
The Data Warehouse Toolkit The Complete Guide To Dimensional Modeling

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So why wait? Begin downloading and install The Data Warehouse Toolkit The Complete Guide To Dimensional Modeling PDF today and experience the simplicity and convenience of accessing a variety of important papers at your fingertips.

The Data Warehouse Toolkit

The Complete Guide to Dimensional Modeling *John Wiley & Sons Incorporated*

This new edition enhances, extends, and clarifies the concepts and examples presented in the first edition. Topics have been restructured to coherently develop the data warehouse architecture.

The Data Warehouse Toolkit

The Definitive Guide to Dimensional Modeling *John Wiley & Sons*

Updated new edition of Ralph Kimball's groundbreaking book on dimensional modeling for data warehousing and business intelligence! The first edition of Ralph Kimball's The Data Warehouse Toolkit introduced the industry to dimensional modeling, and now his books are considered the most authoritative guides in this space. This new third edition is a complete library of updated dimensional modeling techniques, the most comprehensive collection ever. It covers new and enhanced star schema dimensional modeling patterns, adds two new chapters on ETL techniques, includes new and expanded business matrices for 12 case studies, and more. Authored by Ralph Kimball and Margy Ross, known worldwide as educators, consultants, and influential thought leaders in data warehousing and business intelligence. Begins with fundamental design recommendations and progresses through increasingly complex scenarios. Presents unique modeling techniques for business

applications such as inventory management, procurement, invoicing, accounting, customer relationship management, big data analytics, and more. Draws real-world case studies from a variety of industries, including retail sales, financial services, telecommunications, education, health care, insurance, e-commerce, and more. Design dimensional databases that are easy to understand and provide fast query response with *The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling*, 3rd Edition.

Kimball's Data Warehouse Toolkit Classics

3 Volume Set Wiley

Three books by the bestselling authors on Data Warehousing! The most authoritative guides from the inventor of the technique all for a value price. *The Data Warehouse Toolkit*, 3rd Edition (9781118530801) Ralph Kimball invented a data warehousing technique called "dimensional modeling" and popularized it in his first Wiley book, *The Data Warehouse Toolkit*. Since this book was first published in 1996, dimensional modeling has become the most widely accepted technique for data warehouse design. Over the past 10 years, Kimball has improved on his earlier techniques and created many new ones. In this 3rd edition, he will provide a comprehensive collection of all of these techniques, from basic to advanced. *The Data Warehouse Lifecycle Toolkit*, 2nd Edition (9780470149775) Complete coverage of best practices from data warehouse project inception through on-going program management. Updates industry best practices to be in sync with current recommendations of Kimball Group. Streamlines the

lifecycle methodology to be more efficient and user-friendly. *The Data Warehouse ETL Toolkit* (9780764567575) shows data warehouse developers how to effectively manage the ETL (Extract, Transform, Load) phase of the data warehouse development lifecycle. The authors show developers the best methods for extracting data from scattered sources throughout the enterprise, removing obsolete, redundant, and inaccurate data, transforming the remaining data into correctly formatted data structures, and then physically loading them into the data warehouse. This book provides complete coverage of proven, time-saving ETL techniques. It begins with a quick overview of ETL fundamentals and the role of the ETL development team. It then quickly moves into an overview of the ETL data structures, both relational and dimensional. The authors show how to build useful dimensional structures, providing practical examples of beginning through advanced techniques.

The Data Warehouse Lifecycle Toolkit John Wiley & Sons

A thorough update to the industry standard for designing, developing, and deploying data warehouse and business intelligence systems. The world of data warehousing has changed remarkably since the first edition of *The Data Warehouse Lifecycle Toolkit* was published in 1998. In that time, the data warehouse industry has reached full maturity and acceptance, hardware and software have made staggering advances, and the techniques promoted in the premiere edition of this book have been adopted by nearly all data warehouse vendors and practitioners. In addition, the term "business intelligence" emerged to reflect the mission of the data warehouse: wrangling

the data out of source systems, cleaning it, and delivering it to add value to the business. Ralph Kimball and his colleagues have refined the original set of Lifecycle methods and techniques based on their consulting and training experience. The authors understand first-hand that a data warehousing/business intelligence (DW/BI) system needs to change as fast as its surrounding organization evolves. To that end, they walk you through the detailed steps of designing, developing, and deploying a DW/BI system. You'll learn to create adaptable systems that deliver data and analyses to business users so they can make better business decisions.

