



Dear Attendee,

Thank you for joining us in Orlando for our *TDWI World Conference—Fall 2004*, and for participating in our conference evaluation. We hope you had a productive and enjoyable week at the conference. This trip report is written by TDWI's research department, and is divided into nine sections. We hope it will provide a valuable way for you to summarize your educational experience for your manager and peers.

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I. Conference Overview

For our Fall Conference, our largest contingency of attendees came from the United States, but we had visitors from Canada, Central and South America, Africa, Asia, Australia, Europe, and the Middle East. This was truly a worldwide event! Our most popular courses of the week were "Data Warehousing Architectures," "TDWI Data Modeling," and "Dimensional Modeling Beyond the Basics."

Business intelligence and data warehousing professionals devoured books for sale at our Membership desk, especially *The CBIP Study Guide* by ICCP. Other popular titles were:

- *Data Warehouse ETL Toolkit* by Ralph Kimball
- *The Data Warehouse Lifecycle Toolkit* by Ralph Kimball
- *Show Me The Numbers* by Stephen Few
- *Business Intelligence Roadmap* by Larissa Moss and Shatru Atre
- *Data Warehouse Toolkit, 2nd Edition* by Ralph Kimball

For a complete list and descriptions of all courses offered in Orlando, download the conference brochure at

http://www.tdwi.org/education/conferences/orlando2004/images/orlando2004_bro.pdf.



II. Quarterly Technology Survey

By Wayne W. Eckerson, TDWI Director of Research

	Count	Percent
1. We have the following business intelligence tools or solutions running ON OPEN SOURCE systems (such as RedHat or SuSe): Select any that apply:	Respondents: 64	
Business Objects (any tool)	17	26.56 %
Brio (now Hyperion)	16	25.00 %
Cognos (any tool or version)	12	18.75 %
Crystal (now Business Objects)	19	29.69 %
DB2 OLAP Server	4	6.25 %
Hyperion (Essbase)	17	26.56 %
MicroStrategy	10	15.63 %
Oracle (Express)	3	4.69 %
Oracle (Analytic Services)	4	6.25 %
ProClarity (ProClarity)	4	6.25 %
Sagent (Sagent)	5	7.81 %
SAS	22	34.38 %
WhiteLight (WhiteLight)	1	1.56 %
Other (specify)	9	14.06 %
Total Responses	143	100 %

	Count	Percent
2. We have the following tools for data mining or predictive analytics in production: (Select all that apply)	Respondents: 51	
Angoss (KnowledgeSeeker, etc.)	1	1.96 %
Ascential (Orchestrate Analytics)	5	9.80 %
Business Objects (Business Miner)	5	9.80 %
Cognos (4Thought, Scenario)	4	7.84 %
Group 1 (Model 1)	4	7.84 %
HNC Software (DataBase Mining Marksman) [now a part of Fair Isaac]	1	1.96 %
IBM (IntelligentMiner)	2	3.92 %
Microsoft (Analysis Services for data mining)	8	15.69 %
NCR (TeraMiner)	2	3.92 %
Oracle (Darwin)	4	7.84 %
Oracle (9i Analytic Services for Data Mining)	10	19.61 %
SAS Institute (EnterpriseMiner)	13	25.49 %
SPSS (Clementine)	3	5.88 %
SPSS (AnswerTree, BaseSPSS, etc.)	4	7.84 %
Other (specify)	8	15.69 %
Total Responses	74	100 %



3. During the coming budgetary period, spending on data warehousing technologies is expected to:	Respondents: 91	
increase by 1-5%	18	19.78 %
increase by 6-10%	8	8.79 %
increase by 11-20%	9	9.89 %
increase more than 20%	16	17.58 %
decrease by 1-5%	2	2.20 %
decrease by 6-10%	2	2.20 %
decrease by 11-20%	3	3.30 %
do not know	33	36.26 %
Total Responses	91	100 %

III. Keynotes

Monday, November 1: Chief Performance Officer: Measuring What Matters, Managing What Can Be Measured

Speaker: Anthony Politano, CPO, Niteo Partners, an NEC Company

Tony Politano's keynote address on Monday morning was a great eye-opener, setting the stage for a performance management theme that ran throughout the week of conference sessions and activities. This talk described the concept of the Chief Performance Officer (CPO), a role that elevates performance management to the top level of an organization, in Politano's words "making performance the DNA of your organization."

