



TECHNOLOGY TRANSFER PRESENTS

Rome, June 22-24 2011  
Residenza di Ripetta  
Via di Ripetta, 231

INTERNATIONAL  
SUMMIT  
2011  
**dw&bi**

**Data  
Warehousing  
&  
Business  
Intelligence**

NEW AND EMERGING TECHNOLOGIES

The growth in the use of Business Intelligence (BI) continues unabated. So too does the introduction of new BI technologies and products. Cloud Computing, Data Warehouse Appliances, Predictive Analytics, Mobile BI, Text Analytics, Agile BI development, NoSQL databases and Social Media Analytics are just a few examples of the massive technological changes taking place in the Business Intelligence and Data Warehousing industry. Sorting reality from hype is becoming ever more difficult. Deciding how these new developments aid the Business is also not a simple task.

This Summit examines new and evolving trends in Business Intelligence and Data Warehousing, and takes a detailed look at the key technologies that will be driving Business Decision Making over the next few years. It will help you determine not only the developments that will improve your company's bottom line but also those solutions that will make your job easier.

Topics that will be covered include:

- Emerging and Cool Trends in BI
- Building Smarter Systems for an Uncertain World
  - BI Platforms and Dashboards Review
  - NoSQL Solutions: Ready for Prime Time?
- The Myth of the Unstructured Data Warehouse: Why Web 2.0 and 3.0 Demand a New Approach
  - Putting Predictive Analytics to Work
  - Agile BI: Myth or Reality?
  - BI and Data Warehousing: State of the Art
- DIY (do It Yourself) BI: Self-Service Comes to the BI Environment
  - BI for the Mobile Information Worker
- The Adaptive Analytic Cycle: Getting Over IT's Distrust of Spreadsheets
- Using BI to Improve Sustainability: It's More Than Just Being Green



**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.



**James Taylor**

He is CEO of Decision Management Solutions and one of the leading experts in Decision Management. Mr. Taylor works with clients to develop effective technology solutions to improve Business performance. He has over 20 years experience in developing software and is the foremost thinker and writer on decision. Mr. Taylor is a consultant, speaker and author. He writes several blogs and his articles appear in industry magazines and on leading industry and technical Websites. He has contributed chapters to "Applying Real-World BPM in an SAP Environment" (forthcoming), "The Decision Model", "The Business Rules Revolution: Doing Business The Right Way" and "Business Intelligence Implementation: Issues and Perspectives". He is the lead author of "Smart (Enough) Systems: How to Deliver Competitive Advantage by Automating Hidden Decisions" (Prentice Hall, 2007) with Neil Raden.

**SPEAKERS**

**Claudia Imhoff**

**James Taylor**

**Barry Devlin**

**Colin White**

**Cindi Howson**

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.



**Barry Devlin**

He is among the foremost authorities on Business Insight and Data Warehousing. He is a widely respected consultant, lecturer and author of the seminal book, "Data Warehouse - from Architecture to Implementation". Mr. Devlin's current interest extends to a fully integrated Business, covering informational, operational and collaborative environments to offer an holistic experience of the Business through IT. He is founder and principal of 9sight Consulting specializing in the human, organizational and IT implications and design of deep Business Insight solutions.



**Cindi Howson**

She is the President of ASK, a BI consultancy, and has 15 years of Business Intelligence and Data Warehousing experience. She is the author of BIScorecard™ product reviews, the book "BusinessObjects XI R2: The Complete Reference", and numerous articles for Intelligent Enterprise. Prior to founding ASK, she worked as a BI standards leader for a Fortune 500 company and as a Manager at Deloitte & Touche, leading a regional BI practice. She is an instructor for TDWI and has an MBA from Rice University.



**Claudia Imhoff**

She is the President of Intelligent Solutions Inc., a well respected Business Intelligence and CRM consulting and training firm that has successfully implemented over 150 Corporate Information Factory architectures. Dr. Imhoff is a popular speaker and internationally recognized expert on Customer Relationship Management and the infrastructure to support this initiative - the Corporate Information Factory. She has co-authored four books, writes a monthly column for *DM Review magazine*, and contributes to many other journals and publications. She has served on the Board of Advisors for DAMA International and won the 1999 Individual Achievement Award from DAMA. She is also an advisor and a faculty member for The Data Warehousing Institute.

**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.  
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**within June 7, 2011**

**ROME**

**June 22-24 2011**  
**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**



first name \_\_\_\_\_

surname \_\_\_\_\_

job title \_\_\_\_\_

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# OUTLINE

## Session 1

### Emerging and Cool Trends in BI

*Cindi Howson*

Innovation is reshaping the face of BI tools, making them more engaging and powerful. This presentation will highlight what's new and cool in BI tools. You will learn how to separate the hype from innovations that provide lasting Business value. Key trends include the convergence of Search with BI, mobile-powered BI, Collaboration, and in-memory analytics.

