

TECHNOLOGY TRANSFER PRESENTS

BARRY DEVLIN

BI²

**from Business Intelligence
to Enterprise IT Integration**

APRIL 15-16, 2010
RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



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ABOUT THIS SEMINAR

The original Data Warehouse architecture of the 1980s separated “Decision Support” from day-to-day Business operations. This supported Decision-Making needs at the time and was easily implemented on then emerging technologies, such as relational databases. However, today’s Business needs fully integrated processes, closely linking information and activities from all areas of the Enterprise. Decision-Making and Action-Taking are tightly bound. Business cycles are dramatically shorter and span company boundaries. So far, Enterprise IT, including Business Intelligence, has responded slowly and incoherently.

Business Integrated Insight (BI²) is a new architecture that reintegrates all Decision-Making and Action-Taking into the overall processes of the Business. Starting from the Data Warehouse, it incorporates a variety of technological advances, such as SOA, distributed access, Web technologies, Content Management and specialised relational databases. BI² thus provides a comprehensive structure for the full Enterprise IT integration demanded by modern Businesses. In addition, it directly addresses the current Data Warehousing issues, such as operational BI, executive Decision-Support, comprehensive information discovery and innovation, and Enterprise-wide Decision Management. And, although novel, BI² is designed as an evolution from current Data Warehouse, Operational and Collaborative technologies.

WHAT YOU WILL LEARN

- The technical rationale and business need for a new architectural approach
- Structure and components of the BI² architecture
- The possibilities and challenges of new database technologies
- The role of SOA in ETL and Metadata delivery
- Pros and cons of federated access to information
- Integration of unstructured content and structured data
- Positioning and using Web and Enterprise 2.0 in support of Decision-Making
- The importance of user context and roles in decision processes
- Practical steps to move from your current Data Warehouse architecture to BI²

WHO SHOULD ATTEND

- Enterprise, systems, solutions and Data Warehouse Architects
- Systems, strategy and Business Intelligence Managers
- Data Warehouse and systems Designers and Developers
- Data and database Administrators
- Business Analysts

<p>1. Rationale for a new Architecture</p> <ul style="list-style-type: none"> • Historical overview of Data Warehousing • Prior Business and technical assumptions • New, future-proof hypotheses • Business drivers and justification <p>2. BI² Architecture Overview</p> <ul style="list-style-type: none"> • The new layering approach • Business Information Resource • Business Function Assembly • Personal Action Domain <p>3. Business Information Resource – the information</p> <ul style="list-style-type: none"> • The timeliness axis – from in-flight data to historical information • Information life cycles • The structuredness axis – more than structured vs. unstructured • Metadata is information too – sources and stores • The reliability axis – enabling innovation in information • Certified and uncertified information and the transformation between them • Knowledge distillation and Data Mining considerations • Positioning Master Data Management (MDM), Operational Data Store (ODS), Data Marts, etc. <p>4. Technology for the Business Information Resource</p> <ul style="list-style-type: none"> • Relational Databases old and new • Other data stores for structured data • XML and semi-structured data stores • Unstructured and content stores 	<p>5. Business Function Assembly – the Processing</p> <ul style="list-style-type: none"> • The effect axis – from simple queries to process construction • The new role of users in “application development” • The scope axis – activities and workflows • Every action is part of a process <p>6. Adaptive, closed-loop Business</p> <ul style="list-style-type: none"> • Understanding closed-loop processes • The MEDA Model for Decision Making • The adaptive decision loop <p>7. Technology for the Business Function Assembly</p> <ul style="list-style-type: none"> • Service Oriented Architecture, Business Process Management • Enterprise Service Bus • Enterprise Application Integration • Federation, Virtual Access, Enterprise Information Integration • Mashups <p>8. Personal Action Domain – the People</p> <ul style="list-style-type: none"> • The intent axis – what the user needs to achieve • Understanding motivation and the workings of the human mind • The gratification time axis – from urgent to long-term • Decision-Making and Action-Taking • Automating user knowledge and activities 	<p>9. Technology for the Personal Action Domain</p> <ul style="list-style-type: none"> • Analytic, reporting and other Decision Support tools • Business Activity Monitoring • Scorecards and Dashboards • Enterprise Portals • Enterprise 2.0 <p>10. Modelling Considerations</p> <ul style="list-style-type: none"> • Information modelling and information nuggets • Unstructured content – Tagging, Ontologies and Taxonomies • Process and application modelling • Business modelling <p>11. Use Cases</p> <ul style="list-style-type: none"> • Pure analysis and reporting • The “spreadmart” problem • Bridging the operational-informational boundary • Executive decision support <p>12. Planning and Implementation</p> <ul style="list-style-type: none"> • Evolution – not revolution • Enterprise Architecture Frameworks • Staged Implementation Roadmap • Organisational considerations • Changes in IT culture and responsibilities
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INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 1200</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p>HOW TO REGISTER</p> <p>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</p> <p>within March 31, 2010</p> <p>PAYMENT</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>GENERAL CONDITIONS</p> <p>GROUP DISCOUNT</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>EARLY REGISTRATION</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>CANCELLATION POLICY</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>CANCELLATION LIABILITY</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.

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Send your registration form with the receipt of the payment to:
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SPEAKER

Barry Devlin is among the foremost worldwide authorities on Business Intelligence, insight and Data Warehousing. As a founder of the Data Warehousing industry, he is a widely respected consultant, lecturer and author of the seminal book, “**Data Warehouse – from Architecture to Implementation**”. With a Ph.D. in physical chemistry, Irish-born Barry has almost 30 years of experience in the IT industry, mostly with IBM, as an architect, consultant, manager and software evangelist. He continues to define and discover novel solutions to real Business needs in the area of the fully integrated Business – informational, operational and collaborative – providing 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, working with leading analysts and vendors in BI and beyond.