



FOR IMMEDIATE RELEASE

Database Design Book Targets Business Managers

24 February 2014 – The book *[Business Database Triage](#)*, previously only available to private clients, has been released for public sale. Unlike the many database books directed solely toward technical audiences, *[Business Database Triage](#)* is also intended to encourage business managers to join the conversation by preparing them with the background and insights needed to feel confident discussing with their technologists how well their corporate data assets are managed in support of their business needs.

Why? As the author says in the introduction,

“Many Business Managers ... are able to walk through the(ir) warehouses and quickly get ... a general sense of how competently their physical inventories are being managed. Unfortunately, the manager who can achieve a similar gut-level sense of how the company’s data assets are managed is a rarity ...”

The business risks of mishandling physical assets are well understood. *[Business Database Triage](#)* illustrates how poorly organized databases can often have far greater – if not always immediately obvious – negative impacts on a company’s bottom line. Several real-world examples of increasing complexity are presented to demonstrate – from both business and technical perspectives – exactly why and how illogical database layouts contribute significantly to many common but costly consequences, including:

- Software taking longer than anticipated to deliver,
- Software costing more than expected or budgeted,
- Ongoing application maintenance often costing more than the original development,
- Steadily increasing difficulty upgrading software applications to support new products and services, or to function in new markets – particularly international ones, and
- Continuing deterioration of the accuracy and integrity of the company’s data assets. The book exposes how this deterioration, often hidden from view, can be identified and addressed.

Marketing hype aside, **information** is not stored in a company’s database; **data** is. To the extent that the data is not logically organized, potential information is obscured, contaminated, or lost. Unless extraordinary efforts are made, poor designs lead as often to misinformation as to valid information.

All these issues are discussed in an informal fashion accessible to business managers at all levels, while still containing enough technical detail to satisfy technologists and suggest practical remedial actions that can be implemented using the technology that already exists in most organizations.

The book, *[Business Database Triage](#)*, ISBN-10: 0615916937, is now generally available in America and Europe (although only in English). It may be seen, with further details about its content, on Amazon (<http://www.amazon.com/Business-Database-Triage-Frank-Oberle/dp/0615916937>).

Questions about the book may be directed by e-mail to antikythera@rcn.com.