



TABLE OF CONTENTS

[Conference Overview](#)

[TDWI Technology Survey on Data Quality](#)

[Keynotes](#)

[Certification Program](#)

[Evening Education](#)

[Vendor Exhibit Hall](#)

[Hospitality Suites / Vendor Workshop](#)

[More Educational Opportunities](#)

Thank you for joining us in Chicago for our TDWI World Conference and for participating in our conference evaluation survey. We hope you had a productive and enjoyable week.

We want your feedback! This report should provide a valuable way for you to summarize your educational experience for your manager and peers. If you would like to make a suggestion about how to make this report more useful, please send an e-mail to Jennifer Agee (jagee@tdwi.org).

For a complete list and descriptions of all courses offered in Chicago, view the [conference at a glance](#) or [download the conference brochure](#).

Conference Overview

Since 1995, TDWI World Conferences have provided the leading forum for business and technology professionals looking to gain in-depth education on business intelligence and data warehousing. Each TDWI World Conference features a unique program of top-notch instructors, full- and half-day courses, one-on-one consulting, peer networking, and an exhibit hall packed with BI solutions.

The Chicago conference drew attendees from 40 states, the District of Columbia, and more than 17 countries. This was truly a worldwide event!

Some of our most popular courses included TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems, Performance Dashboards: Measuring, Monitoring, and Managing Your Business, and Data Warehouse Lifecycle Overview.

We also had significant attendance at Integrating Unstructured Data into BI Solutions, Dimensional Modeling beyond the Basics: Intermediate and Advanced Techniques, and Let's Stop Calling It Metadata: It's about Managing Information.

Featured Topics in Chicago

While TDWI conferences always cover the full spectrum of business intelligence and data warehousing, the conference in Chicago also included courses throughout the week that were focused on the following areas:

BUSINESS ANALYTICS THROUGH THE ANALYST'S EYES

Most business analytics systems (maybe most BI programs) can increase their level of analytic maturity and corresponding business value by looking at analytics from the business analyst's perspective. This featured topic included courses addressing the basics of analytics, the "who, why, and how" of analytics, and the specific skills, activities, and challenges of performing business analysis.

CORE COMPETENCIES

People who have achieved the greatest success with and highest value from BI recognize that it's as much a human and cultural endeavor as it is one of technology. Courses in core competencies focus on creating a strong BI organization and paving the way to a business culture of information, analytics, knowledge, insight, and innovation.

THE HUMAN SIDE OF BI

It's all too easy to focus on the tangible side of BI—the dashboards, the OLAP cubes, the databases. Most of us know, deep down, that it is people—individual, teams, organizations, companies, and cultures—who make the tools and technology of BI valuable. Targeted courses throughout the week included building better business and IT partnerships, negotiating, developing leadership, and the human side of data integration.



Photo by Jonathan Prescott, photoempathy.com

TDWI Technology Survey on Data Quality

By Philip Russom, Senior Manager, TDWI Research

The Technology Survey that TDWI circulated at the recent World Conference in Chicago asked attendees to answer a few questions about data quality (DQ). TDWI had, in fact, asked these questions in previous surveys, including the Internet surveys for TDWI's two major reports on DQ in 2001 and 2005. Chicago conference attendees' responses to the questions are similar to the responses of people taking the report surveys in 2001 and 2005, despite the passage of time. But a few changes are worth mentioning:

- Deployed solutions for DQ are more numerous now, and more are coming.** The percentage of survey respondents claiming to have deployed a DQ initiative has increased over time—albeit slowly—from 11% in 2001, to 16% in 2005, and now 17% in 2008. (See Figure 1.) Likewise, the number of DQ initiatives in design or implementation phases has progressed steadily (21%, 26%, and 28%), which means that more DQ deployments are coming in the next 6–12 months.

The percentage of survey respondents reporting that a DQ initiative is under consideration in their organization rose dramatically, jumping from 20% in 2001 to 40% in 2008. Even more dramatically, the number of organizations with no plans for a DQ initiative plummeted from nearly half in 2001 to only 15% in 2008, which suggests a new depth of awareness and a considerable pent-up demand.

Over all, these figures show a solid but slow growth for data quality adoption, with a potential leap forward, as organizations move from consideration to implementation.

- Perceptions of the quality of data have grown skeptical.** Or perhaps perceptions are simply more realistic today. For example, the percentages of survey respondents reporting that the quality of their data is excellent or good have declined steadily from 2001 to 2008. (See Figure 2.) Conversely, those claiming okay or poor quality data have increased steadily.

