Pyramart turning Data Warehousing Industry on its ear with its AI Data Warehouse product

Dan Bruns
Founder

Pyramart
www.pyramart.com

Contact:
800-429-9667
dan.bruns@pyramart.com

Interview conducted by:
Lynn Fosse, Senior Editor
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CEOCFO: *Mr. Bruns, would you tell us the concept behind Pyramart?*
Mr. Bruns: Data warehousing has traditionally been difficult, requiring the specialized knowledge of expensive consultants. The implementations typically take months if not years to get off the ground. With Pyramart, we have automated all the hard parts of data warehousing so that data minded people can build their powerful data warehouses themselves with minimal knowledge required of data warehousing - because our AI engine takes care of all that for them.

CEOCFO: *Would you explain what data warehousing is for people that may not be sure?*
Mr. Bruns: Data warehousing pertains to the storage and usage of data within a company, across time. By storing data from your systems across time, you are able to analyze data from different periods of time to determine how your business has grown. You can also use the data in the data warehouse to develop powerful marketing campaigns where you target your customers based on their interactions, sales, or inquiries with your company.

CEOCFO: *Why not just save every file, such as by year or time period like you would in a file cabinet?*
Mr. Bruns: Data warehousing is about the archiving and storage of company data in an electronic format versus paper inside a storage cabinet. It is the same concept as a traditional filing cabinet where you are holding onto invoices and ecommerce sales, as well as social media posts. The difference there is that in a data warehouse the data is electronic and it is scalable, whereas in a file cabinet scenario you would run out of space within a room quickly if you tried to store all that paper!

CEOCFO: *Would you tell us about the recent patent, what it covers and what is different?*
Mr. Bruns: The patent pertains to how the Pyramart Intelligence Engine analyzes and builds data warehouses automatically. It compares information that non-technical people enter in to the Pyramart interface with copies of the information Pyramart maintains itself, looking for things that have changed. It also translates the data that users have entered in to a format that the data warehouse understands, and compares that data with the data that's in the data warehouse, and it builds any required data structures. This way, non-technical data users can build a powerful data warehouse without needing to know what goes on behind the scenes.

CEOCFO: *Is it possible to make changes to how you are storing and looking for things over time?*
Mr. Bruns: That is the bread and butter of Pyramart. Our software robots take care of all the changes for you. If along the way you may realize you should have been looking at something in a different way, you would simply go in and tell

Pyramart to organize the data in the new way you would like it. Pyramart will determine what needs to happen to make the data output mirror what you've entered, and execute it. That is what Pyramart is all about: agile data warehousing.

CEOCFO: *What types of sources of data can be put together with Pyramart?*
Mr. Bruns: Whatever you have. Text files, Excel documents, queries from databases, services; anywhere data is stored, Pyramart can get to it.

CEOCFO: *What were the challenges in creating Pyramart?*
Mr. Bruns: We had to reset our own understanding of data warehousing, to take the perspective of non-technical users who would be using our application. Therefore, we have added a lot of helpful hints and "guide rails" to keep users on a particular path when creating their data warehouse. Since Pyramart builds data warehouses based on a business-user perspective, the questions revolving around "what are we trying to measure" are front-and-center, rather than the IT standard of "we have this data. Let's load it and figure out what to do with it later."

CEOCFO: *How would a company get started; what steps would they need to take?*
Mr. Bruns: They can just reach out to us on our website: www.pyramart.com. We have a contact form there. We also have an 800 number (800-429-9667) and email (info@pyramart.com).

> **"Data warehouses have traditionally cost hundreds of thousands, if not millions of dollars to develop, and we're setting that industry on its ear by automating it all." Dan Bruns**

With Pyramart, we are more than willing to put our money where our mouths are: we are offering a promotion where we will give you a completely free, no obligation trial of Pyramart; we will even spend up to three days training you on how to use it. Before COVID we would actually go out to the client site and spend three days with them in person, but now all that is virtual.

Keep in mind, it doesn't take three days to learn how to use Pyramart. Day 1 is all about how to use Pyramart, but then days 2 and 3 are spent with you, working with your data. After that, you are free to use Pyramart for a sixty-day trial period where we are available for support. If you have any questions, we will be there to help you. You can kick the tires, do whatever you want with Pyramart and at the end of that trial period if you think that you want to keep going, then we will give you new software keys and you can keep going. If you do not think it is right for you for whatever reason, you just uninstall the software and that is it.

