



TECHNOLOGY TRANSFER PRESENTS

Rome, May 13-15 2009
Residenza di Ripetta
Via di Ripetta, 231

INTERNATIONAL
SUMMIT
2009
dw&bi

Data Warehousing & Business Intelligence

OPERATIONAL DECISION MAKING:
EMPOWERING
THE INFORMATION WORKER

A B O U T T H E C O N F E R E N C E

The growth in the use of Business Intelligence (BI) in organizations is continuing its dramatic growth. This is because companies recognize the importance of Business Intelligence in reducing costs, increasing revenues, and improving competitiveness. At the same time, only a small fraction of Business users in organizations are actually using Business Intelligence in their daily jobs. This is because Business Intelligence has been used primarily to date by Business and data analysts who are familiar with the data, and with the BI tools used for accessing and analyzing that data. Less skilled information workers, who form the majority of Business users in an organization, find current BI and Data Warehousing applications too difficult to use for driving day-to-day operational decisions. There are many vendor initiatives aimed at improving the usability of the Business Intelligence environment. Existing BI and Data Warehousing vendors are developing some of these solutions, whereas others come from innovative and smaller start-up companies. This International Conference will provide you with the latest information on developments in the fields of Business Intelligence and Data Warehousing. It will not only update you on the latest developments, but also explain how these developments can be deployed to a broader set of information workers.

Topics that will be covered include:

- Business Intelligence for the Masses
- How Healthy is Your BI System? Assessing its Strengths and Weaknesses
 - Enterprise-Wide Data Governance in the New World of Web 2.0
- Finding What You Don't Know: Improving Information Discovery, Analysis and Delivery
 - Information on Demand: The Virtual Data Warehouse
 - Do We Still Need a Data Warehouse?
 - BI at Your Service: The Marriage of SOA and BI
 - Instant Decision Making: BAM, CEP, or Real-Time BI?
 - Using SaaS BI to Empower the Information Worker
- Getting the Most Out of Your BI Investment: Analytical Databases and Appliances
 - Operational BI: A Readiness Assessment
 - The Information Worker in the 21st Century



**Colin
White**



He 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.

**Dr. Claudia
Imhoff**



She 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.

**Barry
Devlin**



He is among the foremost authorities on Business insight and Data Warehousing. He is a widely respected consultant, lecturer and author of the seminal book, "**Data Warehouse – from Architecture to Implementation**". Mr. Devlin's current interest extends to a fully integrated Business, covering informational, operational and collaborative environments to offer an holistic experience of the Business through IT. He is founder and principal of 9sight Consulting, specializing in the human, organizational and IT implications and design of deep Business insight solutions.

SPEAKERS

**Colin
White**

**Mike
Ferguson**

**Claudia
Imhoff**

**Barry
Devlin**

**Rick
van der Ians**

REGISTRATION FORM



Once filled to be given to:
Technology Transfer
Piazza Cavour, 3 - 00193 Roma
Tel. 06-6832227
Fax 06-6871102
www.technologytransfer.it
info@technologytransfer.it

The Conference is for IT Executives, Managers and Architects who wish to take a detailed and practical look at the latest developments in Data Warehousing and Business Intelligence.

Rick van der Lans



He is an independent consultant, author and lecturer. He specializes in Business Intelligence, Data Warehousing, and Service Oriented architectures. He is managing director of R20/Consultancy. Rick van der Lans is an internationally acclaimed lecturer. For the last twelve years, he has been presenting professionally, and has lectured in many of the European countries, South America, the USA, and in Australia. He has presented many keynote speeches at international events. He is chairman of the Database Systems Show (organised annually in The Netherlands since 1984), he is columnist for two major newspapers in the Benelux, called *Computable* and *DataNews*. Additionally, he is advisor for magazines such as *Software Release Magazine* and *Database Magazine*. His popular books, including "Introduction to SQL" and "The SQL Guide to Oracle", have been translated into many languages and have sold over 100,000 copies. Recently, he has published a very successful book on presentation skills.



Mike Ferguson

He is the Managing Director of Intelligent Business Strategies Ltd. As an analyst and consultant he specialises in Commerce Chain Management (CRM, ERM, SCM), Enterprise Business Analytics, Enterprise Portals and Business Integration. With over 28 years of IT experience, Mr. Ferguson has consulted for dozens of companies, spoken at events all over the world and written numerous articles. He is also an expert on DCI's PortalsCommunity.com and an advisor to The Data Warehouse Institute (TDWI) in Europe. Prior to co-founding Intelligent Business Strategies, he spent three years as a member of NCR's worldwide product strategy and architecture team as a Chief Architect of Database Technologies working on the Teradata DBMS. He also worked for four years as a principal and founder of Codd and Date Europe Limited - the inventors of the Relational Model - specialising in IBM's DB2 product.

