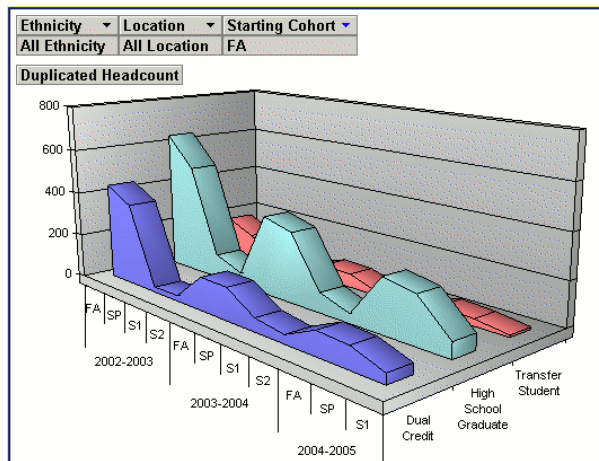


# Data Warehousing and CRM with Estudios Enterprise



# Agenda

- About ZogoTech
- Current IR Challenges, How Does DW help?
- What is Data Warehousing?
- Demo
- Why does Data Warehousing Cost so Much? How is ZogoTech Different?
- Questions

## **About ZogoTech**

- Based in Dallas, TX
- Exclusively Higher Education
- Estudios: Data Warehousing and Student Relationship Management Software
- ZogoTech consulting services
- Developed in conjunction with schools
- Emphasis on customer

# **Current IR Challenges**

# Current IR Challenges

- Large amount of time spent gathering, formatting data, responding to ad-hoc requests >> Little time left to perform analysis
- Data is constantly changing
- Data is dirty, inconsistent
- Don't have access to all data
  - intervention data

# What is a Data Warehouse?

- Automated extraction of data into a single data source
- Calculated Metrics (i.e. Stop-ins, cohort groupings)
- Data optimized for reporting - read-only
- Components
  - ETL, Server, Reporting tools (canned, ad-hoc), Metadata (data dictionary)

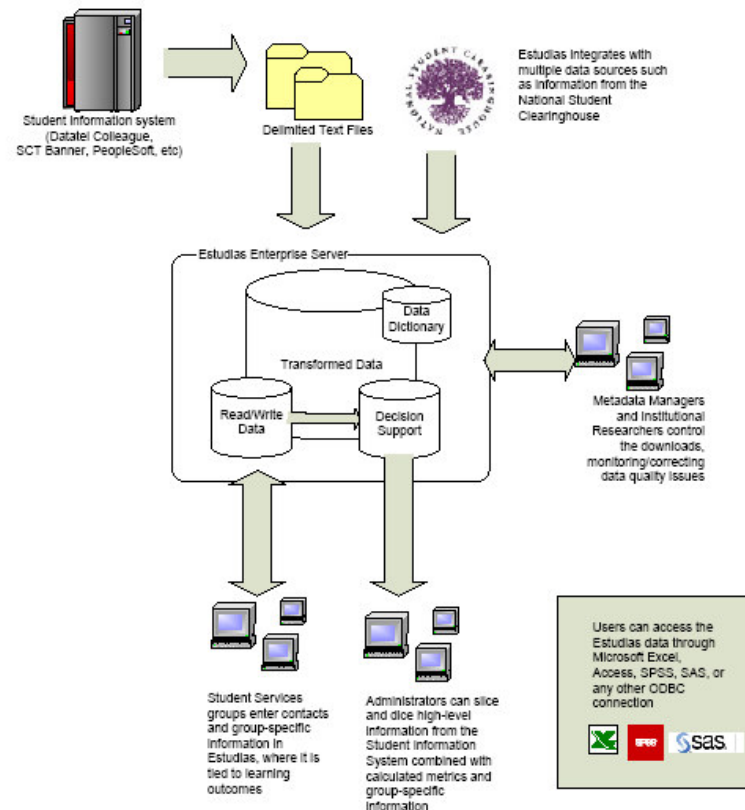
# **Benefits of Data Warehousing vs. Other Approaches**

- Live System
  - snapshot
  - don't have to rewrite reports
- vs. Manual copying - Framework
- Demo

### Architecture

- Only requires that system be able to generate text files
- Intervention data can be entered to link services to learning outcomes

