



TABLE OF CONTENTS

[Conference Overview](#)

[TDWI Technology Survey on the State of Master Data Management \(MDM\)](#)

[Keynotes](#)

[Certification Program](#)

[Evening Education](#)

[Vendor Exhibit Hall](#)

[Hospitality Suites and Vendor Workshop](#)

[More Educational Opportunities](#)

Thank you for joining us in New Orleans 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 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 write to Jennifer Agee at jagee@tdwi.org.

For a complete list and descriptions of all courses offered in New Orleans, 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 New Orleans conference drew attendees from 39 states and more than 15 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](#), [Dimensional Modeling: Advanced Topics](#), and [Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence](#).

We also had significant attendance at [TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI](#), [Putting the Business Back in BI: A Framework for Requirements and Value Management](#), and [TDWI Business Intelligence Program Management](#).

Featured Topics in New Orleans

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

DATA GOVERNANCE AND MASTER DATA MANAGEMENT (MDM)

Complex business environments, increasing demand for high-quality data, and critical dependencies of regulatory compliance are among the reasons that MDM captures the attention of IT and business people alike. Your MDM strategy can achieve the sought-after results if the initiative is under the umbrella of a true data governance program. Data governance encompasses enterprise management of availability, usability, integrity, and security of data. The fall TDWI World Conference in New Orleans dedicated two keynotes and 11 full- and half-day courses that brought you definitions, best practices, mistakes to avoid, and practical information on how to get your data governance and MDM programs underway.

DATA WAREHOUSE ARCHITECTURE OPTIONS

Selecting the right data warehousing architecture for your particular situation may seem daunting. Which option should you lean toward and why? TDWI hoped to make this decision easier by bringing you several architectural courses, all at one conference.

DATA MODELING

Data modeling is a core data analysis and design skill required for building an efficient and useful data warehouse. Six in-depth data modeling courses were aimed at bringing you time-proven modeling techniques. Master data modelers taught fundamental data modeling skills, from dimensional modeling, conformed dimensions, and beginning through advanced data modeling to help strengthen and expand your skills in this area. Classes on Thursday and Friday included several exercises that helped you apply your newly learned data modeling techniques.

BUSINESS REQUIREMENTS

Business intelligence requirements are very different from traditional OLTP requirements and are not easily defined. Uncovering requirements is usually a process of discovery, based on vague and fuzzy variables. What adds to the complexity is that many subject matter experts don't have experience in expressing their needs. It takes the development of communication skills, combined with specialized requirements gathering techniques, to form good BI requirements. The requirements courses at the fall TDWI World Conference offered insights into practical and proven requirements building techniques that helped you build the best solutions.

WORKSHOPS

You asked for more in-depth, practical exercises in the classroom, and TDWI heard you. The New Orleans conference hosted several workshops where participants engaged in exercises that helped drive home essential concepts and techniques. HandsOn courses were computer-lab enabled and brought you a mix of lecture and hands-on training. In addition, workshops on MDM, data modeling, and business requirements included a heavy emphasis on classroom exercises. These sessions were led by instructors who are experts in these fields.



TDWI Technology Survey on the State of Master Data Management (MDM)

By Philip Russom, Senior Manager, TDWI Research

The Technology Survey that TDWI circulated at the recent World Conference in New Orleans asked attendees to answer a few questions about master data management (MDM). TDWI had, in fact, asked the same questions twice before in surveys. The first time was in May 2006 (in the Internet survey for the TDWI Best Practices Report on MDM), whereas the second time was in February 2008 at the TDWI conference in Las Vegas. Responses to the three survey runs are remarkably similar, despite the time elapsed between them. But a few changes are noteworthy:

- MDM commonly supports BI, governance/stewardship, and CRM.** These are the top three business initiatives identified in all three surveys, so these priorities have remained constant. (See Figure 1.) Yet, the ranking of the three has shifted. For example, the population of people surveyed at the recent TDWI World Conference in New Orleans put less stress on BI and more on CRM, as compared to the two other survey runs.
- MDM continues to support data warehousing, CDI, and transactional applications (like ERP).** These are the top three technical solutions identified in all three survey runs, so—again—the top priorities have remained constant. (See Figure 2.) Yet, again, the most recent survey differs from the other two, in that its survey population put less stress on customer data integration and more on transactional applications.
- MDM is usually linked to specific business initiatives and technical solutions.** According to Figures 1 and 2, MDM is rarely an autonomous practice (only in 3% or 6% of cases, on average, respectively).
- Organizations have moved closer to deploying MDM solutions.** This is the biggest change revealed by the series of three surveys. As compared to May 2006, far fewer organizations are now in an exploratory stage, while many more are now in phases for design and implementation. (See Figure 3.) On average, the number of deployments is up, although the most recent survey run seems to contradict this assertion. Hence, the survey runs show that MDM programs are, on average, progressing from early lifecycle stages to later ones.

