

Awkward Data Integration Methods

It all seems so silly now. **Profiling data**, building staging area database tables for each source data system, building an **Operational Data Store(ODS)** to integrate the data from these staging tables and finally building **data marts** to present this great achievement we called the integrated data warehouse. Then, of course there was the **ETL** software that we developed to extract the data from its source **metadata** structures and to move that data to the staging area database and then more transformation programs to integrate the data into the ODS. Then, we developed more ETL software to populate the data mart database from the ODS database. Once in production, of course, someone would change a data field in one of the source data systems and the entire data warehouse would collapse like a house of cards. Seriously, what were we thinking? Do you still believe that this is our best alternative?



Data Reintegration

Of course, other awkward data integration methods were developed. **Master data management (MDM)** was easier but achieved very little. **Data federation** and **data virtualization** gave us reports much sooner. Were these reports correct? Try to prove it when you join databases that were not designed to support such joins. This data integration dilemma is certainly a sad state-of-affairs!

Collectively, organizations are spending several billion dollars per year in an attempt to integrate data that never should have been isolated. It was a simple flaw in our **database design** methods that caused the data isolation problem. We didn't even understand **the technical root cause of the data isolation** until recently. Various data integration methods were attempted to resolve a problem that was never really understood.

The good news is that this is all about to change. We now understand the technical root cause of the data isolation problem and have devised a permanent cure. The solution could not be simpler. If we correct the database design methodology flaw and instantiate the solution into our databases, the data isolation problem is remediated.

Envision a data architecture where all your data is integrated. How about a world where everyone's data is integrated to the same standard? Each database becomes a part of a **distributed ODS**. Data sets become easy to share and exchange. Data warehouse type data structures may be integrated into operational databases or not. Multiple data warehouses are just as integrated and again, the data sets are easily shared or exchanged.

This may be difficult to envision after all these years of struggling with data sets that are so difficult to integrate. However, it is important to remember that **the natural state of data is to be integrated**. The Data Reintegration Methodology is based upon a **top-down design** from a single universe of integrated data. Envision no more endless and awkward data integration projects. The Data Reintegration Methodology provides a completely new path to data integration.

For more details, get your free copy of the Data Reintegration Methodology whitepaper.

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