

DATA WAREHOUSE ROLE IN GAINING COMPETITION ADVANTAGES BY THE ROMANIAN COMPANIES

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The majority of our country's computer systems are operational systems. These systems capture the primary information regarding the company and regarding the environment in which the company develops its activity, they process these information and they stop here. They do not carry out any analysis on the information.

Data warehouses organize, process and analyze data extracted from operational systems, so that managers could find answers to questions more easily and to take efficient decisions. It offers advantage in competition due to information gathered quickly and easily. It helps to identify new opportunities for the company and offers better support for acknowledging the preferences of customers and to attract them. Based on client/server technology that complies with the natural evolution of companies' structure, data warehouses are one of the most dynamic applications with significant role in analyzing and assisting decisions.

The data recorded in the data warehouse come from the companies operational system and external sources. The data introduced into the data warehouse goes through various transformations, which add more informational value to the collected data. The most important procedures are the followings: summarizing, packaging, distribution.

The data warehouse is created to allow carrying out complex economical analysis's that would use the entire sum of data gathered. For this reason it uses analysis software instruments, such as: multidimensional analysis instruments, data mining instruments.

The informational value created in a data warehouse system becomes available for the entire company, offering substantial support in conducting the activity. Users obtain information in two ways:

- accessing data – the user requests the information needed. These requests can be occasional (interrogation), routine (daily, weekly) or in real time (continuous).
- data supplying – the data warehouse sends on it's own certain data to certain clients.

The data warehouses were created in order to satisfy the necessity of carrying out complex economic analysis' that would use the entire amount of data collected and recorded. For this reason, the recording of data should become very common for companies interested in using informational technology with the purpose of gaining advantage in competition.

BIBLIOGRAPHY

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