

IS 628: Computer-based Information Systems

Case Study Discussion

Preparation Assignment

Read the *Real-Time Business Intelligence at Continental Airlines* case in the text, pp. 284 – 293.

Be prepared for class discussion based on the following questions:

1. Describe “active” data warehousing as it is applied at Continental Airlines. Does Continental apply active or real-time warehousing differently than this concept is normally described?
2. In what ways does real-time data warehousing fit with the Continental strategy and plans?
3. Describe the benefits of real-time data warehousing at Continental.
4. What did the data warehousing group do right that has led to the successful deployment of (real-time) data warehousing and BI within Continental?
5. What elements of the data warehousing environment at Continental are necessary to support the extensive end-user BI application development that occurs?
6. What special issues about data warehouse management (e.g., data capture and loading for the data warehouse (ETL processes) and query workload balancing) does this case suggest occur for real-time data warehousing? How has Continental addressed these issues?
7. What generalizable lessons learned can be gleaned from this case? Are there other lessons for you beyond those listed in the Lessons Learned section?