Corporate Performance Management (CPM) is at the heart of Politano's thinking. CPM builds on data warehousing foundation and business intelligence infrastructure, but delivers impact and value greater than either BI or data warehousing can achieve without performance management context. The CPO role is central in bringing together business intelligence and performance management to drive high-impact business decisions. It is the CPO role—not the title—that is important. Whether filled by one person or shared by a few individuals, the CPO job is to connect information with business in ways that affect corporate culture as well as corporate performance. CPO is a role that bridges the gap between business and IT—perhaps even closes that gap—by bringing together knowledge and understanding of data, information, business processes, and business metrics to effectively weave information into the fabric of everyday business activity.

The Chief Performance Officer concept is gaining acceptance and is being adopted by leading organizations. It may well become one of the fundamental structures for building BI organizations of the future.



Thursday, November 4: Business Intelligence Beyond 2004: Trends and Technologies

Speaker: Dave Wells, TDWI Director of Education

In order to know where we are going, we need to know where we have been and where we are now. Wells sketched out the general trends in computing from transaction systems through data warehousing to business analytics, and then business intelligence. He also characterized the state of data management and its relative utility to the organization on the same chart and then mapped out where we have been as far as how we have used the data from these systems. That trend stretched from management reporting to performance management. Wells then overlaid these trends with an adoption curve that put the average organization right in the middle—transitioning from data warehousing to business intelligence, from data integration to data delivery, and from self-service data access to business analysis.

Wells also reviewed the progression of thought leaders in the field from Barry Devlin, Bill Inmon, Ralph Kimball, and the establishment of TDWI. He mentioned that at the time, 1995, the founders of TDWI didn't expect the organization to last longer than four to five years, but that it is still going strong. (Next year will be its 10th anniversary.) However, Wells pointed out that soon after Howard Dresner introduced the term “business intelligence” (BI), data warehousing professionals started thinking more about the delivery and utility of the data they were managing, and TDWI conferences now include data warehousing topics from an overall business intelligence perspective.

So where are we going? Wells thought that we could expect to see the establishment of BI organizations that will integrate information services, deliver information utility, and deploy business process workbenches and measurement systems to the enterprise. Amongst his suggestions, Wells proposed that metadata integration would find a ready market for any vendor that got it right. He also saw content management, service-based architectures, retro and predictive analytics, wireless, and image mining on the rise.

IV. Business Intelligence Strategies Program

In Search of a Single Version of Truth: Consolidating Analytic Silos

Our one-day program drew a large audience, which was treated to a series of fantastic case study presentations and a dynamic vendor panel. The day was kicked off by Wayne Eckerson, who highlighted results from his report of the same title. Eckerson said that on average organizations have 2.1 data warehouses, 4.5 operational data stores, 6.0 independent data marts, and 28.5 spreadmarts to consolidate. He then presented eight strategies for consolidating analytic silos, along with cost estimates and migration times.



Ralph Treloar, lead architect from ANZ Bank in Australia then discussed how he used a Basel II compliance initiative to reconstruct the bank's data warehousing environment from the ground up.

Jim Gallo of Worthington Industries and Dirk DeWilde of Canadian National Railway discussed strategies and successes in consolidating analytical information in decentralized organizations. Gallo said that their architecture reflects their decentralized culture. While corporate will standardize customer data in a data warehouse, each group will get its own dependent data mart consisting of data from the systems that drive its operations. He also discussed the importance of continually selling and marketing the initiative. Dirk DeWilde talked about viewing training as an investment and making compromises to keep project momentum moving. For instance, they created a customer dimension but did not initially fully attribute it. He also discussed strategies for minimizing "shadow IT" operations.