### Estudias Enterprise Architecture



## Demo

- Course Completion
  - slice and dice, longitudinal studies
- Grade Distribution
- Retention Analysis
- Intervention scenario

# Why ZogoTech?

- Product
  - Consolidate **all** student information
- Company
  - Approach
  - Focus on Higher Ed

## How is ZogoTech Different?

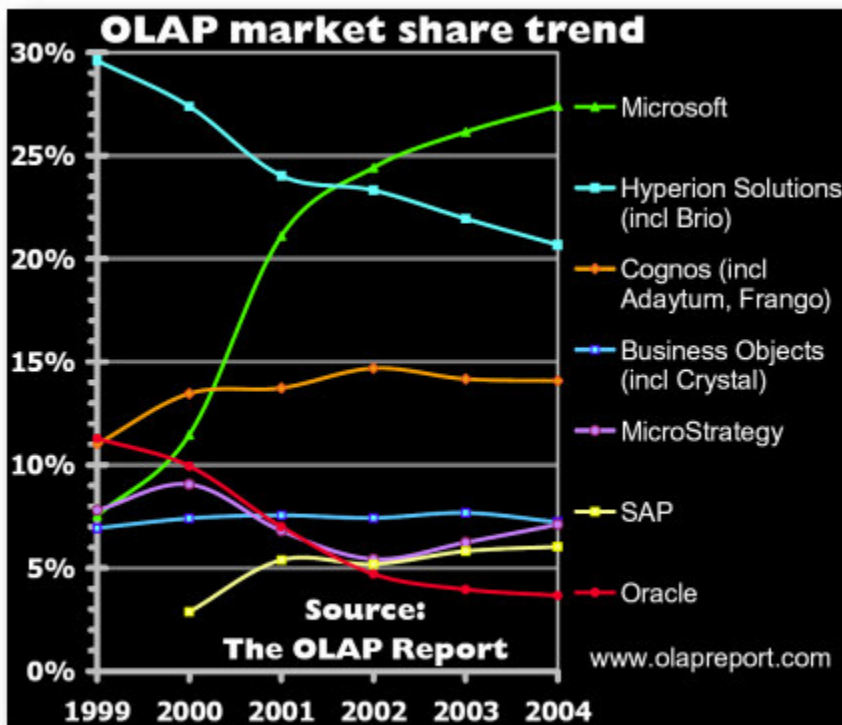
### Traditional Data Warehousing Projects

- Spend a lot of time gathering requirements (\$\$\$)
- Proprietary extraction tool (\$\$\$)
- Proprietary tools
- Post-download data cleansing (\$\$)

### ZogoTech

- Start with what works at other schools, then customize
- Integrate with text file downloads
- Standard tools, Standard protocols
- Pre-download cleansing (where possible)

# OLAP Market Space



- Microsoft enters, quickly dominates with user-friendly tools
- Expected to increase further with SQL-Server 2005

# OLAP Market Space

Company	Market position	Share (%)	Change since 2000
<b>Microsoft</b>	<b>1</b>	<b>27.4%</b>	<b>+138%</b>
Hyperion Solutions (incl Brio)	2	20.7%	-24%
Cognos (incl Adaytum)	3	14.1%	+4%
Business Objects (incl Crystal)	4	7.2%	-3%
MicroStrategy	5	7.1%	-22%
SAP	6	6.0%	+107%
Oracle	7	3.7%	-63%
Applix	8	3.1%	+3%
Cartesis	9	3.1%	+41%
Systems Union	10	3.0%	+43%
Geac	11	1.9%	-24%
SAS Institute	12	0.9%	-44%

## ZogoTech

- Partner with, instead of compete against, Microsoft
- Build Higher Education-specific functionality on top of Microsoft platform
- Reporting tools, Data mining, etc.

## Quotes

After seeing a presentation, our president asked us if we could develop something like this internally. We said "Yes, but it could take three years." Now that we're using *Estudias* and we see all that it can do, I think it would have taken much longer.

**Heath Grimes**

Texas State Technical College - Waco

## How to sell a DW to your school?

- Understand current challenges
  - See capabilities of different vendors
  - Get decision-makers in one room
  - Include IT, but be careful of “We can do it ourselves!”
- 
- Online Demos
    - <http://zogotech.com/air>

## Summary

- Data warehousing + Student Relationship Management
- Empower end users to run their own reports

# Questions and Answers

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- Next Steps