

Dear Attendee,

Thank you for joining us in Boston for our *TDWI World Conference—Spring 2004*, and for participating in our conference evaluation. Despite all the activities available in Boston, everyone made the most of the week by attending the full-day, half-day, and evening courses. And attendees added to their conference experience by participating in guru sessions, peer networking, the BI Strategies program, and CBIP, our new certification program.

We hope you had a productive and enjoyable week in Boston. 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 colleagues and superiors.

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## I. Conference Overview -----

For our Spring Conference, our largest contingency of attendees came from the United States, but we had visitors from Canada, Puerto Rico, Asia, Australia, Europe, the Middle East, and South America. This was truly a worldwide event! Our most popular courses of the week were “Data Warehousing Architectures” and “TDWI Data Modeling.”

Business intelligence and data warehousing professionals devoured books for sale at our Membership desk, especially those co-authored by keynote speaker Robert Kaplan. The most popular titles were:

- *Strategy Maps* by Robert Kaplan and David Norton
- *Harvard Business Review on Measuring Corporate Performance*
- *The Balanced Scorecard* by Kaplan and Norton
- *Strategy-Focused Organization* by Kaplan and Norton

For a complete list and descriptions of all courses offered in Boston, download the conference brochure at: [http://www.dw-institute.com/education/conferences/Boston2004/images/boston2004\\_bro.pdf](http://www.dw-institute.com/education/conferences/Boston2004/images/boston2004_bro.pdf)

For one attendee's perspective on spending a week with TDWI, look for Tim Feetham's upcoming column at: <http://www.tdan.com/specialfeature.htm>

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

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

TDWI and Forrester Group conduct a survey at each TDWI conference. The survey at the Boston conference focused on data quality issues. It shows that most companies suffer significant problems from data quality, especially inconsistent results on reports, but only a minority have implemented a coordinated enterprisewide plan of attack to reduce the impact of poor quality data.

	<b>Count</b>	<b>Percent</b>
<b>1. We have experienced the following issues or problems due to data or information quality issues: (Select all that apply)</b>		
Respondents: 97		
We have not surfaced data or information quality problems or issues	15	15.46 %
Failed processes or data center jobs due to wrong or unexpected data	51	52.58 %
Any data quality issue serious enough to get the attention of an executive or CxO	29	29.90 %
Loaded duplicate files to a database or master file	27	27.84 %
Rerun processes or jobs due to incorrect output	36	37.11 %
Rerun processes or jobs due to incorrect input	51	52.58 %
Inconsistent or conflicting reports from different reporting systems or processes	57	58.76 %
Corrupted databases, master files, or data sources—loss of data integrity	24	24.74 %
Returned mail, packages, or communications due to incorrect customer data	19	19.59 %
Duplicate or overlapping entries in customer, product, or other master files	36	37.11 %
Data elements in databases or master files that are empty or contain garbage data	48	49.48 %
Loss of trust in reports due to unfavorable experiences for clients or customers	39	40.21 %
Miscommunication between internal teams due to inconsistent data	26	26.80 %
Missed deadlines in closing financial books or other statutory reporting	12	12.37 %
Revenues improperly booked or credited due to data quality inaccuracies	10	10.31 %
Other (specify)	2	2.06 %
<b>Total Responses</b>	<b>482</b>	<b>100 %</b>

<b>2. What is your group's approach to data quality, data integrity, or data stewardship? (Select one)</b>		
Respondents: 94		
No consistent approach to data quality—everyone does their own thing	20	21.28 %
Departmental initiatives based on local issues	14	14.89 %
Departmental perspective based on company-wide issues	16	17.02 %
Project based approach based on local issues	14	14.89 %
Project based approach based on company-wide issues	11	11.70 %
Company-wide initiative based on enterprisewide issues and goals	12	12.77 %
Data quality is not acknowledged as an issue	4	4.26 %
Do not know or not applicable	3	3.19 %
<b>Total Responses</b>	<b>94</b>	<b>100 %</b>

**3. What is the status of your data or information quality initiative or solution? (Select one)** Respondents: 97

Deployed	19	19.59 %
Design and/or implementation phase	29	29.90 %
Under consideration	28	28.87 %
No plans. We do not have a data quality approach or initiative	17	17.53 %
Other	4	4.12 %
<b>Total Responses</b>	<b>97</b>	<b>100 %</b>

**4. Please complete the following sentence. "The quality of the data in my IT system is..."** Respondents: 96

Among the best anywhere	2	2.08 %
Above average, though not perfect	29	30.21 %
Average	43	44.79 %
Below average	5	5.21 %
Poor	10	10.42 %
Simply unknown to us—we do not know	7	7.29 %
<b>Total Responses</b>	<b>96</b>	<b>100 %</b>