The Data Warehouse ETL Toolkit

Practical Techniques for Extracting, Cleaning, Conforming, and Delivering Data *John Wiley & Sons*

Cowritten by Ralph Kimball, the world's leading data warehousing authority, whose previous books have sold more than 150,000 copies Delivers real-world solutions for the most time- and labor-intensive portion of data warehousing-data staging, or the extract, transform, load (ETL) process Delineates best practices for extracting data from scattered sources, removing redundant and inaccurate data, transforming the remaining data into correctly formatted data structures, and then loading the end product into the data warehouse Offers proven time-saving ETL techniques, comprehensive guidance on building dimensional structures, and crucial advice on ensuring data quality

The Microsoft Data Warehouse Toolkit

With SQL Server 2008 R2 and the Microsoft Business Intelligence Toolset *John Wiley & Sons*

Focus your efforts on the best opportunities --

Agile Data Warehouse Design

Collaborative Dimensional Modeling, from Whiteboard to Star Schema *DecisionOne Consulting*

Agile Data Warehouse Design is a step-by-step guide for capturing data warehousing/business intelligence (DW/BI) requirements and turning them into high performance dimensional models in the most direct way: by modelstorming (data modeling] brainstorming) with BI stakeholders. This book describes BEAM, an agile approach to dimensional modeling, for improving communication between data warehouse designers, BI stakeholders and the whole DW/BI development team. BEAM provides tools and techniques that will encourage DW/BI designers and developers to move away from their keyboards and entity relationship based tools and model interactively with their colleagues. The result is everyone thinks dimensionally from the outset! Developers understand how to efficiently implement dimensional modeling solutions. Business stakeholders feel ownership of the data warehouse they have created, and can already imagine how they will use it to answer their business questions. Within this book, you will learn: Agile dimensional modeling using Business Event Analysis & Modeling (BEAM) Modelstorming: data modeling that is quicker, more inclusive, more productive, and frankly more fun! Telling dimensional data stories using the 7Ws (who, what, when, where, how many, why

and how) Modeling by example not abstraction; using data story themes, not crow's feet, to describe detail Storyboarding the data warehouse to discover conformed dimensions and plan iterative development Visual modeling: sketching timelines, charts and grids to model complex process measurement - simply Agile design documentation: enhancing star schemas with BEAM dimensional shorthand notation Solving difficult DW/BI performance and usability problems with proven dimensional design patterns LawrenceCorr is a data warehouse designer and educator. As Principal of DecisionOne Consulting, he helps clients to review and simplify their data warehouse designs, and advises vendors on visual data modeling techniques. He regularly teaches agile dimensional modeling courses worldwide and has taught dimensional DW/BI skills to thousands of students. Jim Stagnitto is a data warehouse and master data management architect specializing in the healthcare, financial services, and information service industries. He is the founder of the data warehousing and data mining consulting firm Llumino.

The Microsoft® Data Warehouse Toolkit

With SQL Server® 2005 and the Microsoft Business Intelligence Toolset *John Wiley & Sons*

Building the Data Warehouse *John Wiley & Sons*

The data warehousing bible updated for the new millennium Updated and expanded to reflect the many technological advances occurring since the previous edition, this latest edition of the data warehousing "bible" provides a comprehensive

introduction to building data marts, operational data stores, the Corporate Information Factory, exploration warehouses, and Web-enabled warehouses. Written by the father of the data warehouse concept, the book also reviews the unique requirements for supporting e-business and explores various ways in which the traditional data warehouse can be integrated with new technologies to provide enhanced customer service, sales, and support-both online and offline-including near-line data storage techniques.

Kimball's Data Warehouse Toolkit Classics

The Data Warehouse Toolkit, 2nd Edition; The Data Warehouse Lifecycle, 2nd Edition; The Data Warehouse ETL Toolkit *Wiley*

Cowritten by Ralph Kimball, the world's leading data warehousing authority Delivers real-world solutions for the most time- and labor-intensive portion of data warehousing-data staging, or the extract, transform, load (ETL) process Delineates best practices for extracting data from scattered sources, removing redundant and inaccurate data, transforming the remaining data into correctly formatted data structures, and then loading the end product into the data warehouse Offers proven time-saving ETL techniques, comprehensive guidance on building dimensional structures, and crucial advice on ensuring data quality This book is also available as part of the Kimball's Data Warehouse Toolkit Classics Box Set (ISBN: 9780470479575) with the following 3 books: The Data Warehouse Toolkit, 2nd Edition (9780471200246) The Data Warehouse Lifecycle Toolkit, 2nd

Edition (9780470149775) The Data Warehouse ETL Toolkit (9780764567575)

The Data Warehouse Toolkit

Practical Techniques for Building Dimensional Data Warehouses *John Wiley & Sons Incorporated*

"... one of the definitive books of our industry. If you take the time to read only one professional book, make it this book." -W. H. Inmon One of the most dramatic new developments in database design, the dimensional data warehouse is a powerful database model that significantly enhances managers' ability to quickly analyze large, multidimensional data sets. Written by the leading proponent of this revolutionary new approach, this valuable book/CD toolkit outfits you with all the nuts-and-bolts information you need to design, build, manage, and use dimensional data warehouses for virtually any type of business application, as well as software for querying dimensional data warehouses. Employing many real-life case studies of data warehouses, Ralph Kimball provides clear-cut guidelines on how to model data and design data warehouses to support advanced multidimensional decision support systems. Beginning with the relatively simple example of a data warehouse for a grocery store, he progresses, step-by-step, through an increasingly complex array of business applications in retail, manufacturing, banking, insurance, subscriptions, and airline reservations. By the end of the book, you will have mastered the full range of powerful techniques for creating, controlling, and navigating dimensional business databases that are easy to understand and navigate. On

the CD-ROM you'll find: * Software for querying dimensional data warehouses. * Working models of all the databases described in the book.

