

*Case Study*

# Data Warehouse And EIS for Wagering

**BUSINESS SITUATION**

GRV had an Executive Information System based on manual data entry to Excel which was cumbersome and time consuming to maintain

**REQUIREMENT**

To develop a new Executive Information System that automates the data collection and provides wider users access

**SOLUTION**

The new EIS provides report writing capabilities and interfaces with GRV's other IT systems using a data warehouse to store consolidated information

*"The key driver for the EIS is to enable management to access vital information about the industry at various levels."*

Greyhound Racing Victoria (GRV) had an Executive Information System based on manual data entry to Excel spreadsheets which was cumbersome and time consuming to maintain. Praxa developed a new EIS for them which automates the collection of data and provides access to the information to a much wider audience in a more convenient format. The information in the data warehouse contains detailed wagering turnover, meeting attendances and a wealth of information regarding greyhounds, owners and trainers that is much more accessible to users from the new EIS/data warehouse.

The prime objective of the new EIS was to provide an effective reporting and analysis system for the senior management team of GRV. The EIS maintains racing, meeting, financial and marketing statistics and provides management with information on the key factors affecting the financial performance of the greyhound racing industry. It enables finance, marketing and racing divisions of the GRV, as well as the 15 Clubs of the GRV, to obtain timely information on the racing and meeting results.

The EIS provides report writing capabilities and interfaces with GRV's other IT systems. The key driver for the EIS is to enable management to access vital information about the industry at various levels.

The EIS utilises a data warehouse to store consolidated information extracted from a variety of source systems, and provides users with access to data using standard reporting formats and ad hoc queries.

Data is extracted from the source systems using SQL Server Data Transformation Services, and stored in the SQL Server Relational database. The source systems include:

- GRV's Pick database and Dynamics Financials
- TABCorp daily/Weekly Turnover Reports
- Vic Racing and Racing Products monthly distribution/fee reports
- Club returns on meetings and monthly financials

A number of Data Marts in the form of database star schemas were built using SQL Server. These include:

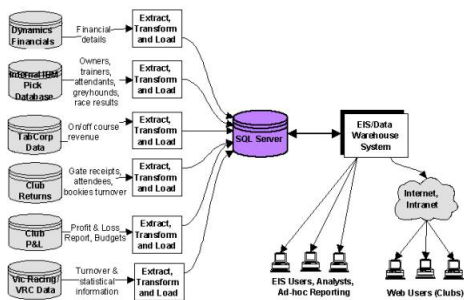
- Race Meeting details (includes Meetings and Races, TAB turnover)
- Industry Statistics (comparison with other racing codes)
- Club Financials
- GRV Financials

The end users access the data in the cubes using Microsoft Excel. A number of standard reports/charts are available, and users are able to generate these standard reports using the current data in the database, customise the reports, or build new reports and charts.

A menu based system provides navigation to the various standard reports, and underlying security will control which users can access report and/or data.

The Greyhound Racing Clubs have limited access to the system for input of meeting results and generating reports.

A possible future development is a National Greyhound Racing Data Warehouse, and the possibility for the GRV EIS/Data Warehouse to be a contributor and/or subscriber to this National data.





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