



TECHNOLOGY TRANSFER PRESENTS

Rome, November 30 - December 2, 2011
Residenza di Ripetta
Via di Ripetta, 231

INTERNATIONAL
CONFERENCE

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DM&DW

**Data
Management
&
Data
Warehousing**

BEYOND THE TRADITIONAL DATA WAREHOUSE



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BEYOND THE TRADITIONAL DATA WAREHOUSE

The Data Management and Data Warehousing industry has changed dramatically since the advent of Enterprise Data Warehousing some 25 years ago. The Data Warehouse environment no longer stands separate from other IT systems as it did in the past, but is now an integrated component of the IT environment that helps drive all aspects of decision making from daily Business operations to strategic planning.

Constantly changing Business requirements coupled with new and evolving technologies, however, present today's data integration and Data Warehouse developers with some unique challenges. Increasing data volumes and analytical complexity, the need for development agility and low-latency data, plus the increasing use of social media and Web data is stretching what can be achieved using traditional data warehousing approaches. As a result, organizations are developing and deploying solutions that extend the current Data Warehousing environment with new approaches and technologies that help improve agility and provide Business users with information they need to run the Business.

This Conference examines trends in Data Management and Data Warehousing and examines how organizations are extending the traditional Data Warehouse to satisfy new business needs while at the same time maintaining data quality, integrity and security. Conference speakers will be Mike Ferguson, Mark Madsen, William McKnight, Rick van der Lans and Colin White. Topics that will be discussed include:

- Extending the Data Warehouse with Big Data and Big Analytics
 - Why BI Environments Will Become Less Database Centric
- New and Evolving Trends in Data Integration Technologies and Tools
 - Hadoop and MapReduce: What's the Fuss About?
 - Data Virtualization: A Look Under the Hood
- Bringing Order to Heterogeneous Data – Enterprise Metadata Management
- Agile Approaches: Making Data Warehousing and BI Work for the Business
 - Beyond the Traditional Data Warehouse
- New Methods and Data Structures for Handling Complex Data
- Justifying and Implementing Master Data Management for the Enterprise
 - Data Management in a Cloud-Computing Environment
- Extreme Data Warehouse Performance: Exploiting New Software and Hardware Technologies



Colin White

He is the president of DataBase Associates Inc. and founder of BI Research. As an analyst, educator and writer he is well known for his in-depth knowledge of Data Management, Information Integration, and Business Intelligence technologies and how they can be used for building the smart and agile Business. With many years of IT experience, he has consulted for dozens of companies throughout the world and is a frequent speaker at leading IT events. Mr. White has written numerous articles and papers on deploying new and evolving information technologies for Business benefit and is a regular contributor to several leading print- and Web-based industry journals. For ten years he was the conference chair of the DCI and Shared Insights Portals, Content Management, and Collaboration conference. He was also the conference director of the DB/EXPO trade show and conference.



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.

SPEAKERS

- Mark Madsen
- William McKnight
- Colin White
- Mike Ferguson
- Rick van der Lans

REGISTRATION FORM



Once filled to be given to:
Technology Transfer
Piazza Cavour, 3 - 00193 Roma
Tel. 06-6832227
Fax 06-6871102
www.technologytransfer.it
info@technologytransfer.it

The Conference is for IT Executives, Managers and Architects who wish to take a detailed and practical look at the latest developments in Data Management and Data Warehousing.



Mike Ferguson

He is Managing Director of Intelligent Business Strategies Ltd. As an analyst and consultant he specialises in Business Intelligence and Enterprise Business Integration. With over 30 years of IT experience, Mr. Ferguson has consulted for dozens of companies on Business Intelligence strategy, technology selection, Enterprise Architecture, Enterprise Portals, Business Process Integration, applications integration and data integration. He has spoken at events all over the world and written numerous articles. He is a resident expert on the Business Intelligence Network, providing articles, blogs and his insights on the industry. Formerly he was a principal and co-founder of Codd and Date Europe Limited - the inventors of the Relational Model - a Chief Architect at NCR on the Teradata DBMS. He teaches popular master classes in Business Intelligence, Performance Management, Enterprise Integration, Enterprise Portal Implementation and Enterprise Data Management.



