data sets or packages, forcing the user organizations to procure **more expensive and extensive** standardized data sets, than they actually need.
- ✍ The suppliers are conducting a **strong marketing and sales push** towards the consumers for buying novel data.
- ✍ The suppliers regulates the consumers with **one-directional contracts**, which may hinder the user organizations to fully exploit the potential of the data acquired.
- ✍ The consumers and the suppliers have very diverging opinions on whether the syndicate data is **expensive** or not.
- ✍ The suppliers state that the **ordering competency** is very varying among the user organizations, but still some of the SDSs outsource their marketing and sales initiatives.
- ✍ User organizations spend a lot of **internal resources** on transforming syndicate data.



Conclusions - *Interoperability*

The Business Layer

- Relationship management
- How decisions are taken
- Responsibilities taken



The Knowledge Layer

- Standardized data
- Restricting laws
- Pricing the data
- Sales/ordering competency



The ICT systems Layer

- + ICT systems cooperation



Ongoing and *Future* Work



- ✍ Validate guidelines aimed at supporting organizations incorporation of syndicate data into DWs
- ✍ *Conduct an case study of a supplier-consumer constellation aimed at identifying detailed solutions to the tensions*
- ✍ *Analyze and describe the certification constellation between DW consultants and SDSs*



Thank you for your attention!



QUESTIONS?