

TECHNOLOGY TRANSFER PRESENTS

JOS  
**van**  
**DONGEN**

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**Hot Topics in**

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**BUSINESS INTELLIGENCE**

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**OCTOBER 18, 2010**  
RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231  
ROME (ITALY)



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## ABOUT THIS SEMINAR

The speed with which the BI world evolves is mind boggling; developments move so fast that many organizations can't see the forest for the trees anymore and have trouble keeping up. Increasing cost cuts on the one hand and higher technical and functional demands on the other cause a lot of pressure for departments responsible for BI and Data Warehousing. Most organizations that already have implemented a BI solution can barely keep these systems up and running and support existing user requirements, let alone implement new features and functionality. Others are busy trying to find the right technology or performing Business analysis to investigate what is needed. In many cases, temporal reporting and analysis environments consisting of spreadsheets or desktop databases like Access become the de facto BI standard by lack of a real solution, hereby causing unmanageable situations.

Freeing up extra time to keep up with current developments in BI methodology, tools and technology is usually not a top priority, but organizations that do this anyway often quickly reap the benefits of it. For instance, did you know that there is a new generation of analytical databases available that are both many times faster and a lot cheaper than traditional database systems? Not only cheaper in terms of licensing, but also in terms of management. Or, are you aware of the fact that new tools for visual analysis enable your users to gain new insights in a matter of seconds and are very easy to learn and use? New project management methodologies like Agile BI can help you to reduce the time to market for your management reports, and modeling techniques like Data Vault enable you to build a more solid and trustworthy Data Warehouse.

This two day, high paced, interactive seminar will bring you up to speed quickly on recent developments in Business Intelligence, Data Warehousing and Analytics. The impact and opportunities for your organization as well as the available tools and vendors will be covered in depth, including costs and risks involved with adopting these new technologies and methods.

### WHAT YOU WILL LEARN

- What are the current developments in BI and Data Warehousing (and why should you care)?
- Which new tools and vendors are available?
- How to validate the relevance of these new developments?
- How do I improve my existing BI environment without adding extra costs?
- Which knowledge do I need to benefit from these 'hot topics' in BI?

### MAIN TOPICS

- Save costs and build better solutions using Open Source BI
- Speed up your Data Warehouse with Analytical Databases
- Using Visual Analysis tools for better insight
- Getting started with Data Mining
- Outsourcing BI: evaluating Cloud and SaaS solutions
- Faster time to market using Agile techniques
- Real time BI: virtual Data Warehousing and streaming data

### WHOU SHOULD ATTEND

This seminar is aimed at anyone directly or indirectly responsible for evaluating, selecting, implementing, supporting or using Business Intelligence solutions in an organization:

- ICT Managers
- Information Managers
- Business Intelligence & Data Warehouse designers & developers
- Business analysts responsible for Business Intelligence
- Database analysts and DBA's

# OUTLINE

## 1. Topic introduction and overview

- The innovation paradox: why big vendors rarely introduce breakthrough technology
- Faster, better and smarter BI solutions, but what about the people?
- Overview and positioning of seminar topics

## 2. Open Source BI

- What is Open Source and Open Core
- Open Source BI Suites: Pentaho, JasperSoft and SpagoBI
- Alternative solutions: Jedox Palo & Eclipse BIRT
- Open Source versus Traditional: costs, risks & pitfalls.

## 3. Analytical Databases

- Analytical versus Traditional: what's new?
- Market overview of analytical databases & appliances
- Performance and costs
- Migration and support
- Evaluating solutions

## 4. Visual Analysis

- Introduction into visual analysis techniques
- Visual analysis using traditional tools
- Solution overview with e.g. Spotfire, Tableau, Panopticon and SAS/JMP
- Do it yourself: extending your BI environment using (Open Source) libraries
- It's not for everyone: target audience, required skills & implementation

## 5. Data Mining & Predictive Analytics

- Making money using Data Mining
- Overview algorithms and applications
- Data mining tool market & market developments
- Data Mining using Excel
- 'Getting started': tips, tricks & training material

## 6. SaaS BI & Cloud Data Warehousing

- Scenario & solution type overview
- Pros and cons of 'as a service'
- Vendor & application overview
- Migration issues

## 7. Agile BI

- What's 'Agile' and what's new?
- Overview and comparison of methodologies (e.g. Princll, XP, DSDM, Scrum)
- Agile BI, a contradiction of terms?
- Adoption and support of Agile BI methods by vendors (e.g. Pentaho, SQLPower, Encanvas)
- Designing for change: using Data Vault Data Warehouse modeling

## 8. The Real Time Organization

- Real Time & Operational BI explained
- The virtual Data Warehouse
- Handling streaming data and events
- Market & solution overview
- Integration and migration scenarios

## 9. Summary and Conclusions

- Even more trends: search, unstructured data, portals, collaboration
- How to select and implement new tools, techniques and methods?
- Where to find help and support
- Keeping up: relevant information sources

# INFORMATION

<p><b>PARTICIPATION FEE</b></p> <p>€ 700</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 October 4, 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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**JOS VAN DONGEN**  
**HOT TOPICS IN**  
**BUSINESS INTELLIGENCE**

October 18, 2010  
Residenza di Ripetta  
Via di Ripetta, 231  
Rome (Italy)

Registration fee:  
€ 700

*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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Stamp and signature

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