Three Volume Set of Ralph Kimball's Toolkit Books *Wiley*

Ralph Kimball's three data warehousing books, The Data Warehouse Toolkit, The Data Warehouse Lifecycle Toolkit, and The Data Webhouse Toolkit, provide you with everything you will need to create, manage, and use your data warehouse. His first book, The Data Warehouse Toolkit, is the definitive guide to building a data warehouse. Kimball uses actual case studies of existing data warehouses developed for specific types of business applications such as retail, manufacturing, banking, insurance, subscriptions and airline reservations. Using the techniques learned in Kimball's first book, The Data Warehouse Lifecycle Toolkit carries them to the larger issues of delivering complete data marts and data warehouses. The book shows you all the practical details involved in planning, designing, developing, deploying, and growing data warehouses. The Data Webhouse Toolkit is a groundbreaking guide which introduces the Webhouse, a powerful new way of capturing valuable information flowing into a Web site and ordering it in ways that are useful to managers, strategic decision-makers, and customers.

Mastering Data Warehouse Aggregates

Solutions for Star Schema Performance *John Wiley & Sons*

This is the first book to provide in-depth coverage of star schema aggregates used in dimensional modeling-from selection and

design, to loading and usage, to specific tasks and deliverables for implementation projects Covers the principles of aggregate schema design and the pros and cons of various types of commercial solutions for navigating and building aggregates Discusses how to include aggregates in data warehouse development projects that focus on incremental development, iterative builds, and early data loads

Mastering Data Warehouse Design

Relational and Dimensional Techniques *John Wiley & Sons*

A cutting-edge response to Ralph Kimball's challenge to the data warehouse community that answers some tough questions about the effectiveness of the relational approach to data warehousing Written by one of the best-known exponents of the Bill Inmon approach to data warehousing Addresses head-on the tough issues raised by Kimball and explains how to choose the best modeling technique for solving common data warehouse design problems Weighs the pros and cons of relational vs. dimensional modeling techniques Focuses on tough modeling problems, including creating and maintaining keys and modeling calendars, hierarchies, transactions, and data quality

Data Pipelines Pocket Reference *O'Reilly Media*

Data pipelines are the foundation for success in data analytics. Moving data from numerous diverse sources and transforming it to provide context is the difference between having data and actually gaining value from it. This pocket reference defines data pipelines and explains how they work in today's modern data

stack. You'll learn common considerations and key decision points when implementing pipelines, such as batch versus streaming data ingestion and build versus buy. This book addresses the most common decisions made by data professionals and discusses foundational concepts that apply to open source frameworks, commercial products, and homegrown solutions. You'll learn: What a data pipeline is and how it works How data is moved and processed on modern data infrastructure, including cloud platforms Common tools and products used by data engineers to build pipelines How pipelines support analytics and reporting needs Considerations for pipeline maintenance, testing, and alerting

Data Warehouse Design Solutions *John Wiley & Sons Incorporated*

"Each chapter is... a practice run for the way we all ought to design our data marts and hence our data warehouses."-Ralph Kimball, from the Foreword. Let the experts show you how to customize data warehouse designs for real business needs in Data Warehouse Design Solutions. To effectively design a data warehouse, you have to understand its many business uses. This guidebook shows you how business managers in different corporate functions actually use data warehouses to make decisions. You'll get a rich set of data warehouse designs that flow from realistic business cases. Two top experts show you how to customize your data warehouse designs for real-life business needs including: * Sales and marketing * Production and inventory management * Budgeting and financial reporting * Quality control * Product delivery and fulfillment * Strategic

business analysis such as determining market share, rates of return on investment, and other key analytic ratios. CD-ROM includes All sample data warehouse designs with accompanying preformatted reports in HTML for specific business uses such as marketing, sales, and financial analysis.

Under the Jaguar Sun *Houghton Mifflin Harcourt*

Three tales, each dominated by one of three senses, present a married couple touring Mexico, a tyrant made prisoner of contradictory messages, and a fashionable Parisian and a drugged rock musician impassioned by scents

Conversation

What to Say & how to Say it

Data Warehouse Systems

Design and Implementation *Springer*

With this textbook, Vaisman and Zimányi deliver excellent coverage of data warehousing and business intelligence technologies ranging from the most basic principles to recent findings and applications. To this end, their work is structured into three parts. Part I describes “Fundamental Concepts” including multi-dimensional models; conceptual and logical data warehouse design and MDX and SQL/OLAP. Subsequently, Part II details “Implementation and Deployment,” which includes physical data warehouse design; data extraction, transformation, and loading (ETL) and data analytics. Lastly, Part III covers

“Advanced Topics” such as spatial data warehouses; trajectory data warehouses; semantic technologies in data warehouses and novel technologies like Map Reduce, column-store databases and in-memory databases. As a key characteristic of the book, most of the topics are presented and illustrated using application tools. Specifically, a case study based on the well-known Northwind database illustrates how the concepts presented in the book can be implemented using Microsoft Analysis Services and Pentaho Business Analytics. All chapters are summarized using review questions and exercises to support comprehensive student learning. Supplemental material to assist instructors using this book as a course text is available at <http://cs.ulb.ac.be/DWSDIbook/>, including electronic versions of the figures, solutions to all exercises, and a set of slides accompanying each chapter. Overall, students, practitioners and researchers alike will find this book the most comprehensive reference work on data warehouses, with key topics described in a clear and educational style.