Our panel discussion featured representatives from Teradata, Hummingbird, Unisys, Ascential, and Informatica. The group discussed whether analytical data needs to be centralized in a single machine and data model or whether it could be, should be, or already is federated in most organizations. The group also provided predictions about where the industry will be in the next three to five years. The responses ranged from better integration between structured and unstructured data, greater integration between operational and analytical operations, and search as the predominant query mechanism, among other things.

We also heard Russ Vaughn, formerly of Bank of America, discuss critical success factors for merging two large data warehouses. Top of the list is acquiring a highly skilled team and delivering strong business value for each business constituency. Lastly, we heard from Michael Sykes of Alstom Power, who walked us through the process he used to justify a consolidation process and develop a business case based on ROI.

V. Certification Program

TDWI continued the industry's newest certification program at our Orlando conference. In partnership with the Institute for Certification of Computing Professionals, TDWI offered both a day-long Exam Cram course and opportunities to test for certification.

TDWI offers certification at the Practitioner and Mastery levels. Becoming certified requires a combination of in-depth education and real experience to pass examinations that test knowledge, skill, and understanding of application. The new credential is offered in five specialties: Leadership & Management, Business Analytics, Data Analysis & Design, Data Integration, and Administration & Technology.

Information on certification and testing: cbip@tdwi.org.

VI. Evening Education

Night School Courses

Night School sessions were offered after regular courses ended, to promote networking among attendees and to test new topics. Summaries of those courses are included here. For a complete list and descriptions of all courses offered in Orlando, download the conference brochure at

http://www.tdwi.org/education/conferences/orlando2004/images/orlando2004_bro.pdf

Sunday, October 31: Identifying the Costs of BI and BPM Implementations

Greg Mancuso and Al Moreno, Sinecon

This session was designed to provide the attendee with the basic information to beginning costing a business intelligence/business performance management implementation. The topics covered some common sense considerations about direct, indirect and hidden costs. Emphasis of the presentation was on cost avoidance of undesirable and preventable costs.

Through the use of real-life examples, this seminar strove to explain why hidden and indirect costs occur and how the costs can be anticipated or totally avoided. Also presented was a very generic “cost avoidance” strategy to try and ensure that the direct and indirect costs are either accounted for or, preferably, avoided. As the hidden costs cannot be accounted for during the project initiation and planning, the cost avoidance strategy discusses methods to identify these costs as soon as they arise, and methods to contain them.

Sunday, October 31: Supply Chain Financial Management

Bill Rubin, ADI Strategies

In most organizations, the financial and supply chain planning processes are two separate and distinct processes. This session presented a financial planning solution developed using Hyperion Planning and driven by the major components found in standard supply chain planning applications. Some of these standard components are forecasted customer demand, constrained supply, and resource capacity. Participants learned the business value that can be derived through the close integration of these two vital planning processes.



Monday, November 1 & Wednesday, November 3: Building a DW Strategy Document

Michael Gonzales, President, The Focus Group Ltd.

This mix of lecture and lab exposed participants to the core elements necessary in any data warehouse (DW)/business intelligence (BI) strategy document. Using the hands-on strategy document service, participants created a draft strategy document of about 40 pages customized to their warehouse/BI initiatives, including figures, tables, and appendices.

Topics covered in both the lecture and strategy document creation:

- Conceptual View—describing the overall vision of the DW/BI environment, its goals and objectives
- Data Architecture—formal definition of the data structures used to support the environment, now and in the future, including the expected process flow and data propagation
- Technical Architecture—formal definition of the technical components of the environment required to support the expected environment, now and in the future
- Implementation View—identify, define, and prioritize project iterations using the Dysfunction, Impact, and Feasibility (DIF) Matrix

Monday, November 1: Practical Approaches to Data Quality

John Bair, Knightsbridge Solutions

This session explored various techniques and principles that data management practitioners can use to improve data quality, starting with basic techniques, then working through increasing levels of sophistication to be able to achieve high data quality.

