



**IRIS**  
POWERING INSIGHT

# How fast can you make sense of your data?

**Organisational imperatives require timely access to accurate and curated data, in increasing volumes and variation, to support an ever-growing and changing set of business needs.**

To meet the demands of all users, Information Management Platforms now need to deliver a wider set of capabilities including automation, traceability, robustness, and flexibility – but most of all, speed.

Whilst traditional Data Warehousing has failed to deliver on timeliness and flexibility, Data Lakes are still not providing the robustness of delivery or broader business consumption capability through standard reporting tools.

There is something better out there...

# IRiS is here to radically reduce the time it takes to bring your information into focus - from practically any data source or combination of datasets – and maintain that focus over time.

This means you can make sense of data as you want to, with the agility you need, and the ability to sustain it. With absolute traceability to source, and the application of business rules to promote self-serve BI and analytics, insights can be generated with an enterprise or business unit lens, all from the same base data.

IRiS is the first fully-integrated platform to leverage the robustness of the Data Vault 2.0 approach and the scalable cloud infrastructure of The Cloud, and couple it with clever automation tools and flexible service offerings. This platform means you can deliver and manage new data in a matter of days whilst embedding a robust data management capability - without the traditional learning curve or the large architectural integration and technical integration program.

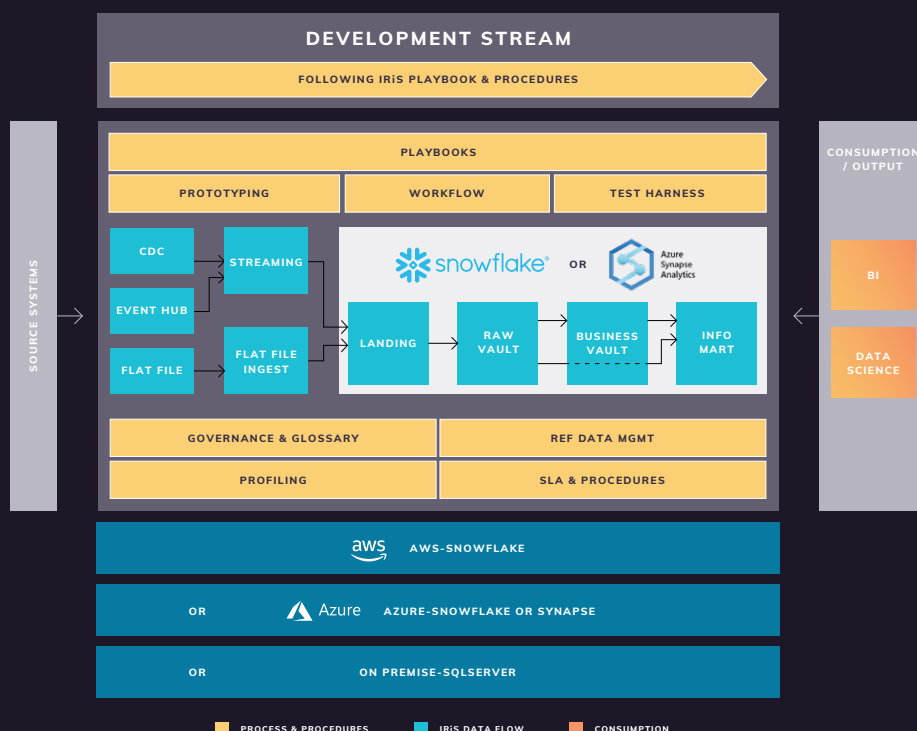
The core platform utilises off-the-shelf software products tailored to delivering agile data management, with guides and playbooks to ensure your solution is delivered according to best practice patterns. It delivers maintainable and extensible solutions, and maximises templated code generation and test automation, whilst still providing fast prototyping and deployment.

With a combination of Data Lake and relational database capability, your business users can easily consume data using their preferred BI and Analytics tools – with all the security controls you expect – managed through federated Active Directory. Transparent cloud pricing means that you can confidently manage and forecast your data management spend – and run a true elastic environment. Our platform infrastructure team will work with you to build out new, or integrate to existing capability, under your Azure subscription.