CEOCFO: *Are there particular industries, types of companies, sizes, who might be your earlier targets?*
Mr. Bruns: Everybody has data and everybody needs a way to decrease the time it takes to get that data into a usable format. We have customers in healthcare, construction, financial services, retail apparel, and even though they are in different sectors and verticals, they have the same problem and that is: they just need a quick, easy and powerful way to create and maintain their own data warehouses.

CEOCFO: *Why, how and who is using Pyramart among the IT industry?*
Mr. Bruns: In a lot of organizations the IT group is the central place that takes care of data warehousing duties, so in that regard Pyramart helps those data warehouse experts get the data entered into these data warehouses much faster. There are three main types of people that we target, the first are people new to data warehousing. They could be on the business side or the IT side, it does not matter, but these are people who do not have the time, money or skill to create a data warehouse themselves. Therefore, they just want to want whatever is done to be easy and powerful.

The second group are business-side data gurus that understand the data and what they want to get out of the data but they want to be empowered by their IT groups to work with their data and build things with it.

The third group are data warehousing professionals within IT who already have a data warehouse in their organization, but they want a fast way to set up data marts, which are smaller-scale data warehouses, for departments like marketing or sales or anyone else, and either they or their business users can manage the system from then on.

CEOCFO: *Do you know how your clients are using the system and what they are looking for? Do you hear from your clients?*

Mr. Bruns: Yes, we are in constant contact with our clients. One of the functionalities our clients are looking for, and one of the most powerful parts of Pyramart, is called the "360 Degree view of data" where you are bringing data together across an organization from different systems and aggregating it together. All of this data, when aggregated together, forms the "360 Degree view", where you are looking all the way "around" a customer.

One of our construction company clients is using Pyramart as a project measurement tool. They do a lot of heavy industry projects such as roadways, hospitals, etc. Each of those projects has labor costs, fuel costs and material costs, and much more, and the data is stored in separate systems. All those different pieces of the pie are brought together into this 360 degree view, and now they can easily see how their projects are progressing.

And a large health insurance client is using Pyramart as an aggregation engine for their infrastructure monitoring tools. They are bringing in data from all of their network, server, and application infrastructure. For them, that 360 degree view is the performance of their applications. Their questions could include, "How is my customer servicing portal performing?" You can say you have an average of 10% CPU usage, some errors with the network, etc very easily.

And since data is stored over time, they can get this perspective across all of their applications, across time, so they will be able to perform "deep dives" in to their data to understand the conditions that exist before an application crash, for instance.

CEOCFO: *Given that you come from a tech background and the people in your firm do, how have you made it simple and intuitive for people that may not have that expertise?*

Mr. Bruns: That is where we have spent a huge amount of time. We hold user groups and ask for their opinions on how the system is functioning and users can suggest additional functionality. We also have what we call an "Open Backlog" where our users' suggestions get developed for them, at no charge. If a suggestion benefits all of Pyramart, it gets placed in the "Open Backlog" and then all our Pyramart customers can benefit from it.

This way, we approach Pyramart as an organic product, which our customers appreciate because they know they have a mechanism to add new features to Pyramart to meet the needs of their organization.

CEOCFO: *Are many companies recognizing the need for an organized way for data warehousing or is that not yet in the mainstream of business thought?*

Mr. Bruns: It is definitely there. Organizations are definitely seeing the value of housing their data in an easy to use, scalable data warehouse. It's basically a requirement in this day-and-age. However, data warehouses have traditionally cost hundreds of thousands, if not millions of dollars to develop, and we're setting that industry on its ear by automating it all.

CEOCFO: *What is ahead for Pyramart?*

Mr. Bruns: We just want to keep doing what we are doing. We pride ourselves in writing Pyramart as a business-centric automated data warehousing product that is unique in the marketplace. A lot of tools take a technical IT perspective and that intimidates somebody new to data warehousing. For 90% of the data use cases out there, you do not need to spend tons of money on specialized personnel to build your data warehouse for you, so I say, "let us prove it to you by taking us up on our free-trial offer!" You'll be glad you did.