**5. Which data quality software, tools, or technology do you currently have in production? (Select all that apply)** Respondents: 88

None	54	61.36 %
Don't know	10	11.36 %
Ascential (INTEGRITY)	1	1.14 %
Evoke (Axio)	5	5.68 %
Firstlogic	1	1.14 %
Group 1 (DataSight)	3	3.41 %
Group 1 (other)	2	2.27 %
QAS	1	1.14 %
Sagent (Centrus, GeoStan, other)	1	1.14 %
Trillium (Trillium Software System)	9	10.23 %
Other	12	13.64 %
<b>Total Responses</b>	<b>99</b>	<b>100 %</b>

**6. How much do you expect your budget for DATA QUALITY AND PROFILING tools to increase or decrease during the coming budget period? (Select one)** Respondents: 84

increase by 1–5%	6	7.14 %
increase by 6–10%	6	7.14 %
increase by 11–20%	5	5.95 %
increase more than 20%	6	7.14 %
do not know	61	72.62 %
<b>Total Responses</b>	<b>84</b>	<b>100 %</b>

**III. Keynotes-----**

## **Monday, May 10: Align the IT Resource with Organization Strategy**

*Robert S. Kaplan, Marvin Bower Professor of Leadership Development, Harvard Business School, and Co-Founder and Chairman, Balanced Scorecard Collaborative, Inc.*

The main theme of this conference was Business Performance Management (BPM), and what better way to kick it off than with a keynote by Dr. Robert Kaplan? Kaplan and his coauthor, David Norton, have been promoting the Balanced Scorecard as a special form of BPM since the early '90s. Kaplan briefly reviewed the Balanced Scorecard (BSC for short), and then brought us up to date with how over 60 percent of the Fortune 500 companies have benefited from deploying the BSC. As Kaplan neared the end of his presentation, he talked about the infrastructure that's necessary for successful BSC implementations.

Unlike earlier BPM initiatives that have focused primarily on financials, the Balanced Scorecard includes four different perspectives: financial, customer, internal, and learning & growth. (Kaplan expanded on this theme for governments and non-profits by modifying the BSC to include support and constituent perspectives in place of the customer perspective.) Kaplan stressed that these perspectives need the support of a flexible set of key performance indicators (KPIs) that are aligned with the goals of the business through strategy maps. He then laid out some sample strategy maps that help companies identify areas that are likely to yield good KPIs. He also stressed that this process is broad and ongoing. What may have been a good KPI yesterday may not tell us much today.

The Balanced Scorecard takes serious commitment from the top on down to the shop floor. The BSC infrastructure requires a comprehensive and flexible source for its metrics and ongoing analysis. It is obvious that data warehousing professionals need to be involved in a serious way. The Balance Scorecard is not just another reporting system.

## **Thursday, May 13: Data Warehousing—The Road Ahead**

*William H. Inmon, Owner, Partner, President, Inmon Associates, Inc.*

Bill Inmon defined the data warehouse in the early '90s and has watched his ideas become mainstream around the globe. He and others have refined data warehousing architecture, industries have sprung up to support data warehousing, and more than a few of us make our living at it. So Inmon asked if this was the end of the road. Of course, he saw a number of challenges ahead for the discipline. In the course of a very short hour he took us on a tour of growing data volumes, distributed metadata management, decision support applications, unstructured data, global warehouses, data warehouses in government, ERP data warehouses, and the growth of mining.

In a time when disk capacity seems to be getting cheaper by the day, Inmon pointed out that data warehouse volumes were expanding even faster. He pointed out that the cost of disk space is relatively small during the startup phase of a data warehouse. But as the start-up costs fade, more sources and more history are added to the system, making storage a major cost factor in the maturing data warehouse. Inmon suggested organizations adopt archiving strategies that include cheaper alternative storage media. He also cautioned that archives should include sufficient metadata and not be tied to specific releases of DBMS software.

Inmon pointed out that unstructured data has been largely ignored by data warehousing architects. He suggested that we work toward bridging the gap between unstructured data and the tabular data central to the data warehouse by developing methods for adding structure to the unstructured data, building compatible keys between both types of data, and expanding search methods to cover both worlds.

During his wrap-up, Inmon observed that many vendors, especially ERP companies, were starting to get data warehousing right. His implication was that if we dismissed their early efforts, we should periodically re-examine our assumptions about the potential value that they can now add to our own efforts.

