

Dear Attendee,

Thank you for joining us in San Diego for our TDWI World Conference, and for participating in our conference evaluation. We hope you had a productive and enjoyable week. 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 -----

Our Summer Conference drew attendees from 38 states, and we had visitors from Mexico, Canada, South America, Europe, Asia, and New Zealand. This was truly a worldwide event! Our most popular courses of the week were TDWI Data Warehousing Architectures: Choosing the Right DW Approach, TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics, and BI from Both Sides: Success Strategies for Business and IT.

Business intelligence and data warehousing professionals devoured books for sale at our Membership desk. The most popular titles were:

- *CBIP Examination Guide* by ICCP
- *Improving Data Warehouse and Business Information Quality* by Larry English
- *Data Modeler's Workbench* by Steve Hoberman
- *Corporate Information Factory* by Claudia Imhoff, et al.
- *Data Strategy* by Sid Adelman

*For a complete list and descriptions of all courses offered in San Diego, see the conference brochure:*  
<http://www.tdwi.org/education/conferences/sandiego2005/images/TDWIsdcb0405.pdf>

## **II. Quarterly Technology Survey -----**

*By Wayne W. Eckerson, TDWI Director of Research and Services*

### **TDWI Technology Survey—San Diego, CA—August 2005**

Our quarterly technology survey was filled out by attendees at the TDWI World Conference in San Diego. The focus of this survey was data warehousing appliances. Most attendees had a good grasp of what a data warehousing appliance is and its benefits and limitations. The following survey results are based on 141 respondents.

Interestingly, almost 16 percent said they've already acquired a data warehousing appliance, and another 18 percent are either currently evaluating an appliance or plan to in the next 12 to 24 months. These percentages are surprisingly high, given that there are only two vendors in the industry right now that market their products as data warehousing appliances—DATAlegro and Netezza—and both are start-ups whose products cost six figures to start.

Of course, some attendees might espouse a broader definition of a data warehousing appliance, which would account for the surprisingly high percentages. They could argue that NCR's Teradata and other hardware-database bundles that are pre-tuned for data warehousing workloads are also data warehousing appliances.

We are also glad to see that two-thirds of respondents said their BI/DW budgets will increase moderately or significantly in the next budget cycle, and that the strategic and business value of BI/DW is quite high in most organizations. It was also gratifying to see that most BI/DW professionals feel they have chosen a very good career path.

	<b>Count</b>	<b>Percent</b>
<b>What is a data warehouse appliance?</b>		
(Not Answered)	2	1.42 %
Server hardware and database software built specifically to be a data warehouse platform	74	52.48 %
Any server hardware and database software bundled to create a data warehouse platform	20	14.18 %
Either of the above	18	12.77 %
Don't know	27	19.15 %
<b>What is the leading benefit of a data warehouse appliance?</b>		
(Not Answered)	22	15.60 %
Low cost	10	7.09 %
Reduced system integration	16	11.35 %
Pre-tuned for data warehousing	45	31.91 %
Fast installation	15	10.64 %
Easy incremental expansion	8	5.67 %
Fast query performance	18	12.77 %
Other	7	4.96 %

	Count	Percent
<b>What is the leading problem with a data warehouse appliance?</b>		
(Not Answered)	28	19.86 %
Single-use hardware that cannot be reallocated to non-warehouse use	30	21.28 %
Black box that resists tuning	11	7.80 %
Proprietary platform that makes migration off it difficult	50	35.46 %
New training for the new platform	10	7.09 %
Other	12	8.51 %
<b>What is your group's strategy for data warehouse appliances?</b>		
(Not Answered)	19	13.48 %
Have already acquired and deployed a data warehouse appliance	22	15.60 %
Evaluating a data warehouse appliance now	10	7.09 %
Plan to evaluate a data warehouse appliance in the next 12–24 months	16	11.35 %
No plans to evaluate or acquire a data warehouse appliance	54	38.30 %
Don't know	20	14.18 %
<b>"During the next budget cycle, I expect our BI/DW funding to..."</b>		
(Not Answered)	5	3.55 %
Increase significantly	31	21.99 %
Increase moderately	66	46.81 %
Remain flat	36	25.53 %
Decrease moderately	1	0.71 %
Decrease significantly	2	1.42 %
<b>"Our company's top business executives think the strategic value of the BI/DW is..."</b>		
(Not Answered)	5	3.55 %
Very high	35	24.82 %
High	62	43.97 %
Moderate	30	21.28 %
Low	8	5.67 %
Very low	1	0.71 %
<b>"In my opinion, the business value that our BI/DW delivers is..."</b>		
(Not Answered)	10	7.09 %
Very high	33	23.40 %
High	43	30.50 %
Moderate	43	30.50 %
Low	8	5.67 %
Very low	4	2.84 %
<b>"The choice of BI/DW as a career path is..."</b>		
(Not Answered)	3	2.13 %
Excellent	41	29.08 %
Very good	83	58.87 %
Fair	14	9.93 %

### III. Keynotes-----

#### Monday, August 15: Business/IT Working Relationships: Catalyst or Cataclysm

*Dave Wells, TDWI's Director Of Education*

The opening keynote address on Monday morning set the stage for a theme that created a noticeable buzz throughout the entire week: **Bringing Business and IT Together**. From the very beginning of information technology, business and IT organizations have struggled with conflicts and misunderstandings between two groups that are seemingly at opposite ends of the spectrum. During this keynote address, Dave Wells visually represented the differences by labeling business people as "blue people" and IT people as "red people."

