Orlando

WWW.TDWI.ORG

Thank you for joining us in Orlando 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 Roxanne Cooke at rcooke@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

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 Orlando conference drew attendees from 39 states and 18 countries. This was truly a worldwide event!

Some of our most popular courses included:

- TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

- Cool BI: The Latest Innovations

- TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems

Featured Topics in Orlando

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

BI ESSENTIALS

These courses were designed to take you from basic BI/DW concepts and principles to expanded essentials such as data modeling and metrics. Courses in this topic provided the building blocks that are the keys to understanding the rest of this dynamic field of information technology.

EMERGING TECHNOLOGIES

We've all been hearing the buzz—cloud computing, text mining, virtualization, open source, cool BI, Web 2.0, social media, visualization. But what do these terms really mean for business intelligence and data warehousing? These courses were designed to demonstrate how these technologies work, how you can deploy them, and the benefits they can bring to your organization.

DATA MANAGEMENT

Data is the cornerstone of a BI system, and the management of it can be very complex. Attendees who took courses in this topic learned how to model, improve quality, integrate, store, and govern this most precious asset.

DATA MODELING

Data that is organized and optimally stored in the warehouse needs thoughtful design to adeptly fulfill business needs. Business analysts who took these courses are better prepared to work with their technical counterparts, and developers are able to ask the right questions to determine how to design and implement the best data structures.

TDWI Technology Survey on Cloud Computing

By Wayne Eckerson, Director, TDWI Research

The Technology Survey that TDWI circulated at the recent World Conference focused on cloud computing and the inroads it is making in BI/DW programs. Here's a summary of what survey respondents had to say:

- **It's clear from our survey of 183 respondents that the cloud for BI solutions is still in its infancy.** About half (49%) are "not very familiar" with cloud computing, while 42% are "somewhat familiar" and only 9% are "very familiar." (See Figure 1.) Obviously, a new technology such as cloud computing can't take hold until a majority of rank-and-file BI professionals are familiar with the term and underlying technology.

- **Currently, a small portion of respondents use the cloud for BI.** Only 13% said they run "some" of their BI solution in the public cloud and 85% don't use it at all. In three years, 46% said they would run "some" of their BI solution in the public cloud, and another 7% said they would run "most" or "half" of their BI solution there. (See Figure 2.)

- **The few companies today that have deployed BI in the public cloud are doing it across a range of BI components.** This includes source data (4%), ETL (3%), data marts (2%), BI tools (5%), reports (4%), and hardware (3%). When asked which BI components will run in the cloud in three years, the picture becomes clearer. Reports (14%) and BI tools (12%) take the clear lead, followed by hardware (8%), data marts (7%), source data (7%), and ETL tools (4%). (See Figure 3.)

- **The companies currently deploying BI in the cloud come from a range of sizes.** Among companies that have deployed "most" of their BI in the cloud, the biggest percentage (8%) is from companies that have less than $50 million in revenue. This makes sense, given that the cloud is primarily targeted at small companies that don't have IT infrastructure. (See Figure 4.)

- **In three years, however, small companies will accelerate their usage of the cloud for BI.** By then, companies with less than $50 million in revenue will have the highest percentage of companies with "most" or "half" of their BI solution in the cloud. (See Figure 5.)

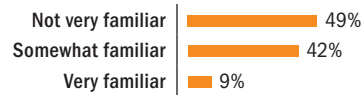Figure 1. How familiar are you with cloud computing?

Not very familiar	49%
Somewhat familiar	42%
Very familiar	9%

Figure 2. How much of your BI solution runs in the public cloud?

	Today	In three years
All	0%	0%
Most	2%	3%
Half	0%	4%
Some	13%	46%
None	85%	47%

Figure 3. Which parts of your BI solution run on a public cloud?

	Today	In three years
Source data	4%	7%
ETL	3%	4%
Data marts	2%	7%
BI tools	5%	12%
Reports	4%	14%
Hardware	3%	8%

Figure 4. Percentage of companies by revenue that have deployed BI in the cloud today

	Most	Half	Some
Under $50 million	8%	–	17%
$50 to $100 million	–	–	–
$100 to $500 million	–	–	15%
$500 million to $1 billion	4%	–	25%
$1 to $10 billion	–	–	11%
$10 to $50 billion	–	–	9%
$50 billion +	–	–	13%

Figure 5. Percentage of companies by revenue that will deploy BI in the cloud in three years

	Most	Half	Some
Under $50 million	9%	14%	29%
$50 to $100 million	–	–	67%
$100 to $500 million	–	–	60%
$500 million to $1 billion	–	6%	31%
$1 to $10 billion	–	–	50%
$10 to $50 billion	9%	–	58%
$50 billion +	–	–	71%

Keynotes

By Paul Kautza, Director of Education, TDWI

Monday, November 2, 8:00–8:45 a.m.

