



Las Vegas

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Thank you for joining us in Las Vegas 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 Las Vegas, [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 Las Vegas conference drew attendees from 40 states and more than 20 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](#), and [Predictive Analytics: A Business Perspective](#).

Featured Topics in Las Vegas

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

OPERATIONAL BI

There is a great need for immediate information based on real-time business transactions, and operational BI is increasingly becoming a viable solution. With traditional BI entrenched in strategic decision making for many organizations, it is time to expand its reach into the day-to-day business processes. Business analysis of what is happening now can shape better and consistent immediate decisions, rather than waiting a day or even a week to find answers after the activity has become “history.” Our industry experts brought you their experience with operational BI, covering introduction and strategy, data quality, a readiness assessment, and examples of operational BI in use. Courses with fresh operational BI education were developed for the Las Vegas 2009 conference—you did not want to miss this all-new, exclusive TDWI track!

INSIGHTFUL ANALYTICS

You’ve got your data warehouse in place and the power of BI is helping to shape your business processes and decisions. However, you’d like to find more effective ways to design and deliver information for the best insights. We gathered a variety of business analytics-related courses that provide education for both business analysts and developers. Systems thinking, balanced scorecards, feedback systems, statistics, and predictive analytics were among the topics covered. Also offered was the TDWI Introduction to Business Analytics course, which aimed to help you discover ways to provide the best analytic value to your organization.

DATA MANAGEMENT

When it comes to providing a factual basis for gauging your business, data is one of your most valuable assets. It must be managed from its inception through analysis and design, data integration, and ongoing governance programs. This conference brought you a suite of courses focused on several aspects of data management, including data quality, data modeling, data integration, and data governance.

AGILITY AND ALIGNMENT

Responsiveness to today’s changing business needs is essential for BI teams. A holistic approach is required to understand what makes a BI environment work and how to apply techniques that align people and projects to deliver quality, agile solutions. These courses revealed how to effectively manage and align your team and demonstrated new techniques for developing valuable BI solutions.



TDWI Technology Survey on the State of Enterprise Information Management (EIM)

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 enterprise information management (EIM). Before we look at attendees' responses to the survey, let's define EIM.

In most organizations today, data is managed in isolated silos, by independent teams using diverse tools for data integration, quality, federation, profiling, metadata and master data management, and so on. However, there's a trend toward EIM, a practice that holistically coordinates teams and integrates tools. Through collaboration and integration, EIM seeks to improve the completeness, cleanliness, consistency, and currency of data so it can more effectively be shared and leveraged across multiple business units of an enterprise.

- Diverse information management practices are moderately coordinated today.** Cross-team coordination and collaboration are base requirements for EIM, and 45 percent of survey respondents report doing this on a moderate level. (See Figure 1.) Luckily, only 9 percent of respondents work in organizations with very low coordination.
- EIM has a strong potential for strategic impact.** Although EIM looks like a technology practice, its real goal is to align data content and data usage with data-driven strategic business goals such as decision making, customer relations, fast financial closings, and so on. With that in mind, 46 percent of survey respondents reported that EIM could be highly strategic. (See Figure 2.)
- EIM has its benefits.** The leading benefit is a more complete view of the business via data (60 percent of respondents in Figure 3). EIM also yields greater data consistency (48 percent), possibly through better master data management (38 percent). And an obvious benefit is the improvement of data quality (37 percent).
- EIM also has its challenges.** Many organizations lack a corporate culture conducive to sharing data and collaborating around it (51 percent of respondents in Figure 4). For others, the challenge is a lack of governance (50 percent) or business sponsorship (35 percent). Sometimes data management infrastructure (33 percent) and the independence of data management teams (30 percent) are inhibitors to EIM.

With EIM in mind, rate the level of formal coordination of the information management practices in your organization. (Select only one.)

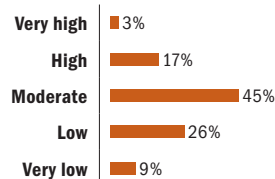


Figure 1. Based on 112 respondents.

Rate how strategic (in terms of being critical to business' primary goals) holistic EIM could be in your organization. (Select only one.)



Figure 2. Based on 110 respondents.

In your organization, what are the top potential benefits of coordinating multiple information management practices? (Select three or fewer.)

