



TECHNOLOGY TRANSFER PRESENTS

Rome, June 23-25 2010  
Residenza di Ripetta  
Via di Ripetta, 231

INTERNATIONAL  
SUMMIT  
2010

**dw&bi**

**Data  
Warehousing  
&  
Business  
Intelligence**

EXTENDING THE REACH AND SCOPE  
OF BUSINESS INTELLIGENCE

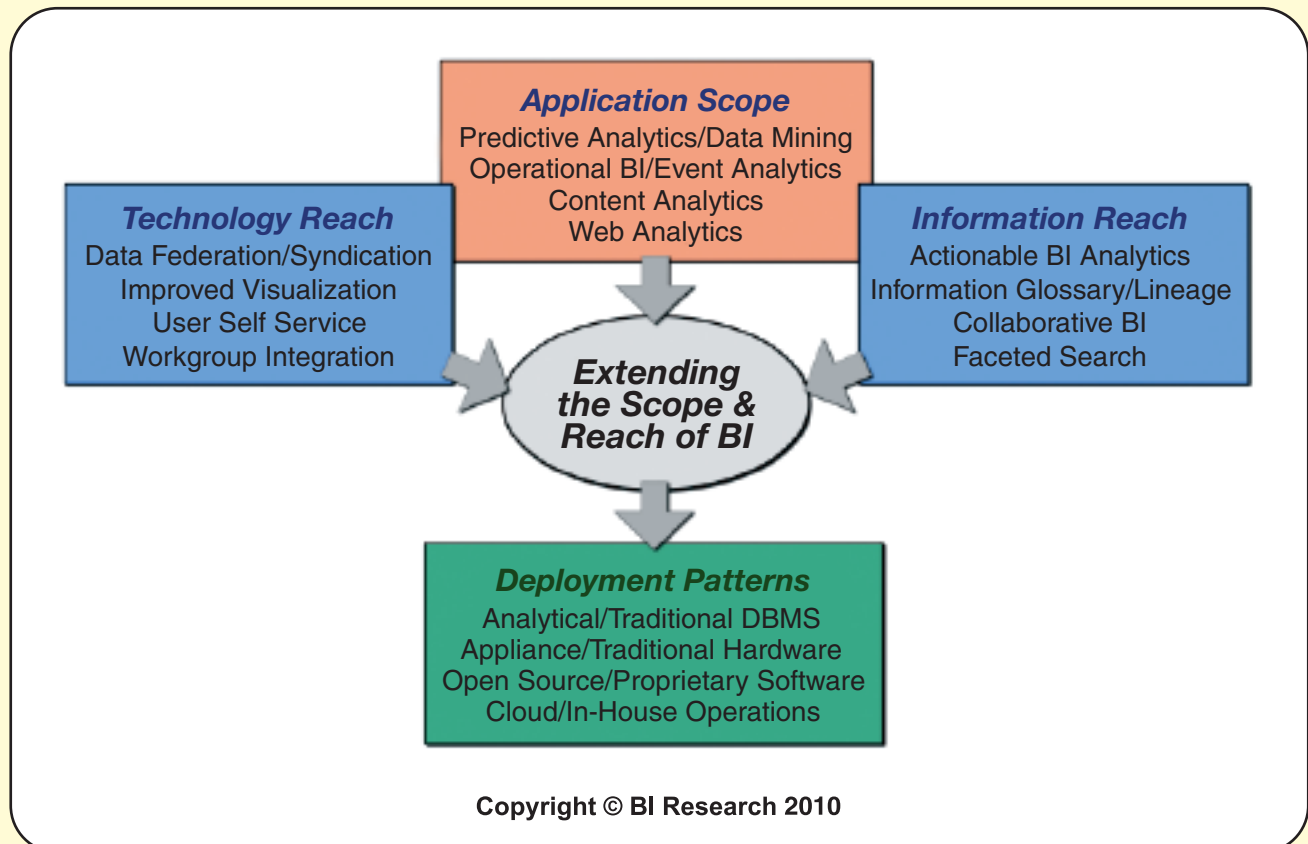
# A B O U T T H E C O N F E R E N C E

Economic pressures are forcing companies to become more innovative while also trying to reduce costs and leverage their BI and Data Warehousing investments. In this tough climate, the Information-Driven Business is key to success and organizations are looking to extend the application scope and user reach of analytics for Business Decision Making. However, information is growing at a phenomenal rate with many companies now talking about supporting and managing petabyte data systems. In parallel with these issues, the rate of change in information-related technologies and products continues unabated.