For a full update on DQ, attend the TDWI Webinar “The State of Data Quality” on May 28, 2008. Register online at www.tdwi.org/Webinars.

WHAT IS THE STATUS OF YOUR DATA QUALITY INITIATIVE? (SELECT ONLY ONE.)

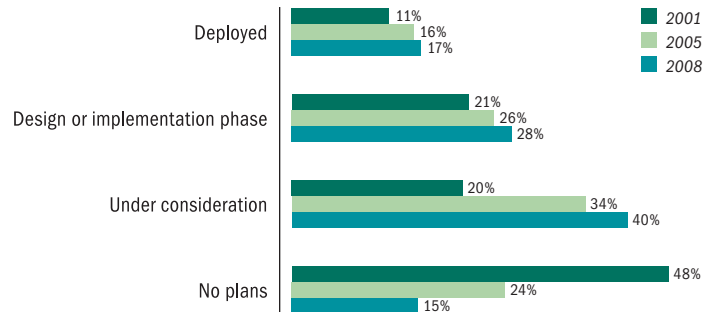


Figure 1. Based on 647 respondents in 2001, 750 respondents in 2005, and 107 respondents in 2008.

OUR ORGANIZATION THINKS THE QUALITY OF ITS DATA IS: (SELECT ONLY ONE.)

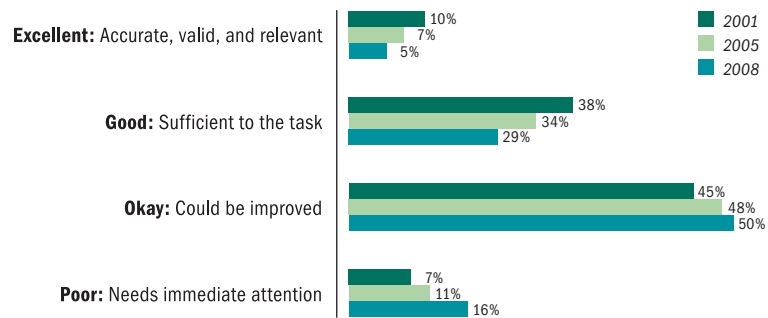


Figure 2. Based on 647 respondents in 2001, 750 respondents in 2005, and 108 respondents in 2008.

Keynotes

By Sandra Prescott, Assistant Director of Education, TDWI

Monday, May 12, 2008

People First! Creating a Business Intelligence Culture

David Wells, Consultant

Dave Wells, former TDWI education director and now independent consultant, delivered a powerful Monday keynote, "People First! Creating a Business Intelligence Culture." Dave knows that the common thread among all healthy BI initiatives is the people. The way people interact is a key indicator of the success or failure of a project. A culture of belief, competence, and support fosters an environment of openness and trust, helping to uncover business truths and readily overcome obstacles. It generates inspiration, enthusiasm, and motivation in the process. Dave's keynote offered contrasts between the extremes of dysfunctional cultures and people-focused cultures and offered achievable suggestions to promote a people-first culture for any BI organization.

Thursday, May 15, 2008

The Myth of Self-Service BI

Wayne Eckerson, Director of Research, TDWI

On Thursday, Wayne Eckerson revealed "The Myth of Self-Service BI." Self-service BI has been a quest for some practitioners, but adopters realize that a blend of self service and tailored delivery generally yields a higher rate of positive results. Users of self-service BI must have exceptional savvy across business functions, but only a subset of users actually have the time or interest in attaining enterprisewide knowledge. Wayne made the case that there is still a place for the rigorous (and time-consuming) IT efforts that provide tailored BI delivery but acknowledged that experienced companies are balancing self-service BI with tailored delivery to optimize the usefulness of the business data.



Photos by Jonathan Prescott, photoempathy.com

Certification Program



TDWI continued the industry's leading certification program at the Chicago conference, offering Exam Prep courses 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 or visit www.cbipro.com.

Evening Education

Night School

Night School sessions were offered after regular courses ended to promote networking among attendees and to test new topics. Click on the course titles below to view descriptions of each Night School session, or visit the [conference at a glance](#).



Photo by Deirdre Hoffman

Monday, May 12, 2008

[HCSC Executives Share Their Information Vision for a Health Care Enterprise Data Integration Hub](#), Rick A. Biederstadt, Anthony Nicosia

[Using Performance Modeling and Dashboards to Link Strategy to Operations](#), Bob Imberman

Wednesday, May 4, 2008

[TOOL TALK—BI Reporting Tools](#), Mike Lampa

[Writing for Power in BI](#), Wayne Eckerson

Thursday, May 15, 2008

[High-Performance Data Warehousing—Augmenting the Data Warehouse Appliance](#), Krish Krishnan

[Open Source in Practice](#), Alexander Pohl

Guru Sessions

Throughout the week in Chicago, attendees 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.



