



**Global Data Modeling Competition
2008 – 2009
Scenario**

The Challenge:

You are database designers working for an established retailer of consumer goods. Your company sells goods that are manufactured in many countries. Your company seeks to identify and reduce the Carbon Footprint and Environmental Impact of the products offered.

Your challenges are to:

- Define the company. *What type of goods do you sell? Whom do you serve? What do you do globally? Who is part of your company's supply chain? What are the informational needs of the business?*
- Define how the company uses data: *What data do you gather from the manufacturers of the products you sell, the companies transporting them and others in the supply chain? How is this data gathered? How is this data stored?*
- Design a database for this company including only the relevant data that you need. Be sure you can substantiate the need for the data you collect.

Project Summary:

You will identify your company's database needs, and then create a conceptual data model to support these needs. Create a presentation of your solution in MS PowerPoint 2000 or higher format. **Remember, the file size can be no greater than 3 MB or contain more than 15 slides. Any file greater than 3 MB or containing more than 15 slides will be disqualified.** (See InstructorNotes2009.pdf)

Overall Process:

1. Review the types of information your database may contain. Read articles and surf the web to understand the challenges of tracking supply chain data.
2. Research your choice of business to understand the topic more fully. Look for the type of information you will need to track.
3. Write a description about your chosen scenario and justify the need for this type of database. Demonstrate your understanding of the problem by describing key objectives that are met by implementation of this database. (See Components2009.pdf)
4. Build a list of business needs based on your scenario, research, and objectives.
5. Create an Entity Relationship Diagram that meets these needs and objectives.
6. Write documentation that clarifies vagueness or imprecision in your diagram.
7. Create your presentation. (See ComponentsRules2009.pdf)