PARTICIPATION FEE

Data Warehousing and Business Intelligence Summit 2009
Euro 1600 • Rome, May 13-15, 2009

Special fee for the delegates who attend both seminar "An Introduction to Operational BI" and "Summit 2009": Euro 2200

The fee includes all seminar documentation, luncheon and coffee breaks.

HOW TO REGISTER

You must send the registration form with the receipt of the payment to:
TECHNOLOGY TRANSFER S.r.l.
Piazza Cavour, 3 - 00193 Rome (Italy)
Fax +39-06-6871102

PAYMENT

Wire transfer to: Technology Transfer S.r.l.
Banca Intesa Sanpaolo S.p.A.
Agenzia 4815 - Rome
Iban Code:
IT 34 Y 03069 05039 048890270110

within April 27, 2009

GROUP DISCOUNT

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.

CANCELLATION POLICY

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.

CANCELLATION LIABILITY

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.

ROME

Residenza di Ripetta
Via di Ripetta, 231

SEMINAR TIMETABLE

1 day / 3 days: 9.30 am - 1.00 pm
2.00 pm - 5.00 pm

first name _____
 surname _____
 job title _____
 organisation _____
 address _____
 postcode _____
 city _____
 country _____
 telephone _____
 fax _____
 e-mail _____

Stamp and signature _____

Session 1

Business Intelligence for the Masses

Colin White

The need to use to deploy Business Intelligence to a broader user audience has led to a wide range of new BI techniques, technologies and products that extend the traditional BI environment. Vendors, for example, are improving Information Worker productivity by integrating products with office suites such as Microsoft Office, and taking advantage of Web 2.0 technologies such as Rich Internet applications. They are also moving toward supporting a Software-as-a-Service (SaaS) deployment model and Web-based applications such as Salesforce.com and Google Apps. BI connectivity to collaborative and Business content systems is improving information and expertise sharing and enabling the growing use of search tools and unstructured data in BI applications. This presentation discusses BI industry directions, explains how Business users can gain benefit from these new BI developments, and looks at how the IT organization can integrate them into the existing BI infrastructure.

- Business Intelligence and Data Warehousing: a status report
- Why we need to expand BI use to a broader set of users?
- New and evolving BI technologies and tools
- Exploiting the Business value of new BI developments
- Integrating new BI technologies into the existing IT infrastructure: a Decision Intelligence framework

Session 2

How Healthy is Your BI System? Assessing its Strengths and Weaknesses

Claudia Imhoff

Almost every major Enterprise today has some form of Data Warehouse and BI capability. However, many of these Enterprises question the value of their Decision-Making environments, struggle with their next steps, and wonder how they can improve the usability of their environment. The best way to answer these questions is to perform an assessment of the existing capabilities, comparing them to documented Best Practices, and setting out a road map of improvements. This presentation lays out the structure of a readiness assessment so that an Enterprise is quickly provided with actionable recommendations. The objective of these recommendations is to enable the Data Warehousing and BI team to maximize its potential for success by leveraging their strengths and mitigating their cultural issues, risks, and weaknesses.

- The assessment's objectives
- Four stages of an assessment: information gathering, analysis, presentation, and knowledge transfer
- Process and expected deliverables
- Sample assessment findings
- How vendors can help

Session 3

Enterprise-Wide Data Governance in the New World of Web 2.0

Mike Ferguson

This presentation looks at Best Practices in implementing Enterprise Data Governance and takes it beyond governing structured data to governing unstructured information in a social and collaborative environment. It explains what Data Governance is and what is needed to govern and manage data throughout the Enterprise. The presentation discusses establishing Enterprise data standards, Best Practices for Enterprise Metadata Management, implementing Enterprise Data Quality and Data Governance in a Master Data Management environment. It also looks at how Master Data and hierarchies can be used to tag content and to offer familiar guided navigation paths on Web pages, collaborative workspaces and in Enterprise Search.

