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

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 Orlando, view the [conference at a glance](#) or download the [conference brochure](#).

Conference Overview

By Sandra Prescott, Assistant Director of Education, TDWI

TDWI continued its tradition of supplementing its flagship educational courses with new courses that focus on the latest interests in the industry. Track themes included master data management (MDM), data quality, and data management. Arkady Maydanchik, an expert in the data quality field, brought attendees an excellent keynote with insights on how organizations can battle the ongoing data quality dilemma. Within the MDM track, Jill Dyché and Evan Levy taught their popular CDI and MDM in Practice course, which revealed practical tips from their own client experiences. The two-day Data Governance Summit featured industry experts and practitioners from a variety of industries speaking on strategies and techniques for successfully governing data on an enterprise scale.

Throughout the week, several technologies were compared—BI tools, ETL tools, and DW appliances (and no, they aren't going away!). The appliance courses were designed to demystify what appliances are and what purpose they serve, as well as provide an unbiased view of the vendor landscape.

The final TDWI keynote of 2007 was delivered by Mark Madsen, who is always on the forefront of how BI is related to the rest of the world. He brought us an engaging lecture with visuals that showed how the next generation of consumers are already changing the way BI is used, and with remarkable speed. As the BI landscape continues to evolve, we all heard the message: "This is not your father's BI."

TechSurvey Results

By Philip Russom, Senior Manager, TDWI Research

The survey conducted at TDWI's world conference in Orlando asked questions about the use of tools for extract, transform, and load (ETL), especially its use in data warehousing versus other types of projects.

- Data warehousing continues to be the "killer app" for ETL (according to 75% of survey respondents) versus all other uses (25%). (See Figure 1.)
- Outside of data warehousing, database migrations and consolidations are common data integration projects, and most respondents (57%) prefer ETL for this work over hand-coding (24%) and replication (7%). (See Figure 2.)
- The data warehouse team (32%) most often performs non-warehouse data integration projects. (See Figure 3.)

Questions from the TechSurvey

With ETL usage in your organization, what is the approximate percentage split between ETL applied to data warehousing versus other uses (like database consolidations or migrations)?

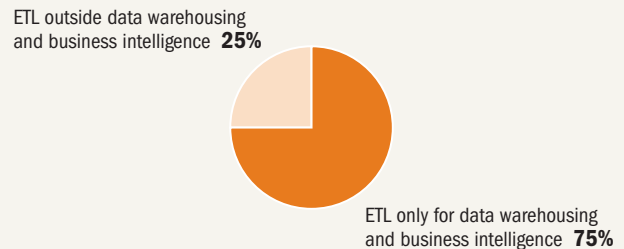


Figure 1. Source: TDWI TechSurvey, November 2007. 184 respondents.

When your organization consolidates or migrates databases, what is the preferred technology for most projects? (Select only one.)

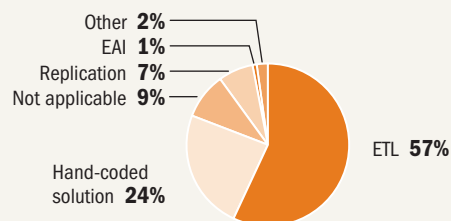


Figure 2. Source: TDWI TechSurvey, November 2007. 183 respondents.

For ETL outside data warehousing, who does the work most often? (Select only one.)

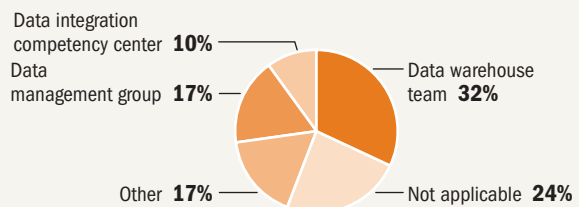


Figure 3. Source: TDWI TechSurvey, November 2007. 182 respondents.

Keynote Presentations

The Data Quality Dilemma: Why Isn't It Getting Better?

Monday, October 29



Arkady Maydanchik,
Co-Founder,
Data Quality Group LLC

For more than a decade, data quality has been the focus of much IT effort, and today it is among the hottest topics in the industry. Demand for data quality tools and training, new data quality initiatives, and newly formed data quality departments all indicate that we see data quality as a serious issue. Yet substantial data quality improvements are as elusive today as they were 10 years ago. In fact, while some companies have made positive progress toward quality of some individual databases, overall corporate data quality continues to deteriorate. This keynote presentation helped attendees understand the root causes of this disturbing phenomenon, and to determine steps to take to overcome the data quality dilemma.

