

TECHNOLOGY TRANSFER PRESENTS

MIKE
FERGUSON

**DATA MANAGEMENT AND
BUSINESS INTELLIGENCE
IN A CLOUD COMPUTING
ENVIRONMENT**

MAY 31 2012

VISCONTI PALACE HOTEL - VIA FEDERICO CESI, 37
ROME (ITALY)



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ABOUT THIS SEMINAR

Increasingly, organizations are taking advantage of the Cloud, to build infrastructure and deliver new applications, services and Business models, many of which are also tied to mobile applications. There are many reasons why the adoption of Cloud Computing is happening. The main ones include the need to improve flexibility, improve scalability, reduce capital costs and reduce operating expenses.

The consequences of this trend are that more and more data is starting to be created and stored in the Cloud making the Cloud a place where new data sources are emerging that offer additional Business value over and above the data held in on-premise systems. The challenge this poses is that organizations are now faced with a hybrid mix of on-premise and off premise data that needs to be managed. In addition, the abundance of data being created by Cloud based transaction processing applications is leading to new value-add Software-as-a-Service (SaaS) BI solutions appearing that can combine this data with data from on-premise systems for value add analysis and reporting. Also as Web logs explode in size and new types of data such as text and machine-generated sensor data emerge as candidate data for exploratory analysis, the concept of Big Data has appeared on the scene. In many cases, this volumes and variety of this data mean that analysis of Big Data requires scalability well beyond what might be available on-premise. And so the Cloud becomes an option again to leverage thousands of servers to analyze Big Data. Add to this the increasing need to create 'sandboxes' to satisfy self-service analytical projects and it becomes clear that Data Management and BI in the Cloud is becoming a real concern. In addition, existing BI systems are also being virtualized inside the Enterprise.

This seminar looks at the shift towards the hybrid Enterprise and offers practical advice on how to manage data across an on-premise and Cloud Computing environment. It also looks at SaaS BI systems on the public Cloud, and looks at what is needed to keep these systems integrated with on-premise applications. It also looks at Data Management on the Cloud and options for integrating Cloud and on-premise data for Business use.

What are the implications of Cloud Computing? How do you manage data in a Cloud Computing environment and what can be done to integrate Cloud and on-premise data to supply internal and SaaS based systems? How are BI systems and Data Warehouse architectures impacted by the Cloud and SaaS based BI systems. What is needed to keep these systems integrated with on-premise BI applications.

WHO SHOULD ATTEND

This seminar is intended for business and IT professionals responsible for cloud based BI systems and for managing and governing data across cloud and on premise systems. It assumes that you have an understanding of basic data management principles as well as at least a high level of understanding of the concepts of data migration, data replication, metadata, data warehousing, data modeling, data cleansing etc. Knowledge of BI systems is also useful.

OUTLINE

1. An Introduction to Cloud Computing

- What is Cloud Computing?
- Cloud Computing terminology
- What is multi-tenancy?
- Public Cloud versus private Cloud
- Business drivers for deploying on the Cloud
- Emerging uses of the Cloud for operational and BI systems
- Trends in Cloud Computing – the era of the hybrid Enterprise

2. Data Management in a Cloud Computing environment

- Databases and new data sources available on the Cloud
- The challenge of managing on-premise and Cloud based data
- How do you govern Cloud data?
- Approaches to managing Cloud data
- Tools and technologies for managing Cloud data
- Defining Cloud data in a Business glossary
- Data modelling for Cloud data bases
- Discovering data on the Cloud
- Integrating Cloud data into your Enterprise Data Governance program
- Integrating Cloud based data with on-premise data
- The emergence of Cloud based information services
- Federating data from across Cloud and on-premise data sources
- MDM in a hybrid Cloud Computing environment
- Getting started with Cloud based Data Management

3. A Closer look at Cloud based BI Systems

- Cloud requirements for a BI system
- Pros and cons of deploying BI on the Cloud?
- Cloud BI Deployment Options - The IaaS, PaaS and SaaS BI Marketplace
- Big data and the Cloud – a scalable option
- Developing analytics for Cloud based BI – Using R and Segue
- The public Cloud BI marketplace – Actuate, Birst, Cloud9, GoodData, Indicee, LiteBI, MicroStrategy, PivotLink, SAP BusinessObjects, Oco
- Using Cloud based ETL tools – Dell Boomi, Informatica Cloud, SnapLogic, Talend
- Using on-premise ETL and Data Virtualization with Cloud based BI systems
- Deploying BI systems on private Clouds
- Getting data into a Cloud based BI system
- Managing access to Cloud based BI systems and analytic applications
- Integrating Cloud based BI systems with on-premise BI systems
- Integrating Cloud and on-premise data - options available
- Dos and Don'ts
- Getting started with Cloud based BI

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 700</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Visconti Palace Hotel Via Federico Cesi, 37 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 May 16, 2012</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</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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May 31, 2012
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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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SPEAKER

Mike Ferguson is the Managing Director of Intelligent Business Strategies Ltd. As an independent analyst and consultant he specialises in Business Intelligence, Enterprise Business Integration and Enterprise Data Management. With over 30 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 the B-EYE-Network. Prior to founding Intelligent Business Strategies, was a member of NCR's worldwide product strategy and architecture team as a Chief Architect working on the Teradata DBMS. He spent four years as a principal and co-founder of Codd and Date Europe Limited – the inventors of the Relational Model - specialising in IBM's DB2 product and was a partner and European Managing Director at DataBase Associates.