

TECHNOLOGY TRANSFER PRESENTS

JOHN O'BRIEN

**DATA DISCOVERY
IN ACTION**

NOVEMBER 18-19, 2015

**MODERN DATA
VISUALIZATIONS
& STORY TELLING**

NOVEMBER 20, 2015

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



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ABOUT THIS SEMINAR

Data Discovery has become an essential capability for Business Intelligence (BI) programs to understand data and gain insights about the business and market. Effectively enabling Data Discovery's iterative process requires business analysts that are self-sufficient in data access and abstraction techniques. However, the Data Discovery process also needs clear definitions of roles, responsibilities, collaboration, verification, and institution found in data governance principles.

This seminar will teach key definitions, abstraction techniques, governance processes, and share Case Studies from customers in action.

WHO SHOULD ATTEND

- Business Managers
- Business Analysts
- BI Managers
- Data Integration Engineers
- BI Application Developers
- Database Administrators
- BI Architects
- BI program directors
- Data Governance Professionals
- Data Management Professionals

YOU WILL LEARN

- Define Data Discovery terminologies, processes, and maturity models
- Understand how data access and semantic abstraction enable Data Discovery
- Define key governance roles and processes for managing risks
- Share Data Discovery Case Studies and hands-on demonstrations

1. Differentiating BI and Discovery

This introductory session reviews key differences between traditional BI approaches to delivery BI projects, including agile BI, to the new model of Data Discovery that is fast gaining acceptance and popularity for its user scalability and user-driven insights. Understanding these differences begins with clearly defining new Data Discovery terminologies, processes, and maturity models, and then understanding the four forms of discovery and the emergence of Visual Discovery today. We will also share how the Modern Data Analyst is the key to unlocking value from Data Discovery.

- Key differences in definitions, processes, and organizational strategies
- Examples of approaches to traditional BI, Data Discovery, and Data Exploration
- The four forms of discovery and the emergence of Visual Discovery
- Discovery maturity models and the enabling the discovery culture

2. Enabling Data Discovery

To realize the full potential of Data Discovery and a discovery-driven culture, organizations must enable data discovery across the organization. Data Discovery is an iterative process that is enabled by technologies that blend different architectures (in-database, data virtualization, BI server semantic layer, and desktop semantic layer) to speed up data exploration and discovery processes. This session focuses on the environment that needs to be created in order to enable a discovery-driven culture from user tools, data technologies, and collaboration. We will review three keys to enabling a data discovery culture in your organization, and how these correspond to the shift from self-service to self-sufficiency.

- Three keys to enabling Data Discovery: access, environment, tools
- The shift from self-service access to self-sufficiency
- Using abstraction and semantic layers to drive discovery
- How to manage and blend all four data abstraction architectures found in BI and Big Data

3. Enabling Governed Data Discovery

As organizations become increasingly more discovery-oriented and data-dependent, the need for governance becomes even more important. In order to truly enable Data Discovery, users should have unfettered access to all forms of data to seek insights, but when does this cross the line of data access security controls and compliance? This session will define key governance roles and responsibilities, as well as review governance techniques to build a Center of Excellence and Best Practices. Finally, we will apply these governed Data Discovery enabled strategies to use cases, including Data Visualization, Agile Discovery, and Prototyping.

- Definitions of governance processes, including roles and responsibilities
- Definitions of governance techniques, including metadata management, business glossary, and data virtualization
- How to define organizational strategies to build a Center of Excellence and Best Practices
- Applying governed data discovery to use cases, including Data Visualization, Agile Discovery, and Prototyping

4. Case Studies and Demonstrations

With prescriptive insight comes practicable applicability. This final half-day session will share Data Discovery Case Studies across numerous industry verticals and provide hands-on demonstrations with discovery processes in leading industry BI tools. Coupling Data Discovery with the emerging trends in Data Visualization, the demonstrations will showcase the relationship between Discovery, Visualization, and Visual Discovery.

- Review of Data Discovery Case Studies across verticals
- Research review on how semantic abstraction enables Data Discovery
- Hands on demonstrations of Discovery processes in leading industry BI tools
- Hands on demonstrations of the relationship between Discovery, Visualization, and Visual Discovery

ABOUT THIS SEMINAR

The revolution in Data Visualization for gaining business insights through Visual Discovery and the impact on business communication are becoming the new expectation in companies. BI teams and business analysts are already familiar with creating reports and dashboards for business monitoring with basic line, bar, and pie charts, but new and more sophisticated visualizations require knowledge beyond the basic understanding for Advanced Analytics, Visual Discovery and Business communication.