Participants learned how to do the following:

- Define data quality from a practical perspective
- Leverage various architectural approaches to remediate data quality issues
- Understand different mechanisms for certifying data quality

Monday, November 1: Structured Capacity and Performance Management of DW Systems

Nsikak Akpakpan, Principal, DiamondCluster International, Inc

This course presented methods, best practices, tools, and technology for structured management of the capacity and performance of the data warehouse. A system model of the data warehouse was used to discuss the special capacity and performance issues of the data warehouse, and a reference methodology for performance and capacity management.

Discussion of the reference methodology included tools and techniques of performance and capacity management: estimation, monitoring, preventive intervention, and troubleshooting.

Wednesday, November 3: Building a DW Strategy Document

Michael Gonzales, President, The Focus Group Ltd.

This mix of lecture and lab exposed participants to the core elements necessary in any data warehouse (DW)/business intelligence (BI) strategy document. Using the hands-on strategy document service, participants created a draft strategy document of about 40 pages customized to their warehouse/BI initiatives, including figures, tables, and appendices.

Topics covered in both the lecture and strategy document creation:

- Conceptual View—describing the overall vision of the DW/BI environment, its goals and objectives
- Data Architecture—formal definition of the data structures used to support the environment, now and in the future, including the expected process flow and data propagation
- Technical Architecture—formal definition of the technical components of the environment required to support the expected environment, now and in the future
- Implementation View—identify, define, and prioritize project iterations using the Dysfunction, Impact, and Feasibility (DIF) Matrix

Wednesday, November 3: The Good Enough DW

Steven J. Liszewski, Senior BI Consultant, Greenbrier & Russel, Inc.

This course described an intermediate approach to data quality, an approach that implements business-configurable "data triage" processing, controlling when and how less-than-perfect data can be published in the warehouse. Three specific techniques are considered to add data quality discussions to the early phases of the data warehouse construction methodology, involving the business sponsors in the decision-making on data quality and encouraging them to take ownership of these issues on an on-going basis.

Wednesday, November 3: Visualizing the BI of the Future—Building on the BI of the Past

Howard A. Spielman, Ph.D., President, Management Semiotics International Inc.

As we move from data warehousing to business intelligence, many of the technical and management challenges we face can be better understood by The Great Paradigm Shift

that will be described. The foundation of BI goes back more than 200 years, and this rich history will be brought to life—graphically illustrating the powerful role of BI in supporting executive decision making. Dr. Spielman used this colorful background to present the essence of the critical success factors for BI in the 21st century. His spotlight on the past helped illuminate a roadmap for visualizing the BI of the future, with a unique graphic construct representing the domain of business intelligence—showing where tomorrow's technologies will take us.

Thursday, November 4: Data Presentation: Designing Charts to Enlighten
Stephen Few, Principal, Perceptual Edge

Many business intelligence efforts are undermined by the inability to present data in a manner that is clear, meaningful, and compelling. Regarding data presentation, to communicate or not to communicate is the question—the only question. Having good data presentation software is not enough. Even knowing how to use the software well is not enough. The ability to design effective visual displays of data is not intuitive; it requires visual design skills that must be learned.

Most data presentations display quantitative information—the numbers that measure business performance, identify opportunities, and forecast the future. Most quantitative information, such as sales data and other key performance indicators (KPIs), is presented as tables and graphs. This course, largely through the use of examples, introduced the principles of effective table and graph design—what works, what doesn't, and why—including the following:

- Common mistakes in data presentation
- How to match your message to the right type of display
- How to remove extraneous information so that the data speaks clearly and the most important data speaks loudly

Thursday, November 4: Introduction to Internetworking for Business Intelligence

Mike Lampa, Team DNA; Timothy Leonard, Core Integration Partners Inc.