Clickstream Data Warehousing *John Wiley & Sons Incorporated*

The first, step-by-step guide to building Web-enabled data warehouses The Web can be an incredibly rich source of customer data, and right now companies across industry sectors are hustling to get up and running with data warehouses capable of capturing the clickstream data from their Web sites. This allows companies to track exactly where a customer is going, or "clicking to," on their site in order to gain meaningful information about that customer's preferences. Following Ralph Kimball's The

Data Webhouse Toolkit (0-471-37680-9) where he provides the blueprint, Clickstream Data Warehousing fills developers in on all the technical details that go into building a Web-enabled data warehouse. The authors review all key architectural and design issues that developers need to masterfully build a Webhouse using examples to illustrate key points. Companion Web site features code examples from the book and links to related Web sites.

The Kimball Group Reader

Relentlessly Practical Tools for Data Warehousing and Business Intelligence *John Wiley & Sons*

An unparalleled collection of recommended guidelines for data warehousing and business intelligence pioneered by Ralph Kimball and his team of colleagues from the Kimball Group. Recognized and respected throughout the world as the most influential leaders in the data warehousing industry, Ralph Kimball and the Kimball Group have written articles covering more than 250 topics that define the field of data warehousing. For the first time, the Kimball Group's incomparable advice, design tips, and best practices have been gathered in this remarkable collection of articles, which spans a decade of data warehousing innovation. Each group of articles is introduced with original commentaries that explain their role in the overall lifecycle methodology developed by the Kimball Group. These practical, hands-on articles are fully updated to reflect current practices and terminology and cover the complete lifecycle—including project planning, requirements gathering,

dimensional modeling, ETL, and business intelligence and analytics. This easily referenced collection is nothing less than vital if you are involved with data warehousing or business intelligence in any capacity.

DW 2.0: The Architecture for the Next Generation of Data Warehousing *Elsevier*

DW 2.0: The Architecture for the Next Generation of Data Warehousing is the first book on the new generation of data warehouse architecture, DW 2.0, by the father of the data warehouse. The book describes the future of data warehousing that is technologically possible today, at both an architectural level and technology level. The perspective of the book is from the top down: looking at the overall architecture and then delving into the issues underlying the components. This allows people who are building or using a data warehouse to see what lies ahead and determine what new technology to buy, how to plan extensions to the data warehouse, what can be salvaged from the current system, and how to justify the expense at the most practical level. This book gives experienced data warehouse professionals everything they need in order to implement the new generation DW 2.0. It is designed for professionals in the IT organization, including data architects, DBAs, systems design and development professionals, as well as data warehouse and knowledge management professionals. * First book on the new generation of data warehouse architecture, DW 2.0. * Written by the "father of the data warehouse", Bill Inmon, a columnist and newsletter editor of The Bill Inmon Channel on the Business Intelligence Network. * Long overdue comprehensive coverage of

the implementation of technology and tools that enable the new generation of the DW: metadata, temporal data, ETL, unstructured data, and data quality control.

The Informed Company

How to Build a Cloud-Based Data Stack to Explore and Understand Data *John Wiley & Sons*

Learn how to manage a modern data stack and get the most out of data in your organization! Thanks to the emergence of new technologies and the explosion of data in recent years, we need new practices for managing and getting value out of data. In the modern, data driven competitive landscape the "best guess" approach—reading blog posts here and there and patching together data practices without any real visibility—is no longer going to hack it. The Informed Company provides definitive direction on how best to leverage the modern data stack, including cloud computing, columnar storage, cloud ETL tools, and cloud BI tools. You'll learn how to work with Agile methods and set up processes that's right for your company to use your data as a key weapon for your success . . . You'll discover best practices for every stage, from querying production databases at a small startup all the way to setting up data marts for different business lines of an enterprise. In their work at Chartio, authors Fowler and David have learned that most businesspeople are almost completely self-taught when it comes to data. If they are using resources, those resources are outdated, so they're missing out on the latest cloud technologies and advances in data analytics. This book will firm up your understanding of data and

bring you into the present with knowledge around what works and what doesn't. Discover the data stack strategies that are working for today's successful small, medium, and enterprise companies Learn the different Agile stages of data organization, and the right one for your team Learn how to maintain Data Lakes and Data Warehouses for effective, accessible data storage Gain the knowledge you need to architect Data Warehouses and Data Marts Understand your business's level of data sophistication and the steps you can take to get to "level up" your data The Informed Company is the definitive data book for anyone who wants to work faster and more nimbly, armed with actionable decision-making data.

