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

This report should provide a valuable way for you to summarize your educational experience for your manager and peers. If you would like to make a suggestion about how to make this report more useful, please send an e-mail to Jennifer Agee (jagee@tdwi.org).

Conference Overview

The Boston conference drew attendees from 38 states and 18 countries, including visitors from Canada, South America, Europe, and Asia. This was truly a worldwide event! Some of our most popular courses of the week were [TDWI Data Modeling](#), [TDWI Dimensional Data Modeling Primer](#), [TDWI Data Integration Techniques](#), and [Dimensional Modeling: Advanced Topics](#). For a complete list and descriptions of all courses offered in Boston, [download the conference brochure](#) or visit www.tdwi.org/boston2007.

TechSurvey Results

By Philip Russom, Senior Manager, Research, TDWI

Collaborative data integration is a collection of user best practices and tool functions that foster collaboration among the technical and business people involved in data integration initiatives. As the number of data integration specialists increases, these people rely more on tool functions for versioning, object annotations, project documentation, and job administration. And there's an emerging need for business people to perform stewardship for data integration.

The survey conducted at TDWI's world conference in Boston asked a few questions about collaborative data integration, and survey results show that attendees are clearly aware of it and its issues:

Five or more data integration specialists on a team is now common. Over a quarter of survey respondents claim this. (See Figure 1.) We've moved from one or two data integration specialists on a data warehouse team a few years ago to as many as a dozen today, sometimes in a data integration competency center. With so many team members developing data integration, it's no surprise that collaboration is an issue for almost two-thirds of survey respondents. (See Figure 2.)

Collaborative data integration supports governance and stewardship. Seventy percent of survey respondents claim this benefit. (See Figure 3.) Apparently data integration deserves governance to control data use and stewardship to ensure data improvement—just as other data management practices do—and these are cross-functional tasks that involve collaboration. Other benefits from collaboration include reuse, team member specialization, and visibility into data integration for business sponsors and IT management.

How many data integration specialists are in your organization? (Select only one.)

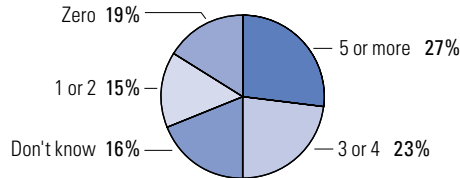


Figure 1. Based on 151 responses from 151 respondents

Is collaboration an issue for data integration in your organization? (Select only one.)

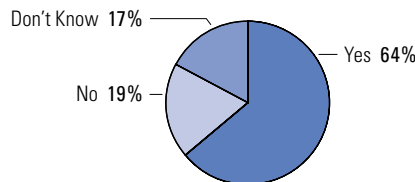


Figure 2. Based on 151 responses from 151 respondents

What are the benefits of collaborative data integration? (Select all that apply.)

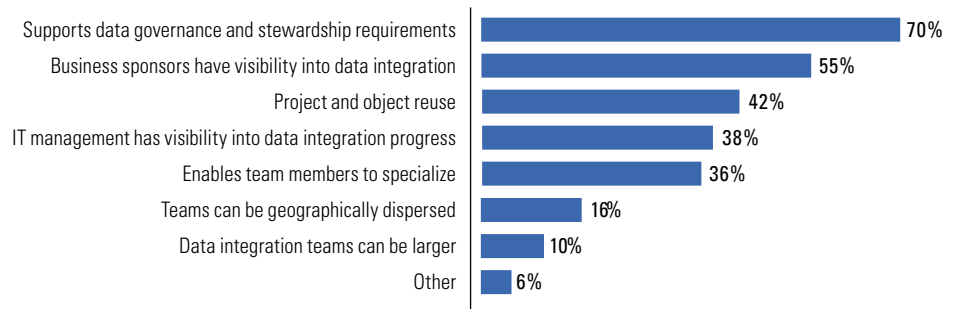


Figure 3. Based on 382 responses from 139 respondents

Keynotes

Monday, May 14, 2007

Everything I Need to Know about BI, I Learned from My Two-Year-Old

Steve Hoberman, CBIP, President, Steve Hoberman & Associates, LLC

While typing comments on a BI design, I heard the familiar shuffling sounds of my two-year-old daughter making her way up the steps. Within a few minutes, she was standing at my side pushing buttons on my keyboard. This conversation followed:

“Don’t do that.”

