

# **Case History: Decisionism**

**Application:** Decision Support Software Product

**Name of Product:** [Aclue Decision Supportware](#)

**Why Objectivity/DB:**

- Heterogeneous platform support
- Large database support
- Single logical view (federation)
- MROW

**Overview of Product:**

Aclue helps organizations to gather, cleanse, transform, and aggregate data from one or more production applications and/or data warehouse(s), and to then easily export it into smaller, focused data marts that suit the needs of individuals or groups of users. Currently, Aclue supports Arbor's Essbase and Oracle's Express multidimensional OLAP databases as targets. Decisionism plans to also support relational database targets in the first half of 1998.

**How Objectivity/DB fits their needs:**

In contrast to the myriad of other data mart management tools, Aclue has a number of architectural differences. Two of the most important are:

- a) Aclue is the only product that can export directly into a multidimensional cube such as Express or Essbase (the others support only relational databases as targets); and
- b) Aclue uses a "read-once, write-many" approach based on a business information model vs. the simpler "pipeline" approach of most similar products.

This latter point is where Objectivity fits: Objectivity is used as a "staging area" to hold both the business information model (metadata), as well as the imported data. Cubes are then exported from the data collected in Objectivity, again driven by our business model. Thus, Objectivity is a critical underlying technology for Aclue and is embedded within every copy that Decisionism delivers, together with a CORBA broker for client/server connectivity and 100% pure Java clients.

**Current Status:** [\[Historic Archive. Circa 1995\]](#)

Aclue Decision Supportware is now in full commercial release, and is installed at sites such as Airtouch Cellular, US West, and Duke Communications. Many other sites are currently in evaluation phases. Decisionism plans to distribute primarily via a direct sales force complemented by partners and VARs) to Fortune 1000 companies in a wide range of industries.

**Web Site:**

[www.decisionism.com](http://www.decisionism.com)

**Contacts:**

Rob Vonderhaar  
VP Marketing