Mark Madsen

He is President of Third Nature, a market research and consulting firm focused on Data Integration, Data management, Business Intelligence and emerging technology trends. Mr. Madsen is an award-winning architect and CTO whose work on Knowledge Management, Data warehousing and Business Intelligence has been featured in numerous industry publications. He is the principal author of the book "Clickstream Data Warehousing" and teaches seminars on Open Source, Integration, and Business Intelligence.



William McKnight

He functions as Strategist, Lead Enterprise Information Architect, and Program Manager for complex, high-volume full life-cycle implementations worldwide utilizing the disciplines of Data Warehousing, Master Data Management, Business Intelligence, Data Quality and Operational Business Intelligence. Many of his clients have gone public with their success story. Mr. McKnight is a Southwest Entrepreneur of the Year Finalist, a frequent Best Practices judge, has authored hundreds of articles and white papers and given hundreds of international keynotes and public seminars. His team's implementations from both IT and consultant positions have won Best Practices awards. He is a former IT VP of a Fortune company, a former engineer of DB2 at IBM and holds an MBA. Mr. McKnight is author of the book "90 Days to Success in Consulting."

PARTICIPATION FEE

Euro 1700
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: Cariparma
Agenzia 1 - Rome
Iban Code:
IT 03 W 06230 03202 000057031348

within November 15, 2011

ROME 2011
November 30 - December 2
Residenza di Ripetta
Via di Ripetta, 231

Registration fee
Euro 1700

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

DM&DW
Conference

first name _____

surname _____

job title _____

organisation _____

address _____

postcode _____

city _____

country _____

telephone _____

fax _____

e-mail _____

Stamp and signature _____

Session 1

Extending the Data Warehouse with Big Data and Big Analytics

Colin White

At present, there seems to be an almost continuous stream of big data announcements from vendors. This in turn has caused endless and heated debates from industry pundits about what the terms big data means. The result is that many people now feel this term has become a meaningless and overhyped marketing buzzword. Although there is a certain degree of truth in this latter viewpoint, big data is nevertheless a useful buzzword because it reflects analytic solutions that were not easy or not previously possible to implement. Many of these solutions can bring significant Business benefit using a traditional Data Warehouse. The objective of this presentation is not to debate the meaning of big data, or its associated buzzword big analytics, but to discuss use cases for new and evolving big data technologies and how the existing Data Warehousing environment can be extended to support them. It will:

- Review the many dimensions of big data and big analytics: volume, velocity, variety, and workload complexity and agility.
- Discuss use cases and the benefits they can bring to the Business
- Look at the technologies that support each of these use cases
- Explain how the existing Data Warehousing environment can be extended to support big data and big analytics

Session 2

Why BI Environments Will Become Less Database Centric

Rick van der Lans

The success of most organizations is highly dependent on the quality of their decision making. The field of Business Intelligence focuses on supporting and improving that decision making process. Unfortunately, the focus of Business Intelligence was until now on supporting the decision-making process of higher management levels that are involved in strategic and tactical decision making. But like anything else, the world of Business Intelligence is changing as new reporting and analysis technologies help organizations improve the decision making process. Examples of these new technologies include, operational BI, streaming BI, big data analytics, exploratory analysis, 360° reporting, and so on. Together, these new forms of reporting and analytics are called The New BI. The New BI will have a radical impact on how BI systems have to be designed, because it will require search technology, data virtualization, non-relational storage technology, push approaches and mobile BI that will lead to less database-centric BI environments. This session explains The New BI, and how it will change our BI systems.

- Explanation of the new forms of BI, or “What is The New BI?”
- What are the requirements for decision-making by operational management?
- The limitations of the classic, database-centric BI environments
- What is the added value of search technology?
- What will a modern BI environment look like?

Session 3

New and Evolving Trends in Data Integration Technologies and Tools

Mark Madsen

Data integration has evolved greatly in recent years. Today data integration spans many technologies including ETL (extract, transform, and load), data federation, replication, change data capture, text processing and more. The original data integration vendors have been shifting their focus from basic functions to data management as Open Source makes the core technologies into a commodity. Many organizations have integration competency centers covering analytic and application-oriented integration, liberating data integration from its Data Warehousing roots. The automation and monitoring of almost everything thanks to cheap computer chips and the rise of the Internet is further changing the nature of data integration. Keeping up with the new needs of Web applications, cloud-based services, non-relational data stores, and the new data latency and data volume requirements is hard for any IT department. This presentation aims to help by providing an overview of the changes in the data integration market, the technologies available and what the future integration needs will be. This information will help when making decisions to modernize or upgrade your organization’s data infrastructure. During this session you will learn:

- What is changing with the way IT organizations approach data integration
- New requirements for data integration technologies and techniques
- How traditional data integration vendors are (or aren’t) responding to the new market
- What new technologies are available

Session 4

Hadoop and MapReduce: What’s the Fuss About?