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

##### ***Business Performance Management: Business and Technical Strategies***

*Wayne Eckerson, Program Chair*

TDWI's two-day program on Business Performance Management proved enlightening. We first heard from Wayne Eckerson, who established a definition and framework for BPM. Eckerson said BPM involved using software to help automate "the execution of business strategy." He also discussed ten characteristics of a KPI and how it differs from a metric.

The session included several interesting case studies. Booz Allen Hamilton demonstrated a comprehensive approach to BPM, using planning and budgeting software to develop plans and targets that are then monitored in a group-wide balanced scorecard. Direct Energy and International Truck and Engine both discussed the drivers, characteristics, and benefits of their KPI dashboards. Hewlett Packard Services addressed how it extended a low-cost balanced scorecard for a regional group into an enterprise resource within 18 months. Pfizer addressed how to deliver real-time access to information and metrics using a data integration infrastructure.

We were delighted to have the opportunity to spend an hour discussing the Balanced Scorecard with Dr. Robert Kaplan, co-creator of the methodology. Tom Phelps, president of ThinkFast Consulting, interviewed Kaplan on behalf of the audience. Phelps also moderated an entertaining vendor panel, comprised of representatives from Applix, Hyperion, Cognos, and Business Objects. There was considerable debate about whether

Excel was an acceptable tool for use in budgeting, planning, and analysis applications and the benefits of building versus buying BPM applications.

Finally, we heard about best practice implementation steps from Craig Schiff, president of BPM Partners, and were treated to a nice overview of BPM tools and technologies by Colin White, president of BI Research.

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

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

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

For information, on certification and testing: [cbip@dw-institute.com](mailto:cbip@dw-institute.com)

## **VI. Evening Education -----**

### **Night School Courses**

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

[http://www.dw-institute.com/education/conferences/boston2004/images/Boston2004\\_bro.pdf](http://www.dw-institute.com/education/conferences/boston2004/images/Boston2004_bro.pdf)

### **Sunday, May 9: Integrating Enterprise Data Using Services-Based Architectures**

*Robert J. Abate, CIO/Principal Consultant, Intellisys, Inc.*

#### **Participants learned:**

- The concept of layered architectures
- About data quality integration utilizing a data integration hub [ODS]
- About metadata management interconnectivity
- How to layer a SBA/SOA over data integration architecture
- Best practices and lessons learned

This presentation focused on real-world implementations of services-based (SBA)/services-oriented (SOA) architectures and the integration of data for use as the foundation in these architectures.

Data must be integrated, cleansed, refreshed, and turned into reliable business information in order for a corporation to thrive. Data is as critical to a corporation's success today as water is to life on this planet, and without a clean supply of unpolluted information, corporations will wither. Equally as important as information is the integration of the myriad of enterprise systems that a corporation uses to run its business operations—much as oxygen is to life's sustenance.

**Sunday, May 9: Data Optimization for Performance Management**  
*Ranga Bodla, Sr. Product Marketing Manager, Pilot Software*

**Participants learned:**

- How to bridge the gulf between the conceptual view of a strategy-driven organization and the format in which data is stored
- How to build a unified data foundation optimized for performance management
- The benefits of an incremental approach to implementation

With an increased focus on strategy-driven organizations and business effectiveness, many are looking to performance management initiatives to help manage organizational effectiveness by aligning day-to-day execution with strategy. While the right strategy is critical to success, equally important is ensuring that data is optimized for performance management; in other words, that data is aligned with organizational strategy.

**Sunday, May 9: Confused about Corporate Performance Management?**  
*Brenda Moncla, Director of Data Warehousing, ThinkFast Consulting, Inc.*

**Participants learned:**

- What CPM is
- The foundation needed to support a CPM solution
- How to get on the road to CPM

The objectives of an effective corporate performance management (CPM) strategy and implementation plan are to realize improved performance and increased profitability, growth, competitiveness, quality, and customer satisfaction, to name a few. The roadmap to CPM is not straight and narrow. Instead, a company should be prepared to use an iterative model to continually improve its solution with incremental deliveries of timely information and improved business performance insight.

In this session, attendees learned the methodology around CPM and how to develop a roadmap to assess objectives and plan for both the business and technology components of a solution.