Analyzing Data with Power BI and Power Pivot for Excel *Microsoft Press*

Renowned DAX experts Alberto Ferrari and Marco Russo teach you how to design data models for maximum efficiency and effectiveness. How can you use Excel and Power BI to gain real insights into your information? As you examine your data, how do you write a formula that provides the numbers you need? The answers to both of these questions lie with the data model. This book introduces the basic techniques for shaping data models in Excel and Power BI. It's meant for readers who are new to data modeling as well as for experienced data modelers looking for tips from the experts. If you want to use Power BI or Excel to analyze data, the many real-world examples in this book will help you look at your reports in a different way—like experienced data modelers do. As you'll soon see, with the right data model, the correct answer is always a simple one! By reading this book, you

will:

- Gain an understanding of the basics of data modeling, including tables, relationships, and keys
- Familiarize yourself with star schemas, snowflakes, and common modeling techniques
- Learn the importance of granularity
- Discover how to use multiple fact tables, like sales and purchases, in a complex data model
- Manage calendar-related calculations by using date tables
- Track historical attributes, like previous addresses of customers or manager assignments
- Use snapshots to compute quantity on hand
- Work with multiple currencies in the most efficient way
- Analyze events that have durations, including overlapping durations
- Learn what data model you need to answer your specific business questions

About This Book

- For Excel and Power BI users who want to exploit the full power of their favorite tools
- For BI professionals seeking new ideas for modeling data

Corporate Information Factory *John Wiley & Sons*

The "father of data warehousing" incorporates the latest technologies into his blueprint for integrated decision support systems. Today's corporate IT and data warehouse managers are required to make a small army of technologies work together to ensure fast and accurate information for business managers. Bill Inmon created the Corporate Information Factory to solve the needs of these managers. Since the First Edition, the design of the factory has grown and changed dramatically. This Second Edition, revised and expanded by 40% with five new chapters, incorporates these changes. This step-by-step guide will enable readers to connect their legacy systems with the data warehouse and deal with a host of new and changing

technologies, including Web access mechanisms, e-commerce systems, ERP (Enterprise Resource Planning) systems. The book also looks closely at exploration and data mining servers for analyzing customer behavior and departmental data marts for finance, sales, and marketing.

The Data Warehouse Toolkit - The Complete Guide to Dimensional Modeling

The Data Warehouse Toolkit

The Definitive Guide to Dimensional Modeling *CreateSpace*

This updated and expanded second edition of the The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling provides a user-friendly introduction to the subject. Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for all those interested in the subject. We hope you find this book useful in shaping your future career & Business.

Building a Data Warehouse

With Examples in SQL Server *Apress*

Here is the ideal field guide for data warehousing implementation. This book first teaches you how to build a data warehouse, including defining the architecture, understanding

the methodology, gathering the requirements, designing the data models, and creating the databases. Coverage then explains how to populate the data warehouse and explores how to present data to users using reports and multidimensional databases and how to use the data in the data warehouse for business intelligence, customer relationship management, and other purposes. It also details testing and how to administer data warehouse operation.

Database Design for Mere Mortals

A Hands-on Guide to Relational Database Design *Addison-Wesley Professional*

"This book takes the somewhat daunting process of database design and breaks it into completely manageable and understandable components. Mike's approach whilst simple is completely professional, and I can recommend this book to any novice database designer." --Sandra Barker, Lecturer, University of South Australia, Australia "Databases are a critical infrastructure technology for information systems and today's business. Mike Hernandez has written a literate explanation of database technology--a topic that is intricate and often obscure. If you design databases yourself, this book will educate you about pitfalls and show you what to do. If you purchase products that use a database, the book explains the technology so that you can understand what the vendor is doing and assess their products better." --Michael Blaha, consultant and trainer, author of *A Manager's Guide to Database Technology* "If you told me that Mike Hernandez could improve on the first edition of Database

Design for Mere Mortals I wouldn't have believed you, but he did! The second edition is packed with more real-world examples, detailed explanations, and even includes database-design tools on the CD-ROM! This is a must-read for anyone who is even remotely interested in relational database design, from the individual who is called upon occasionally to create a useful tool at work, to the seasoned professional who wants to brush up on the fundamentals. Simply put, if you want to do it right, read this book!" --Matt Greer, Process Control Development, The Dow Chemical Company "Mike's approach to database design is totally common-sense based, yet he's adhered to all the rules of good relational database design. I use Mike's books in my starter database-design class, and I recommend his books to anyone who's interested in learning how to design databases or how to write SQL queries." --Michelle Poolet, President, MVDS, Inc. "Slapping together sophisticated applications with poorly designed data will hurt you just as much now as when Mike wrote his first edition, perhaps even more. Whether you're just getting started developing with data or are a seasoned pro; whether you've read Mike's previous book or this is your first; whether you're happier letting someone else design your data or you love doing it yourself--this is the book for you. Mike's ability to explain these concepts in a way that's not only clear, but fun, continues to amaze me." --From the Foreword by Ken Getz, MCW Technologies, coauthor *ASP.NET Developer's JumpStart* "The first edition of Mike Hernandez's book *Database Design for Mere Mortals* was one of the few books that survived the cut when I moved my office to smaller quarters. The second edition expands and improves on the original in so many ways. It is not only a

