



TECHNOLOGY TRANSFER PRESENTS

Rome, May 17-18, 2012
Residenza di Ripetta
Via di Ripetta, 231

INTERNATIONAL
SUMMIT
2012

dw&bi

**Data
Warehousing
&
Business
Intelligence**

BUILDING THE SMART BUSINESS

Business Intelligence (BI) and Data Warehousing have become essential for supporting smart Business decisions, increasing revenues, and remaining competitive. A BI and its underlying Data Warehousing system, however, is not the only component of a decision-making environment, and today's Business users are frustrated with the poor ease of use and lack of integration between the applications and tools they use to gather the information they need in their jobs. If a company is to truly become a Smart Business and gain value from its decision support investments it must solve this issue and provide Business users with an integrated interface to the information they need for informed decision making. Fortunately, vendors are beginning to recognize this issue and are starting to deliver solutions that integrate many of today's decision-making technologies.

This Summit examines emerging trends in BI and Data Warehousing and the role of related technologies such as Big Data, in-memory and in-database computing, Search, Collaborative Computing, Mobile Computing, and so forth. It will help you understand the many different use cases and technology combinations that exist and determine the most appropriate one for your organization, so that it can become a Smart Business.

Topics that will be covered include:

- Next Generation Business Intelligence and Data Warehousing
 - Beyond the Classic Data Warehouse
- Understanding How OLAP Architectures and Technologies Deliver BI Agility
 - Search and BI: Bridging the Divide
 - Best Practices for Deploying Collaborative BI
- Understanding the Potential and Impact of Mobile BI
 - Big Data Integration is a Big Deal
 - Emerging Trends for the Smart Business
- Who Are Your Customers? Using Customer Analytics To Outperform Your Competition
 - Big Data and the Data Scientist



Colin White

He is the founder of BI Research and president of DataBase Associates Inc. 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 Shared Insights Portals, Content Management, and Collaboration Conference. He was also the Conference Director of the DB/EXPO trade show and conference.



John O'Brien

With over 20 years of experience delivering value through Data Warehousing and BI programs, John O'Brien's unique perspective comes from the combination of his roles as a practitioner, consultant, and vendor CTO in the BI industry. As a recognized thought leader in BI, Mr. O'Brien has been publishing articles and presenting at conferences in North America and Europe for the past 10 years. His knowledge in designing, building, and growing Enterprise BI systems and teams brings real world insights to each role and phase within a BI program. Today, he provides research, strategic advisory services and mentoring that guide companies in meeting the demands of next generation information management, architecture, and emerging technologies.

SPEAKERS

Claudia Imhoff

John O'Brien

Colin White

Mike Ferguson

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 Summit 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 Managing Director of Intelligent Business Strategies Limited. 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, and Data Management. He has spoken at events all over the world and written numerous articles. Mr. Ferguson 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 Teradata on the Teradata DBMS and European Managing Director of Database Associates. He teaches popular master classes in Operational Business Intelligence, New Technologies in DW and BI for the Agile Enterprise, Master Data Management, Enterprise Data Governance and Service Oriented Architecture (SOA).



Claudia Imhoff

A thought leader and practitioner, Claudia Imhoff is a popular and dynamic speaker on Business Intelligence. She is the President and Founder of Intelligent Solutions Inc., a Data Warehousing and BI consultancy. She has co-authored five books on these topics and the architectures supporting them and writes articles and research papers for technical and Business magazines. She has served as an expert on DW and BI for the B-EYE-Network.com for over 5 years. She has also served on the Board of Advisors for DAMA International and was chosen by the DAMA organizations to receive the 1999 and 2005 Individual Achievement Awards. She is an advisor for and was bestowed the title of Fellow of the Data Warehousing Institute and she is the Founder of the Boulder BI Brain Trust (BBBT), a membership-only consortium of leading BI consultants and independent analysts.

PARTICIPATION FEE

Euro 1400
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 di Roma
Iban Code:
IT 03 W 06230 03202 000057031348

within May 2, 2012

ROME

May 17-18, 2012
Residenza di Ripetta
Via di Ripetta, 231

Registration fee
Euro 1400

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

2 days: 9.00 am - 1.00 pm
2.00 pm - 5.00 pm



first name _____

surname _____

job title _____

organisation _____

address _____

postcode _____

city _____

country _____

telephone _____

fax _____

e-mail _____

Stamp and signature _____

OUTLINE

First Day

Session 1

09:00 – 10:15

Next Generation Business Intelligence and Data Warehousing

Colin White

Many Companies are finding traditional approaches to BI and Data Warehousing time consuming and costly to deploy. The result is that companies are not gaining the full Business benefits out of their BI investments and are unable to make BI as pervasive in the organization as they would like. These issues coupled with increasing Business competition, higher costs and lower profits are causing organizations to look for faster and lower-cost approaches to exploiting BI and analytics for Business benefit. This opening session looks at new BI and Data Warehousing approaches that help here and discusses the Business benefits they provide.