With real conviction, Wells emphasized that to simply resolve difficult working relationships and miscommunications is not enough. He tells us that the future of business intelligence depends on removing the business/IT gap entirely. We must "dissolve the distinction between business and IT. We must recognize that IT is part of business, not something separate. In today's world, you can't achieve business excellence without IT excellence."

Wells went on to describe the three perspectives that provide a common basis of communication and mutual understanding.

- 1. Value Chains:** Business and IT typically see the value chain differently. "IT works with a data-to-value approach, where business management uses a goals-to-value system." When we can't share common perceptions of value, communication and working relationships are certain to be troubled.
- 2. The Business Intelligence Framework:** The BI Framework depicts a widely accepted structure to organize the components of BI programs, projects, and systems. Although generally accepted by all, the framework (or which components are important within it) is seen differently by each of business management, IT management, business analysts, and technical staff. Understanding others' points of view and arriving at a shared view are fundamental to removing the gap.
- 3. The Organization:** BI programs and projects are typically staffed by assigning roles and responsibilities across two distinct organizations in a way that creates an "us-and-them" culture. Managing across a business/IT divide using models of the past—contract, partnership, or collaboration—has proven ineffective for BI. Wells advises that a single organization needs to be created—one where both business and IT knowledge are embodied in the same organization and frequently in the same individual.

Having made the case for organizational change, Wells then asked, "How will your organization achieve this change?" Gap analysis—understanding the size and nature of

your gap—is the place to start. Then decide whether to move through stages of narrowing the gap, bridging the gap, and removing the gap in an evolutionary fashion. Alternatively, you may choose a revolutionary approach, moving directly to eliminating the gap. Whichever approach you choose, organizational strategies alone won't work. Individual change is also necessary. Wells asks each of us to objectively assess our own gaps, acquire new knowledge, and apply that knowledge to improve working relationships. Only when business people become more technology savvy and IT people become more business literate can we merge the “blue” of business with the “red” of IT to create a BI-centric organization of “purple people.”

As business and technology have evolved, they have become interdependent in an irreversible way. Business drives technology, and technology drives business. For BI success, we must acknowledge these dependencies. As an organization, strive to create a “purple” culture. Individually, strive to become a “purple person.”

The purple buzz will continue, as it did in the classrooms and corridors throughout the conference. One attendee was overheard in a break time discussion coining a new term, saying that she was “going purple.”

## Thursday, August 18: BI and Business/IT Relationships: Action Plan for Monday Morning

*Dan Merriman, President, Chapin Consulting Group, Inc.*

Dan Merriman's Thursday morning keynote offered a solid conclusion for the **Bringing Business and IT Together** track that was central to the conference program. Merriman's talk combined a summary of major themes of the week with a call to action for those who attended. Although delivered by Merriman, the summation of themes represents the collective thought of about 20 instructors and speakers who participated in the **Bringing Business and IT Together** track. Five distinct themes provide the framework for an action plan:

- **Enable the Business**—Provide knowledge and content at the business level. This demands that you understand company objectives and strategies and that you are in tune with the major strategic initiatives of the business.
- **Empathize**—Make business/IT relationships personal by viewing BI issues and needs through the eyes of others. How does BI relate to the professional and personal goals of other BI team members? What are their day-to-day challenges? How do they define success? How do they measure value?
- **Internalize**—Make business/IT relationships personal by reflecting on BI issues and needs as they relate to your own professional and personal goals. What motivates you to build business/IT bridges? What do you know that can help? What do you need to learn to empathize more effectively? How do you define success and value?

- **Contribute**—Act on the knowledge. Ask not only, “How can I help?” but also, “What if we could know ...?” Strive to go beyond the obvious and stated expectation. In support of this point, Merriman quoted Jonathan Geiger, who says, “In a data warehouse, if all you’re doing is what you’re supposed to do, you will fail!”
- **Make it Tangible**—Make it real by quantifying achievements, then improve by using measures to assess progress and to continuously push the boundaries. Three elements—metrics, accountability, and commitment to follow-up—are necessary to make it tangible. Follow-up, says Merriman, is the element most frequently missed. Follow-up means more than simply measure. Act on the measures. Recognize, amplify, and repeat the positive. Correct and redirect the negative. In a nutshell—Improve!