Visual Discovery, Visual Communication, and Story Telling will be covered in this session. There will be an introduction to the world of advanced visualizations and hands-on demonstrations and education with how to use popular free open-sources options to deliver advanced visualization today.

WHO SHOULD ATTEND

- Business Power Users
- Business Analysts
- Business Managers
- Marketing Managers
- Presentation Professionals
- Visualization and UI/UX Designers
- BI Program Directors
- BI Application Developers

YOU WILL LEARN

- How visual Discovery differs from traditional BI reporting and analytics
- Understand successful visualizations and the difference and significance of Visual Discovery
- Advanced visualizations including heat maps, quartiles, nPath, geospatial, and intelligent icon tiles
- Defining Visual Communication and user interface guidelines and Best Practices for Story Telling
- How to leverage Story Telling for effective business communication

1. Distinguishing Visual Discovery

Both Discovery and BI share the same mission to derive insights from data and deliver value to the business. However, Visual Discovery allows analysts to experiment with data to visualize clusters of data and correlations to discover insights in a totally new way. Then, Story Telling through advanced visualizations enables insights to be visually communicated back to the business.

This session reviews principles and Best Practices in Visual Discovery, Visual Communication, and how to leverage advanced visualizations and Story Telling to achieve a more complete view of data.

- Understand Visual Communication and framework
- How Visual Discovery differs from traditional BI and Data Mining
- How to lead with Data Visualization supported Story-Telling
- Exposure to advanced specialized visualizations

2. The universe of Data Visualizations

Traditional Data Visualizations of bar, line, and pie charts had clear applications, but with hundreds of visualization options for data today the way forward is not as clear. Identifying visual dimensions in data and visual queues can be applied to data sets in order to produce the most meaningful and actionable visual representations of data for the business. In some cases three and four dimensions can be leveraged, too, making Data Visualization both an art and a science.

This session reviews and sets rules for Data Visualizations and their proper applications:

- Understand a framework of Data Visualizations that goes beyond individual visualization types
- Know when to use each type of Data Visualization
- Recognizing visual dimensions for designing effective visualizations
- Exposure to the every increasing world of Data Visualizations and infographics

3. The art of Storytelling with Visualization

The purpose of Data Visualizations is to empower business communication and messaging. Rather than listing of facts and charts, the most effective communication technique comes instead from Storytelling to keep the audience engaged, to foster retention, and to compel them to take action. Whether in the form of dashboards, presentations, documents, or blogs, effective storytelling has structure and design cues for visualization. The art of storytelling for visualization is critically linked to the dimensions of visualization for knowing what to emphasize with a clear purpose.

This session explains the structure and psychology of effective Storytelling, and how to leverage Data Visualizations for the factual elements and design cues for compelling business communication.

- How to follow an exact prescriptive structure for Storytelling with visualizations
- How to link visualization dimensions into the purpose of business communication
- Learn how to recognize different target audiences and tailor visual communication
- Analyze examples of proven visual communications for better understanding

4. Business Visual Communication - Hands-on

This session goes “hands-on” to bring everything together and demonstrate through example how to make these techniques real. In order to facilitate a working introduction to Visual Discovery, we will integrate real data sets into several popular, open-sources discovery tool options available today to deliver advanced visualizations and demonstrate Visual Discovery in real time.

- Definition and demonstration of Visual Discovery
- Proven best Practices of story-telling with Data Visualization done correctly
- Demonstrations and critiques of popular visualizations tools
- Learn how to create data-driven documents with JavaScript libraries (D3js.org)

<p>PARTICIPATION FEE</p> <p>Data Discovery in Action € 1200</p> <p>Modern Data Visualizations & Story Telling € 700</p> <p>Special price for the delegates who attend both seminars: € 1800</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 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 November 3, 2015</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>DISCOUNT</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% 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>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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Residenza di Ripetta - Via di Ripetta, 231
Registration fee: € 1200

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Residenza di Ripetta - Via di Ripetta, 231
Registration fee: € 700

BOTH SEMINARS

Special price for the delegates who attend both seminars: € 1800

If anyone registered is unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

surname

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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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.