Topics that will be covered include:

- Why traditional approaches are limiting BI and Data Warehousing deployment
- Next generation technologies and architectures (Data Management hardware and software advances, Big Data, Appliances, Cloud Computing, self-service and Collaborative BI, Mobile Computing)
- Matching technologies to Business benefits
- Getting started and customer examples

Session 2

10:45 – 12:00

Understanding how OLAP Architectures and Technologies Deliver BI Agility

John O'Brien

This session will explain how to balance strategic and tactical architecture development so that BI strategy and BI architecture are not the enemy of agility and incremental Business value delivery. Understanding how Data Warehouse architectures evolve over time allows for road maps to guide the expansion of your BI capabilities and for the use of OLAP technologies in order to meet Business demands for agile analytics. These architectures begin where well-designed logical dimensional modeling ends, and focus on implementing and expanding OLAP architectures that enable BI agility. The presentation will assess the strengths and weaknesses of various OLAP technologies and discuss the newest trends that are revitalizing today's analytic market.

Topics that will be covered include:

- How to balance BI strategy with BI agility
- How to evaluate and select OLAP technology options
- How to implement data architectures supporting OLAP solutions
- The differences between ROLAP, MOLAP, HOLAP, and DOLAP

Session 3

12:00 – 13:00

Search and BI: Bridging the Divide

Mike Ferguson

This session will examine the growing role of Search in an analytical environment both as an information consumer tool for self-service BI and as a way of analyzing both structured and unstructured data. Search has been incorporated into BI tools for some time, but with the emergence of Big Data as a platform for analyzing unstructured information, it is taking on a major new role. Search is a simple mechanism that is familiar to most people, and opening up the interactive use of BI via Search can have enormous Business benefits. Search can be used to grow the use of BI to a much wider group of users and also provide a way to extract additional insight from unstructured content.

Topics that will be covered include:

- Why Search and BI?
- The growing importance of analyzing unstructured content
- The emergence of Big Data and its implications on search and BI
- Using Search indexes on structured and unstructured content
- Building dashboards and reports on top of search engine indexed content
- Using search to analyze unstructured content
- The integration of Search with BI platforms
- Using Search to find BI content and metrics
- Guided analysis using multi-faceted Search
- The marketplace: Attivio, ExaLead, Connexica, HP Autonomy IDOL 10, IBM Cognos, Lucene, Microsoft Fast, Oracle Endeca and Oracle BI Foundation Suite, SAP BusinessObjects
- Integrating unstructured and structured data using text analytics

Session 4

14:15 – 15:30

Beyond the Classic Data Warehouse

Claudia Imhoff

The traditional BI architecture has served us well for over two decades, but with all the new technologies and new data sources the traditional architecture must be expanded. This presentation will focus on three new developments that greatly impact the overall BI architecture. It will discuss the impact and changes needed to take full advantage of these new areas:

- Master Data Management – MDM will significantly alter the overall Data Management processes used for BI. If a Master Data repository exists, what changes need to be made to accommodate this new source of data?
- Event or stream analytics – not all analytics occur within the traditional BI architecture. Unknown to many BI implementers, an entirely new source of analytics was being developed using new technologies and real time data. BI architectures must embrace these new types of analytics to fill out the full spectrum of real-time to historical analyses
- Big Data analytics – we are now able to store enormous amounts of data, more than ever before. Not only are the volumes massive but the formats of the data are also unusual. The BI architecture again has to evolve to support the new forms of analytics generated from these new data types

A new BI architecture will be presented that extends the traditional one to ensure that these new sources of data and new forms of analytics can be gracefully incorporated into the existing environment.

Session 5

15:45 – 17:00

Best Practices for Deploying Collaborative BI

Colin White

Collaboration is the main technology that information workers use to discover, access and share corporate and external information for Business decision making. The growing use of Social Computing and Mobile Technologies add even more power to Collaborative applications for information gathering and sharing. It is therefore crucial that BI applications and systems support and exploit the Collaborative environment. The key question is, “How do organizations combine BI and Collaborative Technologies to provide the best benefits to information workers?” This presentation examines this question in depth and discusses three key opportunities for Business users to leverage the combined benefits of Collaboration and Business Intelligence:

- Improving information worker communication and interaction
- Adding Business context, expert knowledge and social feedback to Business Intelligence results
- Making better decisions through the use of a Collaborative BI environment

The presentation will also discuss how companies are using Collaborative BI today and look at the plans and requirements these organizations have for bringing together the Collaborative and BI environments. Lastly, it will offer advice on how to get started in deploying a collaborative BI environment.

