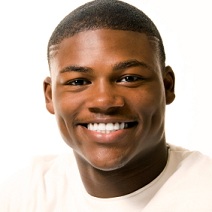
Adventure Works BI Project

Infrastructure Interviews

Resellers submit their orders via fax, phone, or email, and the deadline for each month is the Monday before the last Friday of the month – which is when we ship the ordered products. In terms of sales revenue, reseller orders are not considered complete until shipped. Internet orders are handled as they are placed. Each month, I need to see the sales revenue figures for the preceding month. It doesn’t have to be up to the minute, but it should be up to date before the sales managers’ meeting on the 15th of each month. What do you think Ken?

I don’t really have a set deadline, but the key thing I’m interested in is how the sales revenue and profitability results for the quarter so far compare to target. Obviously, I’d like each month’s figures to be available as soon as possible after orders are shipped, but I can live with a delay of a day or so.



We reconcile the accounts system at the end of each month based on invoices raised and payments received, and use that for our reporting. This is managed separately from the order processing system, so we have no dependencies on that.

However, if the sales order data was available in an OLAP cube, we could do some predictive analysis and modeling. This wouldn’t be business-critical, and I suspect only a couple of financial analysts would use it, but it would certainly be a useful addition to the financial reporting we do now.

I’d like to receive the monthly sales reports for my region by email, but I could print them from a web site if necessary. Either way, I need them before the sales meeting on the 15th of each month.

Stephen Jiang

Sales Manager for North America

I’d like to be able to analyze the sales data more regularly that the annual analysis we currently perform. Ideally quarterly, or maybe even monthly. The best solution would be if we could build our own analytical models in Excel.

Sariya Harnpadoungsataya

Marketing Specialist

Ken Sánchez

Chief Executive Officer

We have two sales channels; direct sales through our Internet site, and an international network of resellers. The channels are managed independently because of the distinct differences in the two sales models. On the reseller side, we have a number of sales representatives who manage reseller sales

Brian Welcker

Vice President of Sales

Wendy Khan

Finance Manager



The BI initiative is extremely important, but we need to be careful with our budget and get the maximum utilization out of each server rather than simply buying new hardware and software licenses for each required service. If the BI solution is as successful as we hope it’s going to be, then at some future point we may need to scale it out; but until it’s proven itself I want to be sure we’re making efficient use of server hardware. However, I recognize the need to balance cost efficiencies with a sensible separation of workload types across multiple servers.

Jean Trenary

Information Services Manager



I’d rather avoid having to troubleshoot performance issues on hardware that supports multiple significantly different workloads.

Looking at the departments involved, the reporting and analytical workloads will be fairly light with only a handful of concurrent users. However, there’s a significant amount of data to be transferred from various source systems into the data warehouse each month; and I would expect it to grow substantially over time. The design will need to minimize the risk of downtime to the data warehouse, as it will probably take a substantial amount of time to recover in the event of server failure.

François Ajenstat

Database Administrator

One concern I have is that the Excel spreadsheets containing data models might become very large, and sending them by email or storing them in a file share will be impractical. There’s also the issue of managing security if increasing numbers of people across the company are going to find them useful. Sales and marketing users sharing their own files among themselves is fine; but for wider distribution I’d like a more formal approach to publishing analytical models.



Peter Connelly

Network Administrator