Today's mobile business requires a communications and networking infrastructure that meets the demand of business intelligence requirements. The infrastructure is more than simply connecting client machines to server configurations. The business needs direct, secure, reliable and responsive access to their corporate business intelligence applications. This course introduced participants to the fundamental concepts of internetworking for business intelligence application. The students saw a live demonstration of a simulated VPN connection.

Participants learned:



- How to identify internetworking challenges
- How to identify the “problem areas” in the DW server and network design
- How to use VPN with their Data Warehouse

Peer Networking

TDWI sponsored peer networking sessions on the following topics:

- ROI and Beyond: Maximizing Quantifiable Value
- CPM—Lessons from the Trenches
- IS Strategic Planning (ISSP) and Data Warehousing—Challenges, Successes, Issues, and Answers
- Dashboards for PMOs and Data Warehouse Administrators
- Program Readiness Assessments
- Insurance Special Interest Group

Peer Networking sessions provide a forum where attendees can network with peers and TDWI instructors on a variety of topics. If you have ideas for additional topics for future sessions, please contact Nancy Hanlon at nhanlon@tdwi.org.

Guru Sessions

Throughout the week in Orlando, attendees also had the opportunity to schedule free, 30-minute, one-on-one consultations with a variety of course instructors. These “guru sessions” provided attendees time to obtain expert insight into their specific issues and challenges.

VII. Vendor Exhibit Hall

The following vendors exhibited at TDWI’s World conference in Orlando, FL, and showcased the following products:

DATA WAREHOUSE DESIGN

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Ascential Software	DataStage™ Enterprise Edition Version 7.5
Business Objects	Data Integrator, Rapid Marts
Cognos Inc.	DecisionStream, Cognos Analytic Applications
DataLever Corporation	DataLever™ Enterprise Server
Embarcadero Technologies	ER/Studio
Group 1 Software	Sagent Data Flow, DataSight
Hummingbird Ltd.	Hummingbird Integration Suite: Genio, Met@Data
Hyperion	Hyperion Essbase
Informatica Corporation	Informatica PowerCenter, Informatica Metadata Exchange



MicroStrategy, Inc.	MicroStrategy Report Services, MicroStrategy Office, MicroStrategy Architect, MicroStrategy BI Developer Kit
Netezza	Netezza Performance Server® System
SAND Technology	SAND Searchable Archive
SAP	SAP NetWeaver '04
SAS	SAS ETL Studio, SAS Management Console
Siebel Systems	Siebel Analytic Applications
Sunopsis	Sunopsis v3, Sunopsis MQ
Teradata, a division of NCR	Teradata Professional Services
ThinkFast Consulting, Inc.,	Consulting Services

DATA INTEGRATION

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate	Actuate 7; i.Server
Applix	TM1, Turbo Integrator
Ascential Software	DataStage™ Enterprise Edition Version 7.5
Business Objects	Data Integrator, Rapid Marts
Cognos	DecisionStream, Cognos Analytic Applications
DataFlux	dfPower Studio
DataLever Corporation	DataLever™ Data Integration Suite
DataMirror	Transformation Server™ (Real-time, multi-platform change data capture, transform and flow), DB/XML Transform™ (Database-to-XML transformation), Constellar Hub™ (Enterprise data warehouse integration and infrastructure), LiveAudit™ (Data monitoring, E-Records audit trails)
Embarcadero Technologies	DT/Studio
Firstlogic, Inc.	Information Quality Suite
Group 1 Software	Sagent Data Flow
Hummingbird Ltd.	Hummingbird Integration Suite: Genio, Met@Data
Hyperion	Hyperion Essbase
IBM	DB2 Information Integrator
Informatica Corporation	Informatica PowerCenter, Informatica PowerConnect (ERP, CRM, Real-time, Mainframe), Informatica PowerChannel (Remote Files, Remote Data), Informatica Metadata Exchange, Informatica SuperGlue (enterprise metadata management solution that links metadata from multiple systems)
Information Builders	iWay Software
Innovative Systems, Inc.	i/Lytics Data Quality Suite, i/Lytics Data Profiler
SAP	SAP NetWeaver '04
SAS	SAS ETL Studio, SAS Management Console,
Siebel Systems	Siebel Analytic Applications
Sunopsis	Sunopsis v3, Sunopsis MQ
Syncsort Inc.	SyncSort
Trillium Software®	Trillium Software System® Version 7, Trillium Software Discovery

