

TECHNOLOGY TRANSFER PRESENTS

JOS  
VAN  
DONGEN

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**OPEN SOURCE**

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**BUSINESS**

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**INTELLIGENCE**

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**DECEMBER 10-11, 2009**  
RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231  
ROME (ITALY)



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## *ABOUT THIS SEMINAR*

Every day a growing number of organizations are attracted by the promise of Open Source software: low cost full featured solutions that will help drive down the total cost of ownership of an IT infrastructure. Software like Linux, OpenOffice, MySQL and Firefox are considered mainstream solutions nowadays and are being widely adopted. But how about solutions for Business Intelligence: are BI Suites like Pentaho or Jaspersoft already mature enough to compete with the established proprietary vendors? Can MySQL be used as an analytical or a data warehouse database and if not, which alternatives are available? This two day seminar not only gives you a complete overview of the Open Source BI market, but also shows how mature the various parts of the BI stack are and how they can best be applied in a new or existing BI infrastructure. What makes this seminar really unique is the large amount of live demo's and case studies to help you getting started right away.

### **LEARNING OBJECTIVES**

- A comprehensive overview of what Open Source BI is and whether it is a feasible alternative for your own BI challenges
- How to select the right tools to build, expand or replace a BI stack
- How the leading Open Source BI suites compare to the leading closed source alternatives like Business Objects, Cognos, Microsoft and Oracle
- Where and how to start implementing OS BI solutions

<p><b>1. Open Source Primer</b></p> <ul style="list-style-type: none"> <li>• The Open Source promise</li> <li>• Definitions &amp; licenses</li> <li>• Development model</li> <li>• Myths, facts and fables</li> <li>• Linux versus Windows</li> </ul> <p><b>2. Open Source BI Overview</b></p> <ul style="list-style-type: none"> <li>• Business Intelligence introduction</li> <li>• The 'BI Stack': components &amp; maturity levels</li> <li>• OS BI Suites: JasperSoft, Pentaho and SpagoBI</li> </ul> <p><b>3. Data Warehousing</b></p> <ul style="list-style-type: none"> <li>• Data Integration: physical versus virtual</li> <li>• Overview ETL market</li> <li>• Talend and Kettle: Enterprise ready yet ?</li> <li>• Open Source databases for Data Warehousing &amp; analytics</li> <li>• Data Modelling and Management, Meta- and Master Data Management</li> <li>• Alternative ETL solutions (LucidDB &amp; ImpPalo)</li> <li>• Business Rules &amp; Realtime BI</li> <li>• Open source based Cloud and SaaS Data Warehouse offerings</li> <li>• Cases &amp; demo's</li> </ul> <p><b>4. BI Suites in depth</b></p> <ul style="list-style-type: none"> <li>• SpagoBI, JasperSoft and Pentaho (incl. demos)</li> <li>• Reporting tools compared</li> <li>• Eclipse as BI development platform?</li> <li>• The all-in-one Ingres Icebreaker solution</li> </ul>	<ul style="list-style-type: none"> <li>• Open Source BI compared to MISOS (Microsoft, IBM, SAP, Oracle and SAS)</li> <li>• Mix &amp; Match: using Open Source in a closed source architecture</li> </ul> <p><b>5. Enterprise Performance Management and Analytics</b></p> <ul style="list-style-type: none"> <li>• Open Source EPM solutions?</li> <li>• OLAP, Data mining and statistics</li> <li>• Planning and budgeting</li> <li>• OpenOffice as BI tool ?</li> <li>• Portals &amp; Dashboards</li> </ul> <p><b>6. Implementing Open Source BI</b></p> <ul style="list-style-type: none"> <li>• The case for OS BI: When and where to apply Open Source solutions</li> <li>• Open BI methodologies: Mike 2.0 &amp; Agile Data Warehousing</li> <li>• Managing risk: OS BI implementation do's and don't's</li> <li>• BI is never free: how to calculate the TCO for OS BI?</li> <li>• How about implementation partners, support, tailoring and required skills?</li> <li>• Getting started: where to begin and how to proceed?</li> </ul> <p><b>7. Summary and conclusions</b></p> <ul style="list-style-type: none"> <li>• Analyst perspectives</li> <li>• The future of Open Source BI</li> </ul>	<p><b>WHOU SHOULD ATTEND</b></p> <p>Both IT and Business people who want to obtain better insight in the feasibility of using Open Source BI software as part of a corporate infrastructure.</p> <ul style="list-style-type: none"> <li>• BI Professionals and Consultants</li> <li>• IT and BI (Project) Managers</li> <li>• IT Architects</li> <li>• DBA's responsible for maintaining BI and DWH solutions</li> <li>• IT oriented Business Analysts</li> </ul>
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## INFORMATION

<p><b>PARTICIPATION FEE</b></p> <p>€ 1200</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>November 25, 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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Registration fee:  
€ 1200

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

first name .....

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organisation .....

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Stamp and signature

Send your registration form with the receipt of the payment to:  
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info@technologytransfer.it  
www.technologytransfer.it



## *SPEAKER*

**Jos Van Dongen** is one of Europe's leading analysts, authors and speakers on Open Source BI developments. Mr. van Dongen has been involved in software development, Business Intelligence and Data Warehousing since 1991. Over the past years he has successfully implemented Business Intelligence solutions for a large variety of organisations, both profit and non-profit. He regularly covers new developments in BI and Data Warehousing for the Dutch Database Magazine. All articles covering open source BI have been recently revised and published in a book titled 'Low cost, high value?'. He is also the co-author of the first book on developing Open Source BI solutions with Pentaho, published by Wiley in August 2009.