Colin White

Increasing data volumes and new data sources are driving game-changing alternatives to the relational systems employed by traditional Data Warehouses. These new approaches employ a wide range of different techniques, technologies and deployment models. One of the more disruptive approaches being introduced into the market are solutions based on the Hadoop distributed computing framework. The advocates of these solutions claim they will ultimately replace today’s relational database systems. The relational camp on the other hand say these products are immature and will never replace relational DBMS products that organizations have invested millions of dollars in. Which side is right? What role do Hadoop solutions have in analytic processing? Can the two approaches coexist? These are some of the questions addressed by this presentation, which takes a detailed at Hadoop and its MapReduce programmatic approach to data processing. Topics that will be covered include:

- Why do we need an alternative to relational database technology?
- An overview of the non-relational (“no-sql”) marketplace
- An introduction to Hadoop and MapReduce

- Pros and cons of Hadoop-based approaches versus relational products
- The role of Hadoop and MapReduce in analytic processing
- Deployment patterns and Case Studies

Session 5

Data Virtualization: A Look Under the Hood

Rick van der Lans

The interest in data virtualization is rapidly growing – data virtualization increases flexibility and reduces the complexity of a Business Intelligence environment. Conceptually, data virtualization is simple: a layer of software residing between the applications and a set of data stores. Technically, however, this is sophisticated, high-end technology. This session explains how the current data virtualization products work under the hood, looking at the kinds of techniques that are used to guarantee good query performance, high scalability and high availability. Examples of topics discussed include different styles for refreshing caches (full, incremental, live), optimization strategies (query substitution, pushdown, query expansion, ship joins) and data cleansing (transforming incorrect codes, handling missing data). By explaining how these data virtualization products work, attendees will get a better understanding of how and when they can be deployed and what their strengths and weaknesses are.

- The implication of the internal data model: relational, non-relational, or relational extended
- Overview of query optimization techniques
- Strengths and weaknesses of on-demand transformation versus scheduled transformation (ETL)
- Limitations of data virtualization products
- Overview of data virtualization products

Session 6

Bringing Order to Heterogeneous Data – Enterprise Metadata Management

Mike Ferguson

This session looks at the role of Metadata Management in Enterprise Information Management initiatives. It looks at how companies can organize Metadata and discusses using Metadata Management technologies to gain control of both structured and unstructured data in an organization. In particular it looks at:

- Common Business vocabularies
- A methodology for continuous improvement in structured data
- Handling disparate data definitions for the same data
- Mapping disparate definitions to common ones
- Data cleansing and data integration rules
- Generating ETL, EII and ESB translations off the same Metadata
- Integration of master Data Metadata with Taxonomies
- Master Taxonomy Management
- Integrating Taxonomies with content authoring tools and content management systems
- Using Metadata to clean and integrate unstructured content

Session 7

Agile Approaches: Making Data Warehousing and BI Work for the Business

William McKnight

Making effective use of information is important for both large and small organization in today's competitive landscape. Information is an asset that users should be able to exploit without restriction to provide better insight into overcoming Business challenges. Information gathering is the most time-consuming, yet critically important component of most corporate IT projects. For the past few decades, the struggle to centralize and access data has been a major focus for Information Management Professionals. Recent advances in Data Integration and Business Intelligence methodologies and technologies have broken through some long-standing barriers and made it possible for BI projects to achieve rapid Business gain. The use of "agile" techniques accelerates BI development, improves collaboration between IT and Business users, and ultimately conserves and maximizes budget use. This session outlines the modern components of BI Information Management and helps attendees understand how recent innovations can be put to work in today's ever more complex IT environment. Topics covered include:

- How Data Warehousing and Business analytics are evolving to meet changing business demands and requirements
- How agile techniques can be utilized to overcome Information Management roadblocks
- The changing role of business intelligence in Information Management architecture

Session 8

Beyond the Traditional Data Warehouse

Panel: All Speakers

The use of Data Management and Data Warehousing technologies and software both inside and outside the corporate firewall are changing at a fast rate and keeping up with these changes can be challenging. This panel session provides an ideal opportunity to hear from and interact with Conference Speakers about the latest developments in Data Management and Data Warehousing. It will help you understand what technologies and products you need to consider and plan for, and will also offer suggestions on the best approaches to use to grow your IT environment to take advantage of the latest industry developments.