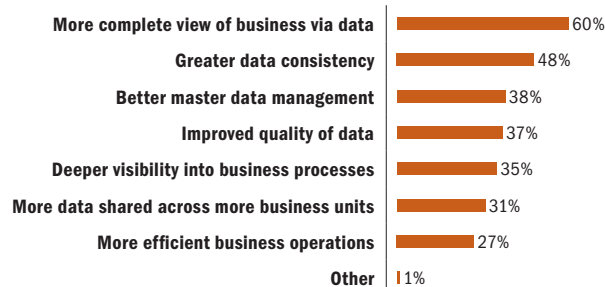


Figure 3. Based on 311 responses from 112 respondents.

In your organization, what are the top potential barriers to coordinating multiple information management practices? (Select three or fewer.)

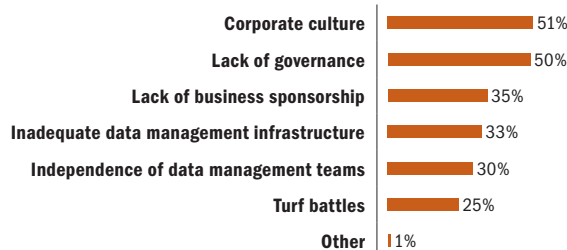


Figure 4. Based on 248 responses from 112 respondents.

Keynotes

By Sandra Prescott, Assistant Director of Education, TDWI

Creating a Metrics-Driven Organization: Measure the Work and Work the Measures

Monday, February 23, 8:00-8:45 a.m.



David Hsiao
Director of Quality
Data Infrastructure,
Cisco Systems



Naznin C. Shroff
Manager,
Quality Data Systems,
Cisco Systems

Last year, Cisco Systems, Inc. was awarded TDWI's Best Practices Award in the Customer Intelligence category. David and Naznin were instrumental in driving Cisco's program supporting customer intelligence, so we asked them to share their strategy for building a metrics-driven organization. Key to Cisco's mission is a culture that focuses on customer success. This helped the BI team build an information foundation aimed in part on measuring and improving adoption and loyalty. David and Naznin explained their BI infrastructure as well as their iterative BI development and release strategy that engages business users at new levels and ultimately creates improved efficiency and effectiveness, both internally and externally.

Where to Now, BI? The Future of Business Intelligence and Beyond!

Thursday, February 26, 8:00-8:45 a.m.

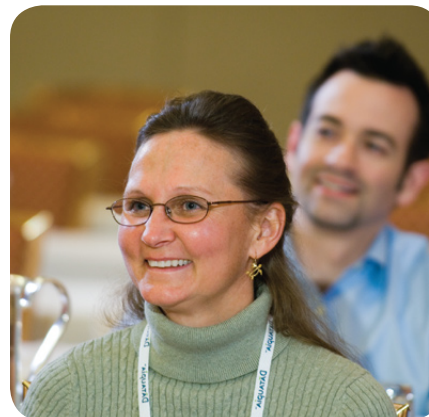


Claudia Imhoff
President and Founder,
Intelligent Solutions, Inc.



Colin White
President and Founder,
BI Research

Claudia and Colin, two of our industry's highly regarded thought leaders, shared their insights into the trends that are taking shape in BI. They gave us a glimpse into the growth of BI over the years and revealed statistics that highlighted the current state of BI in most organizations. They noted that along with the common obstacles (BI adoption, resources, etc.) we are also bombarded with new obstacles, including more volumes of data coming down the pike, more disparity in information sources, and compliance regulations. They see the industry moving to a new decision intelligence framework as BI/DW applications continue to play increasingly important roles in driving and optimizing daily business operations.



BI Executive Summit

By Wayne Eckerson, Director, TDWI Research

By all accounts, the February 2009 BI Executive Summit was one of the best ever. Our only chagrin was that more people did not attend due to the faltering economy. We're planning an even better Summit for the first week of August in San Diego, so those who missed this one can participate this summer.

Most agreed the quality of the speakers and scope of content was unparalleled. We were inspired by our keynote speakers (Bill Branch of Sibridge, Al Schellhorn of Alfa Insurance, and Adrian Sannier and John Rome of Arizona State University); we were engaged by our workshop cases (Dell and the University of Illinois); we were edified by our many panelists and breakout speakers; we were challenged by several speakers with provocative topics (Sean Van der Linden, Oliver Ratzesberger, Larissa Moss, and Steve Dine); and we were encouraged to think outside the box by our "Future of BI" panelists (John O'Brien, Laura Edell-Gibbons, and Mark Madsen) and sponsor representatives (Harriet Fryman of IBM, John Trigg of QlikTech, Dave Schrader of Teradata, and Jake Freivald of IBI).

