



Chicago

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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 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 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 34 states and 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](#)
- [TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems](#)
- [Predictive Analytics: A Business Perspective](#)



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:

DATA WAREHOUSING TECHNOLOGY

Systems administrator? Database administrator? Solutions architect?

This track was for you! These courses focused on the back-end infrastructure of the data warehouse and exposed what makes it tick. For those technically inclined and involved in the design of a data warehouse, these courses, taught by experts with a wealth of experience, were recommended.

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. Yet deep down, most of us know that it is people who make the tools and technology valuable. The human side of BI has many dimensions—individuals, teams, organizations, companies, and cultures. TDWI's Chicago conference offered a full week of courses to help you understand the difficult and elusive dynamics of human interaction in the BI environment. Ensuring that you have the right communication, interaction, and leadership skills goes a long way toward advancing your mission. Targeted courses offered throughout the week covered many aspects of people as a critical BI component, including building better business and IT partnerships, negotiating, and developing leadership.

IN-DEPTH ANALYTICS

Business analytics is the next horizon after business intelligence, which is why TDWI continues to dedicate full course tracks on this topic from conference to conference. Experts in the analytics field bring you education that helps make complex analytic techniques accessible, helping you plan and build your own analytics. The 2009 TDWI spring conference brought you a full suite of analytics courses: introductory, theory, business metrics, and predictive analytics.

TDWI Technology Survey on Open Source Software Used in BI and DW

By Philip Russom, Senior Manager, TDWI Research

The Technology Survey that TDWI circulated at the recent World Conference asked attendees to answer a few questions about their use of open source software in applications for business intelligence and data warehousing.

- **More than a third of survey respondents are using open source software specifically in BI/DW.** That's not bad considering that BI/DW practices tend to lag behind trends in general application development, where open source is more common. Note that one-third of the open source software used in BI/DW is a version of the open source operating system Linux. (See Figure 1.)
- **The categories of software available as open source vary in terms of maturity.** For example, different forms of Linux have been firmly established for years, and these are commonly used on an enterprise scale. In recent years, Linux has been joined by newer open source tools for databases, data integration, reporting, and so on. (See Figure 2.)
- **Open source usually augments traditional enterprise software (83 percent).** Open source is seldom a replacement (17 percent). These survey results are consistent with anecdotal evidence heard from TDWI Members, who use open source databases for data marts and analytic databases, complementing an enterprise data warehouse (EDW) on a more established database brand. Likewise, open source data integration tools are sometimes used for departmental BI, although a traditional ETL tool feeds the EDW. (See Figure 3.)
- **The low price of open source software is getting attention in the current economic recession.** A slight majority of survey respondents (57 percent) answered "no" when TDWI asked "Has the current economic recession made you or your organization more seriously consider low-cost open source software?" However, the fact that 43 percent responded "yes" is more of an advancement than you might think, given the relatively low use of open source in BI/DW until recently. (See Figure 4.)

Although open source software is still a minority category in the world of BI/DW, it is growing, partially spurred by current economic pressures to lower costs. It's also gaining a bigger foothold in BI/DW because it's easily customized, easily embedded in many applications, and delivers good performance for certain BI/DW requirements (e.g., perky queries and Java support). TDWI Research has noted an increase in open source use starting in early 2008, and we expect its use to increase noticeably in 2009.

Which categories of open source software is your organization using today specifically in business intelligence and data warehousing? (Check all that apply.)

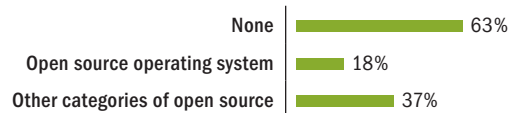


Figure 1. Based on 143 responses from 120 respondents.

Excepting Linux, do you think other open source software is ready for enterprise use?

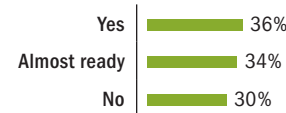


Figure 2. Based on 107 respondents.

In general, how is open source software used for BI/DW, relative to traditionally licensed enterprise software?



Figure 3. Based on 93 respondents.

Has the current economic recession made you or your organization more seriously consider low-cost open source software?



Figure 4. Based on 110 respondents.

Sign up for a FREE Webinar

For more information about open source in BI/DW, attend the TDWI Webinar "Leveraging Open Source in a Down Economy, from Databases to Data Integration Tools" on June 4, 2009. [Register online](#) for this Webinar.

