

Outsourcing opportunities for data warehousing business usage



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Introduces a conceptual model developed to explore outsourcing of data warehouse usage by organizations. Data warehouse business users rely on reporting, *ad hoc* analysis, and data-mining tools to support both operational and strategic decision making. Organizations have a vested interest in data warehousing; however, many organizations are constrained by the high costs associated with data warehouse development as well as the scarcity of complex skills required to use the data warehouse. One way to lower costs and gain access to scarce human skills is to outsource through the use of an application service provider. This paper presents the results of a theoretical evaluation conducted to explore data warehouse outsourcing of business usage (i.e. reporting, *ad hoc* analysis, and data mining). Results of this theoretical evaluation are summarized in a conceptual model that will be tested using field studies in future research.

Keywords: [Data storage](#), [Warehousing](#), [Outsourcing](#), [Model](#)

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