



THE DATA DOWNLOAD

As a business intelligence consulting company, we pride ourselves on being able to deliver on our projects as well as provide good quality content to our readers.

DATASOURCE CONSULTING TO PROVIDE INSIGHT ON WHY BUSINESS INTELLIGENCE PROJECTS FAIL

To support the Enterprise Information Management and Data Warehousing industry while delivering Lean, innovative, end-to-end solutions that leverage and express the full value of data.



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July 10, 2014; Denver, CO - Datasource Consulting, a leading Enterprise Information Management and Data Warehouse consultancy, serving large enterprise customers throughout North America, was recently featured in The Data Warehouse Institute's (TDWI.ORG) Flashpoint newsletter sent exclusively to TDWI Premium Members. TDWI's Flashpoint provides tips, techniques and critical research to paid subscribers in the Business Intelligence and Data Warehouse industry.

The feature article titled, "Why BI Projects Fail: Data-Driven Data Model Design", focuses on business driven data modeling development as opposed to a system-driven approach. The article points out many benefits to a business driven approach including:

- More business stake holders are involved in the development process allowing for better communication and understanding of how the data models will impact the business.
- Fewer problem will come up late in the project. With a business driven modeling approach, the potential issues are identified early on in the development process; therefore, promoting better ETL & analytics development.
- There is better alignment between the business and IT.

As an industry leader, Datasource Consulting works with a variety of different Fortune 500 to medium sized clients in a number of different verticals including; healthcare, financial, retail and pharmaceutical.

Datasource Consulting is a regular contributor to The Data Warehouse Institute (TDWI) and routinely presents at a variety of different TDWI national events as well as local chapter events in Denver and San Diego.