Second Day

Session 6

09:00 – 10:15

Understanding the Potential and Impact of Mobile BI

John O’Brien

This session will review the current market trends for Mobile adoption of the platforms and devices competing in today’s fast-paced market. To understand the impact of selecting an approach that will be most effective in your organization, it will look past the shiny objects and glitzy interfaces to recognize the underlying platforms and ecosystems at play. While we typically have a good understanding of delivering BI capabilities, the distinctions between the desktop and devices must also be understood in order to deliver BI capabilities to the proper platform and mode of the user. Therefore, Mobile users and their behavior should be examined and understood. Traditional BI and Data Warehousing architectures can be adopted while other architectures such as Cloud Computing, software-as-a-service, and virtualization will play a bigger role with devices that have much less computing power and storage than previous computers. Most profound will be the paradigm shift to Service-Oriented architectures, a semantic layer, and the new BI app stores that will create your ecosystem.

Topics that will be covered include:

- Market adoption and forecasts
- Wireless technologies in use today
- Mobile platforms and devices
- Mobile users’ behavior for effective BI

Session 7

10:45 – 12:00

Big Data Integration is a Big Deal

Mike Ferguson

This session will look at the challenge of dealing with the integration of Big Data and the unique issues it raises. How do you deal with very large data volumes and different varieties of data? How does loading data into Hadoop differ from loading data into analytical relational databases? What about NoSQL databases? How should low-latency data be handled?

Topics that will be covered include:

- Types of Big Data
- Connecting to Big Data sources e.g. Web logs, clickstream, sensor data, unstructured and semi-structured content
- Challenges of capturing different types of Big Data

- Change data capture – what’s possible
- Dealing with data quality in a Big Data environment
- Techniques for Big Data transformation and integration
- Loading Big Data – what’s different about loading Hadoop files versus NoSQL and analytical relational databases
- Tools for cleaning and integrating Big Data
- Best Practices for integrating Big Data

Session 8

12:00 – 13:00

Emerging Trends for the Smart Business

Panel: All Speakers

The use of Business Intelligence, Data Warehousing and Data Management Technologies for building an analytics-driven organization 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 Summit Speakers about the latest industry developments. 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

14:15 – 15:30

Who are Your Customers? Using Customer Analytics to Outperform Your Competition

Claudia Imhoff

In today’s economy, making the right decision every time is more critical than ever – especially when dealing with your customers. The foundation enabling better decisions is a solid analytics environment using trusted data. But this foundation is under stress not only to capture structured customer data but from the additional strain of capturing and analyzing massive volumes of information obtained from Big Data initiatives.

Most executives today would state categorically that BI has a major role in understanding and supporting their customers – but what is the role? Is it simply a supporting character or should it be the star of your customer relationship management? What does the addition of Big Data really add to your understanding of customers? For example, many companies can segment their customers or determine their basic profitability – but these analytics may generate only a partial picture of customers. Sentiment analysis and Social Analytics can add a further understanding about who these people are – but are these new sources of data worth the effort to attain and analyze them?

Topics that will be covered include:

- The factors you need to become a world-class customer-focused Enterprise
- What types of analytics are needed
- Examples of companies using customer analytics and what makes them effective
- The characteristics these companies have in common for customer analytics
- What do you need to do to move your company toward this fact-based decision making environment

Session 10

15:45 – 16:45

Big Data and the Data Scientist

Colin White

At present there is a continuous stream of Big Data announcements from vendors, and these announcements have led to endless and heated debates from industry pundits about what the term Big Data means and the benefits of Big Data solutions to organizations. These debates frequently involve discussions about the role of Data Scientists in building Big Data analytics. Some people view this role to be the same as that of a Data Miner, whereas others think Data Scientists are different from both Data Miners and Business Analysts. The objective of this presentation is to look at the Business benefits of Big Data and Big Data Analytics and to detail the role of the Data Scientist (or more precisely the Data Scientist team) in building and deploying Big Data solutions.

It will:

- Review the many dimensions of Big Data and Big Data analytics
- Discuss use cases and the benefits Big Data can bring to the Business
- Explain the role of the Data Scientist team in building and deploying Big Data applications
- Discuss how the existing BI and Data Warehousing environment can be extended to support Big Data, Big Data Analytics, and the Data Scientist team



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