**Course Outline**

1. Introduction
2. Characteristics of Companies Practicing CPM
3. CPM Foundation
4. A Common Sense Roadmap to CPM
5. Summary

**Sunday, May 9: XML for Analysis: The Experiences of Early Adopters**  
*David Murray, Product Manager, Simba Technologies*

**Participants learned:**

- An overview of the XMLA standard
- The benefits that XMLA could offer

- The experiences of early adopters who have implemented XMLA

To date, XML for analysis (XMLA) has achieved significant support within the BI community. Its widespread adoption by many leading vendors has resulted in a momentum that will increasingly create new options for addressing data connectivity issues. This presentation provides an overview of XMLA, intended to give attendees a new perspective on this standard and the benefits it will offer their organization. The methodology will be focused on allowing attendees to interactively learn about the experiences of early adopters who have implemented XMLA to solve real-life business challenges.

#### **Course Outline**

1. Introduction
2. Overview of XMLA
3. Benefits of XMLA
4. Experiences of Early Adopters

### **Monday, May 10 and Wednesday, May 12: Building a Data Warehousing Strategy Document**

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

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

Topics covered in the lecture and strategy document creation included:

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

### **Monday, May 10: Information Compliance—Identify and Manage the Risks**

*Joseph R. Hudicka, President and Founder, Information Architecture Team*

#### **Participants learned:**

- To identify data-centric regulations
- To determine relevance of regulations to your project
- To measure your current state of compliance
- To manage the risks associated with non-compliance

Regulatory scrutiny over data management has been on a rapid increase in recent years. From generalized regulations such as the Sarbanes-Oxley Act (SOA) to industry-specific regulations such as HIPAA governing the healthcare industry, regulatory impact on data management practices is escalating. This course discussed an approach to identifying data-centric regulations, determining their relevance to attendees' projects, measuring their current states of compliance, and managing the risks associated with non-compliance.

#### **Course Outline**

1. Explain intent of data-centric regulation
2. Provide real-world examples that led to regulation
3. Present data-centric regulations
4. Determine relevance to your work
  - Federal, international, industry-based
  - Measuring current state of compliance
  - Managing risks of non-compliance
  - Remediation strategies for achieving compliance
5. Discuss coming technology trends in compliance sector

**Monday, May 10: Demystifying Sarbanes-Oxley for BI Professionals**  
*Rajeev Rawat, President, BI Results LLC*

**Participants learned:**

- Business reporting requirements
- Impact on enterprise BI strategy
- Itemized list of compliance checklists
- Outline of an execution plan

From inception to implementation, Sarbanes-Oxley Act of 2002 has changed the landscape of reporting requirements and CEO/CFO accountability. This course covered regulatory reporting requirements and impact on the enterprise—from strategy to implementation. A nuts-and-bolts discussion of aligning your team to deliver compliance.

**Course Outline**

1. Introduction to Sarbanes Oxley — before and after
2. Summary of regulatory requirements — reporting, archiving
3. Consequences of non compliance — CEO, CFO, Enterprise, IT
4. Compliance Plan and Success Criteria
5. Critical support and expectations setting
6. Execution
7. Measurement and monitoring

**Wednesday, May 12: Workforce Intelligence: The Foundation for Enterprise Performance Metrics**

*Brad Bergh, Information Architect, DoubleStar, Inc.*

**Participants learned**

- What workforce intelligence is
- Why workforce intelligence is critical to the strategic performance objectives of the enterprise
- The key components of a successful workforce intelligence program

It is difficult for most organizations to quantify the true strategic impact of human capital investments. By quantifying the enterprise impact of human capital investment and by simplifying the measurement of knowledge work and knowledge worker, activity “Workforce Intelligence” presents significant opportunities for organizations to discover new operational efficiencies. During this session attendees gained an understanding of “Workforce Intelligence” from a functional and architectural perspective.

**Course Outline**

1. Introduction and overview
2. Workforce intelligence by example—several real-life examples of workforce intelligence at work

3. In-depth functional and technical review of the case study solutions
4. A discussion of fundamental workforce intelligence metrics and their relationship to enterprise performance
5. Summary: 10 steps toward enterprise performance metrics

### **Wednesday, May 12: Business Intelligence—Past, Present, and Future—What 200 Years of Executive Decision Making Means for Today and Tomorrow**

*Howard A. Spielman, Ph.D., President, Management Semiotic International*

Over 200 years of BI history was brought to life—graphically illustrating “the art of the possible” in supporting executive decision making. To solve business problems, our predecessors created exquisite graphic images and multi-dimensional data models, without computers. Beyond just marveling at this historical work, we distilled out the essence of the critical success factors for BI in the 21st century. In closing, a roadmap for the future was presented with a unique graphic construct representing the full domain of “Business Intelligence”—showing where tomorrow’s technologies are taking us.

