Databases - information systems case study sample

Business, Customers

- These challenges include the storing and processing of large volumes of data in real-time.
- The data that is needed for real-time analytics is stored in the functional databases. The data for reports is retrieved from the data warehouse.
- Internaxx uses its database to provide its customers and the Internaxx executives with real-time data that enable these customers and executives to make sound decisions in a timely manner.
- These capabilities include a high level of performance, a high level of capacity, scalability, accessibility, and resilience and availability (Tadawul, 2011).
- The database stores the DNA information of the research participants and performs comparisons of the DNA strands.
- The Genographic database stores demographic data about the participants as well as their DNA information. The data items (e. g. name, age, gender) pertaining to a participant make up a record while similar records (e. g. records of all African participants) make up a file (Stair & Reynolds, 2011).. In turn, the files taken together make up the database.
- They are similar in that both use business intelligence and data mining tools in the determination of the correlations between data.
- The DBMS enables National Geographic to share their research data with other researchers through the Internet and through the use of backend applications. These allow other researchers to modify and access the research data, as well as to generate reports from them.

Works Cited

Stair, R. & Reynolds, G. (2011). Principles of information systems. Cengage Learning.

Tadawul. (2011, June). Technology for stock exchanges. Retrieved from http://www. arabstockexchanges. org/uaseportal/userfiles/file/Abdallah%20Al-Suweilmy%281%29. pdf.