Vendor consolidation and failures, and the emergence of lower-cost solutions and new deployments models such as Open Source and Cloud Computing make developing a flexible IT strategy for Business Intelligence and Data Warehousing a daunting task. This Conference examines the latest state of the art in Business Intelligence, Data Warehousing and Data Management, and takes a detailed look at the key technologies that will be driving next generation systems that support the Information-Driven Business.

Topics that will be covered include:

- BI and Data Warehousing: Status Report
- Comparison of the Main BI Vendor Product Stacks
- Business Analytics: Beyond the Traditional DBMS
- Open Source Solutions: Ready for Prime Time?
  - Business Analytics and Unstructured Data
  - The Data Delivery Platform: An Update
- Next Generation BI/DW Solutions: Choosing the Right Options
  - Using Collaboration to Extend the Reach of BI
- Data Mining and Predictive Analytics: Tools, Techniques and Case Studies
  - Operational BI and Data Integration: 10 Mistakes to Avoid
  - Capturing, Integrating and Analyzing Web Data





**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 38 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.



**Merv Adrian**

He is principal at IT Market Strategy, has spent 3 decades in the information technology industry. As Senior Vice President at Forrester Research, he was responsible for all of Forrester's technology research for several years. Prior to his Forrester role, Mr. Adrian was Vice President and research manager at Giga Information Group, where he facilitated collaborative research among analysts, and served as executive editor of the monthly *Research Digest* and weekly *GigaFlash*. He chaired the GigaWorld Conference (and later Forrester IT Forum) for several years. Prior to becoming a technology analyst, Mr. Adrian held marketing and strategy positions at Sybase and Information Builders, where he founded and edited a technical journal. Before entering the IT industry, Mr. Adrian spent a decade building systems in the securities, banking and transportation industries in New York and earlier was a statistical analyst at the Federal Reserve Bank of New York. His early analysis of the micro-to-mainframe market and its impact on decision support "The Workstation Data Link", was published by McGraw-Hill in 1988. Mr. Adrian was a member of the Advisory Board of the International Data Warehouse Association in its formative years, and served as editor of the NY PC User Group Newsletter in the mid-80s. He holds a B.S. in Business administration (finance) from CUNY's Baruch College. Mr. Adrian's blog at <http://mervadrian.wordpress.com/> was recently named to the top 50 analyst blogs by Technobabble (<http://technobabble2dot0.wordpress.com/2009/11/30/top-analyst-blogs/>) and his channel on the B-Eye Network is highly regarded by peers. Mr. Adrian keynoted at IBM's 2009 IoD Conference in Las Vegas, and he is a frequent speaker at other industry events.

**SPEAKERS**

- Merv Adrian
- Colin White
- Mike Ferguson
- Jos van Dongen
- Rick van der Lans

**REGISTRATION FORM**



Once filled to be given to:  
Technology Transfer  
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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.



**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 29 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.



**Jos van Dongen**

He 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". Mr. van Dongen is also the co-author of the first book on "Pentaho Solutions: Business Intelligence and Data Warehousing with Pentaho and MySQL", published by Wiley in 2009.



**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. Mr. van der Lans is an internationally acclaimed lecturer. For the last 12 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. Mr. van der Lans 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.

**PARTICIPATION FEE**

Euro 1600  
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 6787 - Rome  
Iban Code:  
IT 34 Y 03069 05039 048890270110

**within June 8, 2010**

**ROME**

June 23-25 2010  
Residenza di Ripetta  
Via di Ripetta, 231

Registration fee  
Euro 1600

**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.

**EARLY REGISTRATION**

The participants who will register 30 days before the seminar are entitled to a 5% discount.