Having presented these five themes, Merriman then positioned them as tools for action. Each attendee was given a simple form to list a few 90-day goals for each category. TDWI provided envelopes and postage, and will return the goal sheets to attendees as the 90-day mark approaches.

Ultimately, those who act on this information-packed session will be able to focus on near-term pragmatic action. Perhaps more important, everyone had the opportunity to reflect on the actions for Monday morning when they return to their offices. All of the good ideas formulated throughout the conference can become reality if you act on them before you’re consumed with the day-to-day routines and demands of your job. The time to resolve the business/IT divide is now. Personalize it! Plan it! Realize it!

## IV. Business Intelligence Strategies Program-----

### ***Twelve Steps to Revitalize a Data Warehouse***

*Wayne Eckerson, Program Chair*

This BI Strategies session was focused on aligning business and IT and featured four spectacular speakers—Barb Wixom of the University of Virginia, Martin Summerhayes of Hewlett Packard, Greg Jones of Sprint-Nextel, and Jill Dyché of Baseline Consulting. We also had a very lively and informative panel of seven BI vendors debating the value and future of BI tools. There were so many practical tips and insights shared during the day that a one-page write up would hardly do it justice. So instead, we are providing highlights from just a portion of one presentation: "Twelve Steps to Revitalize a DW."

- 1. Recognize you have a problem.** "Our data warehouse was a dumping ground for all data from a few sources. It was too slow, too costly, had too much data and not the right data, queries took forever, and managers hated it."
- 2. Get adequate investment to do a makeover.** "My boss gave me approval to fix the data warehouse, but said, 'Don't come back and tell me you need \$6 million and three years to deliver it.' So, I came back a few months later and said I need \$18 million and six years. Anything less and we would have starved the initiative and wouldn't have succeeded. He saw the rationale of the case I made and agreed to support me."
- 3. Start selling.** "I got my tap dance shoes on and ran around to every vice president in the business—tax, audit, finance, etc.—and asked about their pains, problems, and needs. Some said 'Thanks for asking.' Others said, 'Get out of my office! We should outsource the data warehouse!'"
- 4. Leverage Sarbanes-Oxley.** "I rode SOX as much as I could. I told the VPs, 'We need a single version of truth so we can the report data one way to Wall Street. You don't want to go to jail, do you?'"
- 5. Be memorable.** "If you don't stay in their face, they'll forget about you. Set up a governance committee and invite someone in each organization who knows the data to sit on it."
- 6. Turn potential enemies into allies.** "Tell committee members that they are geniuses and you want to tap into their expertise and that you are not interested in taking their data. If you can get them excited, they will spread their excitement to the rest of the organization."
- 7. Over-Deliver benefits.** "Since you won't get all groups to sign on right away, work with those who have the most interest. Make sure you deliver an order of magnitude more benefits than you promise. This gets the ball rolling."

**8. Accelerate the snowball.** “Go to the VP of the next group and say, ‘The VP I’m working with says that you should look at this solution since it might benefit you.’ Once the VPs see a success, they don’t want to be left behind. It’s kind of an ego thing.”

**9. Plan for growth.** “You need a serious plan for scalability because if your system crashes or bogs down, you’ll immediately lose credibility with the business.”

**10. Deliver the data.** “Initially, we created data marts for each group so they got just the data they wanted and query response times were fast.”

**11. Consolidate.** “Once our data volumes got large and the number of data marts became unwieldy, we consolidated everything into a single dimensional model that becomes an enterprise transformation layer that we used to populate all data marts and applications.”

**12. Standardize.** It can be painful to get VPs to sign off on a consistent set of rules for enterprise data—it took us several multi-day offsite meetings—but now it’s stamped in blood. If the data doesn’t come out of the data warehouse, it’s not official. However, we also ensure that they can get localized views of that data.”

## **V. Certification Program -----**

TDWI continued the industry's leading certification program at our San Diego conference. In partnership with the Institute for Certification of Computing Professionals, TDWI offered both a day-long Exam Prep 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 credential is offered in five specialties: Leadership & Management, Business Analytics, Data Analysis & Design, Data Integration, and Administration & Technology.

For more information on certification and testing, write to: [cbip@tdwi.org](mailto: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 San Diego, download the conference brochure:

<http://www.tdwi.org/education/conferences/sandiego2005/images/TDWIsdcb0405.pdf>

### **Sunday, August 14: Hands-On Risk Mitigation Workshop for BI Projects**

*Michael L. Gonzales, President, The Focus Group, Ltd.*

BI projects are peppered with risks, from data quality to integration, from applicability to analytic value. These risks often bring entire projects to a halt, leaving planners scrambling for cover, sponsors looking for remedies, and budgets wiped out. Conducting a rules-based audit (RBA) or proof-of-concept (POC) is done in order to get answers, to add clarity, and to understand scale and scope of the project at hand—essentially, to mitigate risk.