#### **Participants Learned**

- The rich history of business intelligence with intriguing data visualization examples from the 18th, 19th, 20th, and 21st centuries.
- Distilling the lessons of history to their essence, the critical success factors for BI were identified
- Beyond the retrospective, a unique graphical construct was presented, representing the full domain of “business intelligence” in the 21st century and offering a roadmap for where tomorrow’s technologies are taking us

### **Wednesday, May 12: Data Warehousing in the Public Sector: An Introduction to the Government Information Factory (GIF)**

*William H. Inmon, Owner, Partner, and President, Inmon Data Systems*

#### **Participants learned:**

- Unique challenges of business intelligence and data warehousing for government agencies
- Why government needs a different approach
- An overview of the Government Information Factory (GIF) architecture and process
- Similarities to and differences from the Corporate Information Factory (CIF)
- Benefits and value achieved with GIF

The Corporate Information Factory (CIF) has long been a standard for data warehousing architectures and processes in the corporate world. Bill Inmon, recognized as the “father of data warehousing” and a creator of the CIF, has taken on the challenge of adapting the CIF to meet the unique challenges of government information systems. This course provides an introduction to the Government Information Factory (GIF)—a framework for how information systems need to be built in the government sector.

### **Thursday, May 13: Government Performance Management—Leveraging Business Intelligence Tools to Meet the Challenge**

*Bill Collins, Principal Consultant, DecisionPath Consulting*

#### **Participants learned:**

- How to use DW/BI tools for performance management
- How to integrate budget and performance data
- How to embed performance information into management processes

Many government organizations are adopting data warehousing and business intelligence (DW/BI) tools to plan, measure, and manage performance. PMA and GPRA requirements at the federal level, and the need to do more with less at state and local levels, are common drivers of this important trend. This course featured a case study to demonstrate the relevance of DW/BI tools for government performance management and offered practical insights into critical success factors.

#### **Course Outline**

1. Government Performance Management Requirements
2. Uses of DW/BI Tools for Government Performance Management
  - Budget Performance Integration
  - Performance Planning
  - Performance Measurement and Reporting
3. Integrating Performance Information into Management Processes
4. Critical Success Factors

### **Thursday, May 13: Business Performance Management and the Real-Time Enterprise**

*Lisa Loftis, Senior Vice President, Intelligent Solutions, Inc.*

#### **Participants learned:**

- How to define BPM and explore the benefits possible from this emerging concept
- How to extend BI beyond the traditional strategic and tactical decision environment to yield actionable information that can impact business immediately
- How the traditional BI environments must change to accommodate BPM activity

Successful organizations are searching for ways to become adaptive and responsive to customers, competitors, and economic conditions. Attendees earned about a new technique, BPM, which can provide real-time visibility to activities such as customer orders or supply chain changes, and can be used to dynamically generate recommended actions triggered by these changes.

#### **Course Outline**

1. Business Intelligence Definition — Traditional
2. BPM and the Real-Time Enterprise
3. Benefits of BPM
4. Modifying the Traditional BI Environment for BPM
5. Getting Started with BPM

### **Thursday, May 13: Building the Case for Business Intelligence and Business Process Management: A TCO and ROI Primer**

*Derek Lacks, Vice President Vendor Services, Consensus*

#### **Participants learned**

- How to substantiate and defend BI/DSS budgets
- How to itemize costs by category, project phase, scenario, and type
- How to quantify and qualify forecasted business process improvements
- How to prioritize BI/DSS rollouts based on economic contributions and organizational buy-in versus a technical or architectural plan

Attendees learned how to quantify and qualify an IT business case. A systematic approach to computing a total potential of ownership, total cost of ownership (TCO), and total benefit of ownership (ROI) were

discussed for BI and DW projects. Additionally, we discussed risk analysis, including political and cultural buy in.

**Course Outline**

1. IT Business Case Fulfillment and Governance
2. What’s BI and DSS these days?
3. Building the Case
  - Alignment
  - The Business Case Team
  - Disciplines
  - Total Potential of Ownership
  - Total Cost of Ownership
  - Total Benefit of Ownership
  - Total Consensus Management
4. Proof of Value Success Blueprint
5. What Makes a Good Business Case a Bad Project?

**Peer Networking**

TDWI sponsored peer networking sessions on the following topics:

- Insurance Special Interest Group
- The Balanced Scorecard
- Government Special Interest Group

Peer Networking sessions provide a forum where attendees can network with peers and TDWI instructors on a variety of topics.

If you have ideas for additional topics for future sessions, please contact Nancy Hanlon at [nhanlon@dw-institute.com](mailto:nhanlon@dw-institute.com).

