

# Data modelling and data warehouse-development.

## 1 CLIENT'S CASE

The client, a company within the media industry, develops and releases online-browser-games. Every user has the option to buy in-game items or currencies in order to gain advantages. Nevertheless, gamers who don't want to use these features should also be able to enjoy full pleasure of online-gaming. This is why special emphasis is put on full entertainment value, also without purchasable features.

## 2 THE CHALLENGE

Due to rising pressure of the competition within the online-gaming industry, campaign management as well as customer information analysis (BIG DATA) become more and more important. This is especially valid for online-browser-games targeting a large amount of gamers. Those willing to pay for in-game-content, and those who are not. Hence STI-Consulting was assigned to design and develop an efficient data warehouse.

### 3 APPROACH

Our experienced personnel designed and developed the data warehouse. Our service portfolio included data model implementation, the realisation of the ETL-processes and stored procedures for daily loading circles, as well as the deployment and support of the application. Furthermore, our consultants created concepts in order to ensure data quality and data correctness. For performance tuning different analyses and measures were conducted.

Methodically the client decided on an agile approach using Scrum.

On the technical side the Microsoft-technologies based on SQL-Server came to use, including the entire BI-Tool range:

- SQL-Server as data base
- SSIS for the development of ETL-processes
- SSRS, SSIS and Cognos for reporting.

### 4 CONTACT

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