BBBT Roundup

WhereScape

Twitter:	**@wherescape**
Event Date:	**October 25, 2013**
Event Type:	**In person - Event**
Podcast:	**Audio** **Transcript**
Video:	**Event Video**
Press Release:	**Press Release**

Company Short Profile:

[From WhereScape] WhereScape designs, develops, sells and supports WhereScape 3D and WhereScape RED, the industry's most complete data warehouse automation platform. WhereScape's products are used in every kind of business intelligence project found in today's commercial environment: from normal-form enterprise data warehouses and data vaults, through user access layers and tiers of dependent data marts, to standalone data marts and reporting systems.

Our more than 600 customers are active and satisfied users of our technologies, and report that, with WhereScape's products, they are able to build data warehouses with fewer people, few if any diversions, missed deadlines or unmet user expectations, and in record time: in days or weeks, instead of months or years. WhereScape has offices in Portland, Oregon; Auckland, New Zealand; and Reading, UK.

Presentation Topic:

Data Warehouse Automation the WhereScape Way

WhereScape is leading the way in Data Warehouse Automation. The concept is simple: How much of the data warehouse process does it make sense to automate? But the execution is hard: Does automation mean less control? Are there tradeoffs? How does automation relate to Agile? What about Big Data?

This presentation will cover WhereScape's view of Data Warehouse Automation. It will feature WhereScape RED and WhereScape 3D and how they support automation, and will cover product futures. And most importantly we intend to leave enough time to make sure we gather feedback and input from BBBT members

Presenter:

Michael Whitehead – Founder and CEO

Michael is the CEO and co-founder of WhereScape. Before embarking on the journey to make data warehouses faster to build and easier to change he had regional decision support responsibilities for Sequent Computers, and has also worked in sales for Sequent, Oracle and Data General.

Jason Laws – Director or Product Management

Jason is a key member of the WhereScape technical team. He has product management responsibilities for WhereScape 3D, and is heavily involved in product management for WhereScape RED. In addition he runs the support team and still finds time to take a part in major customer proofs of concept.

Case Studies:

Learning Care Group

Vodafone

Pricing Model:

N/A