**Guru Sessions**

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

**VII. Vendor Exhibit Hall-----**

*By Diane Foulz, TDWI Exhibits Manager*

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

**DATA WAREHOUSE DESIGN**

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Ascential Software	DataStage™ Enterprise Edition Version 7.5
Business Objects	Data Integrator, Rapid Marts
Cognos Inc.	DecisionStream, Cognos Analytic Applications

DataLever Corporation	DataLever™ Enterprise Server
Group 1 Software	Sagent Data Flow, DataSight
Hummingbird Ltd.	Hummingbird Integration Suite: Genio, Met@Data
Hyperion	Hyperion Essbase
Informatica Corporation	Informatica PowerCenter, Informatica Metadata Exchange
Microsoft	SQL Server 2000
MicroStrategy, Inc.	MicroStrategy Report Services, MicroStrategy Office, MicroStrategy Architect, MicroStrategy BI Developer Kit
SAP	SAP NetWeaver '04
Siebel Systems	Siebel Analytic Applications
Sunopsis	Sunopsis v3, Sunopsis MQ
Sybase	Sybase PowerDesigner, Sybase Industry Warehouse Studio Infrastructure
Teradata, a division of NCR	Teradata Professional Services
ThinkFast Consulting, Inc.,	Consulting Services

### DATA INTEGRATION

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

### INFRASTRUCTURE

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate	Actuate 7; i.Server
Ascential Software	DataStage™ Enterprise Edition Version 7.5
Business Objects	Data Integrator, Rapid Marts

Cognos	DecisionStream, Cognos Analytic Applications
DataMirror	Constellar Hub
Hyperion	Hyperion Essbase
IBM	DB2 Universal Database - Data Warehouse Edition
Metapa Inc.	Metapa Cluster DataBase (CDB)
Microsoft	SQL Server 2000
MicroStrategy	MicroStrategy Intelligence Server
Pervasive Software	Pervasive Business Integrator, Pervasive Data Integrator, Data Junction Migration Toolkit
SAP	SAP NetWeaver '04
Siebel Systems	Siebel Enterprise Analytics Platform (Siebel Analytics Server)
Teradata, a division of NCR	Teradata RDBMS
Unisys Corporation	ES7000 Enterprise Server

### ADMINISTRATION AND OPERATIONS

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Business Objects	Data Integrator, Supervisor, Designer, Auditor
DataMirror	iCluster™ (IBM iSeries high availability), iReflect™ (high data availability and data distribution for Oracle)
Hummingbird Ltd.	Hummingbird BI, Hummingbird Integration Suite: Genio, Met@Data
Microsoft	SQL Server 2000
MicroStrategy	MicroStrategy Administrator, MicroStrategy Intelligence Server
SAP	SAP NetWeaver '04
Siebel Systems	Siebel Enterprise Analytics Platform (Siebel Analytics Server, Siebel Analytics Server Administrator)

### DATA ANALYSIS

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate	Actuate 7; i.Server, e.Spreadsheet, e.Analysis, Actuate Analytics, Actuate Query,
Ascential Software	DataStage™ Enterprise Edition Version 7.5
Business Objects	WebIntelligence, InfoView, Business Query, Crystal Enterprise
Cognos	Cognos Series 7, Cognos Metrics Manager, Cognos ReportNet
DataLever Corporation	DataLever™ Data Investigator
Firstlogic, Inc.	IQ Insight
Group 1 Software	DataSight, Data Quality Connector for Siebel
Hummingbird Ltd.	Hummingbird BI
Hyperion	Hyperion Performance Suite, Hyperion Essbase
IBM	DB2 Cube Views
Informatica Corporation	Informatica PowerAnalyzer, Informatica Mobile
Information Builders	WebFOCUS
Microsoft	SQL Server 2000 Analysis Services (OLAP, DM)
MicroStrategy	MicroStrategy Desktop, MicroStrategy Web, MicroStrategy MDX Adapter, MicroStrategy 7i OLAP Services
PolyVista, Inc.	PolyVista Discovery Client with Data Mining and Text Mining Solutions
SAP	SAP NetWeaver '04

Siebel Systems	Siebel Enterprise Analytics Platform (Siebel Analytics Server, Siebel Data Mining Engine, Siebel Miner, Siebel Data Mining Workbench, Siebel Answers)
Teradata, a division of NCR	Teradata Warehouse Miner
Trillium Software®	Trillium Software Discovery
XLCCubed	XLCCubed Explorer

