



# Rackspace Data Services for Data Warehousing

Drive successful business intelligence initiatives with access to data warehouse planning and ongoing support.

Business intelligence solutions are always more successful when the underlying data is properly structured. With Rackspace Data Services, you get access to the expertise you need to successfully extract and consolidate diverse data from multiple sources. Rackspace works closely with your stakeholders to deliver a design that satisfies your unique requirements, helping ensure that your business intelligence solutions provide timely, accurate insights.

## Experts Dedicated to Your Success

Rackspace data warehousing specialists are experienced in tailoring solutions that help you get the most from your current business analytics investments. With certified data warehousing architects and extract, transform and load (ETL) developers, Rackspace can help give your business intelligence initiatives the best chance of success, enabling you to extract tangible business value from your data.

## Key Features

Rackspace Data Services for Data Warehousing comprises the following areas:

**Data Source:** Rackspace helps manage the extraction of data from multiple sources to consolidate it into a singular and predictable dataset.

- Rackspace engages early on to align with key business leaders and identify the full spectrum of data elements and their subsequent source systems.
- Working with business and technology stakeholders, Rackspace identifies all operational data stores and designs an ETL strategy for consuming the source data.
- Rackspace helps guarantee that all data source complexities — such as varied database systems, schemas and naming conventions — are properly considered, and that any risks in complexity are properly managed early on in the project.

**Data Integration:** Rackspace will use the following guidelines to drive the ETL development process.

- **Data profiling:** Column analysis to evaluate the distribution range, completeness, uniqueness, format, type, size and frequency of the data; referential analysis to evaluate relationships, integrity and business rule dependencies; and redundancy analysis, to identify duplicate and orphaned data.
- **Data extraction:** Source adapter connection and configuration, extraction frequency, and transactional record tracking.
- **Data staging:** Stores aggregates in staging tables for checks and balances.
- **Data transformation:** Source, split and/or merge data from source systems.

## About Rackspace

Rackspace is your trusted partner across cloud, applications, security, data and infrastructure.

- A leader in the 2019 Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide
- 3,000+ cloud experts
- Hosting provider for more than half of the Fortune 100
- 20+ years of hosting experience
- Customers in 150+ countries
- SAP Silver Partner
- Microsoft Certified Partner
- Oracle Platinum Partner
- Informatica Partner

*“The Rackspace management approach brokered a lot of flexibility and increased availability of staff augmentation for me.”*

Jason Friedlander :: CTO, Coinstar

## Fanatical Experience™

Experts on your side, doing what it takes to get the job done right. From first consultation to daily operations, Rackspace combines the power of always-on service with best-in-class tools and automation to deliver technology when and how you need it.

- **Data cleansing:** Properly handle inconsistent values, such as absent values, empty strings, duplicate primary keys, etc.
- **Data loading:** Load historical and transactional data into the data warehouse.

**Data Storage:** Rackspace provides services for the complete range of data storage requirements.

- **Storage:** Rackspace will work with key leaders to identify the logical objects for the data warehouse, and create schema tables and views within the warehouse database based on the requirements.
- **Dimensional modeling:** Choose appropriate schema, design fact tables with relevant measures and address shifting attributes via appropriate slow-changing dimensions (SCDs).
- **Partitions:** Rackspace helps implement an appropriate, scalable partitioning strategy to enable the best possible performance.
- **Indexes:** Leverages indexing strategies that account for key factors like usage patterns, schema design, column types and storage needs.
- **Big data solutions:** Rackspace helps you define and deploy big data solutions when the data volume, velocity or variety grows too large for standard modeling techniques.

### Take the Next Step

Let's talk about how Rackspace can help you extract tangible business value from your data.

Learn more: [www.rackspace.com/business-intelligence](http://www.rackspace.com/business-intelligence)

Call: 1-800-961-2888