INFRASTRUCTURE

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate	Actuate 7; i.Server



Applix	TM1
Ascential Software	DataStage™ Enterprise Edition Version 7.5
Business Objects	Data Integrator, Rapid Marts
Cognos	DecisionStream, Cognos Analytic Applications
DataMirror	Constellar Hub
Hyperion	Hyperion Essbase
IBM	DB2 Universal Database - Data Warehouse Edition
Metapa Inc.	Metapa Cluster DataBase (CDB)
MicroStrategy	MicroStrategy Intelligence Server
Netezza	Netezza Performance Server® System
Pervasive Software	Pervasive Business Integrator, Pervasive Data Integrator, Data Junction Migration Toolkit
SAP	SAP NetWeaver '04
Siebel Systems	Siebel Enterprise Analytics Platform (Siebel Analytics Server)
Teradata, a division of NCR	Teradata RDBMS

ADMINISTRATION AND OPERATIONS

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Business Objects	Data Integrator, Supervisor, Designer, Auditor
DataMirror	iCluster™ (IBM iSeries high availability), iReflect™ (high data availability and data distribution for Oracle)
Embarcadero Technologies	DBArtisan
Hummingbird Ltd.	Hummingbird BI, Hummingbird Integration Suite: Genio, Met@Data
MicroStrategy	MicroStrategy Administrator, MicroStrategy Intelligence Server
SAP	SAP NetWeaver '04
SAS	SAS Management Console
Siebel Systems	Siebel Enterprise Analytics Platform (Siebel Analytics Server, Siebel Analytics Server Administrator)

DATA ANALYSIS

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate	Actuate 7; i.Server, e.Spreadsheet, e.Analysis, Actuate Analytics, Actuate Query,
Applix	TM1
Ascential Software	DataStage™ Enterprise Edition Version 7.5
Business Objects	WebIntelligence, InfoView, Business Query, Crystal Enterprise
Cognos	Cognos Series 7, Cognos Metrics Manager, Cognos ReportNet
DataFlux	dfPower Studio
DataLever Corporation	DataLever™ Data Investigator
Firstlogic, Inc.	IQ Insight
Group 1 Software	DataSight, Data Quality Connector for Siebel
Hummingbird Ltd.	Hummingbird BI
Hyperion	Hyperion Performance Suite, Hyperion Essbase
IBM	DB2 Cube Views
Informatica Corporation	Informatica PowerAnalyzer, Informatica Mobile
Information Builders	WebFOCUS



MicroStrategy	MicroStrategy Desktop, MicroStrategy Web, MicroStrategy MDX Adapter, MicroStrategy 7i OLAP Services
Netezza	Netezza Performance Server® System
PolyVista, Inc.	PolyVista Discovery Client with Data Mining and Text Mining Solutions
SAP	SAP NetWeaver '04
SAS	SAS Analytic Technologies
Siebel Systems	Siebel Enterprise Analytics Platform (Siebel Analytics Server, Siebel Data Mining Engine, Siebel Miner, Siebel Data Mining Workbench, Siebel Answers)
Teradata, a division of NCR	Teradata Warehouse Miner
Trillium Software®	Trillium Software Discovery
XLCubed	XLCubed Explorer