### INFORMATION DELIVERY

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate	Actuate 7; i.Server, e.Report, e.Spreadsheet, e.Analysis, Actuate Analytics, Actuate Query
Ascential Software	DataStage™ Enterprise Edition Version 7.5
Business Objects	InfoView, InfoView Mobile, Broadcast Agent
Cognos	Cognos Series 7, Cognos ReportNet
Hummingbird Ltd.	Hummingbird BI, Hummingbird Integration Suite: Met@Data
Hyperion	Hyperion Planning, Strategic Finance, and Financial Management applications, Hyperion Reports
Informatica Corporation	Informatica PowerAnalyzer, Informatica Mobile, Informatica SuperGlue
Information Builders	WebFOCUS
Microsoft	SQL Server Reporting Services, Microsoft Office 2003, SharePoint Portal Server, Data Analyzer
MicroStrategy	MicroStrategy Narrowcast Server
Performix Technologies	Emvolve Performance Manager – a fully integrated employee performance management solution including: Performance Review, Key Performance Indicators, Reporting and Analytics, Appraisal Manager, Reward and Recognition, Development Manager, Competency Review
SAP	SAP NetWeaver '04
Siebel Systems	Siebel Enterprise Analytics Platform (Siebel Answers, Siebel Intelligence Dashboard, Siebel Delivers, Siebel Intelligent Interaction Manager) and Siebel Analytic Applications
XLCCubed	XLCCubed

### ANALYTIC APPLICATIONS AND DEVELOPMENT TOOLS

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate	Actuate 7; e.Report Designer Pro, e.Spreadsheet Designer Pro, Information Object Designer, e.Report Designer Java Edition, Reporting Engines
Alphablox	Alphablox Analytics, Alphablox Alerts
Business Objects	Application Foundation, Customer Intelligence, Product and Service Intelligence, Operations Intelligence, Supply Chain Intelligence, Data Integrator, Rapid Marts, Crystal Reports
Cognos	Cognos Analytic Applications (Supply Chain Analytics, Customer Analytics, Financial/Operational Analytics)
Hummingbird Ltd.	Hummingbird BI, Hummingbird Integration Suite: Genio, Met@Data
Hyperion	Hyperion Analyzer
IBM	IBM Healthcare Information on demand
Informatica Corporation	Informatica PowerAnalyzer, Informatica Mobile
Microsoft	SQL Server Accelerator for BI, Visual Studio.net

MicroStrategy	MicroStrategy BI Developer Kit, MicroStrategy Analytic Modules -- Customer Analysis -- Financial Reporting Analysis -- HR Analysis -- Sales Force Analysis -- Sales & Distribution Analysis -- Web Traffic Analysis MicroStrategy Software Development Kit, MicroStrategy Transactor, MicroStrategy Architect
PolyVista, Inc.	PolyVista Warrantee Mgt Solutions
ProClarity Corporation	ProClarity Enterprise Server/Desktop Client
SAP	SAP NetWeaver '04
Siebel Systems	Siebel Customer Analytic Applications, Siebel Sales Analytics, Siebel Service Analytics, Siebel Marketing Analytics, Siebel Partner Manager Analytics, Siebel Order Analytics, Siebel Product and Pricing Analytics, Siebel Workforce Analytics, Siebel Partner Portal Analytics, Siebel Executive Analytics, Siebel Incentive Compensation Analytics.  Siebel Industry Analytic Applications, including analytic applications for Pharma, Retail Finance, Commercial Banking, Insurance, Healthcare, Communications, Media, Energy, Automotive, Consumer Goods, High Tech, and others.
Sybase	Sybase IQ Analytic Applications and Development Tools, Sybase Industry Warehouse Studio
ThinkFast Consulting, Inc.,	Consulting Services

### **BUSINESS INTELLIGENCE SERVICES**

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate	Actuate e.Services - Actuate's in-house consulting organization staffed by specialists to provide business strategy, integration and implementation services
Ascential Software	DataStage™ Enterprise Edition Version 7.5
DataMirror	Expertise in deploying data warehouses and operational data stores on IBM DB2, Oracle, SQL Server, Sybase and Teradata. Real-time change data capture, transform and flow across heterogeneous data sources.
Hyperion	Hyperion Performance Suite, Hyperion Essbase, Hyperion Planning, Strategic Finance, and Financial Management applications
Informatica Corporation	Informatica PowerAnalyzer, Informatica Mobile, Informatica SuperGlue
Information Builders	WebFOCUS
Knightsbridge	End-to-end data warehousing and business intelligence solutions: information strategy, enterprise-class integration architectures, data warehousing, meta data, data delivery applications, analytic applications, client education.
Microsoft Consulting Services	BI Quickstart - proof of concept for BI
MicroStrategy	MicroStrategy Technical Account Services
PolyVista, Inc.	PolyVista Discovery Solution Services
SAP	SAP NetWeaver '04
Siebel Systems	Siebel Global Services
Teradata, a division of NCR	Teradata Solutions Methodology
ThinkFast Consulting, Inc.,	Consulting Services