Photo by Jonathon Prescott, photoempathy.com

Vendor Exhibit Hall



Photo by Jonathan Prescott, photoempathy.com

At every TDWI World Conference, we invite leading hardware, software, and consulting vendors to share their latest technologies with attendees. The following vendors exhibited at our World Conference in Chicago.

[Ab Initio Software Corporation](#)

[AMB Predictive Data Management](#)

[Business Objects, an SAP company](#)

[ChartSearch, Inc.](#)

[Cognos, an IBM company](#)

[Collabera, Inc.](#)

[Composite Software, Inc.](#)

[Corda Technologies](#)

[DataFlux](#)

[DATAIlegro](#)

[Dataupia](#)

[expressor software](#)

[GoldenGate Software, Inc.](#)

[HP](#)

[IBM](#)

[Identity Systems](#)

[Informatica Corporation](#)

[Information Builders](#)

[JasperSoft](#)

[Kalido](#)

[Kognitio](#)

[MicroStrategy](#)

[Netezza](#)

[Oracle](#)

[ParAccel, Inc.](#)

[Pitney Bowes Group 1 Software](#)

[QL2](#)

[Saint Joseph's University](#)

[SAND Technology](#)

[Sybase](#)

[Syncsort Incorporated](#)

[Teleran](#)

[Teradata Corporation](#)

[Visual Mining, Inc.](#)

Hospitality Suites and Vendor Workshop

Attendees had the chance to join the following solution providers for an evening of informative talks, fun, good food, and great conversation. Each vendor invited attendees to learn about business intelligence and data warehousing solutions and grab a bite to eat in a relaxed, interactive atmosphere.

Monday, May 12

Take Me Out to the Ball Game...

Sponsored by DataFlux

Tuesday, May 13

Business Architecture; SOA and BI Converge

Sponsored by RCG Information Technology

Experience the Xtreme

Sponsored by Sybase

More Educational Opportunities

TDWI Onsite

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

TDWI Onsite brings superior content and skilled instructors to your organization with a commitment to delivering the highest quality business intelligence and data warehousing education available. We can tailor TDWI 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. TDWI Seminars are offered throughout the United States and Canada, so you can get the training you need when and where your schedule allows.

2008 DATES AND LOCATIONS

| | | |
|----------------------------|-------------------|--------------------|
| Seminar | June 9-12 | Boston, MA |
| BI Symposium—Canada | June 23-26 | Toronto, ON |
| Seminar | July 14-17 | Vancouver, BC |
| Seminar | July 28-August 1 | Washington, DC |
| Seminar | September 22-25 | Chicago, IL |
| Seminar | November 17-20 | Seattle, WA |

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

Upcoming TDWI World Conferences

San Diego, CA

August 17-22

New Orleans, LA

November 2-7

Recent TDWI Publications and Research

- *What Works: Best Practices in Business Intelligence and Data Warehousing* (Volume 25), a compendium of industry case studies and lessons from the experts. www.tdwi.org/Publications/WhatWorks
- *Data Governance Strategies: Helping your Organization Comply, Transform, and Integrate*, the latest Best Practices Report from TDWI Research, with findings based on interviews with industry experts, leading-edge customers, and survey data. www.tdwi.org/Research/ReportSeries
- *Business Intelligence Journal* (Volume 13, Number 1) contains articles, research, book reviews, case studies, and expert perspectives from leading industry and academia gurus furthering the practice of BI and DW. A Member-only publication. www.tdwi.org/Publications/BIJournal
- *Ten Mistakes to Avoid When Launching a Data Governance Program* (Q1 2008). This series examines 10 common mistakes to avoid in your BI/DW project. A Member-only publication. www.tdwi.org/Publications/TenMistake
- *TDWI's Best of Business Intelligence* (Volume 5), A selection of TDWI's best BI articles, columns, and research from 2007. www.tdwi.org/publications/BestOfBI/
- *The Three Threes of Performance Dashboards*, TDWI's annual poster depicting a BI or DW process or lifecycle. www.tdwi.org/Poster

TDWI Membership

TDWI Members receive all of the publications and research listed above, along with many other benefits, including TDWI FlashPoint, a biweekly e-newsletter; quarterly best practices reports and technology market reports; annual benchmark reports on salaries and organizations; access to our Members-only archives of exclusive content; and discounts on TDWI education, including conferences, seminars, and CBIP exams.

To learn more about TDWI Membership, visit www.tdwi.org/Membership.