INFORMATION DELIVERY

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate	Actuate 7; i.Server, e.Report, e.Spreadsheet, e.Analysis, Actuate Analytics, Actuate Query
Applix	TM1, Integra
Ascential Software	DataStage™ Enterprise Edition Version 7.5
Business Objects	InfoView, InfoView Mobile, Broadcast Agent
Cognos	Cognos Series 7, Cognos ReportNet
Hummingbird Ltd.	Hummingbird BI, Hummingbird Integration Suite: Met@Data
Hyperion	Hyperion Planning, Strategic Finance, and Financial Management applications, Hyperion Reports
Informatica Corporation	Informatica PowerAnalyzer, Informatica Mobile, Informatica SuperGlue
Information Builders	WebFOCUS
MicroStrategy	MicroStrategy Narrowcast Server
SAP	SAP NetWeaver '04
SAS	SAS Enterprise BI Server
Siebel Systems	Siebel Enterprise Analytics Platform (Siebel Answers, Siebel Intelligence Dashboard, Siebel Delivers, Siebel Intelligent Interaction Manager) and Siebel Analytic Applications
XLCubed	XLCubed

ANALYTIC APPLICATIONS AND DEVELOPMENT TOOLS

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate	Actuate 7; e.Report Designer Pro, e.Spreadsheet Designer Pro, Information Object Designer, e.Report Designer Java Edition, Reporting Engines
Applix	TM1, Integra, Turbo Integrator
Business Objects	Application Foundation, Customer Intelligence, Product and Service Intelligence, Operations Intelligence, Supply Chain Intelligence, Data Integrator, Rapid Marts, Crystal Reports
Cognos	Cognos Analytic Applications (Supply Chain Analytics, Customer Analytics, Financial/Operational Analytics)
Hummingbird Ltd.	Hummingbird BI, Hummingbird Integration Suite: Genio, Met@Data



Hyperion	Hyperion Analyzer
IBM	IBM Healthcare Information on demand
Informatica Corporation	Informatica PowerAnalyzer, Informatica Mobile
Integeo—A Forge Company	MapIntelligence
MicroStrategy	MicroStrategy BI Developer Kit, Microstrategy Analytic Modules -- Customer Analysis -- Financial Reporting Analysis -- HR Analysis -- Sales Force Analysis -- Sales & Distribution Analysis -- Web Traffic Analysis MicroStrategy Software Development Kit, MicroStrategy Transactor, MicroStrategy Architect
PolyVista, Inc.	PolyVista Warrantee Mgt Solutions
ProClarity Corporation	ProClarity Enterprise Server/Desktop Client
SAND Technology	SAND Analytic Server
SAP	SAP NetWeaver '04
SAS	SAS Analytic Technologies
Siebel Systems	Siebel Customer Analytic Applications, Siebel Sales Analytics, Siebel Service Analytics, Siebel Marketing Analytics, Siebel Partner Manager Analytics, Siebel Order Analytics, Siebel Product and Pricing Analytics, Siebel Workforce Analytics, Siebel Partner Portal Analytics, Siebel Executive Analytics, Siebel Incentive Compensation Analytics. Siebel Industry Analytic Applications, including analytic applications for Pharma, Retail Finance, Commercial Banking, Insurance, Healthcare, Communications, Media, Energy, Automotive, Consumer Goods, High Tech, and others.
ThinkFast Consulting, Inc.,	Consulting Services

BUSINESS INTELLIGENCE SERVICES

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate	Actuate e.Services - Actuate's in-house consulting organization staffed by specialists to provide business strategy, integration and implementation services
Applix	TM1, Integra, Turbo Integrator
Ascential Software	DataStage™ Enterprise Edition Version 7.5
ASG	ASG-Safari
Celequest	Celequest Activity Suite
DataMirror	Expertise in deploying data warehouses and operational data stores on IBM DB2, Oracle, SQL Server, Sybase and Teradata. Real-time change data capture, transform and flow across heterogeneous data sources.
Hyperion	Hyperion Performance Suite, Hyperion Essbase, Hyperion Planning, Strategic Finance, and Financial Management applications
Informatica Corporation	Informatica PowerAnalyzer, Informatica Mobile, Informatica SuperGlue
Information Builders	WebFOCUS
Knightsbridge	End-to-end data warehousing and business intelligence solutions: information strategy, enterprise-class integration architectures, data warehousing, meta data, data delivery applications, analytic applications, client education.