Sean Van der Linden, vice president of business intelligence for Yellowpages.com, presented a how-to guide for using a wiki to capture and disseminate business metadata, facilitate requirements gathering, improve workflow and productivity, support cross-department visibility, and aid in report discovery and use. His wiki-driven methodology may take time to gain momentum, but the payoff is an organic sustainable system that can accommodate a wide variety of systemic and cultural configurations.

Oliver Ratzesberger (senior director of architecture at eBay) explained that a lot of eBay's innovation depends on analytics, which helps business managers discover opportunities. To encourage analytics, eBay allows analysts to set up analytic sandboxes, sometimes with terabytes of data. Ratzesberger pointed out that sandboxes reduce the number of errant spreadsheets and data marts and provide a more valuable alternative.

We learned from Larissa Moss that agile methodologies, such as Scrum and Extreme Programming, can be effectively applied to BI but that it's critical to not get religious about a methodology. "Do what makes sense for your environment," she said.

Stephen Dine (president of Datasource Consulting) spoke about his recent experience implementing analytic sandboxes and other BI solutions in the Amazon Elastic Compute Cloud (or Amazon EC2). He explained that scaling out is easy once BI solutions are deployed in the cloud, because the cloud handles resource allocation automatically. However, scaling up is difficult since the cloud doesn't permit you do much tweaking of your solutions.

Certification Program

TDWI continued the industry's leading certification program at the Las Vegas 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.

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.

Monday, February 23

[A Functional Model for Data Management](#), Frank Dravis

[Textual Analytics](#), Krish Krishnan

Wednesday, February 25

[Data Warehouse Technology Track at TDWI—A Preview](#), Krish Krishnan

[How to Select an Analytic DBMS](#), Curt Monash

Thursday, February 26

[Model-Driven BI: Deliver at the Speed of Business while Avoiding Architecture Compromise](#), Tom Hammergren

Guru Sessions

Throughout the week in Las Vegas, 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 Las Vegas.

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|---|--|
| <u>Ab Initio Software Corporation</u> | <u>Information Builders</u> |
| <u>Aster Data Systems</u> | <u>infoUSA National Accounts</u> |
| <u>Balanced Insight, Inc.</u> | <u>iOLAP, Inc.</u> |
| <u>CA, Inc.</u> | <u>Jaspersoft</u> |
| <u>Compact Solutions</u> | <u>Kognitio</u> |
| <u>Composite Software Inc.</u> | <u>Melissa Data</u> |
| <u>Corda Technologies</u> | <u>Microsoft Corporation</u> |
| <u>DataDirect Technologies</u> | <u>MicroStrategy</u> |
| <u>DataFlux</u> | <u>Netezza Corporation</u> |
| <u>DataMentors, Inc.</u> | <u>Oracle</u> |
| <u>Dataupia</u> | <u>ParAccel, Inc.</u> |
| <u>DecisionPath Consulting</u> | <u>QlikView</u> |
| <u>ESRI</u> | <u>SAP</u> |
| <u>eThORITY</u> | <u>SAS Institute Inc.</u> |
| <u>expressor software</u> | <u>Sybase</u> |
| <u>GoldenGate Software</u> | <u>Syncsort Incorporated</u> |
| <u>Greenplum</u> | <u>Talend</u> |
| <u>HP</u> | <u>Teradata Corporation</u> |
| <u>IBM</u> | <u>Tidal Software</u> |
| <u>illuminate Solutions</u> | <u>WhereScape</u> |
| <u>Informatica Corporation</u> | |

Hospitality Suites and Vendor Workshop

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

Monday, February 23

Genius Hospitality Suite

Sponsored by Sybase

Teradata 101 Lab

Sponsored by Teradata Corporation

Tuesday, February 24

IBM Pit Stop

Sponsored by IBM

Microsoft Xbox 360 Game Night

Sponsored by Microsoft Corporation

SAS Game Show Challenge!

Sponsored by SAS Institute Inc.



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

2009 TOPICS, DATES, AND LOCATIONS:

Data Modeling

April 27-30 • Minneapolis, MN

BI Essentials

July 13-16 • Denver, CO

Data Modeling

September 21-24 • Washington, D.C.

BI Essentials

October 19-22 • Vancouver, BC

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

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

Upcoming TDWI World Conferences

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 Intelligence** (Volume 26), a compendium of industry case studies and lessons from the experts. www.tdwi.org/Publications/WhatWorks
- **Performance Management Strategies: How to Create and Deploy Effective Metrics**, 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 4) 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 Migrating Databases** (Q4 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 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.