#### **Participants learned:**

- About technology that facilitates RBA and POC efforts, including: Business Rules Engine and DMExpress
- How to use the technology in sample audit and POC applications

## **Sunday, August 14: Production-Ready Business Intelligence Applications**

*Don Steffen, Vice President, AmberLeaf*

Companies expend enormous effort planning their BI strategy. They assemble teams to gather business requirements; create detailed architecture, ETL, and analytic design; spend time developing and testing; then comes the final hurdle—implementation. But many times these efforts fail to focus on the day *after* implementation. What happens when the development team completes UAT? Is the organization ready from a business process standpoint and a technical support standpoint?

### **Participants learned:**

- Five tasks that need to be included on each project plan
- Three questions executives can ask project managers to validate readiness
- Hidden consequences of putting off post-go-live planning

## **Sunday, August 14: Relational Databases: An Economic Reevaluation**

*Richard Cramer, Vice President of Marketing and Business Development, CopperEye Ltd.*

*Duncan Pauly, Founder & CTO, CopperEye Ltd.*

The objective of the presentation was to provide attendees with the technical background to understand why indexing within the RDBMS struggles with large volumes of updates, and as a result why simply adding more hardware to an existing RDBMS data warehouse architecture is unlikely ever to succeed in accepting trickle-fed data in any volume. After attending the presentation, attendees should be able to clearly articulate the need for a new (or complementary) architectural approach to the data warehouse if trickle feeding, growing volumes of data, or more granular data are being required by the business. For the large number of companies that have based their data warehouse architecture on the relational database, the need to move from loading data overnight to accepting a trickle feed of data is daunting. Take away the ability to do batch data loads, and the RDBMS-based data warehouse rapidly becomes economically unviable based upon the hardware required to quickly get data into the warehouse incrementally. During their presentation, Pauly and Cramer identified index performance as the root cause of the data-loading challenge. Pauly discussed the role of smaller RDBMS “staging” databases as a complementary solution, along with solutions from vendors such as Teradata, Netezza, and DATAlegro that solve the loading challenge through hardware parallelism.

## **Monday, August 15: Capitalizing the Data Warehouse: Assigning a Fair Value**

*Sid Adelman, Principal, Sid Adelman & Associates*

An asset is something that will have value in future periods, and the data warehouse (if it's any good) certainly fits into that definition. Companies capitalize their ERPs, and the guys with the green eyeshades don't object. Why not the data warehouse? A number of us have long maintained that the DW is a real asset that has significant value to an organization—some of us even believe that the DW will make the difference between a company living and dying. Since the DW provides value in future periods, the DW represents an intangible asset that should be capitalized on a company's balance sheet along with the tangible assets: cash, account receivable, inventory, plant, and machinery.

## Monday, August 15: Strategies for Managing the “Accidental Warehouse” Environment

*Christel Ryan, CBIP Director, Fair Isaac*

Many corporate analytical and reporting point solutions have evolved over time into a disjointed and increasingly dysfunctional environment dubbed “The Accidental Warehouse.” Silo data marts, dimensional cubes, and other independent analytical and reporting environments have proliferated over time, creating severe reporting, information integrity, and management issues. This presentation identified the business and technical issues driven by the Accidental Warehouse environment, as well as analyzed alternative solutions and associated ROI profiles.

### Participants learned:

- How to identify the Accidental Warehouse environment
- To define business and technical issues driven by the Accidental Warehouse environment
- How to identify and mitigate exponential costs associated with the Accidental Warehouse
- To define an evolutionary strategy to a best practices environment
- How to create business value and competitive advantage through architected integration
- How to evaluate solution alternatives
- How to create ROI profiles through the reduction of costs and the increase of business value
- To address potential Sarbanes-Oxley impacts

## Monday, August 15: Unlocking the Mystery of BI Testing

*Deanne Larson, Vice President, Larson & Associates*

This 75-minute night school started with the definition of business intelligence. From the definition of business intelligence, Deanne Larson began to break down how to approach establishing a business intelligence test plan and what main factors drive the how, what, and why of BI testing.

### Participants learned:

- To begin the test scope and test plan development as soon as the project scope is identified. Understand what you will be testing.
- Key areas of concern for testing in the data acquisition phase of a BI project were reviewed, including data profiling, testing the data architecture or database design, and ETL testing.
- Clear and detailed business requirements are essential to creating test cases that ensure quality and delivery of value.
- BI Types (listed below) have an impact on how you test. The characteristics of each type were reviewed, as well as what to consider in a test plan based on BI Type.
  - OLAP (reviewed HOLAP, MOLAP, and ROLAP)
  - Enterprise reporting
  - Data mining and predictive analysis
  - Pre-defined reports
  - Ad-hoc queries
  - Dashboard/scorecards
- The test plan dimensions and the types of tests were defined. Types of tests reviewed were unit, system, integration, user acceptance, deployment, and final production.
- Quality control was stressed as an ongoing program that is necessary to maintain the quality and value of a business intelligence environment.