Do you need to start or expand an MDM program in the near future? If so, consider attending TDWI's Master Data Management Insight Conference, March 8-10, 2009, in Savannah, Georgia. For more information, visit www.masterdatainsight.com.

To normalize data from the three surveys, percentage calculations omit responses for "Other" and "Don't Know." All percentages are rounded.

Which business initiatives does your MDM solution support? (Select all that apply.)

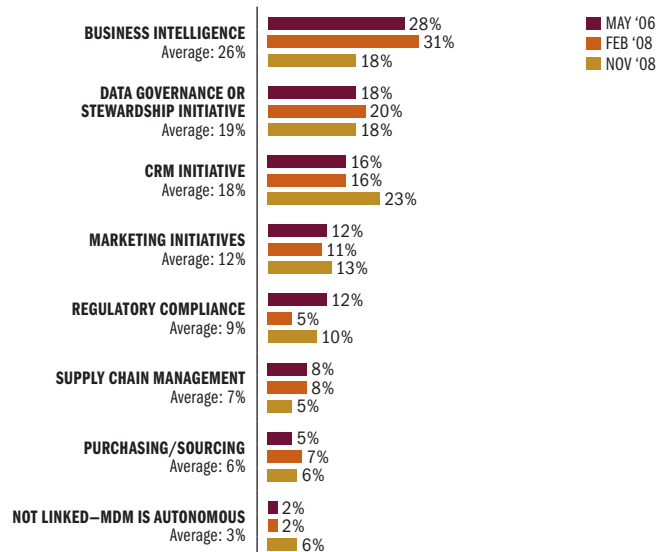


Figure 1. Based on 453 responses from 148 respondents in May '06; 185 responses from 85 respondents in Feb '08; 154 responses from 96 respondents in Nov '08.

Which technical solutions does your MDM solution support? (Select all that apply.)

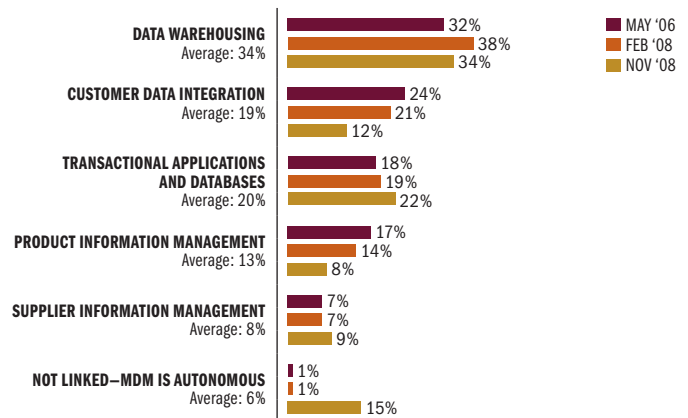


Figure 2. Based on 403 responses from 148 respondents in May '06; 160 responses from 84 respondents in Feb '08; 122 responses from 96 respondents in Nov '08.

What's the status of your organization's MDM solution? (Select only one.)

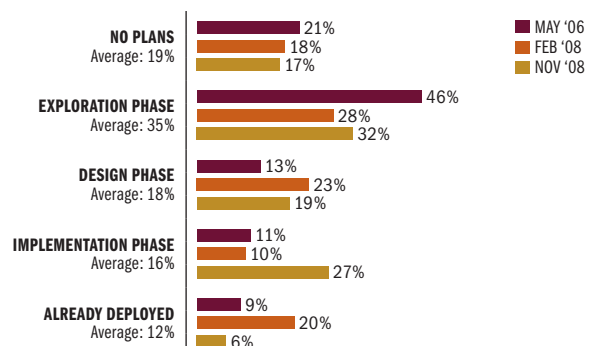


Figure 3. Based on 741 respondents in May '06; 88 respondents in Feb '08; 96 respondents in Nov '08.

Keynotes

By Sandra Prescott, Assistant Director of Education, TDWI

Five Levels of MDM (and Data Governance) Maturity

Monday, November 3, 8:00–8:45 a.m.