“Why?”

“Daddy is working.”

“Why?”

“Well, I know it’s Saturday, but I have to get this done.”

“Why?”

“I have to complete this by next week.”

“Why?”

“Well, if I stop working on the computer, I would have to help Mommy with the laundry.”

I realized after this conversation that my two-year-old is a highly skilled analyst. With her limited vocabulary, she can drill through the fluff to identify the real issues and needs. Everyone involved in BI is an analyst, whether we define, capture, model, implement, validate, manage, or support reporting requirements. In this keynote, I described several analysis techniques essential for BI success, including how to ask the right questions, so you can quickly find the solutions you need.

Thursday, May 17, 2007

Unstructured Data and Search: New Additions to the BI Technology Stack

Philip Russom, Senior Manager, TDWI Research

Data warehousing and business intelligence solutions have long provided a view of organizational performance upon which managers have based decisions. Yet, this view is usually based on structured data from databases, and it ignores unstructured data from text sources. Today, regulatory reporting, heightened security, and renewed customer service goals are driving user organizations to integrate information culled from unstructured data into their data warehouses. In a related trend, organizations are adding search capabilities to their BI platforms to help end users more easily find reports and data.

The keynote discussed:

- Why your business should adjust its decision-support technology to also encompass unstructured data and search technologies
- Which technology options are available, including various approaches to search, text mining, entity extraction, data modeling, indexing, and so on
- How technology approaches to unstructured data and search differ at different layers of the data warehouse and BI technology stack

TDWI Best Practices Symposium

By Philip Russom, Senior Manager, TDWI Research

This one-day event focused on master data management (MDM), plus its intersections with other data management techniques and related business initiatives. The event consisted of lectures, case study presentations, a panel, and question-and-answer sessions. Across these were heard several recurring themes:

- **You have to find a starting point for MDM.** According to speakers Jill Dyché and Evan Levy of Baseline Consulting, “identify business problems that require common data,” and assess the benefits of assuring consistent definitions. For speakers from Nationwide Insurance, the starting point was financials, especially general ledger. The speaker from Wellpoint focused on building master patient records. Audience members talked of starting with a particular system, like a data warehouse, ERP system, or CRM application.
- **Master data is all about sharing.** Eric Hansen and David Day described how MDM at Nationwide is an integration mechanism that synchronizes metadata, master data, and data across numerous financial systems. Without MDM, definitions of business entities (mostly financial instruments, in their case) wouldn’t be consistent enough for sharing on such an enterprise scale.
- **MDM intersects with many other data management practices.** For example, one of the speakers was Mark Weaver of Wellpoint. He manages a team that handles MDM, metadata management, and data quality tools. Since all these involve similar techniques (information semantics) and have similar goals (data documentation and improvement), it makes sense to handle them via a unified team. Other speakers stressed the role of MDM in CRM, CDI, and financials. Polls of the audience showed that many of them practice MDM within BI and ERP initiatives.
- **Enterprise MDM needs a central repository for master data.** This can take many forms. In some MDM implementations, the master data repository is actually a metadata repository. In ERP-centric businesses, the repository is essentially the data model of the ERP system, which serves as a “system of record.” Many users model a mid-tier database as a repository for collecting and sharing master data. Regardless of its form, establishing an accessible repository for master data is a first step toward integrating master data on an enterprise scale.
- **We live in the age of accountability.** In the event of an audit of some kind, auditors expect a credible paper trail documenting where report data came from. Similarly, a common question from report consumers of all types is: “Where did the data of this report come from?” When done well, MDM answers these questions.