good, clear read, but contains a remarkable quantity of clear, concise thinking on a very complex subject. It's a must for anyone interested in the subject of database design." --Malcolm C. Rubel, Performance Dynamics Associates "Mike's excellent guide to relational database design deserves a second edition. His book is an essential tool for fledgling Microsoft Access and other desktop database developers, as well as for client/server pros. I recommend it highly to all my readers." --Roger Jennings, author of Special Edition Using Access 2002 "There are no silver bullets! Database technology has advanced dramatically, the newest crop of database servers perform operations faster than anyone could have imagined six years ago, but none of these technological advances will help fix a bad database design, or capture data that you forgot to include! Database Design for Mere Mortals(TM), Second Edition, helps you design your database right in the first place!" --Matt Nunn, Product Manager, SQL Server, Microsoft Corporation "When my brother started his professional career as a developer, I gave him Mike's book to help him understand database concepts and make real-world application of database technology. When I need a refresher on the finer points of database design, this is the book I pick up. I do not think that there is a better testimony to the value of a book than that it gets used. For this reason I have wholeheartedly recommended to my peers and students that they utilize this book in their day-to-day development tasks." --Chris Kunicki, Senior Consultant, OfficeZealot.com "Mike has always had an incredible knack for taking the most complex topics, breaking them down, and explaining them so that anyone can 'get it.' He has honed and polished his first very, very good edition and

made it even better. If you're just starting out building database applications, this book is a must-read cover to cover. Expert designers will find Mike's approach fresh and enlightening and a source of great material for training others." --John Viescas, President, Viescas Consulting, Inc., author of Running Microsoft Access 2000 and coauthor of SQL Queries for Mere Mortals "Whether you need to learn about relational database design in general, design a relational database, understand relational database terminology, or learn best practices for implementing a relational database, Database Design for Mere Mortals(TM), Second Edition, is an indispensable book that you'll refer to often. With his many years of real-world experience designing relational databases, Michael shows you how to analyze and improve existing databases, implement keys, define table relationships and business rules, and create data views, resulting in data integrity, uniform access to data, and reduced data-entry errors." --Paul Cornell, Site Editor, MSDN Office Developer Center Sound database design can save hours of development time and ensure functionality and reliability. Database Design for Mere Mortals(TM), Second Edition, is a straightforward, platform-independent tutorial on the basic principles of relational database design. It provides a commonsense design methodology for developing databases that work. Database design expert Michael J. Hernandez has expanded his best-selling first edition, maintaining its hands-on approach and accessibility while updating its coverage and including even more examples and illustrations. This edition features a CD-ROM that includes diagrams of sample databases, as well as design guidelines, documentation forms, and examples of the database design

process. This book will give you the knowledge and tools you need to create efficient and effective relational databases.

Savage Preservation

The Ethnographic Origins of Modern Media Technology *U of Minnesota Press*

During the late nineteenth and early twentieth centuries, writers and anthropologists believed that the world's primitive races were on the brink of extinction. They also believed that films, photographs, and phonographic recordings—modern media in their technological infancy—could capture lasting relics of primitive life before it vanished into obscurity. For many Americans, the promise of media and the problem of race were inextricably linked. While professional ethnologists tried out early recording machines to preserve the sounds of authentic indigenous cultures, photographers and filmmakers hauled newfangled equipment into remote corners of the globe to document rituals and scenes that seemed destined to vanish forever. In *Savage Preservation*, Brian Hochman shows how widespread interest in recording vanishing races and disappearing cultures influenced audiovisual innovation, experimentation, and use in the United States. Drawing extensively on seldom-seen archival sources—from phonetic alphabets and sign language drawings to wax cylinder recordings and early color photographs—Hochman uncovers the parallel histories of ethnography and technology in the turn-of-the-century period. While conventional wisdom suggests that media technologies work mostly to produce ideas about race, *Savage*

Preservation reveals that the reverse has also been true. During this period, popular conceptions of race constructed the authority of new media technologies as reliable archives of the real. Brimming with nuanced critical insights and unexpected historical connections, *Savage Preservation* offers a new model for thinking about race and media in the American context—and a fresh take on a period of accelerated technological change that closely resembles our own.

