

# Fairway Technologies for Data Warehousing

For decades, business leaders and IT organizations had separate and distinct roles across the enterprise. As of late, however, IT and business have more closely aligned, lines of demarcation have blurred, and tighter partnerships have emerged between IT and the business. When done right, the resulting partnership has improved business insights and enabled better decision-making.

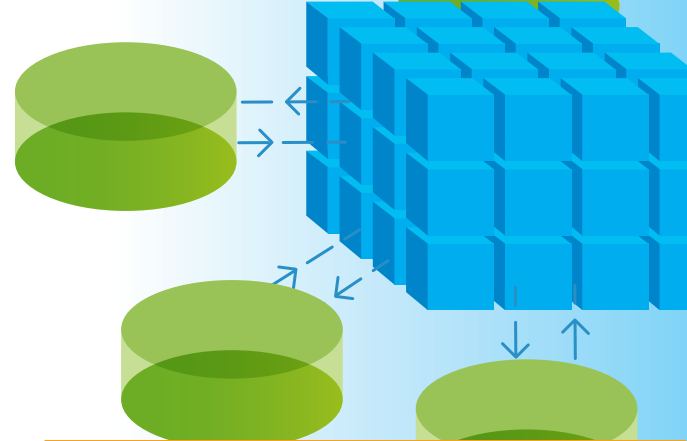
Whether implementing a new data warehouse or re-platforming an existing one, IT and business alignment is as important as the technology and service providers you select.

Fairway Technologies has the experience and expertise to help plan, analyze and implement data warehouses for leading enterprises. We can help architect the data warehouse when data marts already exist across the organization.

Whether your critical business information contains product, customer, research, or financial data, we work closely with your organization to ensure that each stage of the data warehousing implementation lifecycle addresses key business needs.

Fairway Technologies leverages best of breed data warehousing technologies, robust ETL processes and architectural best practices to optimize system performance, ensure scalability and deliver ongoing analytical power to the business users. With tight alignment between business and IT, detailed requirements gathering, data modeling and implementation, Fairway helps empower the entire organization with relevant and timely information.

**Partner with Fairway Technologies to help with your data warehousing initiative, and realize the benefits of better business insights now and in the future.**



## Why Fairway Technologies?

- Fairway Technologies solves business problems. We understand how to use technology to solve complex business problems.
- We employ a phased approach to minimize risk and ensure success at each stage of the planning and implementation process.
- Fairway Technologies delivers results, every time.
- Our expert programmers, business analysts, technical architects, and project managers each possess over 10 years of relevant experience.
- Our local (onshore) services model improves response time and cross-functional communication while reducing project risk.

## Our Expertise

- System architecture and integration of:
  - Informatica
  - Cognos
  - Microsoft Suite, SSIS, SSAS, SSRS
- Data modeling, Extract, Transform, and Load (ETL)
- Integration to external reporting systems (for example: Crystal Reports, BusinessObjects)
- Online Transaction Processing (OLTP), Online Analytical Processing (OLAP)
- Enterprise Application Integration (EAI), Enterprise Service Bus (ESB)
- Leading institutions, including Fortune 100 firms, trust Fairway Technologies to plan, design and implement data warehousing platforms.



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