



## DATA MODELING



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THE POWER ANALYST HAS UNFETTERED ACCESS TO THE DIVER SOLUTION'S SOPHISTICATED AD-HOC ANALYTICAL CAPABILITIES & TIME SERIES FUNCTIONALITY, WITHOUT HAVING TO USE SCRIPTING LANGUAGES OR SQL QUERIES. POWER ANALYSTS CAN ALSO CREATE NEW CALCULATIONS AND DASHBOARDS FOR OTHER USERS IN THE ENTERPRISE.

**HIGHLY INDEXED DATA MODELS FACILITATE RAPID ANALYSIS AND REPORTING** The Diver Solution™, Dimensional Insight's reporting and analytics platform, centers on our patented data Model, a highly indexed data mart. Models are constructed by creating a binary file that indexes each dimension of your data with every possible permutation. This eliminates data hierarchies and other navigational constraints. Our pre-processed and cross-indexed data Models deliver blazingly fast analysis response times.

**DERIVE INFORMATION FROM ALL OF YOUR ENTERPRISE DATA** Because DI Models integrate data from any number of disparate sources, users are able to compare, for example, data collected from transactional systems with information in the data warehouse and legacy data sources or spreadsheets and flat files. The Model build process converts raw data into valuable information, regardless of where your data is stored.

The DI data Model is composed of Dimensions, Summaries, and Info Fields. Dimensions are generally the alphanumeric data elements, while Summaries are the numerical elements in the data sets. Info Fields are the additional items of information directly related to Dimension values.

DI's unique approach to data modeling allows The Diver Solution to function without the need for a database layer, thus saving time and resources associated with deploying a data warehouse or an additional database required by conventional reporting and analytics tools.

This approach also explains why The Diver Solution analysis response times are so fast. In a multi-dimensional Model, the information has already been pre-processed, summarized and optimized for analysis and reporting so responses are returned quickly. This also eliminates any need for time consuming creation or administration of hierarchies.

The Diver Solution supports true ad-hoc analysis through its ability to allow your users to "dive" in any direction they wish without the limitations of pre-set "drill paths" or hierarchical constraints. "Drilling" means that users must first know where to drill in order to hit the information they are looking for. With The Diver Solution, users can enter a Model and freely follow any dive path of interest.



DATA → INFORMATION → ACTION

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