

TECHNOLOGY TRANSFER PRESENTS

# DEREK STRAUSS

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## DW 2.0

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### Next Generation of Data Warehousing

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**NOVEMBER 22-23, 2010**  
RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231  
ROME (ITALY)



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## ABOUT THIS SEMINAR

In the two decades that Data Warehousing has been around, there has been much change. Older technologies have matured, there is new technology, and organizations have accepted Business Intelligence as a standard part of the infrastructure. Today there are many different renditions of what a Data Warehouse is – An active Data Warehouse, a federated Data Warehouse, a star schema Data Warehouse and so forth. Unfortunately none of these types of a Data Warehouse are the same. There is no integrity in the definition of what a Data Warehouse is. In addition, 1<sup>st</sup> generation Data Warehouses have failed to take into account many important requirements that are now recognized as legitimate aspects of Data Warehousing. Now there is DW 2.0 which is the definition of Data Warehouse architecture for the future of Data Warehousing. This two day seminar describes what DW 2.0 is and addresses what Data Warehousing for the future will look like and is presented by a co-author of Bill Inmon's latest book "**DW 2.0. The Architecture of the next generation of Data Warehousing**".

### WHAT YOU WILL LEARN

- Describe what the architecture for the future of Data Warehousing looks like
- Describe how Metadata fits into DW 2.0
- Describe the levels of data of DW 2.0 – Interactive, integrated, near line, archival
- Describe how unstructured data can be gathered and integrated into a Data Warehouse
- Describe the flow of data from outside of DW 2.0, into DW 2.0 and out of DW 2.0
- Understand why Data Warehouses do not have to cost a huge amount of money, even when they contain a lot of data and have lots of users
- Understand the fundamental transformation of data that takes place as data passes through ETL processing
- Examine the role of new Data Warehouse technologies such as Talend, Dataupia, SeaTab, Kalido, and others
- Understand the migration path from existing 1<sup>st</sup> generation Data Warehouses to DW 2.0
- Understand the issues of database design in different parts of the DW 2.0 environment
- Understand the issues of building a Data Warehouse on a fluid foundation that can be changed as Business requirements change

### WHO SHOULD ATTEND

The audience is anyone building a Data Warehouse or rebuilding a Data Warehouse after it was not built properly the first time. This audience includes:

- Data Architects
- Systems Managers
- Systems Designers
- Data Warehouse Managers
- Data Analysts
- Data Managers
- Database Administrators
- Data Administrators

<p><b>1. A brief word about the past</b></p> <p><b>2. An introduction to DW 2.0</b></p> <ul style="list-style-type: none"> <li>• Recognizing the life cycle of data within the Data Warehouse</li> <li>• Including unstructured data in the DW 2.0 environment</li> <li>• Integrating Metadata into the DW 2.0 environment</li> <li>• Changing the DW 2.0 technology infrastructure as Business requirements change</li> </ul> <p><b>3. DW 2.0 architecture</b></p> <ul style="list-style-type: none"> <li>• The interactive sector</li> <li>• The integrated sector</li> <li>• The near line sector</li> <li>• The archival sector</li> <li>• The flow of data into, out of, and through the DW 2.0 environment</li> </ul> <p><b>4. Data Warehouse performance</b></p> <ul style="list-style-type: none"> <li>• SLA for the DSS environment</li> <li>• Homogeneous workload management</li> <li>• Monitoring the Data Warehouse</li> </ul> <p><b>5. Data Marts</b></p> <p><b>6. Data Warehouse exploration facility</b></p> <p><b>7. The fluid foundation – Making sure that changes to Business requirements do not hamstring the development and maintenance efforts</b></p>	<p><b>8. ETL and transformation processing</b></p> <p><b>9. The granularity Manager</b></p> <p><b>10. Data Modeling throughout the DW 2.0 environment</b></p> <ul style="list-style-type: none"> <li>• The ERD model</li> <li>• The dis model</li> <li>• The physical data model</li> </ul> <p><b>11. The Metadata infrastructure</b></p> <ul style="list-style-type: none"> <li>• Enterprise Metadata</li> <li>• Local Metadata</li> <li>• Business Metadata</li> <li>• Technical Metadata</li> </ul> <p><b>12. Integrating unstructured data</b></p> <ul style="list-style-type: none"> <li>• The issue of terminology</li> <li>• Stemming</li> <li>• Stop words</li> <li>• External Taxonomies</li> <li>• Direct, indirect searches</li> <li>• Textual analytics – using SQL for text searches</li> </ul> <p><b>13. The near line extension</b></p> <ul style="list-style-type: none"> <li>• Database utilities</li> <li>• Cross media storage management</li> <li>• The economics of alternate storage</li> </ul> <p><b>14. The exploration facility</b></p> <ul style="list-style-type: none"> <li>• When a facility is needed</li> <li>• What sort of data goes into an exploration facility</li> <li>• The users of the exploration facility</li> </ul>	<p><b>15. Archival sector</b></p> <ul style="list-style-type: none"> <li>• Passive indexes</li> <li>• Inverted lists</li> <li>• Periodic rewriting</li> <li>• Internally contained Metadata</li> <li>• Release independence</li> </ul> <p><b>16. The unstructured database</b></p> <ul style="list-style-type: none"> <li>• Integrating unstructured data</li> <li>• SOM's and other visualizations</li> <li>• Creating the unstructured Data Warehouse</li> <li>• Linking the unstructured Data Warehouse to the structured Data Warehouse</li> <li>• Applications of unstructured data in an analytical environment</li> <li>• Managing volumes of unstructured data</li> </ul> <p><b>17. Methodology throughout the DW 2.0 environment</b></p> <ul style="list-style-type: none"> <li>• The waterfall SDLC</li> <li>• The spiral development SDLC</li> <li>• Heuristic processing</li> <li>• Just giving the end users their data</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 8, 2010</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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job title .....

organisation .....

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Stamp and signature

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



## SPEAKER

**Derek Strauss**, founder, CEO and a Principal Consultant of Gavroshe USA Inc. has over 25 years of IT industry experience, 16 years of which were in the Information Resource Management and Business Intelligence/Data Warehousing fields. Mr. Strauss established and managed numerous Enterprise programs and initiatives in the areas of Business Intelligence, Data Warehousing and Data Quality Improvement. Bill Inmon's Corporate Information Factory and John Zachman's Enterprise Architecture Framework have been the foundational cornerstones of his work. He is an active member of The Data Management Association and currently serves as VP of Programs for SW Ohio DAMA. He has lectured at MIT and is on the Faculty of The Data Warehouse Institute. Mr. Strauss is a Specialist Workshop Facilitator for all levels (clerical to Board-level) of workshops. He has spoken at numerous local and international Conferences on Data Warehousing issues, including seminars in Europe and Africa. He has also travelled and spoken with Bill Inmon, and is a co-author of Bill's latest book "**DW 2.0: The Architecture for the next generation of Data Warehousing**".