**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.

**SEMINAR TIMETABLE**

3 days: 9.30 am - 1.00 pm  
2.00 pm - 5.00 pm



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## Session 1

### BI and Data Warehousing Status Report

*Merv Adrian*

General-purpose offerings from the largest DBMS vendors continue to be the platforms used most often for Data Warehousing. In the past two years, however, a dozen emerging players have created a new market: Specialized Analytic Databases (ADBMSs). During this period, big vendors such as Oracle, IBM, and Microsoft have continued their vertical integration, buying BI tools to offer a “full stack” and command more IT spending from their clients. As innovation continues in database with rising interest in columnar stores, appliances with low entry costs, Open Source offerings and more, the big vendors have responded with new hardware offerings, in-memory analytics, data compression and more. Meanwhile, independent BI players continue to find their own differentiated features to outflank the big vendors, and have found creative ways to partner with emerging ADBMSs. Some of these offerings are in emerging appliance form factors, some in new Open Source partnerships. Collectively, these developments represent the most interesting marketplace we’ve seen for some time – and at the most opportune time, as spending rebounds and new, different data volumes explode.

- DBMS market ferment
  - Consolidation at the top continues
  - Big releases: Oracle Exadata, SQL Server Parallel etc.
  - The Emerging ADBMSs: analytic databases find their feet
  - Open Source developments: the post-MySQL landscape
- BI market expands
  - Consolidation revisited: did it “work”?
  - Innovations abound: advanced visualization, text analytics
  - The rise of the “analytics application”
- Making the Information Supply Chain work
  - Automated tools for design proliferate
  - Data Integration splits: high-priced vendors under attack at the low end
- Hardware transformation: MPP, appliances, blades and specialized processors
- Memory matters: replacing storage, rewritten code lines, in-memory processing

## Session 2

### Comparison of the Main BI Vendor Product Stacks

*Rick van der Lans*

During the last two years, most of the dominant BI vendors, including IBM/Cognos, Microsoft, Oracle, SAS, and SAP/Business Objects, have enhanced their BI stacks considerably. This has been done by buying competitors and/or by developing new tools. The effect is that these mega vendors are now the owners of extensive BI platforms containing tools ranging from database servers and Data Integration tools, to the most advanced Business Analytics tools. This range of features makes it harder and harder for customers to determine what the vendors offer. Mr. van der Lans has created a new framework called the *Business Intelligence Technology Framework* (BITF), which makes it possible to show the tools and technologies that are supported by a vendor. This session presents this framework and uses it to

compare a number of well-known BI vendors, including IBM/Cognos, Microsoft, Oracle, SAS, and SAP/Business Objects.

- Explanation of the Business Intelligence Technology Framework
- How well do IBM/Cognos, Microsoft, Oracle, SAS, and SAP/BO score on the BITF?
- How well integrated are the various BI stacks?
- What are the strengths and weaknesses of the vendor BI stacks
- What can we learn from the BITF?

## Session 3

### Business Analytics: Beyond the Traditional DBMS

*Merv Adrian and Colin White*

Business Analytics are becoming ever more important for driving both operational day-to-day and strategic longer-term Business decisions. To date, an Enterprise Data Warehouse (EDW) implemented with a conventional relational database system has been the primary deployment model for delivering integrated and historical data to BI applications for analysis. Increasing data volumes and new types of data and data sources are stretching the EDW to its limits. In many organizations, the EDW infrastructure was never designed to support today’s data volumes or disparity of data. To solve this problem, vendors are not only improving their EDW offerings, but also marketing other solutions that can coexist with an existing EDW environment. Some argue that technologies such as MapReduce and Hadoop may even replace today’s SQL-driven database systems. Many of these offerings can be deployed not only in-house, but also in a Cloud-Computing environment. Given the complexity of options available, choosing the right solution and deployment approach is a daunting task. To help you understand this confusing marketplace, this session takes a detailed look at these new developments, discusses their strengths and weaknesses, and offers a set of Deployment Patterns that will help you choose the right approach based on Business needs and technology requirements.