Evan Levy
Partner
Baseline Consulting

Master data management (MDM) has increasingly become the centerpiece for data governance across many organizations. Evan Levy, Partner at Baseline Consulting, delivered a compelling Monday keynote that walked us through five levels of MDM maturity, allowing us to easily visualize our own organization's MDM maturity level. There is not a one-size-fits all solution because companies use data differently; however, determining where each of us stands in regard to MDM maturity helps us better understand the next steps to getting reliable and consistent data across the enterprise. The message was clear—MDM is an evolutionary process that requires policies, rules, business processes, responsibilities, applications, and technology working together to bring about greater business value.



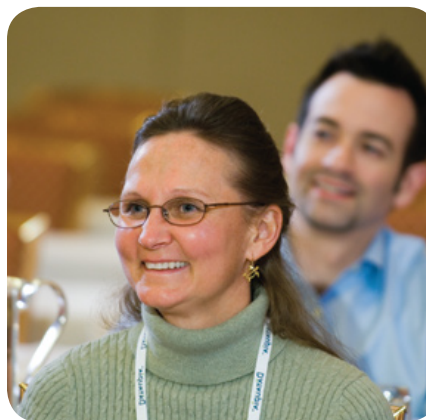
Master Data Management @ Microsoft

Thursday, November 6, 8:00–8:45 a.m.



Barry Briggs
Chief IT Architect and CTO, Microsoft IT
Microsoft Corporation

Barry Briggs, Chief IT Architect and CTO, Microsoft, gave us a glimpse behind the scenes of the software giant's own large-scale MDM initiative. The scope of their initial MDM project included data and change management that had an ambitious reach involving internal and external customers, partners, and technology. It was refreshing to hear that an organization with some of the brightest minds at their disposal grapples with similar people, process, and technology challenges that you might expect from an organization of a smaller size.



Certification Program

TDWI continued the industry's leading certification program at the New Orleans 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](#).



Sunday, November 2, 2008

[Information Retrieval, Machine Learning, and Business Intelligence](#), Harr Chen

[Open-Source Data Warehousing](#), Neelam Mohanty

Wednesday, November 5, 2008

[Ad Hoc Analysis: Analytics Nirvana Is Here with the Correlation Database](#), Joseph Foley

[Essential Components to a Successful Data Warehouse Solution](#), John O'Brien, CBIP and Leslie Echelberger, CBIP

[Introduction to Map/Reduce Data Transformations](#), Tasso Argyros

Guru Sessions

Throughout the week in New Orleans, 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.

Vendor Exhibit Hall

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 New Orleans.

[Aster Data Systems](#)

[Business Objects, an SAP company](#)

[Clear Sight Analytics LLC](#)

[Cognos ULC, an IBM company](#)

[Composite Software Inc.](#)

[Connotate](#)

[Corda Technologies](#)

[DataFlux](#)

[DATALlegro](#)

[DataMentors, Inc.](#)

[Dataupia](#)

[DecisionPath Consulting](#)

[ESRI](#)

[eThORITY](#)

[expressor software](#)

[GoldenGate Software](#)

[Greenplum](#)

[HP](#)

[IBM](#)

[illuminate Solutions](#)

[Infobright Inc.](#)

[Informatica Corporation](#)

[Information Builders](#)

[Jaspersoft](#)

[Jinfony Software](#)

[Kognitio](#)

[Microsoft Corporation](#)

[MicroStrategy](#)

[Oracle](#)

[ParAccel, Inc.](#)

[Pentaho Corporation](#)

[Pitney Bowes Group 1 Software](#)

[Progress Software, EasyAsk division](#)

[SAND Technology](#)

[Sybase](#)

[Syncsort Incorporated](#)

[Talend](#)

[Teradata Corporation](#)

[Visual Mining](#)

[Zettapoint](#)

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.

Tuesday, November 4

Election Night Rally

Sponsored by IBM and Cognos ULC, an IBM company



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.

2009 dates and locations

February 2-5 • Atlanta, GA

March 16-19 • Boston, MA

April 27-30 • Minneapolis, MN

July 13-16 • Denver, CO

September 21-24 • Washington, D.C.

October 19-22 • Vancouver, BC

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

Upcoming TDWI World Conferences

Las Vegas, NV

February 22-27

Chicago, IL

May 3-8

San Diego, CA

August 2-7

Orlando, FL

November 1-6

Recent TDWI Publications and Research

- **What Works: Best Practices in Enterprise Business** (Volume 26), a compendium of industry case studies and lessons from the experts. www.tdwi.org/Publications/WhatWorks
- **Customer Data Integration: Managing Customer Information as an Organizational Asset**, 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 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 Member-only publication. www.tdwi.org/Publications/BIJournal
- **Ten Mistakes to Avoid When Gathering BI Requirements** (Q3 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/
- **Master Data Management**, 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.