Session 9

New Methods and Data Structures for Handling Complex Data

Mark Madsen

Managing data to support the complex data needs of modern organizations is challenging. The original concept of a Data Warehouse to store and query all of an organization's data has changed, as has the nature of that data. The real rise in data volumes is driven not by user-entered data from applications, but data generated by machines. Web

analytics, log-based data and sensor networks are examples of machine-generated data that people are putting to use in their organizations. Much of this data is available via APIs or stored in non-relational databases because it doesn't easily fit into traditional models or because the volume and variability of the data is too high. All of these changes are generating the need for new tools and techniques to get and process that data. This translates into new data storage models, new integration models, different methods and approaches to track and manage the data – in essence a rethinking of the data infrastructure to support an organization's needs from traditional data-at-rest to real-time data-in-motion. During this session you will learn:

- Ways in which machine generated and mediated data are being used
- How more complex data and its uses can change data integration requirements
- Some of the approaches people are using to marry traditional and non-traditional storage models
- What new tools and products are available to meet specific needs
- Changes to the approaches and methods that are required

Session 10

Justifying and Implementing Master Data Management for the Enterprise

William McKnight

There is considerable interest, and also potential controversy, in using master data to build an Enterprise view of an organization. Many companies today are developing a master data environment using customer, product, supplier, and other subject data, to gain Business efficiency and to improve the bottom line of the company. This session will discuss what MDM is, how it is architected into the information management environment, and how to build a Business Case for an MDM project. It will explain why the best approach to MDM is to demonstrate economic payback that translates directly into cash flow improvements. This practical, experience-based, and tool-agnostic session will help you understand how to justify and measure the benefits of an MDM project, and create a framework that will help you champion MDM and get it moving to the benefit of the organization. Topics that will be covered include:

- What is wrong with how we Master Data today?
- What does the world of Master Data Management offer?
- What are the nuances of master Data Management architecture?
- What are the important things to do to achieve MDM success?

Session 11

Data Management in a Cloud-Computing Environment

Mike Ferguson

An increasing number of operational and BI analytical systems are being deployed in a Cloud-based environment, and organizations are facing the challenge of how to integrate and manage Cloud-based

data. Issues that have to be addressed include how to handle the quality, integration, privacy, security and synchronization of cloud data for both operational and analytical systems. The session discusses:

- What is Cloud Computing and why use it as a deployment option?
- Emerging uses of the Cloud for operational and BI systems
- Pros and cons of deploying in the Cloud?
- Data management in a Cloud-Computing environment
- What's new and unique about Cloud-based data sources
- Getting data into and out of Cloud-based operational systems
- Managing data quality in the Cloud
- Managing master data in the Cloud
- Getting data into a cloud-based BI system
- Managing data security and data privacy in a Cloud environment
- The emergence of Cloud-based information services
- Federating data between Cloud and on-premise data systems
- Integrating Cloud-based data with on-premise data
- Things to do and not to do
- Getting started with Cloud-based data management

Session 12

Extreme Data Warehouse Performance: Exploiting New Software and Hardware

Colin White

High performance has always been a requirement for a Data Warehousing system and vendors are under constant pressure to improve their products to support data volumes and analytic workloads that require extreme performance. These improvements are achieved through software innovation and by exploiting advances in hardware technology. This session examines recent trends in Data Warehousing that extend existing performance limits and enable extreme Data Warehouse workloads.

- Data Warehousing software and hardware performance trends
- Exploiting new software innovations
- In-memory data
- In-memory analytics
- In-database processing
- New storage techniques: XML, columnar stores, data compression
- Exploiting new hardware technology
- Faster and multicore processors
- Hybrid data storage using solid-state drives and large-capacity hard drives
- Improvements in I/O and networking bandwidth
- Integrated software and hardware Data Warehouse appliances



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