- What are some of the latest innovations and what they mean
- What to look for when evaluating these capabilities
- Where the market stands in adopting the capabilities
- How to prioritize your BI investments in adopting these innovations

## Session 2

### Building Smarter Systems for an Uncertain World

*James Taylor*

In an uncertain world, Businesses require agility more than ever. Agile Businesses cannot be bound by fixed or hard to change systems. Equally the realities of the modern Business environment do not allow for manual processes and purely human Decision Making. Outsourcing, customer service delivered through complex Business Webs, a need for real-time response and huge data volumes all force the issue – we must automate processes and Decision-Making. Yet we must ensure this automation gives us flexibility to change our approach, allows us to experiment, and sets us up to learn.

- The need for smarter systems
- The key properties of smarter systems: action-oriented, flexible, predictive, learning, adaptive
- Decision Management - a proven approach for developing smarter systems
- The three stages of Decision Management: decision discovery, decision services, decision analysis

## Session 3

### BI Platforms and Dashboards Review

*Cindi Howson*

The BI industry has gone through significant consolidation in recent years, with leading vendors now offering a range of BI capabilities. This session will highlight key differentiators among leading vendors

including the market segments they pursue, strengths and weakness in the BI platform, and where Open Source fits within a total BI tool portfolio. With Dashboards increasingly the face of BI for busy executives, this session will also help you determine what features to look for in evaluating Dashboards from BI platforms and specialty vendors serving this market.

- BI challenges and adoption rates
- Recent industry trends
- Strategic and product differences among leading vendors
- How to position BI tools for the correct user segments
- Criteria to consider when including Dashboards in your BI tool portfolio

## Session 4

### NoSQL Solutions: Ready for Prime Time?

*Colin White*

Lower-cost analytic platforms coupled with increasing data volumes, new data sources and more complex analytic workloads are driving game-changing alternatives to the traditional Enterprise Data Warehouse. These new analytic platforms employ a wide range of different techniques, technologies and deployment models. One of the more disruptive approaches being introduced into the market is the so-called "NoSQL" technology. The advocates of NoSQL solutions claim that they will ultimately replace today's relational DBMS products. 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 NoSQL 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 these new analytic platforms, and offers a set of deployment patterns that will help you use choose the right platform based on Business needs and technology requirements.

- The benefits of analytic platforms and appliances
- An overview of the NoSQL market
- Pros and cons of NoSQL approaches versus relational products
- The role of NoSQL solutions such as Hadoop/MapReduce in analytic processing
- Deployment Patterns and Case Studies

## Session 5

### The Myth of the Unstructured Data Warehouse: Why Web 2.0 and 3.0 Demand a New Approach

Barry Devlin

Soft (also known as unstructured) information continues to grow in importance and volume in all industries. Soft information is also becoming a prime source for Business Intelligence. As a result, some experts and vendors have begun to talk about the “Unstructured Data Warehouse,” an approach that assumes that what worked for hard data in the 1980s can be applied wholesale to soft information today. However, hard and soft information are very different beasts, whose lifecycles and management approaches are poles apart. Much soft information originates not from systems, but directly from individuals, collaborating through e-mails, documents, and more. Some comes from largely untrusted sources on the Web. Stuffing such soft information unthinkingly into an existing Data Warehouse environment is unlikely to succeed for a variety of reasons. A new architectural approach and different tools are required.

- The fundamental differences, and relationship, between hard and soft information
- The convergence of Business needs for both classes of information
- An Information Architecture that bridges both information types
- Modeling, Metadata and standards – as applied to soft information
- Sample tooling that can bridge the chasm between today’s Warehouse and soft information

## Session 6

### Putting Predictive Analytics to Work

James Taylor

Organizations realize that they can gain competitive advantage by applying analytic insights about customers, products, channels, partners and much more. But identifying analytic insights is only a part of the process – the intelligent application of the findings of these new insights can only pay off if the decisions that are made are correct. Translating analytics into better operational outcomes requires a new conceptual framework. Companies must become more decision-centric, use Business rules to control those decisions and leverage Predictive Analytics to improve the precision of those decisions. Only then can they truly put Predictive Analytics to work.