Outside In: The Next Generation of BI Innovations

Thursday, November 1



Mark Madsen,
President,
Third Nature, Inc.

Will business take back BI? Does the future of BI include you? What happens when the new hires run your DW? What will the next generation of developers do with BI? Existing BI technologies are becoming obsolete. The gap between leading and trailing edges of technology infrastructure continues to grow. The conceptual gap is indicated by the trend toward labeling everything “2.0”—as in “it’s different.” At what point does it become a generational shift that brings wholesale change? The gap is apparent when looking at how people bring technology from home to work, and then expect at work what they have at home.

Cutting-edge technology comes from the periphery—not from the center. Recall, for example, what happened in IT with the PC revolution of the 1980s. In a similar way, today’s data-centric BI model is becoming a thing of the past, with a shift to user-centric BI appearing. Traditional IT organizations are not prepared for the BI of the future. We cheerfully assume that things will continue as they have been. Among the problems—the tools that we buy today aren’t the future; they’re yesterday’s future. In this keynote address, Mark Madsen helped attendees to see the clues to the future of BI, and to understand the future that they suggest.

TDWI Data Governance Summit

Helping your business comply, integrate, and transform

By Philip Russom, Senior Manager, TDWI Research

This two-day event focused on data governance (DG), plus its intersections with other forms of governance, data management techniques, and related business initiatives. The event consisted of lectures, case study presentations, panels, attendee roundtable discussions, question-and-answer sessions, a peer networking lunch, and a reception. Across these were heard several recurring themes:

- The short definition of DG is that it boils down to control for data usage. In other words, for reasons of security, privacy, compliance, or data integrity, your organization may need to control the list of people or applications that are allowed to access and operate on certain data. DG can provide policies and processes for these and other uses of data. The amount of control varies; as one speaker put it, “You have to decide whether tight governance or loose guidance is appropriate.”
 - DG intersects with data management practices. One of the deep insights that arose at the summit is that there’s more to DG than governing data. Since data usage requires tools and techniques for accessing and managing data, DG must also govern relevant data management practices, including data quality, data integration, data warehousing, business intelligence, and so on.
 - DG intersects with other forms of governance. In larger firms or in mature governance programs, DG is regularly a subset of IT governance, which may in turn be a subset of corporate governance.
 - DG has many possible starting points. Some firms start with a technical pain point, like poor data quality or inconsistent master data. Others start with a business opportunity, like a reorganization or a merger and acquisition. These involve cross-functional change, and the policies and procedures of DG can help manage change.
 - For most organizations, DG is mostly about compliance. Although it’s a negative impetus, most companies practice DG to avoid fines and possible prosecution of executives. As one speaker put it: “Nowadays, ROI stands for ‘risk of incarceration!’”
 - DG can enable business transformation. All variations of DG involve changes that must be proposed and managed.
- A pair of speakers explained that they initiated DG as a foundation for change management, before attempting a business transformation that would change their firm from product centricity to customer centricity.
- Aggressive data integration can be chaotic without DG. Though not at the top of the priority list, sharing data broadly is a common goal. DG can help organize and manage the cross-departmental cooperation that enterprise data integration requires.
 - Vendor tools can assist with DG. A panel of vendors pointed out that their tools for data integration and data quality are progressively introducing more functions for business people and others who need to oversee data management projects. This type of user may also help identify data that needs attention or design process flows for operating on data.
 - Organizational structures are critical success factors. Most DG programs are run by a committee or board, which is best staffed with a mix of business and technical people. Similar cross-functional organizational structures can serve as examples, like a data warehousing team or a center of excellence. Despite the mix, business people should take the lead, to assure that business goals are met. One of the summit speakers summed it up by saying: “Our success is due to IT’s role as a pure fulfillment house, not the sponsor of data governance.”

Certification Program

TDWI continued the industry's leading certification program at the Orlando conference. In partnership with the Institute for Certification of Computing Professionals, TDWI offered 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.