#### Part 1: Deployment Patterns

- Traditional enterprise DBMSs
- Analytical DBMSs
- Appliances
- Cloud Computing

#### Part 2: Understanding the Technologies

- Analytical DBMSs
- Data Management, Data Warehouse and BI appliances
- Columnar data stores
- In-database processing
- In-memory data
- MapReduce and Hadoop
- Cloud Computing
- Virtualization

#### Part 3: Choosing the Right Deployment Pattern

- Which pattern to use when?
- In-house vs. cloud vs. hybrid approaches
- Customer Case Studies

## Session 4

### Open Source Solutions: Ready for Prime Time?

*Jos van Dongen*

Every day, a growing number of organizations are attracted by the promise of Open Source software, which offers low-cost full-featured solutions that help drive down the total cost of ownership of an IT infrastructure. Software such as Linux, OpenOffice, MySQL and Firefox are considered mainstream solutions nowadays and are being widely adopted. But what about the solutions offered for BI? Are BI suites, like Pentaho or JasperSoft, 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? Which Open Source Business Intelligence tools are available for reporting, OLAP, Analytics, Corporate Performance Management? What are the costs and pitfalls that should be taken into account and how does Open Source stack up against the leading proprietary solutions? How valuable is the Open Source community? These questions and more will be answered during this session.

- What is Open Source and Open Core?
- The value of the community
- Open source BI suites overview and comparison
- How to build a full Open Source BI stack
- Strengths and weaknesses of Open Source BI solutions

## Session 5

### Business Analytics and Unstructured Data

*Mike Ferguson*

This session looks at the emerging area of Content Analytics and the challenges of creating valuable Business insights from multiple sources of unstructured content (email, web pages, RSS feeds, documents, rich digital media). It shows examples of how Content Analytics can add real Business value in different vertical industries, discusses techniques for producing insight from unstructured content, and reviews examples of Content Analytics products in the marketplace.

- An introduction to Content Analytics
- Business applications that deliver ROI from Content Analytics
  - Voice of the customer
  - Sentiment Analytics
  - Competitor Analysis
  - Vertical industry examples
- Content acquisition and extraction approaches
  - Content quality and integration tools
  - Search, annotation and correlation
  - Text Mining
  - System T, MapReduce and other techniques
- Content Storage approaches
  - Distributed file systems, Data Warehouses, or Content Management Systems
- Content analysis and querying processing product marketplace
- Autonomy, EMC, Endeca, IBM/Cognos, Endeca, Vamosa etc.
- Getting started on Content Analytics

## Session 6

### The Data Delivery Platform: An Update

*Rick van der Lans*

At this conference in 2009, Mr. van der Lans introduced the *Data Delivery Platform* (DDP), a new Business Intelligence architecture for developing flexible Data Warehouse systems where data consumers are decoupled from the data stores. In the last year, a lot of experience has been gained with this DDP. This session will present the current status of the DDP, and answers several questions about its use: What types of tools can be used to develop a DDP? Who has developed DDP-based systems? How to develop Operational BI using the DDP? How to exploit new database technology, such as appliances, with the DDP? What are the practical advantages of the DDP? How can you minimize costs with the DDP?