The attendees had many questions that extended the session by 10 minutes. Several attendees expressed the need to cover BI testing at future conferences and that the session should be half-day to a full-day session.

### **Wednesday, August 17: Data Warehouse Health Check**

*Mike Lampa, Partner, Central Region, Core Integration Partners, Inc.*

Whether you are supporting an existing data warehouse implementation or are about to embark on that journey, there are fundamental characteristics that ensure an architecturally sound and healthy solution. In this class, participants explored those characteristics, the symptoms that are indicators of problems, and helpful tips to address those symptoms to improve the health of your data warehouse.

#### **Participants learned:**

- What characterizes a healthy data warehouse
- What symptoms indicate a data warehouse in need of attention
- How to address the root cause of the symptoms

### **Wednesday, August 17: Next-Generation Operational Data Stores**

*Joyce Norris-Montanari, Data Management Practice Leader, Baseline Consulting*  
*John O'Brien, CBIP, President and Executive Architect, Zukeran Technologies Corporation*

The Next-Generation ODS night session covered the confusing aspects of real-time computing and operational data stores (ODS). This course shared real-world examples of how the ODS is being implemented using new approaches and technologies. Joyce and John compared and defined aspects surrounding what some are calling “operational business intelligence.”

#### **Participants learned:**

- Where the ODS fits in next-generation DW architectures within the realm of master data management
- What it is that business workers really want
- Enabling technologies like EAI, EII, and ETL

### **Wednesday, August 17: Performance Management: Keys to Successful Solutions**

*Bennett Indart, Vice President of Products, SymphonyRPM, Inc*

Performance management should be defined as “solutions that enable business managers to deliver promised results consistently and assuredly.” In other words, performance management must help executives and managers actually solve business problems—simply reporting on historical trends is not enough. Today’s business environment requires a change from traditional, siloed approaches to solutions that help companies respond to changes as they occur, by adjusting operational activities to fit their constantly changing business environment. This session offered a refreshingly unique perspective on the merits and justification for performance management solutions in the enterprise.

The content provided in this course will be primarily focused on the business issues pushing companies to develop performance management strategies, and will not discuss specific technology choices.

The instructors will also deliver a detailed process for BPM solution selection that will provide attendees with the necessary tools to make educated choices in this new and hype-driven marketplace.

**Participants learned:**

- Performance management's role in the enterprise, examining whether it can help you
- Common problems in achieving operational excellence
- Best practices to optimize technology and process investments
- Examples of effective performance management in real-world use
- How to ensure ROI from your performance management investments

**Thursday, August 18: Bringing Business and IT Together: Leading the Charge**

*Maureen Clarry, CEO/President, CONNECT: The Knowledge Network*

*Lorna Rickard, Chief Workforce Architect, CONNECT: The Knowledge Network*

This session allowed participants to apply the concepts learned in Pitfalls and Paths to Organizational Partnership to their specific business intelligence initiatives. They also had an opportunity to network with and coach peers as they examined the most pressing issues in their BI initiatives.

**Participants learned:**

- A step-by-step process for analyzing what's happening at the organizational system level
- How to take the next steps, which include developing strategies for improving partnership and creating a plan for managing resistance

**Thursday, August 18: Implementing Risk Management Strategy and Controls in the Data Warehouse Environment**

*Pushpak Sarkar, Lead Architect for Enterprise Systems and Services, Merck & Co.*

Following the passage of the Sarbanes Oxley act in U.S. Congress, risk management has become a major issue to the business stakeholders of IS initiatives. Large companies must comply with strict IS audits on an annual basis as a mandatory requirement.

This presentation will make you aware on the steps required to prepare your DW environment for SOX/IS audit compliance.

Learn what can make your DW organization more secure from a risk management perspective. The presenter has practical experience in implementing Sarbanes-Oxley related controls in Merck's Financial environment.

**Participants learned:**

- About the Sarbanes-Oxley Act and its overall impact on IS operations
- About risk management and assurance processes in the financial data warehouse environment
- How to set up an internal controls tracking system (ICTS) framework for SOX compliance

**Peer Networking**

TDWI sponsored peer networking sessions on the following topics:

**Sunday, August 14**

Talking with Business Executives on Their Terms, *Anthony Politano, Chief Performance Officer, Niteo Partners, An NEC Company*



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**Monday, August 15**

Data Profiling, *Joyce Norris-Montanari, Data Management Practice Leader, Baseline Consulting*

**Wednesday, August 16**

Data Integration Alternatives, *Evan Levy, Partner, Baseline Consulting*

**Thursday, August 17**

Data Stewardship and Profiling, *Lisa Loftis, Senior Vice President, Intelligent Solutions, Inc.*

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](mailto:nhanlon@tdwi.org).

**Guru Sessions**

Throughout the week in San Diego, 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 with an opportunity to obtain expert insight into their specific issues and challenges.