MONDAY, OCTOBER 29, 2007

- [Data Requirements Analysis](#), David Loshin
- [Portfolio Management: Concepts and Ideas Applied to IT and BI Projects](#), Clyde Pinto
- [Quality Assurance Management for Data Warehousing](#), Mike Lampa

WEDNESDAY, OCTOBER 31, 2007

- [HandsOn-Statistical Analysis for BI™](#), Michael L. Gonzales, CBIP
- [The LEGO® Approach to Career Development](#), Steve Hoberman, CBIP; Jennifer L. Hay, CBIP
- [User-Focused Dashboard Design](#), Ross Morrissey, CBIP

THURSDAY, NOVEMBER 1, 2007

- [Architecting Scalable and Secure MDM-CDI Solutions for a Global Enterprise](#), Alex Berson, Larry Dubov
- [Designing SOA \(Service Oriented Architect\) Data Hubs](#), Mike Lampa, Timothy Leonard
- [Emerging Technologies for Integrating and Querying Real-Time Data](#), Samuel Madden

Guru Sessions

Throughout the week in Orlando, 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 Orlando.

<u>Ab Initio Software Corporation</u>	<u>Infobright Inc.</u>
<u>Actuate</u>	<u>Informatica Corporation</u>
<u>Altosoft Corporation</u>	<u>Information Builders</u>
<u>AMB Dataminers Inc.</u>	<u>Inforsense Ltd.</u>
<u>Applix</u>	<u>Jaspersoft</u>
<u>ASG</u>	<u>Kalido</u>
<u>Business Objects</u>	<u>KnowledgeRelay</u>
<u>Claraview</u>	<u>Lavastorm</u>
<u>Cognos Inc.</u>	<u>LoganBritton, Inc.</u>
<u>Collaborative Consulting</u>	<u>MicroStrategy</u>
<u>Composite Software, Inc.</u>	<u>Netezza Corporation</u>
<u>DataFlux</u>	<u>Oracle</u>
<u>DataLever Corporation</u>	<u>ParAccel, Inc.</u>
<u>DATALlegro</u>	<u>Pentaho Corporation</u>
<u>DataMentors, Inc.</u>	<u>Pitney Bowes Group 1 Software</u>
<u>DataMirror</u>	<u>Proxix Solutions, Inc.</u>
<u>Dataupia</u>	<u>SAP</u>
<u>DecisionPath Consulting</u>	<u>Sun Microsystems, Inc.</u>
<u>Exeros, Inc.</u>	<u>Sybase</u>
<u>GoldenGate Software</u>	<u>Syncsort Incorporated</u>
<u>HP Information Management Practice</u>	<u>Talend</u>
<u>HP Neoview</u>	<u>Teradata Corporation</u>
<u>IBM</u>	<u>Trillium Software, a division of Harte-Hanks</u>
<u>Identity Systems</u>	<u>XLCubed Ltd.</u>
<u>Inetsoft</u>	<u>Zoomix</u>

Hospitality Suites

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, OCTOBER 29

- DataFlux
DataFlux Latin Nights

TUESDAY, OCTOBER 30

- HP
HP Haunted Data Warehouse
- IBM
IBM Haunted Hospitality Suite
- Sun Microsystems and Informatica Corporation
Sun Microsystems, Informatica & Partners:
Shaken Not Stirred

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'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. 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

AUSTIN, TX February 4–7	WASHINGTON, DC July 28 – August 1
NEW YORK, NY March 3–7	PORTLAND, OR September 8–12
DENVER, CO March 31 – April 4	CHICAGO, IL September 22–25
MINNEAPOLIS, MN April 7–11	MINNEAPOLIS, MN October 20–24
BOSTON, MA June 9–12	SEATTLE, WA November 17–20
VANCOUVER, BC June 23–26	For more information on the TDWI Seminar Series, please visit www.tdwi.org/seminars .
TORONTO, ON July 14–18	

Upcoming TDWI World Conferences

LAS VEGAS

February 17–22, 2008

www.tdwi.org/lasvegas2008

CHICAGO

May 11–16, 2008

SAN DIEGO

August 17–22, 2008

NEW ORLEANS

November 2–7, 2008

Recent TDWI Publications and Research

- *What Works: Best Practices in Business Intelligence and Data Warehousing* (Volume 24), a compendium of industry case studies and lessons from the experts. www.tdwi.org/Publications/WhatWorks
- *Business Intelligence Journal* (Volume 12, 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
- *Business Intelligence Solutions for SAP*, the latest report from TDWI Research, with findings based on interviews with industry experts, leading-edge customers, and survey data. www.tdwi.org/Research/ReportSeries
- *The Three Threes of Performance Dashboards*, TDWI's annual poster depicting a BI or DW process or lifecycle. www.tdwi.org/Poster
- *Ten Mistakes to Avoid For Successful BI Consulting* (Q3 2007). This series examines 10 common mistakes to avoid in your BI/DW project. A Member-only publication. www.tdwi.org/Publications/TenMistake

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; 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.