Secrets to BI Success

Cindi Howson
Founder, BIScorecard

Cindi kicked off the conference with an excellent keynote based on her in-depth research on the secrets to success in BI programs. She presented seven secrets derived from exclusive surveys and in-depth customer case studies. The secrets are: measuring success, understanding and exploiting the "LOFT Effect" (how luck, opportunity, frustration, and threats can affect your success), the importance of executive support, ensuring a solid data foundation, fostering a business/IT partnership, creating relevance for your project, and developing a BI tool strategy. Cindi's research revealed that in 2009, 71% of her respondents felt their BI projects were only slightly to moderately successful. There's a huge upside for these companies if they can capture the lessons learned in the seven secrets. The most significant statistic Cindi presented was that 94% of projects with executive-level support were considered very successful. It has long been said that the most successful projects foster a true partnership between business/IT and are part of the executive vision—or as Cindi said it, they master the yin and yang between business and IT.
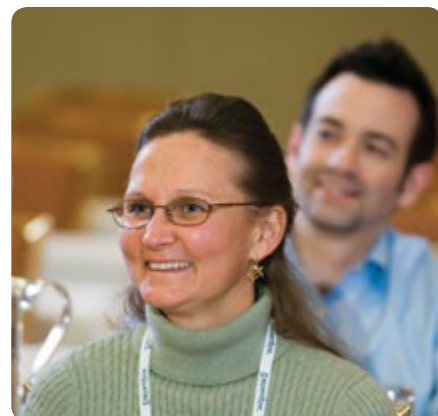
Thursday, November 5, 8:00–8:45 a.m.

The Future of Business Intelligence

Wayne Eckerson
Director, TDWI Research

Wayne awakened attendees with a thought-provoking and insightful look at the future of business intelligence. We have a tendency to look at the future of BI through a single lens of technology, so Wayne challenged us to view it through four dimensions: impact of technology, effects of market evolution, development of BI in IT organizations, and sophistication of business needs. Technology will continue to become faster and cheaper, and the evolution of the solid state disk drives will bring disk I/O speeds in line with CPU speeds. The BI market is evolving with packaged solutions that include sophisticated packaged applications. IT organizations are evolving into competency centers and hybrid business/IT teams that are focusing on complete solutions. Business communities are moving from monitoring and analyzing data to what-if analytics, visualization, and deliberation leading to action. We all remember the old adage "Better, faster, cheaper—pick any two." Wayne said the future of BI will give us all three.

Certification Program

TDWI continued the industry's leading certification program at the Orlando conference, offering Exam Prep courses and opportunities to test for certification.

cbip
Certified Business
Intelligence Professional

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 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 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.

Aster Data Systems	Kickfire
Birst	MicroStrategy
Corda Technologies	Netezza Corporation
DataFlux	Oracle
DecisionPath Consulting	Pentaho Corporation
ESRI	PivotLink
Green Phosphor LLC	SAP
HP	Syncsort Incorporated
IBM	Talend
illuminate Solutions	Teradata Corporation
Infoglide Software Corporation	Vertica Systems, Inc.
iOLAP, Inc.	XLCubed Ltd.
Jaspersoft	

Hospitality Suites / Vendor Workshop

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

Monday, November 2

Oracle Hospitality Suite

Sponsored by Oracle

Tuesday, November 3

SAP BusinessObjects Explorer Discovery Room

Sponsored by SAP

Wednesday, November 4

Oracle Business Intelligence Enterprise Edition 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.

UPCOMING 2010 SEMINARS:

Data Modeling	March 22–25, 2010	Boston, MA
Dimensional Modeling	April 19–22, 2010	Seattle, WA
Dimensional Modeling	June 7–10, 2010	Minneapolis, MN
BI Essentials	July 12–15, 2010	Denver, CO
Data Modeling	September 27–30, 2010	Toronto, ON
BI Essentials	October 18–21, 2010	Washington, D.C.

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

Upcoming TDWI World Conferences

2010

Las Vegas, NV	February 21–26, 2010
Chicago, IL	May 9–14, 2010
San Diego, CA	August 15–20, 2010
Orlando, FL	November 7–12, 2010

Recent TDWI Publications and Research

- **What Works: Best Practices in Enterprise Business Intelligence** (Volume 28), a compendium of industry case studies and lessons from the experts. www.tdwi.org/publications/whatworks

- *Next Generation Data Warehouse Platforms*, 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 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 Members-only publication. www.tdwi.org/publications/bijournal

- *Ten Mistakes to Avoid When Designing and Developing Operational BI Applications* (Q3 2009). This series examines 10 common mistakes to avoid in your BI/DW project. A Members-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

- *Business Intelligence Usability*, TDWI's most recent 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 monthly e-newsletter; 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.