Designing Data-Intensive Applications

The Big Ideas Behind Reliable, Scalable, and Maintainable Systems *O'Reilly Media, Inc.*

Data is at the center of many challenges in system design today. Difficult issues need to be figured out, such as scalability, consistency, reliability, efficiency, and maintainability. In addition, we have an overwhelming variety of tools, including relational databases, NoSQL datastores, stream or batch processors, and message brokers. What are the right choices for your application? How do you make sense of all these buzzwords? In this practical and comprehensive guide, author Martin Kleppmann helps you navigate this diverse landscape by examining the pros and cons of various technologies for processing and storing data. Software keeps changing, but the fundamental principles remain the same. With this book, software engineers and architects will learn how to apply those ideas in practice, and how to make full use of data in modern applications. Peer under the hood of the systems you already use, and learn how to use and operate them more effectively. Make informed decisions by identifying the strengths

and weaknesses of different tools Navigate the trade-offs around consistency, scalability, fault tolerance, and complexity Understand the distributed systems research upon which modern databases are built Peek behind the scenes of major online services, and learn from their architectures

T-SQL in One Hour a Day, Sams Teach Yourself *Sams Publishing*

Master T-SQL database design, development, and administration the easy way—hands-on! In just one hour a day, you'll build all the skills you need to create effective database applications with T-SQL and SQL Server. With this complete tutorial, you'll quickly master the basics and then move on to more advanced features and concepts: Learn the fundamentals of T-SQL from the ground up, one step at a time Succeed with the newest versions of T-SQL, SQL Server, and SQL Server Management Studio Use T-SQL effectively as both an application developer and DBA Master powerful stored procedures, triggers, transactions, and user-defined functions (UDFs) Systematically optimize and secure your SQL Server databases Learn on your own time, at your own pace No previous T-SQL or database programming experience required Learn how to design efficient, reliable SQL Server databases Define efficient tables, table relationships, fields, and constraints Make the most of T-SQL's SELECT and UPDATE statements Work effectively with simple and complex views and joins Master stored procedure techniques every developer should know Build and use powerful User-Defined Functions (UDFs) Secure databases with authentication, roles, permissions, and principals Configure, maintain, and tune SQL Server for maximum

reliability, performance, and value Back up, restore, and audit databases Optimize databases with the SQL Server Profiler, System Monitor, and Index Tuning Wizard Leverage valuable insight and time saving techniques from a world renowned database expert Register your book at informit.com/register for access to source code, example files, updates, and corrections as they become available.

Threat Modeling

Delve into the threat modeling methodology used by Microsoft's security experts to identify security risks, verify an application's security architecture, and develop countermeasures in the design, coding, and testing phases. (Computer Books)

Data Architecture: A Primer for the Data Scientist

A Primer for the Data Scientist *Academic Press*

Over the past 5 years, the concept of big data has matured, data science has grown exponentially, and data architecture has become a standard part of organizational decision-making. Throughout all this change, the basic principles that shape the architecture of data have remained the same. There remains a need for people to take a look at the "bigger picture" and to understand where their data fit into the grand scheme of things. Data Architecture: A Primer for the Data Scientist, Second Edition addresses the larger architectural picture of how big data fits within the existing information infrastructure or data warehousing systems. This is an essential topic not only for data scientists, analysts, and managers but also for researchers and engineers

who increasingly need to deal with large and complex sets of data. Until data are gathered and can be placed into an existing framework or architecture, they cannot be used to their full potential. Drawing upon years of practical experience and using numerous examples and case studies from across various industries, the authors seek to explain this larger picture into which big data fits, giving data scientists the necessary context for how pieces of the puzzle should fit together. New case studies include expanded coverage of textual management and analytics. New chapters on visualization and big data. Discussion of new visualizations of the end-state architecture.

CD-ROM to Accompany The Data Warehouse Toolkit

Seven Databases in Seven Weeks

A Guide to Modern Databases and the NoSQL Movement *Pragmatic Bookshelf*

Data is getting bigger and more complex by the day, and so are your choices in handling it. Explore some of the most cutting-edge databases available - from a traditional relational database to newer NoSQL approaches - and make informed decisions about challenging data storage problems. This is the only comprehensive guide to the world of NoSQL databases, with in-depth practical and conceptual introductions to seven different technologies: Redis, Neo4J, CouchDB, MongoDB, HBase, Postgres, and DynamoDB. This second edition includes a new chapter on DynamoDB and updated content for each chapter. While relational databases such as MySQL remain as relevant as ever,

the alternative, NoSQL paradigm has opened up new horizons in performance and scalability and changed the way we approach data-centric problems. This book presents the essential concepts behind each database alongside hands-on examples that make each technology come alive. With each database, tackle a real-world problem that highlights the concepts and features that make it shine. Along the way, explore five database models - relational, key/value, columnar, document, and graph - from the perspective of challenges faced by real applications. Learn how MongoDB and CouchDB are strikingly different, make your applications faster with Redis and more connected with Neo4J, build a cluster of HBase servers using cloud services such as Amazon's Elastic MapReduce, and more. This new edition brings a brand new chapter on DynamoDB, updated code samples and exercises, and a more up-to-date account of each database's feature set. Whether you're a programmer building the next big thing, a data scientist seeking solutions to thorny problems, or a technology enthusiast venturing into new territory, you will find something to inspire you in this book. What You Need: You'll need a *nix shell (Mac OS or Linux preferred, Windows users will need Cygwin), Java 6 (or greater), and Ruby 1.8.7 (or greater). Each chapter will list the downloads required for that database.

