Proposal

Proposal Rationale Organisation & Brief including intended reach: (50 WORDS) Introduction Telewest, is a United Kingdom based provider of cable internet, telephone supplier, broadband internet (Froggatt, 2009, 1). The company first became a quadruple play telecom provider in the UK in 2006 through mergers with other players in providing internet, landline phone, and television as well as phone services like the mobile money transfer. The following year, the Telewest became rebranded as Virgin Media.

Analysis of Data:

(250 WORDS)

Details of the data set investigated and analysis of findings

Analysis of Data

The integration of four businesses by Virgin Media meant that the company more than doubled its data volumes, making the existing warehouse technology inadequate. In order to get a solution to this, the telecommunications company had to undertake a market research by deciding to employ Netezza data warehouse appliance as the only vender who performed above the rest, as far as their scalability, simplicity, performance and total cost of ownership was concerned (Froggatt, 2009, 1). According to Froggatt, (2009, 1), the most important requirement of the project was its seamless nature to the business users, and would make the company carry on with its existing tools with the Oracle alongside the new improvements by Netezza.

Proven Results

Query per minute

Oracle Netezza

1000

800

600

400

200

0

Query in production

From the proven results above it is seen that Netezza's performance is 252 times faster than Oracle. This makes the information system even simpler as far as its management is concerned. The company has therefore had dramatic positive results with Netezza as its enterprise data warehouse of choice and the world's number one in BI software. As a business object and a query tool, the biggest benefit has been the increased company performance (Froggatt, 2009, 2). Therefore, it is worth noting that business objects solutions are basically designed with the purpose of helping organizations gain much better insight concerning their businesses, enhanced enterprise performance as well as improved decision making.

Detail of What Might be improved.

(150)

As a result of the analysis, what might be improved, changed, offered

It is of prime importance that any information technology system needs to be faster on average speed, such that it can support any type of query. There was need to improve speed of the system in the company (Froggatt, 2009, 2). Secondly, the company systems needed to be simple in their approach, which is quite vital for the users and the information technology

department. In implementing new technologies, the complexity of traditional database implementations needed to be cut out, and this could only be delivered by using the most appropriate data warehouse appliances.

The use of database administration team needs to be as minimal as possible. This can only be achieved by employing a system that requires the basic skill set to manage it (Froggatt, 2009, 3). The cost of educating business users on the effective methodologies of writing new queries must also be solved by employing new systems like the Netezza. This is because it takes quite a long time, some up to six months in the case of complex queries.

Capture Additional Data:

(50 WORDS)

What will this be and where will it initiate?

In conclusion therefore, it can be deduced that the smooth operation of an information technology company like Virgin Media would depend on its wise choice of the system provider on the basis of performance, scalability, simplicity, and total cost of ownership and this is Netezza. The business objects platform is applicable across information system organizations in the revenue assurance departments, product pricing, product marketing as well as the credit services teams.