## VII. Vendor Exhibit Hall-----

*By Diane Foulz, TDWI Program Support Manager*

The following vendors exhibited at TDWI's World conference in San Diego, CA, 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 Corp., and IBM Company	DataStage™ Enterprise Edition Version 7.5
Business Objects	BusinessObjects Data Integrator, BusinessObjects Rapid Marts
Cognos Inc.	DecisionStream, Cognos Analytic Applications
Core Integration Partners	The Matrix Methodology™, Synchronicity
DATAAllegro	DATAAllegro
Embarcadero Technologies	ER/Studio
Fair Isaac Corporation	FIC Professional Services
Group 1 Software	Sagent Data Flow, DataSight
Hyperion	Hyperion BI Platform
IBM	DB2 Data Warehouse, Extended Edition
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
MicroStrategy	MicroStrategy Report Services, MicroStrategy Office, MicroStrategy Architect, MicroStrategy BI Developer Kit
SAS	SAS® ETL Studio, SAS Management Console
Siebel Business Analytics	Siebel Business Analytics applications
Sunopsis	Sunopsis v3, Sunopsis MQ
Teradata, a division of NCR	Teradata Professional Services
WhereScape	WhereScape RED

### DATA INTEGRATION

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate Corporation	Actuate iServer™ (EII Technology)
Ascential Software Corp., and IBM Company	DataStage™ Enterprise Edition Version 7.5
Business Objects	BusinessObjects Data Integrator, BusinessObjects Rapid Marts
Cognos Inc.	DecisionStream, Cognos Analytic Applications
Core Integration Partners	Professional Services
DataMirror Corporation	Transformation Server™ (Real-time, multi-platform change data capture, transform and flow), iReflect (Real-time Oracle Data Distribution and Business Continuity), LiveAudit™ (Data monitoring, E-Records audit trails), DB/XML Transform™ (Database-to-XML transformation), Constellar Hub™ (Enterprise data warehouse integration and infrastructure)
Embarcadero Technologies	DT/Studio
Fair Isaac Corporation	Smartlink, Contact Builder, Precision View
Firstlogic, Inc.	Information Quality Suite
GoldenGate Software	GoldenGate

Group 1 Software	Sagent Data Flow
Hyperion	Hyperion BI Platform
IBM	Websphere Information Integrator
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Microsoft Corporation	SQL Server Integration Services
SAS	SAS <sup>®</sup> ETL Studio, SAS Management Console
Siebel Business Analytics	Siebel Business Analytics applications
Sunopsis	Sunopsis v3, Sunopsis MQ
Syncsort Inc.	DMExpress
Trillium Software, a division of Harte-Hanks	Trillium Software Discovery, Trillium Software System
WhereScape	WhereScape RED

## INFRASTRUCTURE

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION <sup>™</sup> Software
Actuate Corporation	Actuate iServer <sup>™</sup> , Actuate Active Portal <sup>™</sup>
Ascential Software Corp., and IBM Company	DataStage <sup>™</sup> Enterprise Edition Version 7.5
Business Objects	BusinessObjects Enterprise; Integration Kits for SAP, PeopleSoft, SSA Global/Baan and Siebel; BusinessObjects Data Integrator; BusinessObjects Rapid Marts
Cognos	DecisionStream, Cognos Analytic Applications
DATALlegro	DATALlegro
DataMirror	Transformation Server, iReflect, iCluster
Fair Isaac Corporation	Model Builder
GoldenGate Software	GoldenGate
Hyperion	Hyperion BI Platform
HyperRoll	HyperRoll V 4.2
IBM	DB2 Data Warehouse, Extended Edition
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Microsoft Corporation	SQL Server 2005
MicroStrategy	MicroStrategy Intelligence Server
Siebel Business Analytics	Siebel Business Analytics platform, including Siebel Analytics Server
Teradata, a division of NCR	Teradata Database

## ADMINISTRATION AND OPERATIONS

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION <sup>™</sup> Software
Actuate Corporation	Actuate iServer <sup>™</sup> (Management Console)
Business Objects	BusinessObjects Data Integrator, Supervisor, Designer, Auditor
DataMirror Corporation	iCluster <sup>™</sup> (IBM iSeries high availability), iReflect <sup>™</sup> (high data availability and data distribution for Oracle)
Embarcadero Technologies	DBArtisan
Fair Isaac Corporation	Blaze Advisor
Hyperion	Hyperion BI Platform
IBM	DB2 Data Warehouse, Extended Edition

Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Microsoft Corporation	SQL Server Management Studio
MicroStrategy	MicroStrategy Administrator, MicroStrategy Intelligence Server
SAS	SAS <sup>®</sup> Management Console
Siebel Business Analytics	Siebel Business Analytics platform (Siebel Analytics Server, Siebel Analytics Server Administrator)
Teleran Technologies Inc.	Teleran Application Usage Management Suite: iGuard, iSight, Auto Helpdesk, Service Level Manager