Big Data Imperatives

Enterprise Big Data Warehouse, BI Implementations and Analytics *Apress*

Big Data Imperatives, focuses on resolving the key questions on everyone's mind: Which data matters? Do you have enough data

volume to justify the usage? How you want to process this amount of data? How long do you really need to keep it active for your analysis, marketing, and BI applications? Big data is emerging from the realm of one-off projects to mainstream business adoption; however, the real value of big data is not in the overwhelming size of it, but more in its effective use. This book addresses the following big data characteristics: Very large, distributed aggregations of loosely structured data - often incomplete and inaccessible Petabytes/Exabytes of data Millions/billions of people providing/contributing to the context behind the data Flat schema's with few complex interrelationships Involves time-stamped events Made up of incomplete data Includes connections between data elements that must be probabilistically inferred Big Data Imperatives explains 'what big data can do'. It can batch process millions and billions of records both unstructured and structured much faster and cheaper. Big data analytics provide a platform to merge all analysis which enables data analysis to be more accurate, well-rounded, reliable and focused on a specific business capability. Big Data Imperatives describes the complementary nature of traditional data warehouses and big-data analytics platforms and how they feed each other. This book aims to bring the big data and analytics realms together with a greater focus on architectures that leverage the scale and power of big data and the ability to integrate and apply analytics principles to data which earlier was not accessible. This book can also be used as a handbook for practitioners; helping them on methodology, technical architecture, analytics techniques and best practices. At the same time, this book intends to hold the

interest of those new to big data and analytics by giving them a deep insight into the realm of big data.

Three Volume Set of Ralph Kimball's Toolkit Books *Wiley*

Ralph Kimball's three data warehousing books, *The Data Warehouse Toolkit*, *The Data Warehouse Lifecycle Toolkit*, and *The Data Webhouse Toolkit*, provide you with everything you will need to create, manage, and use your data warehouse. His first book, *The Data Warehouse Toolkit*, is the definitive guide to building a data warehouse. Kimball uses actual case studies of existing data warehouses developed for specific types of business applications such as retail, manufacturing, banking, insurance, subscriptions and airline reservations. Using the techniques learned in Kimball's first book, *The Data Warehouse Lifecycle Toolkit* carries them to the larger issues of delivering complete data marts and data warehouses. The book shows you all the practical details involved in planning, designing, developing, deploying, and growing data warehouses. *The Data Webhouse Toolkit* is a groundbreaking guide which introduces the Webhouse, a powerful new way of capturing valuable information flowing into a Web site and ordering it in ways that are useful to managers, strategic decision-makers, and customers.

Professional Hadoop Solutions *John Wiley & Sons*

The go-to guidebook for deploying Big Data solutions with Hadoop Today's enterprise architects need to understand how the Hadoop frameworks and APIs fit together, and how they can be integrated to deliver real-world solutions. This book is a practical, detailed guide to building and implementing those solutions, with

code-level instruction in the popular Wrox tradition. It covers storing data with HDFS and Hbase, processing data with MapReduce, and automating data processing with Oozie. Hadoop security, running Hadoop with Amazon Web Services, best practices, and automating Hadoop processes in real time are also covered in depth. With in-depth code examples in Java and XML and the latest on recent additions to the Hadoop ecosystem, this complete resource also covers the use of APIs, exposing their inner workings and allowing architects and developers to better leverage and customize them. The ultimate guide for developers, designers, and architects who need to build and deploy Hadoop applications. Covers storing and processing data with various technologies, automating data processing, Hadoop security, and delivering real-time solutions. Includes detailed, real-world examples and code-level guidelines. Explains when, why, and how to use these tools effectively. Written by a team of Hadoop experts in the programmer-to-programmer Wrox style. Professional Hadoop Solutions is the reference enterprise architects and developers need to maximize the power of Hadoop.

Building Event-Driven Microservices "O'Reilly Media, Inc."

Organizations today often struggle to balance business requirements with ever-increasing volumes of data. Additionally, the demand for leveraging large-scale, real-time data is growing rapidly among the most competitive digital industries. Conventional system architectures may not be up to the task. With this practical guide, you'll learn how to leverage large-scale data usage across the business units in your organization using the principles of event-driven microservices. Author Adam Bellemare takes you through the process of building an event-driven microservice-powered organization. You'll reconsider how data is produced, accessed, and propagated across your organization. Learn powerful yet simple patterns for unlocking the value of this data. Incorporate event-driven design and architectural principles into your own systems. And completely rethink how your organization delivers value by unlocking near-real-time access to data at scale. You'll learn: How to leverage event-driven architectures to deliver exceptional business value. The role of microservices in supporting event-driven designs. Architectural patterns to ensure success both within and between teams in your organization. Application patterns for developing powerful event-driven microservices. Components and tooling required to get your microservice ecosystem off the ground.