

Table of Contents

Conventions Used in this Book	ix
About the Authors	xi
Foreword.....	xiii
Chapter 1 - Data Warehousing and eBusiness.....	1
Making the Most of E-business by W. H. Inmon	1
Chapter 2 - The Benefits of Data Warehousing.....	9
The Data Warehouse Foundation by W. H. Inmon	9
References.....	18
Chapter 3 - The Value of the Data Warehouse	19
The Foundations of E-Business by W. H. Inmon	19
Why the Internet?	19
Intelligent Messages.....	20
Integration, History and Versatility.....	21
The Value of Historical Data.....	22
Integrated Data	23
Looking Smarter	26
Chapter 4 - The Role of the eDBA.....	28
Logic, e-Business, and the Procedural eDBA by Craig S. Mullins	28
The Classic Role of the DBA	28
The Trend of Storing Process With Data.....	30
Database Code Objects and e-Business	32
Database Code Object Programming Languages.....	34
The Duality of the DBA.....	35
The Role of the Procedural DBA	37
Synopsis.....	38
Chapter 5 - Building a Solid Information Architecture	39
How to Select the Optimal Information Exchange Architecture by Joseph Hudicka.....	39

Introduction.....	39
The Main Variables to Ponder.....	40
Data Volume.....	40
Available System Resources	41
Transformation Requirements	41
Frequency	41
Optimal Architecture Components	42
Conclusion	42
Chapter 6 - Data 101	43
Getting Down to Data Basics by Craig S. Mullins	43
Data Modeling and Database Design	43
Physical Database Design.....	45
The DBA Management Discipline	46
The 17 Skills Required of a DBA.....	47
Meeting the Demand	51
Chapter 7 - Designing Efficient Databases	52
Design and the eDBA by Craig S. Mullins	52
Living at Web Speed	52
Database Design Steps.....	54
Database Design Traps.....	57
Taming the Hostile Database	59
Chapter 8 - The eBusiness Infrastructure.....	61
E-Business and Infrastructure by W. H. Inmon.....	61
Chapter 9 - Conforming to Your Corporate Structure	68
Integrating Data in the Web-Based E-Business Environment by W. H. Inmon	68
Chapter 10 - Building Your Data Warehouse	77
The Issues of the E-Business Infrastructure by W. H. Inmon	77
Large Volumes of Data.....	79
Performance	83
Integration.....	85

Addressing the Issues.....	87
Chapter 11 - The Importance of Data Quality Strategy	88
Develop a Data Quality Strategy Before Implementing a Data Warehouse by Joseph Hudicka.....	88
Data Quality Problems in the Real World	88
Why Data Quality Problems Go Unresolved	89
Fraudulent Data Quality Problems.....	90
The Seriousness of Data Quality Problems.....	91
Data Collection	92
Solutions for Data Quality Issues	92
Option 1: Integrated Data Warehouse	92
Option 2: Value Rules	94
Option 3: Deferred Validation.....	94
Periodic sampling averts future disasters	94
Conclusion	96
Chapter 12 - Data Modeling and eBusiness.....	97
Data Modeling for the Data Warehouse by W. H. Inmon	97
"Just the Facts, Ma'am"	97
Modeling Atomic Data.....	98
Through Data Attributes, Many Classes of Subject Areas Are Accumulated	100
Other Possibilities -- - Generic Data Models.....	103
Design Continuity from One Iteration of Development to the Next	104
Chapter 13 - Don't Forget the Customer	105
Interacting with the Internet Viewer by W. H. Inmon.....	105
IN SUMMARY	113
Chapter 14 - Getting Smart.....	114
Elasticity and Pricing: Getting Smart by W. H. Inmon	114
Historically Speaking.....	114
At the Price Breaking Point	116
How Good Are the Numbers	117

How Elastic Is the Price	118
Conclusion	120
Chapter 15 - Tools of the Trade: Java	121
The eDBA and Java by Craig S. Mullins	121
What is Java?.....	121
Why is Java Important to an eDBA?	122
How can Java improve availability?	123
How Will Java Impact the Job of the eDBA?.....	124
Resistance is Futile.....	127
Conclusion	128
Chapter 16 - Tools of the Trade: XML.....	129
New Technologies of the eDBA: XML by Craig S. Mullins .	129
What is XML?	129
Some Skepticism	132
Integrating XML	133
Defining the Future Web	134
Chapter 17 - Multivalue Database Technology Pros and Cons	136
MultiValue Lacks Value by Fabian Pascal	136
References.....	144
Chapter 18 - Securing your Data	146
Data Security Internals by Don Burleson.....	146
Traditional Oracle Security.....	147
Concerns About Role-based Security.....	150
Closing the Back Doors.....	151
Oracle Virtual Private Databases	152
Procedure Execution Security	158
Conclusion	160
Chapter 19 - Maintaining Efficiency	162
eDBA: Online Database Reorganization by Craig S. Mullins	162
Reorganizing Tablespaces	166

Online Reorganization	167
Synopsis	168
Chapter 20 - The Highly Available Database	170
The eDBA and Data Availability by Craig S. Mullins.....	170
The First Important Issue is Availability	171
What is Implied by e-vailability?.....	171
The Impact of Downtime on an e-business.....	175
Conclusion	176
Chapter 21 - eDatabase Recovery Strategy	177
The eDBA and Recovery by Craig S. Mullins.....	177
eDatabase Recovery Strategies	179
Recovery-To-Current.....	181
Point-in-Time Recovery	183
Transaction Recovery.....	184
Choosing the Optimum Recovery Strategy.....	188
Database Design	189
Reducing the Risk.....	189
Chapter 22 - Automating eDBA Tasks	191
Intelligent Automation of DBA Tasks by Craig S. Mullins ...	191
Duties of the DBA	192
A Lot of Effort	194
Intelligent Automation.....	195
Synopsis.....	196
Chapter 23 - Where to Turn for Help.....	197
Online Resources of the eDBA by Craig S. Mullins	197
Usenet Newsgroups	197
Mailing Lists	200
Websites and Portals	201
No eDBA Is an Island	203

Conventions Used in this Book

It is critical for any technical publication to follow rigorous standards and employ consistent punctuation conventions to make the text easy to read.

However, this is not an easy task. Within Oracle there are many types of notation that can confuse a reader. Some Oracle utilities such as STATSPACK and TKPROF are always spelled in CAPITAL letters, while Oracle parameters and procedures have varying naming conventions in the Oracle documentation. It is also important to remember that many Oracle commands are case sensitive, and are always left in their original executable form, and never altered with italics or capitalization.

Hence, all Rampant TechPress books follow these conventions:

Parameters - All Oracle parameters will be *lowercase italics*. Exceptions to this rule are parameter arguments that are commonly capitalized (KEEP pool, TKPROF), these will be left in ALL CAPS.

Variables – All PL/SQL program variables and arguments will also remain in lowercase italics (*dbms_job*, *dbms_utility*).

Tables & dictionary objects – All data dictionary objects are referenced in lowercase italics (*dba_indexes*, *v\$sql*). This includes all v\$ and x\$ views (*x\$kcbbh*, *v\$parameter*) and dictionary views (*dba_tables*, *user_indexes*).

SQL – All SQL is formatted for easy use in the code depot, and all SQL is displayed in lowercase. The main SQL terms (select, from, where, group by, order by, having) will always appear on a separate line.

Programs & Products – All products and programs that are known to the author are capitalized according to the vendor specifications (IBM, DBXray, etc). All names known by Rampant TechPress to be trademark names appear in this text as initial caps. References to UNIX are always made in uppercase.