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Product: *Data Academy*



Some may say that I'm not the best person to give a reference, as my view will be biased! I have worked with Data Academy for longer than anyone else and have been involved in it from its conception to the present day. I have been instrumental in determining its functionality and overall direction.

As such, my level of understanding of Data Academy is probably greater than anyone else's. And for that reason, I believe I am the most qualified person to provide a reference for this incredibly capable product development suite.

I've worked with Data Academy to deliver data management solutions spanning data warehouse builds, data preparation, and the development of full enterprise data management platforms in some of the most data-challenged environments (across the public and private sectors).

Since 2005 when Data Academy became a very serious and capable data warehouse automation product suite, I have used it to accomplish absolutely everything I needed to achieve for clients.

In the early days there were many things it didn't do, but whenever I came across something that I felt it should do that it didn't, I requested the functionality be added. Over time it became very feature rich, to a point now where I just can't find anything else it's lacking. It grew out of necessity: it was constantly being used and tested by me and my colleagues as well as an ever-expanding user community.

If you are building any form of data management solution, Data Academy will be able to do all of what you need much easier and much faster, and in a cleaner, more professional, manageable and maintainable way than using native SQL Server. This is a fact.

As I am now an independent consultant, I have been working in a slightly different way than when I was employed by Insource, so I get to see the product from the perspective of a user and client. My view hasn't changed at all. It is truly a fantastic product.

Also, as an independent consultant I recognise that not all of my assignments will be working with Data Academy. Now, having to work in the non-Data Academy, pure SQL Server world, I have been able to really appreciate what Data Academy is capable of – and just how much time it saves you by removing the tedium of hand coding and the really time consuming activity of managing version control, testing and deployment.

Fortunately for me, I have the benefit of experience and hindsight. I know what a correctly architected solution needs to look like, what correct naming conventions should look like and what professionally written, enterprise-grade software should look like. Unfortunately, within the native SQL Server environment there is no help or guidance to help you achieve those standards. And the experience and professional know-how you need, and the actual time you need to dedicate to a project to achieve that, is extensive and therefore very expensive. You can see why the industry statistic is that 70% of data management projects fail.

