

## ▶ Data Warehouse Challenges

- Improve Query Speed
- Faster Data Delivery
- Ease of Maintenance
- Strong customer support


AOL

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The slide has a white background with a decorative graphic of overlapping light blue triangles on the left side. The AOL logo is in the bottom left corner, and a small number '2' is in the bottom right corner.

## Key Appliance Strengths


- Exponential Performance Improvement
  - MPP architecture
  - Reduced data retrieval from disks
- Ability to simultaneously load and query
- Rapid Install
  - Database Ready in 1-3 days
- Ease of Maintenance
  - Minimal tuning required
  - Flexibility in database design



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## Appliance Uses

- Flexible and Changing Data Models
  - Data Marts (Star or Normalized)
  - Non-Normalized Data (Log Files)
  - Common Dimensions
- Huge Volume Data Processing
  - Extract-Load-Transform (ELT)
  - Transform and copy up to 5 Tb per hour
- Data Mining and Analysis
  - Rapid Prototyping
  - Rapid Ad-Hoc Analysis (Load/Query/Drop)
  - Quality Assurance and Trending



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## Key Projects

- Wireless Revenue & Usage
  - Weekly & Monthly Reporting
  - Monthly revenue collection
- Product Reporting
  - Registration and Usage for over 54 AOL Products
  - Hourly loads with simultaneous queries
- Web Usage
  - 20 Tb of Web usage data in one table
  - 90% queries in 10 sec or less
- Search
  - Uses a Business Intelligence reporting tool against 18 Tb of data
  - Ability to ask multiple questions of a single data set



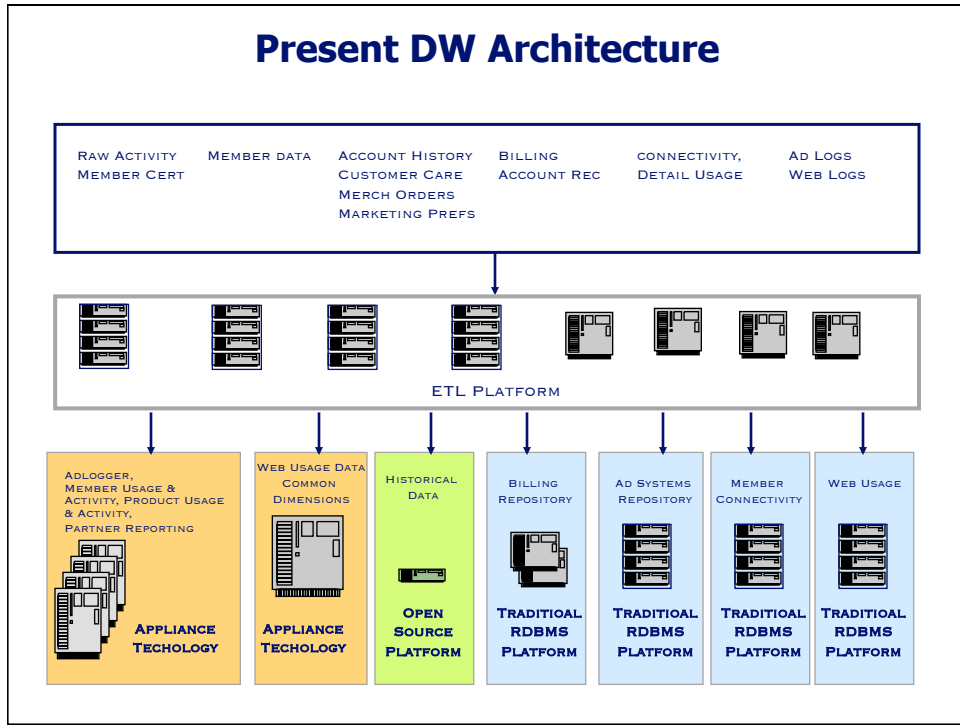
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## Key Appliance Content

- Member Registration
- Premium Services
- Promotion Summary
- Account History
- Account Relationship
- Customer Care Activity
- Demographics
- Marketing Preferences
- Client Usage
- IM and E-Mail Usage
- Pop Up Activity
- Product Usage
- Web Usage
- Accounts Receivable
- Billing
- Detail Credits
- Merchandise Orders
- Partner Bounties



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# Q & A

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