## DATA ANALYSIS

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION <sup>™</sup> Software
Actuate Corporation	Actuate Analytics <sup>™</sup> , Actuate e.Analysis <sup>™</sup>
Ascential Software Corp., and IBM Company	DataStage <sup>™</sup> Enterprise Edition Version 7.5
Business Objects	WebIntelligence, InfoView, Business Query, Crystal Enterprise, OLAP Intelligence, BusinessObjects
Cognos Inc.	Cognos Series 7, Cognos Metrics Manager, Cognos ReportNet
DATALlegro	DATALlegro
Endeca Technologies	Endeca Latitude <sup>™</sup>
Fair Isaac Corporation	Model Builder, Decision Tree, Decision Optimizer, Peacock
Firstlogic, Inc.	IQ Insight
Group 1 Software	DataSight, Data Quality Connector for Siebel
Hyperion	Hyperion BI Platform
IBM	DB2 Alphablox, DB2 OLAP, DB2 Intelligent Miner
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Microsoft Corporation	SQL Server Analysis Services SQL Server Data Mining
MicroStrategy	MicroStrategy Desktop, MicroStrategy Web, MicroStrategy MDX Adapter, MicroStrategy 7i OLAP Services
QlikTech	QlikView Business Intelligence Software
SAS	SAS <sup>®</sup> Analytic Intelligence
Siebel Business Analytics	Siebel Business Analytics platform (Siebel Analytics Server, Siebel Data Mining Engine, Siebel Miner, Siebel Data Mining Workbench, Siebel Answers) and Siebel Business Analytics applications
Temtec	Executive Viewer <sup>®</sup>
Teradata, a division of NCR	Teradata Warehouse Miner
Trillium Software, a division of Harte-Hanks	Trillium Software Discovery
WhereScape	WhereScape RED
XLcubed Ltd.	XLcubed Excel Edition, XLcubed Web Edition

## INFORMATION DELIVERY

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION <sup>™</sup> Software
Actuate Corporation	Actuate iServer <sup>™</sup> + e.Spreadsheet Option (web reports, Excel spreadsheets), Actuate Query <sup>™</sup>
Ascential Software Corp., and IBM Company	DataStage <sup>™</sup> Enterprise Edition Version 7.5

Business Objects	BusinessObjects Enterprise, InfoView, InfoView Mobile, Broadcast Agent, Crystal Reports Server
Cognos Inc.	Cognos Series 7, Cognos ReportNet
Fair Isaac Corporation	Blaze Advisor, Realtime
Hyperion	Hyperion BI Platform
IBM	DB2 Alphablox
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Microsoft Corporation	SQL Server Reporting Services
MicroStrategy	MicroStrategy Narrowcast Server
QlikTech	QlikView Server, QlikView Publisher
SAS	SAS <sup>®</sup> Enterprise BI Server
Siebel Business Analytics	Siebel Business Analytics platform (Siebel Answers, Siebel Intelligence Dashboard, Siebel Delivers, Siebel Intelligent Interaction Manager) and Siebel Business Analytics applications
Temtec	Executive Viewer <sup>®</sup>
XLCubed Ltd.	XLCubed Excel Edition, XLCubed Web Edition

## ANALYTIC APPLICATIONS AND DEVELOPMENT TOOLS

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION <sup>™</sup> Software
Actuate Corporation	Actuate e.Report Designer <sup>™</sup> , Actuate e.Spreadsheet Designer <sup>™</sup> , Actuate Information Object Designer <sup>™</sup> , Actuate Analytics Cube Designer <sup>™</sup>
Business Objects	BusinessObjects Set Analysis, BusinessObjects Predictive Analysis, BusinessObjects Statistical Process Control, Application Foundation, Customer Intelligence, Product and Service Intelligence, Operations Intelligence, Supply Chain Intelligence, Data Integrator, Rapid Marts, Crystal Reports
Cognos Inc.	Cognos Analytic Applications (Supply Chain Analytics, Customer Analytics, Financial/Operational Analytics)
Endeca Technologies	Endeca Latitude <sup>™</sup>
Fair Isaac Corporation	Model Builder, Blaze Advisor, Decision Tree, Decision Optimizer, Peacock
Hyperion	Hyperion BI Platform
IBM	DB2 Alphablox, DB2 Cube Views
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Microsoft Corporation	SQL Server BI Development Studio Microsoft Office Business Scorecard Manager 2005
MicroStrategy	MicroStrategy BI Developer Kit, Microstrategy Analytic Modules <ul style="list-style-type: none"> <li>-- Customer Analysis</li> <li>-- Financial Reporting Analysis</li> <li>-- HR Analysis</li> <li>-- Sales Force Analysis</li> <li>-- Sales &amp; Distribution Analysis</li> <li>-- Web Traffic Analysis</li> </ul> MicroStrategy Software Development Kit, MicroStrategy Transactor, MicroStrategy Architect
QlikTech	QlikView Business Intelligence Software
SAS	SAS <sup>®</sup> Analytic Intelligence