- **Organizational structures are critical success factors.**

Many user organizations are extending MDM practices and technologies beyond their initial implementations, and finding that they need organizational support—which data governance and similar programs provide—to succeed on an enterprise scale. Dyché and Levy pointed out that a common mistake made with MDM is “assuming that data governance is a luxury, not a necessity.”

To address the need for more guidance in data governance, TDWI has organized a two-day event called The Data Governance Summit, which will meet October 29–30, 2007, concurrently with TDWI’s World Conference in Orlando, Florida.

Drilldown Series

By Dave Wells, Director of Education, TDWI

The Boston conference highlighted TDWI’s popular Drilldown Series of in-depth education, leading students from concept introduction to detailed understanding of an important topic: ECM for BI.

Drilldown: Enterprise Content Management For Business Intelligence

Business intelligence is a major beneficiary of enterprise content management (ECM). As the volume of information in data warehouses and BI systems continues to grow, it becomes increasingly difficult for users to find relevant information and make the right decisions. Traditional BI and analytics are good at telling you the “what” of business performance, but they often leave out the “why.” ECM search capabilities fill in the blanks by making related information in memos, e-mails, images, and policies findable, reaching further into the heart of a business. This engages new BI users and adds depth of understanding to traditionally structured information.

Richard Cohen and Steven Piotrowski kicked off the Drilldown series, helping us gain a better understanding of ECM and how this emerging topic is affecting BI. Colin White and Majid Abai each taught half-day courses that took a deeper look into how we might access unstructured content and how some organizations are leveraging this into real intelligence. Finally, David Loshin brought forward the topics of network and link analysis and how these fascinating facets of ECM can help us assess and derive new insights by adding another dimension to the way we analyze the business.

Certification Program



TDWI continued the industry's leading certification program at the Boston conference. In partnership with the Institute for Certification of Computing Professionals, TDWI offered Exam Prep courses and opportunities to test for certification.

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

For more information on certification and testing, write to cbip@tdwi.org or visit www.cbipro.com.

Evening Education

Night School

Night School sessions were offered after regular courses ended to promote networking among attendees and to test new topics. Click on the course titles below to view descriptions of each Night School session.

- [How BI Can Support "Sustainability" and Improve Profits](#), **Sid Adelman and Wayne W. Eckerson**
- [A Performance Management Primer: Why You Need More Than a Dashboard to Manage Your Strategy](#), **Kirby Lunger**
- [Database Implementation Strategies for Grid Computing](#), **Nabil Hachem**
- [Turning Business Intelligence into Institutional Intelligence: A BI Primer for Higher Education](#), **David Wells, CBIP**
- [Future Trends in Data Management: The Virtual Prototyping Warehouse](#), **James Paat**
- [Engaging the Business: BI Impact from Sponsorship to End Users](#), **Eisa Quelette**
- [Enriching the Data Warehouse Reporting Experience: An Enterprise Reporting Workbench Case Study](#), **Mike Piscotty**
- [Data Warehouse Appliances: Comparative Anatomy](#), **Richard Winter and Rick Burns**
- [MDM and CDI: Data Salvation or Data Silos?](#) **Richard Sherman**
- [Writing for Power](#), **Wayne W. Eckerson**

Peer Networking

As part of evening education, Peer Networking sessions were offered to provide a forum for attendees to network with peers and TDWI instructors on various topics.

- [Successful Business Intelligence—How Can We Make BI a Killer App?](#) **Cindi Howson**
- [Pros and Cons of Independent Consulting](#) **Maureen Clarry**
- [Unstructured Data and Search: New Additions to the BI Technology Stack](#) **Philip Russom**

Guru Sessions

Throughout the week in Boston, 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 Boston, MA.