MicroStrategy	MicroStrategy Technical Account Services
PolyVista, Inc.	PolyVista Discovery Solution Services
SAP	SAP NetWeaver '04
SAS	SAS Enterprise BI Server, SAS Analytic Technologies
Siebel Systems	Siebel Global Services
Teradata, a division of NCR	Teradata Solutions Methodology
ThinkFast Consulting, Inc.,	Consulting Services

VIII. Hospitality Suites and Labs

Attendee Luncheons

Sunday

- Composite Software, Inc.: *EII—Query the Network*

Monday

- Informatica Corporation: *Reduce Cost and Risk with an Integration Competency Center*

Thursday

- Netezza Corporation: *Building an Advanced Customer Information Infrastructure*

Hospitality Suites

The following sponsored events offered attendees a chance to enjoy food, entertainment, informative presentations, and networking in a relaxed, interactive atmosphere.

Monday

- Cognos Inc.: *Managing Canada's Blood Supply with Business Intelligence*
- Firstlogic, Inc.: *Don't miss this Blockbuster Event*
- ProClarity Corporation: *Monday Night Football Extravaganza—Your Ticket to the Game*

Tuesday

- Niteo Partners, an NEC Company: *Niteo Hospitality Suite*
- SAP: *SAP Hospitality Suite—Featuring a Presentation by Colin White, President and Founder of BI Research*
- SAS: *The SAS Victory Lane Lounge*

Hands-On Labs

The Hands-On Lab offered Wednesday's participants the chance to learn about specific business intelligence and data warehousing solutions.

- Teradata, a Division of NCR: *Hands-On Teradata*



IX. Onsite Training, Upcoming Events, and Publications

TDWI Onsite Courses

Education on your timeline, in your environment, within your budget.

TDWI's Onsite Training Program brings superior content and skilled instructors to your location with a commitment to delivering the highest quality business intelligence and data warehousing education available. We can tailor TDWI's courses to meet your company's unique challenges and issues, so everyone involved in a project shares a common knowledge base and learns in support of the same corporate objectives. For more information, contact Yvonne Baho at 978.582.7105 or ybaho@tdwi.org, or visit www.tdwi.org/onsite.

TDWI Seminar Series

In-depth training in a small class setting.

Whether you are embarking on a new data warehousing project or working in a mature business intelligence environment, TDWI Seminars offer courses to meet your specific needs and advance your project goals. From the fundamentals of business intelligence to advanced techniques for data modelers, you will learn concepts and techniques to accelerate your professional development. Additionally, TDWI Seminars are offered throughout the United States, so you can get the training you need when and where your schedule allows.

2005 Seminar Dates and Locations:

New York, NY	March 14–17
Chicago, IL	April 11–14
San Francisco, CA	May 2–5
Minneapolis, MN	July 18–21
Washington, D.C.	September 19–22
Chicago, IL	October 17–20

For more information on the TDWI Seminar Series, please visit www.tdwi.org.

TDWI FastTrack

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Data Analysis & Design	April 25–28	Nov. 14–17
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February 27–March 4, 2005

Las Vegas, NV

TDWI World Conference—Spring 2005

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August 14–19, 2005

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 - ***Ten Mistakes to Avoid When Attempting Business Performance Improvement*** (Q4 2004). This series examines the 10 most common mistakes managers make in developing, implementing, and maintaining BI and DW implementations. A Members-only publication.
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