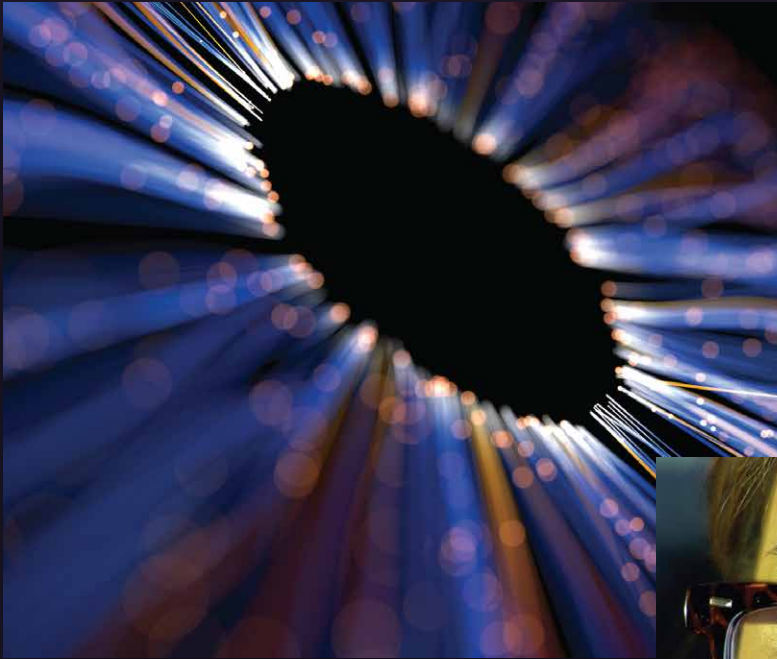
Our wider services offerings range from Data Vault certification, training and mentoring, to a collaborative deployment, and finally a fully-managed DevOps service with on-site business engagement.

With extensive experience in building and supporting enterprise data management solutions, and our partnership in the Data Vault Alliance, you can be sure that your implementation will deliver and sustain the information needs of a data-driven organisation.

**Bring your most valuable digital asset into focus with IRiS.**







## The challenges with traditional data warehousing methods

Traditional Enterprise Data Warehouses (EDWs) offer a highly governed and structured approach but rely on fragile design and modelling methods which makes them 'personnel heavy' and slow to respond to modern business needs. The larger the business, and the older the warehouse, the greater the complexity to maintain BAU. Faced with today's big data challenges, many traditional EDWs are struggling to keep up with the continual new and changing demands of the businesses they serve.

On the other end of the scale, Data Lakes offer a fast way to load data into the system and provide easy access to it. At first sight this seems like a clear solution to the data management problem. However, it is often a false economy because the impact of each division needing to re-check and re-validate data consistency.

The rigours of maintaining regulatory compliance do not appear and being able to maintain audit trails and reconcile are realities that must be managed. Traditional EDW and Data Lake processes also fail to address the many integration needs of the organisation at the consumption-level, driving major end-user coding requirements to maintain delivery of standard reports and insights.

Both approaches often require constant and extensive manual intervention or Data Scientists (rare and expensive resources) to make sense of the growing complexity. Also, as the number of sources and volumes grow, and the new insights become BAU features, any failure to apply governance, quality, context, and security/access in data management can quickly degrade the quality and trust in your reports and analytics.

# Data Vault 2.0: taking a different approach

The Data Vault 2.0 methodology (DV2) is different from traditional approaches: offering the ability to support managed self-service business intelligence with both governance and agility. It achieves this by abstracting your business rules from the datasets beneath it. This means that, as your business changes, or you want to test or prove out new outputs, you can easily adjust the rules and quickly generate the results you need. This is a stark contrast from traditional processes that bake the business rules into the data as it's loaded and therefore lose the original data and your ability to tune and tweak the rules.

Because of the templated processes, automatic code generation, and abstracted business rules, loading new data into a Data Vault is significantly less labour intensive than traditional warehousing. The speed of load, combined with the ease with which new reports can be created (typically around half the time), delivers a substantial improvement in total cost of ownership. Data Vault is also effectively platform-agnostic; when you need to extend a DV2 data warehouse to include a data lake, the methodology remains the same - meaning that data is easily ratified and shared across both.

In addition to the ability to rapidly load new data and quickly adapt to change, the accuracy and security of the data is also significantly improved through the DV2 governance principles.

Data Vault 2.0 delivers full audibility by protecting the integrity and origin of the data. While traditional methods only present a "single version of truth" - transforming or removing what does not fit with predefined business rules - a Data Vault can offer all the in-scope data all the time. This provides improved accuracy and data integrity, allowing an auditor to trace values back to the source.

Data Vault 2.0 allows you to unlock the power of your data and improve TCO, whilst transforming antiquated Enterprise Data Warehouses into agile platforms capable of driving strategic decision-making and, ultimately, business growth.

## Liberating your organisation's data

IRiS Data Warehouse platform benefits



### COST EFFECTIVE

Greater than 50% reduction of Total cost of Ownership (TCO) than traditional Data Warehouse approaches.



### SPEED

EDW deployed in weeks rather than months.



### RESPONSIVE

Up to 50-80% improved speed of delivering new data; with reduced impact of source change.



### AGILE

Create new business reports in around half the time. The speed to keep up with business process change through Agile DataOps and MLOps.



### ACCURACY

Fully auditable with integrity maintained back to the source, regardless of what business lenses have been applied.



### TRUSTWORTHY

Information Governance and Metadata Management of all the in-scope data, all the time.