<u>Actuate</u>	<u>Information Builders</u>
<u>AMB Dataminers Inc.</u>	<u>Kalido</u>
<u>Blue Hammock</u>	<u>Knightsbridge Solutions LLC</u>
<u>Business Objects</u>	<u>LoganBritton, Inc.</u>
<u>Cognos Inc.</u>	<u>MicroStrategy</u>
<u>DataFlux</u>	<u>Oracle</u>
<u>DATALlegro</u>	<u>Pentaho Corporation</u>
<u>DataMirror</u>	<u>Proxix Solutions, Inc.</u>
<u>Dataupia</u>	<u>SeaTab Software</u>
<u>FAST</u>	<u>SilverTrain, Inc.</u>
<u>GoldenGate Software</u>	<u>Sybase</u>
<u>Group 1 Software, a Pitney Bowes Company</u>	<u>Syncsort Incorporated</u>
<u>HP</u>	<u>Sypherlink, Inc.</u>
<u>Hyperion</u>	<u>Teleran Technologies Inc.</u>
<u>IBM</u>	<u>Teradata, a division of NCR</u>
<u>Informatica Corporation</u>	<u>Trillium Software, a division of Harte-Hanks</u>

Dataupia™

Dataupia Corporation Debuts Data Warehouse Appliance at TDWI Boston

TDWI Boston played host to the official launch of Dataupia as the newest player on the data warehouse appliance scene. Dataupia chose the Boston event to debut its data management system, the Dataupia Satori Server 12000. The Dataupia Satori Server integrates server, storage, and optimization software to deliver an affordable appliance. However, unlike other purpose-built, rip-and-replace solutions, the Dataupia Satori Server is designed specifically for database and application transparency.

“For the past 18 months, we’ve been operating quietly, conducting extensive customer and market research to ensure that our product is addressing the acute data management needs of today’s business users,” said Samantha Stone, VP of marketing at Dataupia. “Using TDWI as our launch venue provided a tremendous opportunity given its long-standing commitment to the business intelligence and data warehousing communities.”

To learn more about Dataupia, visit them on the Web at www.freeyourdata.com.

Hospitality Suites

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

Monday, May 14

Luck o’ the Irish Night
 Sponsored by Business Objects

Tuesday, May 15

8-Ball Evening—Cues and Cocktails!
 Sponsored by Teradata, a division of NCR

More Educational Opportunities

TDWI Onsite

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

TDWI Onsite brings superior content and skilled instructors to your organization with a commitment to delivering the highest quality business intelligence and data warehousing education available. We can tailor TDWI's courses to meet your company's unique challenges and issues, so everyone involved in a project shares a common knowledge base and learns in support of the same corporate objectives. For more information, contact Yvonne Baho at 978.582.7105 or ybaho@tdwi.org, or visit www.tdwi.org/onsite.

TDWI Seminar Series

In-depth training in a small class setting.

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

2007 DATES AND LOCATIONS

Los Angeles

June 4–7

Washington, DC

June 18–22

Minneapolis

July 9–12

Toronto, ON

July 23–26

Portland

September 24–28

Boston

October 15–19

For more information on the TDWI Seminar Series, please visit www.tdwi.org/seminars.

TDWI World Conferences

San Diego

August 19–24

www.tdwi.org/sandiego2007

Orlando

October 28–November 2

Recent TDWI Publications and Research

- *What Works: Best Practices in Business Intelligence and Data Warehousing* (Volume 23), a compendium of industry case studies and lessons from the experts. www.tdwi.org/Publications/WhatWorks
- *BI Search and Text Analytics: New Additions to the BI Technology Stack*, the latest report from TDWI Research, with findings based on interviews with industry experts, leading-edge customers, and survey data. www.tdwi.org/Research/ReportSeries
- *Business Intelligence Journal* (Volume 12, 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 Implementing Business Performance Management* (Q1, 2007). This series examines 10 common mistakes to avoid in your BI/DW project. A Member-only publication. www.tdwi.org/Publications/TenMistake
- *Symbiotic Cycles of Data Profiling, Integration, and Quality*, TDWI's annual poster depicting a BI or DW process or lifecycle. www.tdwi.org/Poster

DID YOU KNOW?

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 and technology market reports; annual benchmark reports on salaries and organizations; access to our Members-only archives of exclusive content; and discounts on TDWI education, including conferences, seminars, and CBIP exams.

To learn more about TDWI Membership, visit www.tdwi.org/Membership.