Siebel Business Analytics	<p>Siebel Sales Analytics, Siebel Service Analytics, Siebel Marketing Analytics, Siebel Partner Manager Analytics, Siebel Order Analytics, Siebel Product Pricing Analytics, Siebel Workforce Analytics, Siebel Partner Portal Analytics, Siebel Executive Analytics, Siebel Incentive Compensation Analytics, Siebel Financial Analytics, Siebel Supply Chain Analytics, Siebel Contact Center Analytics</p> <p>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</p>
Temtec	Executive Viewer®
Teradata, a division of NCR	Teradata Application Platform
WhereScape	WhereScape RED

### **BUSINESS INTELLIGENCE SERVICES**

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate Corporation	Actuate iServer™ Suite
Ascential Software Corp., and IBM Company	DataStage™ Enterprise Edition Version 7.5
Business Objects	Business Objects Consulting Services
Core Integration Partners	Professional Services and Core College Training
DataMirror Corporation	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.
Fair Isaac Corporation	Enterprise Data Warehouse and Business Intelligence Services including: BI Strategy, Program Management, Full Life Cycle Development Methodologies, Data Architecture & Integration, Data Quality & Governance, Advanced Analytics, Analytical Applications, Enterprise Reporting, Dashboards and Visualizations
Hyperion	Hyperion BI Platform
HyperRoll	HyperRoll V 4.2
IBM	IBM Business Consulting Services
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Knightsbridge Solutions LLC	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
SAS	SAS® Enterprise BI Server, SAS Analytic Intelligence
Siebel Business Analytics	Siebel Global Services
Temtec	Executive Viewer®
Teradata, a division of NCR	Teradata Solutions Methodology
WhereScape	WhereScape RED

## **VIII. Hospitality Suites & Lab -----**

### **Hospitality Suites**

**--Monday, August 15--**

**Kennametal Sharpens Competitive Edge with Cognos**

Sponsored by Cognos Inc.

**Drive Enterprise Success with a Data Quality Initiative**

Sponsored by Firstlogic, Inc.

**IBM and Siebel Business Analytics Cocktail Reception**

Sponsored by IBM and Siebel Business Analytics

**--Tuesday, August 16--**

**Get Virtual with Hyperion**

Sponsored by Hyperion

**Microsoft Retro Arcade**

Sponsored by Microsoft Corporation

### **Vendor-Sponsored Lab**

**--Wednesday, August 17--**

**Hands-On Teradata**

Sponsored by Teradata, a division of NCR

## **IX. Onsite Training, Upcoming Events, and Publications -----**

### **TDWI Onsite**

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

TDWI Onsite 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](mailto:ybaho@tdwi.org), or visit [www.tdwi.org/onsite](http://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. In addition, TDWI Seminars are offered



throughout the United States, so you can get the training you need when and where your schedule allows.

**Remaining 2005 Seminar Dates and Locations:**

**Washington, D.C.**    September 19–22  
**Chicago, IL**         October 17–20

2006 Seminar Series dates and locations will be announced soon!

For more information on the TDWI Seminar Series, please visit: [www.tdwi.org/seminars](http://www.tdwi.org/seminars).

**Upcoming TDWI World Conferences**

**TDWI World Conference—Fall 2005**

[www.tdwi.org/orlando2005](http://www.tdwi.org/orlando2005)  
October 30–November 4, 2005  
Orlando, FL

**TDWI World Conference—Winter 2006**

February 19–24, 2006  
Las Vegas, NV

**TDWI World Conference—Spring 2006**

May 14–19, 2006  
Chicago, IL

**TDWI World Conference—Summer 2006**

August 20–25, 2006  
San Diego, CA

**TDWI World Conference—Fall 2006**

November 5–10, 2006  
Orlando, FL

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### **Recent Publications**

- ***Business Intelligence Maturity Model***, TDWI's annual poster depicting a BI or DW process or lifecycle.
- ***Business Intelligence Journal*** (Volume 10, Number 3) contains articles, research, book reviews, case studies, and expert perspectives from leading industry and academia gurus furthering the practice of BI and DW. A Members-only publication.
- ***Ten Mistakes to Avoid When Building a Data Quality Program*** (Q3, 2005). This series examines the 10 most common mistakes managers make in developing, implementing, and maintaining BI and DW implementations. A Members-only publication.
- ***Enterprise Business Intelligence: Strategies and Technologies for Deploying BI on an Enterprise Scale***, part of the 2005 Report Series, with findings based on interviews with industry experts, leading-edge customers, and survey data.
- ***What Works: Best Practices in Business Intelligence and Data Warehousing*** (Volume 19), a compendium of industry case studies and lessons from the experts.

For more information on TDWI Research, please visit <http://tdwi.org/research/index.aspx>.