

TECHNOLOGY TRANSFER PRESENTS

COLIN **WHITE**  
CLAUDIA **IMHOFF**

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**AN INTRODUCTION TO**

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**OPERATIONAL**

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**BUSINESS INTELLIGENCE**

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**MAY 12, 2009**

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231  
ROME (ITALY)



info@technologytransfer.it  
www.technologytransfer.it

## ABOUT THIS SEMINAR

Business Intelligence (BI) is playing an ever increasing and important role in driving and optimizing daily Business operations. This trend is leading to major changes in both the functionality and the usability of BI-related technologies and products. Developing an operational BI strategy in this dynamic and constantly changing environment is not a simple task. This one-day seminar shows how you can extend the traditional BI environment to enable a smart and flexible Business Decision-Making environment for optimizing operational Business decisions and actions.

### WHO SHOULD ATTEND

- IT Managers
- Data Warehousing Professionals
- Business Intelligence Professionals
- Analysts

## OUTLINE

### 1. Why Operational BI?

- What is Operational BI?
- The different types of operational BI
  - Traditional data analytics
  - Event analytics
- The Right-Time for the Business
- Architectural components of Operational BI
  - The role of a traditional Data Warehouse
  - The role of the Operational Data Store
  - New components contributing to Operational BI
- Extending the traditional BI environment to support Operational BI
- Developing an Operational BI strategy

### 2. Using Operational BI: Techniques, Technologies and Products

- A detailed look at Operational BI
- Reducing the time to make decisions and take actions
- Operational BI using a traditional BI/DW environment
- New Operational BI techniques
  - Low-latency data analytics using traditional BI
  - Analyzing current data using data federation
  - Embedding BI services in Business processes
  - Process-centric event analytics
  - Industry direction: stream analytics
- The role of an SOA, SaaS and BI appliances
- Case Studies

### 3. Getting Started with Operational BI

- Getting started with an Operational BI project
- Building the Business Case
- Pitfalls and challenges
- Data Quality considerations
- Best Practices

# INFORMATION

<p><b>PARTICIPATION FEE</b></p> <p>€ 700</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p><b>VENUE</b></p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p><b>SEMINAR TIMETABLE</b></p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p><b>HOW TO REGISTER</b></p> <p>You must send the registration form with the receipt of the payment to: <b>TECHNOLOGY TRANSFER S.r.l.</b> Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p><b>within</b> <b>April 27, 2009</b></p> <p><b>PAYMENT</b></p> <p>Wire transfer to: Technology Transfer S.r.l. Banca Intesa Sanpaolo S.p.A. Agenzia 6787 di Roma Iban Code: IT 34 Y 03069 05039 048890270110</p>	<p><b>GENERAL CONDITIONS</b></p> <p><b>GROUP DISCOUNT</b></p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p><b>EARLY REGISTRATION</b></p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p><b>CANCELLATION POLICY</b></p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p><b>CANCELLATION LIABILITY</b></p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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## COLIN WHITE • CLAUDIA IMHOFF

**AN INTRODUCTION TO OPERATIONAL BI**

Rome May 12, 2009  
Residenza di Ripetta - Via di Ripetta, 231  
Registration fee: € 700

**Special fee for the delegates who attend both seminar and "Data Warehousing and Business Intelligence Summit 2009": € 2200**

first name .....

surname .....

job title .....

organisation .....

address .....

postcode .....

city .....

country .....

telephone .....

fax .....

e-mail .....



Stamp and signature

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If anyone registered is unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.



## SPEAKERS

**Colin White** is the founder and president of BI Research. He is well known for his in-depth knowledge of leading-edge Business Intelligence and Enterprise Business Integration technologies, and how they can be integrated into an IT infrastructure for supporting the Smart and Agile Business. With over 37 years of IT experience, he has consulted for dozens of companies throughout the world and is a frequent speaker at leading IT events. He is also the conference chair for the Shared Insights Portals, Collaboration and Content Conference. Mr. White has written numerous articles and papers on BI and Business Integration and writes for the *Business Intelligence Network* and leading industry journals.

**Claudia Imhoff** is the President of Intelligent Solutions Inc., a well respected Business Intelligence and CRM consulting and training firm that has successfully implemented over 150 Corporate Information Factory architectures. Mrs. Imhoff is a popular speaker and internationally recognized expert on Customer Relationship Management and the infrastructure to support this initiative – the Corporate Information Factory. She has co-authored four books, writes a monthly column for *DM Review* magazine, and contributes to many other journals and publications. She has served on the Board of Advisors for DAMA International and won the 1999 Individual Achievement Award from DAMA. She is also an advisor and a faculty member for The Data Warehousing Institute.