

Data Mining / Warehousing Key Questions to Ask

Company

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. How long have you been in this business? 2. How many clients have you sold? How many have you lost, and why? | <ol style="list-style-type: none"> 3. What size or types of clients fall into your “sweet spot”? 4. What peripheral or supporting services do you offer (e.g., design, SEO/SEM, customization, gateways)? |
|--|---|

Products/Services

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. Is your solution offered as perpetual licensed software or on-demand multi-tenant solution? <ol style="list-style-type: none"> a. What are the client support requirements for each? b. What is the process to add features you currently don't have? Can I make changes or customize the solution? c. What redundancy and disaster recovery do you have in place? 2. Please describe your architecture. 3. Please describe how your solution scales? What are the levels? Do you provide tools to measure and determine scalability and build out requirements? 4. What is your solution built on? Which BI, OS and database, integration protocols, API's, etc? | <ol style="list-style-type: none"> 5. What skills does my organization (or hired third party) need to implement this platform? 6. What type of training do you provide? 7. What technical support services are available? <ol style="list-style-type: none"> a. Are there human beings I can reach during reasonable hours (chat or phone) or do I have to wait over 24 hours for an email response or callback? b. Is your support team located in the US or abroad? c. What is your SLA for support issues? System service? Availability? Performance? Backups? 8. Do you have a support knowledgebase, community forum, or applications that are shared by customers? 9. What are the data destruction and retention policies? |
|---|--|

Features

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. What key features are included in your solution? <ol style="list-style-type: none"> a. Is there a key feature you have that no one else has? b. What features are currently missing that many of your competitors have, are on your roadmap, do management love? 2. What is your product's competitive advantage over other data warehousing packages? Why? 3. Do you require all the data be synchronized to your data warehouse or can your system pull data from several external systems to generate my reports? Please explain. 4. Please provide a list of external integrations that your solution supports. Indicate whether these are real time or batch, import and/or export capable, and the rules provided to support. Please explain in as much detail as possible. <ol style="list-style-type: none"> a. What type of connectivity you provide to perform importing and exporting of data? (APIs, FTPs, ODBC, etc.) 5. Please provide a list of supported protocols to obtain or send data to the data warehouse. 6. Does your solution provide a staging area to review and approve data prior to uploading to the live system? Please describe. | <ol style="list-style-type: none"> 7. Please explain your security model and approval process for obtaining access to data, access to specific reports, and modification of reports or the data structure. 8. Please describe your backup and recovery, disaster contingency plans, and SLA to restore normal operating conditions. 9. Do you have a management console? What tools does it include, who can use it? Training? 10. Please provide an explanation on the report generation capabilities, ad hoc reporting, training needed, etc. <ol style="list-style-type: none"> a. How do you provide reporting? Batch, real time, what latency? b. Please describe your reporting. Please provide a list of standard reports. c. Please provide a list of 3rd party BI solutions you have integrated with. Past, present and future. 11. What tools do you provide to help retailers? (Standard tools to help optimize prices, forecast demand, range analysis, etc.) 12. How can I export data in the event I need to change? 13. How do I ensure I own and control my data? |
|---|---|

Pricing

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. Please describe your pricing model. 2. Do you charge for number of users, database size, etc? 3. What tools are included in the price? Which modules require add-on costs? 4. Are there different levels? 5. Why do I want to pay to upgrade to the next level? | <ol style="list-style-type: none"> 6. How do you charge for annual support? What about maintenance? Upgrades? Feature changes? 7. Are there any hidden fees (e.g., implementation, transaction costs, revenue sharing)? |
|--|---|

**For 1000s of Best Practices and Advice across 100s of topics:
Join eCommerceKnow-How.com!**