- What exactly is a Data Delivery Platform and what are its advantages and disadvantages?
- How does the DDP compare with other architectures, such as the Data Warehouse Bus Architecture, the Corporate Information Factory, and Data Warehouse 2.0?
- Experiences with the DDP so far
- The Federation Server marketplace, including a review of products from Composite, Denodo, IBM, Oracle, and SAP
- Operational BI and the DDP
- The flexibility of the DDP to improve time-to-value

## Session 7

### Next Generation BI/DW Solutions: Choosing the Right Options

*Panel: All Speakers*

There are a confusing number of BI and Data Warehousing technologies and products on the market. Which of these many solutions should organizations consider? How can they be used to extend the scope and reach of BI to address a wider set of Business problems and a broader user audience? 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 8

### Using Collaboration to Extend the Reach of BI

*Colin White*

Organizations have made significant progress in creating BI environments that deliver valuable Business Analytics to experienced Business users for decision making. They have had less success, however, in broadening the reach of BI to a wider and less experienced audience. To solve this problem, the BI industry is moving towards products that enable experienced users to become more self-sufficient and extend the knowledge content of Business Analytics so that information can be

made more accessible to less experienced Information Workers. One key development supporting this industry direction is the convergence of BI with collaborative technologies.

This session drills into this topic in detail to understand what collaborative features and functions are needed to ensure this increased BI utilization. It discusses different types of Information Workers and their BI and collaborative requirements. In addition, it will describe the pros and cons of including collaborative capabilities in the BI environment, the factors a customer should consider in choosing a vendor's solution, and the technologies and techniques available for collaborative BI. The presentation will also review how organizations are implementing these new forms of BI solutions.

- Three types of Information Workers: producer, collaborator, consumer
- The convergence of BI and collaboration
- Information Worker BI and collaboration requirements
- Evolving toward a collaborative BI environment: a maturity model
- Vendor and customer examples

## Session 9

### Data Mining and Predictive Analytics: Tools, Techniques and Case Studies

*Jos van Dongen*

Business Analysts and BI Professionals are accustomed to reporting on Business Performance. By now, most people are familiar with the use of BI tools and OLAP to report and identify exceptions and answer basic questions. The challenge for many people is that new questions require new ways of looking at data. Reporting and OLAP techniques are good when the types of questions are known, and also for explaining past or current activity. These techniques, however, cannot be used to understand complex relationships, explore large volumes of detailed data, or predict future activity. Data Mining (including visualization and text analytics) provides the means to accomplish tasks that aren't possible with standard BI tools. These advanced analytics are often not used because of their assumed complexity and cost. The truth is that many techniques can be applied simply, and often with inexpensive (sometimes free) tools.

- What is Data Mining and what does it add to your existing BI capabilities?
- Data Mining techniques and how they can be applied
- Examples of successful Data Mining implementations
- What tools are available on the market and which ones can be easily adopted
- How to get started with Data Mining

## Session 10

### Operational BI and Data Integration: 10 Mistakes to Avoid

*Mike Ferguson*

This session looks at key mistakes that can be made when planning and implementing operational BI, and discusses both the Data Management and integration aspects of operational BI, as well as Data

Analysis and Decision Processing. In addition, both on-demand and event-driven Operational BI are discussed. The presentation will also explain the consequences of these mistakes in both Business and technical terms, and will offer best practice approaches for handling the problems identified.

- What is Operational BI?
- Types of Operational BI and their Business use
- Data Integration requirements
- Query and analysis requirements
- Key mistakes that can be made and their consequences
- How to avoid these mistakes: Best Practice approaches

## Session 11

### Capturing, Integrating and Analyzing Web Data

*Colin White*

In the high growth and volatile Business environment of the Internet, organizations need to be able to monitor and analyze Business Performance in the same way they do in the more traditional Business environment. Without good performance data it is difficult to optimize Business operations on the Web and thus remain competitive. There are many different approaches and tools for capturing, integrating and analyzing Web Data. These range from Cloud Computing solutions such as Google Analytics to Business Activity Monitoring (BAM) and BI Performance Management (BPM) offerings from Enterprise software vendors. This presentation examines the role of analytics in optimizing Business Operations on the Web, reviews technologies and tools for producing analytics, and discusses how Web Analytics can be integrated with other Enterprise analytical systems.

- The role of Analytics in Web Business operations
- Techniques for creating Web Analytics
- The power Google and Cloud Computing
- Capturing and integrating Web data
- Enterprise software solutions for Web Analytics: from BAM to BPM
- Integrating Web Analytics into the IT framework



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