Keynotes

By Paul Kautza, Director of Education, TDWI

Monday, May 4, 8:00–8:45 a.m.

Performance Comes from Venus, and Management from Mars



Frank Buytendijk
*Vice President and Fellow
 Enterprise Performance Management
 Oracle Corporation*

Frank’s provocative style and out-of-the-box thinking challenged us to think about performance management metrics and why they don’t always have the desired effect. We all have performance metrics intended to drive corporate objectives, and we all work toward these metrics—but the metrics don’t always lead to truly productive behavior. The challenge is to align corporate objectives with the objectives of the employees; having people work toward objectives they believe in is far more productive than the alternative. Using your BI environment to change behavior and culture can have a substantial effect on your organization’s success.

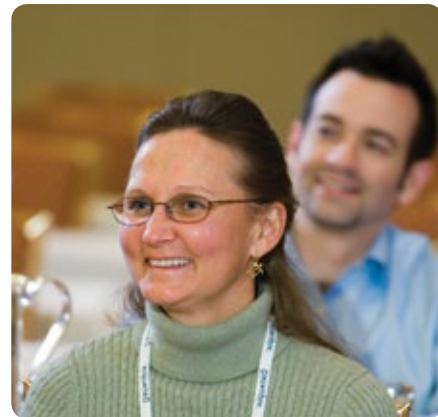
Thursday, May 7, 8:00–8:45 a.m.

Mastering the Maturity Lifecycle for BI Teams



Maureen Clarry
*President and CEO
 CONNECT: The Knowledge Network*

Maureen brought us back to earth from Monday’s keynote with a practical and thought-provoking approach for building effective BI teams. She laid out a six-stage lifecycle of BI team development with techniques and exercises to determine what stage your team is in, as well as strategies to effectively move to the next stage of development. The key to all of this is communication. Too often we fail to truly communicate with each other and with our teams. The goals for your team are to improve clarity, increase management effectiveness, enhance cooperation, develop effective conflict resolution, and reduce stress.



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.tdwi.org/cbip.

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.



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 Chicago.

[Aster Data Systems](#)

[Compact Solutions](#)

[Composite Software, Inc.](#)

[Corda Technologies](#)

[Dunn Solutions Group](#)

[GoldenGate Software](#)

[Hexaware Technologies](#)

[HP](#)

[IBM](#)

[illuminate Solutions](#)

[Incisive Analytics](#)

[Information Builders](#)

[iOLAP, Inc.](#)

[Jaspersoft](#)

[Kognitio](#)

[MicroStrategy](#)

[Oracle](#)

[SAP](#)

[Talend](#)

[Teradata Corporation](#)

[Vertica Systems, Inc.](#)

Vendor Workshop

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

Wednesday, May 6

Oracle Data Warehousing Best Practices Workshop

Sponsored by Oracle

More Educational Opportunities

TDWI Onsite Education

TDWI Onsite Education 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

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 U.S. and Canada, so you can get the training you need when and where your schedule allows.

REMAINING 2009 SEMINARS:

BI Essentials

July 13-16 • Denver, CO

Data Modeling

September 21-24 • Washington, D.C.

BI Essentials

October 19-22 • Vancouver, BC

For more information, visit www.tdwi.org/seminars.

TDWI BI Symposiums

TDWI BI Symposiums offer the best of our Seminar Series combined with an exhibit area to keep you abreast of the latest in technology. As always, our vendor-neutral approach ensures that classes are loaded with objective, actionable information.

2009 TOPICS, DATES, AND LOCATIONS:

BI Essentials, Data Modeling

June 15-18 • Toronto, ON

BI Essentials, Data Modeling

August 31-September 3 • San Francisco, CA

For more information, visit www.tdwi.org/ontheroad.

Upcoming TDWI World Conferences

2009

San Diego • CA, August 2-7

Orlando, FL • November 1-6

2010

Las Vegas, NV • February

Chicago, IL • May

Recent TDWI Publications and Research

- **What Works: Best Practices in Enterprise Business Intelligence** (Volume 26), a compendium of industry case studies and lessons from the experts. www.tdwi.org/publications/WhatWorks
- **Operational Data Integration: A New Frontier for Data Management**, 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 14, 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 Developing an MDM Program** (Q1 2009). 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 6), a selection of TDWI's best BI articles, columns, and research from 2008. 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; annual Technology Market Reports and 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.