



Whitemarsh  
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Database Objects,  
The Foundation Stones of Enterprise Database

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## Class Topic Outline

<p><b>Session 1:</b></p> <p>Chapter 1. Why Database Objects Chapter 2. Database Management Systems Chapter 3. Successful Computing Environments</p>	<p><b>Session 3:</b></p> <p>Chapter 7. Sales &amp; Marketing Database Objects Chapter 8. Business Information System, Event, Function, and Organization Chapter 9. Database Object Summary</p>
<p><b>Session 2:</b></p> <p>Chapter 4. Database Objects Chapter 5. Transportation Database Objects Chapter 6. Courts Database Objects</p>	<p><b>Session 4:</b></p> <p>Chapter 10. Repository Support Chapter 11. Methodology Support Chapter 12. ANSI/SQL Support Chapter 13. Summary</p>



## 1 Why Database Objects

Two managers were trying to produce a three year marketing plan. One manager stated that the sales in the East were up. The other said they were flat. The first showed numbers to prove the point. The second showed an equally impressive set of numbers that proved the counter point.

Finally, it was discovered that one manager was using “sales” based on sales organizations credited for specific sales, and the other was using “sales” based on addresses of product deliveries. In exasperation, they both exclaimed: “How can we plan when we’re not working off the same *sheet of music!*”



- ! What should be on the *sheet of music*?
- ! The notes for the oboe's part, the violins, or the orchestra director?
- ! The orchestra director's score not only contains a unified set of notes for all parts, but also the rhythm (cadence, meter, pulse), tempo (momentum and speed), articulation (clearness, distinctiveness), and expression (phraseology and style).
- ! The marketing plan certainly required much more than just notes.
- ! To be effective, accurate, and able to respond to unforeseen emergencies (first violinist's broken string), it requires both the static (sales numbers) and the dynamics (all the environmental).
- ! With both, agreements (quality music) can be reached. Plans can be executed, tracked, and adjusted, just like a good symphony.



- ! Policies and procedures, that is, database objects bring order, consistency, and predictability. The larger the enterprise, the greater the dependence on policies and procedures.
- ! Data is the evidence of policy execution.
- ! Procedures are the techniques, methods, or processes by which policies are carried out.
- ! If an enterprise has the policy is to be profitable, then its balance statement, produced by processing all the general and subsidiary journals is the measure of adherence to the policy.
- ! If policy is met the enterprise must be profitable.



Database objects are the Foundation Stones for Enterprise Database.

Enterprise database is an organizational operating condition

- ! defined policy coherence and integrity
- ! consistency in policy transformations throughout the enterprise
- ! irrespective of functional and organizational style
- ! irrespective of policy transformation technology



Data Distribution Effects

Questions regarding data distribution effects	Semantic Control			
	Centralized		Decentralized	
	Data Storage Control			
	Centralized	Decentralized	Centralized	Decentralized
Is data able to be shared among sites?	yes	yes	no	no
Is concurrent processing of the same data possible?	yes	maybe	no	no
Are common or corporate reports possible?	yes	yes	no	no
Can there be an overbearing "big brother" feeling?	yes	maybe	no	no
Is there local control and ownership?	no	maybe	yes	yes
Does there need to be common data standards & policies?	yes	yes	no	no
Can local data requirements be satisfied?	maybe	yes	maybe	yes



Program and System Distribution Effects

Questions regarding program/system distribution effects	Development Control			
	Centralized		Decentralized	
	Execution Location			
	Central- ized	Decentral- ized	Centralized	Decentral- ized
Is the same program able to be shared among sites?	yes	yes	no	no
Is concurrent processing of the same data possible?	yes	maybe	no	no
Are common or corporate reports guaranteed?	yes	maybe	no	no
Can there be an overbearing "big brother" feeling?	yes	maybe	no	no
Is there local control and ownership?	no	maybe	yes	yes
Does there need to be common processing standards & practices?	yes	yes	no	no
Can local processing requirements be satisfied?	maybe	yes	maybe	yes



Database Object Distribution Effects

Questions regarding database object distribution effects	Semantic Control			
	Centralized		Decentralized	
	Development Control			
	Centralized	Decentralized	Centralized	Decentralized
Are database objects able to be shared among sites?	yes	yes	no	no
Is concurrent processing of the same database object instance possible?	yes	maybe	no	no
Are common or corporate reports possible?	yes	yes	no	no
Can there be an overbearing "big brother" feeling?	yes	maybe	no	no
Is there local control and ownership?	no	maybe	yes	yes
Does there need to be common data standards & policies?	yes	yes	no	no
Can local data requirements be satisfied?	maybe	yes	maybe	yes