- What is Data Governance?
- Organising your company for Enterprise Data Governance
- Tools and technologies needed for governing Enterprise data
- Establishing data standards, i.e. shared Business vocabularies and taxonomies
- Patterns and processes for Enterprise Data Governance
- Enterprise Data Quality – establishing a Data Quality firewall
- The role of Master Data Management in a Data Governance strategy
- Tagging content with Master Data
- Using Master Data hierarchies to navigate content in Collaborative Workspaces and Enterprise Search
- Data Governance Case Studies

Session 4

Finding What You Don't Know: Improving Information Discovery, Analysis and Delivery

Colin White

One of the biggest challenges facing organizations today is providing users with the information they need to do their jobs and make effective decisions. Surveys indicate that information workers are becoming increasingly frustrated with the tools they have for finding and analyzing information. These survey results clearly demonstrate that poor access to information is having a severe impact on employee productivity. If nothing is done to solve this problem then it will only get worse given the ever-increasing volume of information being generated by organizations. Part of the reason why information workers have difficulty in finding and analyzing information is that most BI tools and applications assume that users can easily locate the data they need to analyze and fully understand its Business meaning. This is not the case unless the user is a Business or data analyst. Furthermore, these tools and applications assume that users can handle and understand complex BI software and hardware. Again this is not the case, because the majority of information workers do not spend their working days working with data and IT technologies. This presentation discusses the issues of finding and using information in organizations, and looks at techniques that can help Business users more easily discover the information they need to make faster and better decisions.

- Information discovery and analysis: understanding the issues
- Information Workers: skills and requirements
- BI tools and applications: usability problems and potential solutions
- Techniques and tools for improving data discovery and analysis
- Techniques and tools for improving information delivery

Session 5

BI at Your Service: The Marriage of SOA and BI

Rick van der Lans

Service Oriented Architecture (SOA) projects and Business Intelligence projects are both integration projects. Of course, they two use different approaches and different technologies, but nevertheless they have the common objective of integrating systems and data. This session explains what the synergetic effect is of integrating the two integration styles. One of the advantages of an SOA is that some query-oriented services can be built on top of the Data Warehouse, which makes development cheaper and faster. The advantages for BI are that we can use the SOA bus and transformation capabilities to create a Real-Time Data Warehouse. And if we extend the SOA with a Business process Management (BPM) layer, we can use data gathered by the Business process engine to create key performance indicators showing the efficiency of internal processes.

- Merging a Data Warehouse in a SOA environment
- Extending a SOA with BPM to provide insight in Business efficiency
- Using SOA technologies support near-Real-Time Data Warehousing and operational BI
- Using Data Warehouses to create services

Session 6

Do We Still Need a Data Warehouse?

Barry Devlin

Mashups, data as a service, federation, Service-Oriented architecture, and a wealth of other modern words and phrases suggest, and sometimes even boldly declare, that the Data Warehouse is history. In one sense, this is true. The Data Warehouse, however, was and still remains the single, consistent historical record of the Business. But do we still need it for anything else? Or is it a prime target for cost cutting or downsizing in the current economic crisis? This session examines the original rationale for the Data Warehouse as an architectural component and how the concept was translated into different physical implementations. It demonstrates that, not only does the Data Warehouse have a continued role in Business Intelligence, but that it is one of the components at the core of the highly evolved Business – the coming reuniting of the operational, informational and collaborative strands of IT.

- Origins of the Data Warehouse as an architectural component
- Current implementations of a Data Warehouse
- The drive to integrate operational, informational and collaborative systems
- Defining the highly evolved Business
- The expanded future role of the Data Warehouse

Session 7

Information on Demand: The Virtual Data Warehouse

Rick van der Lans

A classic Data-Warehousing environment consists of multiple layers of data storage. First, data is copied from production systems to an Operational Data Store (ODS), from there to a central Data Warehouse, then onwards to a Data Mart, and finally to a OLAP cube or report. If we look at new requirements, such as operational BI and Real-Time Data Warehousing, then of all these layers will make satisfying these requirements impossible. This multi-layer architecture also lowers flexibility; if a report has to be changed, we have to change a whole chain of Data Stores and ETL scripts. And adopting technologies, such as appliances and mashups, is close to infeasible. In other words, we are getting close to the end of the era of the classic Data Warehouse architecture. It is time for a new architecture for Data Warehouses, one that will help us survive the coming 20 years. This session will introduce such an architecture.

- Disadvantages of the classic Data Warehouse
- Advantages of a virtual Data Warehouse
- The need for an Information Delivery Platform (IDP)
- How to migrate from a classic Data Warehouse architecture to an IDP
- Overview of tools and technologies for developing an IDP
- The importance of decoupling BI applications and the storage structure
- How to use new technologies, such as appliances and mashups, in an IDP

Session 8

Instant Decision Making: Sorting Out the Options

Panel: All Speakers

There are a variety of technologies and products on the market for doing Real-Time Decision Making and high-volume analytical processing. Examples include Business Process Management (BPM), Business Activity Monitoring (BAM), Complex Event Processing (CEP), operational BI, and Real-Time Data Warehousing. Some of these Real-Time technologies and products come from the operational application and integration sector of the IT marketplace, whereas others are offered as extensions to existing Business Intelligence and Data Warehousing systems. Which of these many technologies should organizations consider? How should they be integrated into the existing IT environment? How will the use of these new technologies and products affect the structure and politics of the existing IT organization? These are some of the questions that will be addressed in this interactive discussion between Conference speakers and Conference attendees.