## **VIII. Hospitality Suites and Labs -----**

### **HOSPITALITY SUITES**

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

#### Monday

- Firstlogic, Inc.: *Don't Miss This "Red Carpet" Premiere*
- Informatica Corporation: *"Integration Competency Centers" Customer Panel*
- Microsoft Corporation: *Microsoft & Partners Casino Night*

#### Tuesday

- Ascential Software Corporation: *On Demand—Real Driving Forces, Real Experiences*
- IBM Corporation and Siebel Systems, Inc.: *IBM and Siebel Systems Cocktail Reception*

#### Wednesday

- ProClarity Corporation: *Best Practices: Analysis Techniques*

### **HANDS-ON LABS**

Hands-on Labs offer the chance to learn about specific business intelligence and data warehousing solutions.

#### Tuesday

- Microsoft Corporation: *Microsoft's BI Platform—Reporting Services*

#### Wednesday

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

### **CUSTOMER STORY PRESENTATIONS**

The following sponsored events offered attendees a chance to enjoy short, informative presentations as user organizations shared stories, successes, and challenges in a relaxed, interactive atmosphere.

#### Tuesday

- ProClarity Corporation: *Lessons Learned: Reaching the Enterprise—Quicken Loans' Journey along the Analytical Path*

#### Wednesday

- Trillium Software, a division of Harte-Hanks: *Matching Customers at the Premier Banking Franchise in the USA*

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

## **TDWI Onsite Courses**

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

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

## **TDWI Seminar Series**

*In-depth training in a small class setting.*

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

### **Remaining Seminars in 2004:**

<b>Chicago, IL</b>	June 7–10
<b>Anaheim, CA</b>	June 28–July 1
<b>Toronto, ON</b>	July 12–15
<b>Minneapolis, MN</b>	September 13–16
<b>Washington, D.C.</b>	October 4–7

For more information on course offerings, please visit:

<http://dw-institute.com/education/seminars/index.asp>.

## **TDWI Hands-On Business Intelligence Training**

TDWI offers a special series of hands-on lab courses with in-depth BI and DW training you won't find anywhere else. TDWI's Hands-On BI Series feature simulated environments and exercises, giving you real-world know-how on a broad range of BI tools and technology.

### **Remaining Hands-On BI Series in 2004:**

<b>Seattle, WA</b>	June 14–16
<b>Anaheim, CA</b>	August 16–18
<b>Washington, D.C.</b>	October 4–7

For more information on TDWI Hands-On Business Intelligence training, please visit:

[www.dw-institute.com/hands-on](http://www.dw-institute.com/hands-on).

## Upcoming TDWI World Conferences

### **TDWI World Conference—Summer 2004**

[www.dw-institute.com/sandiego2004](http://www.dw-institute.com/sandiego2004)

August 8–13, 2004

Manchester Grand Hyatt San Diego

San Diego, CA

### **TDWI World Conference—Fall 2004**

October 31–November 5, 2004

JW Marriott Orlando Grande Lakes Hotel

Orlando, FL

## **TDWI Online**

*TDWI's Marketplace Online* provides you with a comprehensive resource for quick and accurate information on the most innovative products and services available for business intelligence and data warehousing today.

Visit <http://www.dw-institute.com/marketplace/index.asp>

## **Recent Publications**

- *Business Intelligence Journal, Volume 9, Number 2* contains articles, research, book reviews, case studies, and expert perspectives from leading industry and academic gurus furthering the practice of BI and DW. A Members-only publication.
- *What Works: Best Practices in Business Intelligence and Data Warehousing* (volume 17), a compendium of industry case studies and lessons from the experts.
- *Ten Mistakes to Avoid When Selecting and Deploying BI Tools* (Quarter 2). This series examines the 10 most common mistakes managers make in developing, implementing, and maintaining BI and DW projects. A Members-only publication.
- *Best Practices in Business Performance Management: Business and Technical Strategies*, part of the 2004 Report Series, with findings based on interviews with industry experts, leading-edge customers, and survey data.
- *Data Warehousing Salaries, Roles, and Responsibilities Report*, a survey that provides an in-depth look at how data warehousing professionals spend their time and how they are compensated. A Members-only publication.
- *TDWI's Best of Business Intelligence*. TDWI's new annual collection of the very best BI content published throughout the year.

For more information on TDWI Research please visit <http://dw-institute.com/research/index.asp>