- How better operational decisions deliver ROI
- The challenges in applying Predictive Analytics to operational decisions
- The role of Decision Management in Operational Decision Making
- Examples of how companies have benefited from Decision Management

## Session 7

### Agile BI: Myth or Reality?

Claudia Imhoff

Agile methodology has captured the attention of software developers worldwide. Its promise of rapid implementations for complex environments has a great deal of appeal. But is an agile methodology right for a BI environment? The answer is yes with some constraints. Certainly the pressure is great for BI teams to develop BI components faster but this does not mean we must abandon architectural standards or documentation for fast deliverables. Agile methodology is a useful methodology for BI implementations if certain rules of engagement are adhered to. These “constraints” ensure a sustainable and maintainable BI environment while embracing the best of agile methodology activities. This presentation will examine the Agile methodology in terms of its role in a BI project.

- Overview of Agile methodology
- Agile pros and cons
- Agile Best Practices
- A practical guide to using BI architectures and models – comparing different methodologies

## Session 8

### BI and Data Warehousing: State of the Art

Panel: All Speakers

The use of BI 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 Summit Speakers about the latest developments in Business Intelligence 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 developments in Business Intelligence and Data Warehousing.

## Session 9

### DIY BI: Self-Service Comes to the BI Environment

Claudia Imhoff

As the velocity of Business increases, Business users are less willing to wait for the IT department to create custom reports and analytics. Many users now expect to be able to interact with information and

create their own views of data to address pressing Business issues. At the same time, BI teams would like to offload report and analytics creation duties to users and focus on more value-added activities. These drivers have led to a new form of Business Intelligence – self-service BI. But self-service BI is more than just a pretty interface; it has four very distinct technological components that are mandatory for success.

- Easier access to source data for analysis: data federation, access to un-structured data, improved data understanding (Business glossary, data lineage)
- Easy to use advanced and/or new analytical capabilities: predictive analytics, predefined predictive models, in-database analytics
- Choice of easy to use deployment options: appliances, Cloud Computing, analytic sandboxes
- Simplified user interfaces: Mobile Computing, rich Web interfaces, personalized Portals, advanced (but simple) visualization capabilities

## Session 10

### BI for the Mobile Information Worker

*Colin White*

Analysts predict that by 2013 there will be 1.2 billion mobile workers. This means that over the next few years, organizations will see an increasing need to support mobile devices and a growing mobile workforce. This requirement has significant implications not only for the IT infrastructure, but also for application development and Business Intelligence. This presentation looks at the use of Mobile Computing in Enterprises and discusses the impact of mobile computing on the development and deployment of Business Intelligence solutions.

- The Benefits of Mobile Computing to the Business
- The impact of Mobile Computing on Business Intelligence
- Developing and deploying mobile BI applications
- Use cases and Case Studies

## Session 11

### The Adaptive Analytic Cycle: Getting Over IT's Distrust of Spreadsheets

*Barry Devlin*

Since the early days of BI, we've had a love-hate relationship with spreadsheets: Business people love their flexibility, speed, and ease of use; IT hates their impact on data quality. As spreadsheets have become bigger and more powerful, so too have the love and the hatred! In 2002, TDWI's Wayne Eckerson suggested "taming spread-

sheet jockeys" was required, and much BI thinking since then echoes that thought. However, given the overwhelming popularity of Microsoft Excel and the powerful new facilities introduced in Microsoft PowerPivot, taming these jockeys seems a futile task. Not only that, but taming them would surely destroy their creativity. Spreadsheets (and similar user tools) should be seen as a key part of the cycle of innovation, adaptive collaboration and promotion to production that is key to innovation in BI. This session looks at how spreadsheets can (and indeed must) be integrated into the larger BI environment to harness Business innovation and information quality.

- Spreadsheet implications – The good, the bad and the ugly
- The Adaptive Analytic Cycle – A new model for analytic work
- The role of Social Computing in Adaptive Analytics
- Promoting individual innovation to Corporate Governance
- Approaches to incorporating Microsoft PowerPivot and other personal tools into corporate BI

## Session 12

### Using BI to Improve Sustainability: It's More Than Just Being Green

*Claudia Imhoff and Colin White*

Over the past few years, the Business environment has fundamentally changed as organizations operate more and more in global market that is forcing them to focus on improving efficiency and reducing costs in order to remain profitable. At the same time, there is growing social and regulatory pressures for companies to reduce their "carbon footprint" and lower their use of natural resources. The need to address these social and regulatory pressures is often seen as conflicting with the need to reduce costs and improve profitability. In reality the reverse is true. For example, becoming a "green" organization reduces costs through energy savings and the more efficient use of natural resources. It also improves brand reputation and market share. Business Intelligence has a major role to play in improving sustainability performance and in helping organizations take advantage of the many hidden opportunities in this area for increasing profitability.

- The Business case for sustainability
- Using BI to model, measure and analyze sustainability performance
- The product marketplace
- Best Practices and customer Case Studies



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