Session 9

Using SaaS BI to Empower the Information Worker

Colin White

A Software-as-a-Service (SaaS) Business Intelligence (BI) application is one that permits on-demand BI analytics when needed without bur-

dening the Business or IT with hardware or software implementation or maintenance. This presentation discusses the characteristics of SaaS BI applications and associated Data Integration and cloud computing platforms. It looks at the benefits these solutions offer to both the client and the vendor. In addition, the presentation will describe the pros and cons of SaaS, the factors a client should consider in choosing a SaaS vendor's application, and the technologies and techniques available for SaaS BI and Data Integration. The paper will also summarize how organizations are implementing SaaS BI applications and Data Integration solutions. The content presented will be based on a recent SaaS BI research study and interviews with both customers and vendors.

- What is BI SaaS?
- Relationship between BI SaaS, cloud computing, Platform-as-a-Service (PaaS) and Grid Computing
- The pros and cons of SaaS
- Benefits of SaaS BI for Information Workers
- Examples of SaaS BI and Data Warehousing vendor offerings
- Real-world SaaS BI Case Studies
- Success factors and pitfalls
- Getting started on a SaaS BI project
- SaaS Marketplace directions

Session 10

Getting the Most Out of Your BI Investment: Analytical Databases and Appliances

Mike Ferguson

This session takes a detailed look at analytical databases and appliances and talks about the different types of offerings available in the market. It also looks at what you need to consider when evaluating these offerings and how to best take advantage of these products to support BI systems in the Enterprise. Finally it also looks at how such databases and appliances can be integrated into existing information architectures.

- What is an appliance?
- Types of appliance
- Types of analytical workloads
- The DW appliance marketplace: Datapica, ExaSol, Kognitio, Greenplum/Sun, HP, IBM, Microsoft, Netezza, Oracle, ParAccel, Teradata, Sybase, Vertica
- DW appliance vs BI appliance: What is the difference?
- DW appliances vs commercial DBMS products
- Analytical databases: do columnar-based offerings have an advantage?
- Analytical columnar databases vs multi-dimensional OLAP servers – which is best?
- Operational BI appliances and search Appliances
- Evaluating appliance solutions to match your workload requirements
- When and where to use an appliance
- Integrating appliances into your information architecture

Session 11

Operational BI: A Readiness Assessment

Barry Devlin

If you already have a traditional BI system you may think you're ready to support operational BI. Not necessarily! Or maybe you're new to BI and can see immediate Business benefits from this exciting concept, and skip that old Warehouse stuff. Think again! Many of the classical precepts of Data Warehousing are highly relevant to operational BI. Equally, just as many require careful rethinking. This session explores in depth the "gotchas" – architectural, technological and organizational – you may encounter when you get started with operational BI. Using the MEDA (Monitor, Evaluate, Decide and Act) model, it shows you how to assess readiness and ability to implement operational BI in a rapidly changing IT environment.

- Differences between operational BI and traditional BI
- An approach to assessing your readiness for operational BI using the MEDA model
- Understanding operational BI requirements
- Dealing with organizational issues
- Evaluating architectural and technological options
- Planning the roll-out of operational BI – a sample scenario

Session 12

The Information Worker in the 21st Century

Claudia Imhoff

Business Intelligence has gained acceptance in all corners of the modern Enterprise. Now more than ever, fact-based Decision-Making is critical not only to the success of a Business but also to its very survival. BI technologies must not only reach the sophisticated statistician and researcher, but also the front line, customer-facing individuals, and all levels of executives. This presentation looks at the evolution of BI technologies, examines the characteristics of the Information Worker, and discusses the BI technological features needed to support the mass of new information workers tapping into Decision Intelligence.

- Definition and history of an Information Worker
- Difference between information producers and information consumers
- Characteristics of different Information Workers and examples of their work
- Technological needs of each Information Worker
- Examples of BI technologies and how they support Information Workers
- Getting started steps



TECHNOLOGY TRANSFER

Piazza Cavour, 3 - 00193 Roma
Tel. 06.6832227 - Fax 06.6871102
www.technologytransfer.it
info@technologytransfer.it