



TDWI BI EXECUTIVE SUMMIT

SAN DIEGO, CALIFORNIA

AUGUST 18-20, 2008

YOU WILL LEARN

- How to supercharge your BI solution
- How leading companies like eBay, Netflix, and Capital One became BI champions
- How to conquer the current economy with enterprise analytics

SPECIAL FOCUS ON ANALYTICS

**Be a Hero: Unleash the Value of
Business Intelligence**

www.tdwi.org/sandiego2008/es

tdwi
THE DATA WAREHOUSING INSTITUTE

Fine-Tune Your Analytics Strategy



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**AUGUST 18-20, 2008
SAN DIEGO, CA**

www.tdwi.org/sandiego2008/es

Co-located with TDWI's World Conference

WHY IS THIS SUMMIT DIFFERENT?

The TDWI BI Executive Summit is not just another conference. It is an opportunity to participate, interact with peers, and stay on the cutting edge of business intelligence.

Developed for busy BI executives like you, the Summit brings prequalified executives, thought leaders, and solutions sponsors together in one place to maximize your time out of the office.

SPECIAL FOCUS ON ANALYTICS

Producing business-driven analytics is critical to unleashing the value of business intelligence for your organization. The Executive Summit's special focus on analytics provides valuable insights on how to turn the promise of business intelligence into a reality, whether your BI solution is brand new or years old. Sessions addressing organizational culture and analytics, analytics tools, and specific analytics case studies offer tactical ways to fine-tune your organization's analytics strategy for success.

SPECIFICALLY, THE TDWI BI EXECUTIVE SUMMIT WILL:

- Give you the tools and tactics you need to unleash the value of business intelligence within your organization
- Provide you with case studies from BI leaders who moved their BI initiatives from ordinary to extraordinary
- Allow you to learn from people who share the same challenges as you—whether you are just starting out or are a BI veteran
- Offer you one-on-one meeting time with BI thought leaders to ask specific questions—and get answers tailored to *your* situation
- Create and solidify peer relationships through networking sessions and recreational activities

IS THE EXECUTIVE SUMMIT RIGHT FOR ME?

The TDWI BI Executive Summit is geared toward those who are in a position to own, shape, or directly influence their organization's BI/DW initiative. These people typically own all or part of their organization's BI budget and have been involved in BI for five years or more.

To provide the highest quality experience for Summit attendees, all registrants are qualified prior to registration. To view a list of prequalification questions, visit: www.tdwi.org/tesprequal.

AGENDA

MONDAY, AUGUST 18

7:15 a.m.	Breakfast and One-On-One Meetings			
8:00 a.m.	TDWI World Conference Keynote: Information Democracy—Information Equality for All! <i>Howard Dresner, President and Founder, Dresner Advisory Services</i>			
9:00 a.m.	Introduction: Analytics—The Next Frontier <i>Wayne Eckerson</i>			
9:15 a.m.	Summit Keynote: Analytics at eBay <i>Oliver Ratzesberger, Senior Director of Architecture and Operations, eBay</i>			
10:20 a.m.	Analytics Panel: Tales from the Trenches—How to Succeed with Analytics <i>Kurt Thearling, Eric Colson, Matt Schwartz</i>			
11:20 a.m.	Roundtable Workshop: Role-Based Discussions—BI Projects, Challenges, and Solutions <i>Wayne Eckerson</i>			
12:00 p.m.	Peer Networking Lunch / One-On-One Meetings			
	Track 1: Getting Started	Track 2: Delivering Value	Track 3: Next Generation	Track 4: Analytics
Break Out A 2:00 p.m.	Culture Shock: Is Your Organization Ready for Analytics? <i>Maureen Clarry</i>	CASE STUDY: Distributed Business Intelligence at Intuit <i>Jerry Twietmeyer, Chris Chan</i>	Where's the Beef? Optimizing the Supply Chain Using Data Warehousing and Analytics <i>Larry Mohr, Don Patchell</i>	Finding Your Place: Mapping Analytic Techniques to Business Problems <i>Charles Caldwell</i>
Break Out B 3:15 pm	Establishing a BI Competency Center <i>Dan Evans</i>	Aligning with the Business: How to Apply Agile Development Techniques to BI <i>Jim Hill</i>	Outside In: The Next Generation of BI Innovations <i>Mark Madsen</i>	Real-World Challenges to Driving Business Value with Predictive Analytics <i>Kurt Thearling</i>
Break Out C 4:30 p.m.	Sponsored Case Study	Sponsored Case Study	Sponsored Case Study	Sponsored Case Study

TUESDAY, AUGUST 19

7:15 a.m.	Breakfast and One-On-One Meetings			
8:00 a.m.	Operational BI: Approaches and Issues <i>Wayne Eckerson</i>			
8:30 a.m.	Reinventing BI with Real-Time Analytics: Embedding Analytics into Business Processes <i>Neil Raden</i>			
9:00 a.m.	Panel: Three Perspectives on Operational BI <i>Matthew Laney, Jim Hill, Sridhar Srinivasan</i>			
10:30 a.m.	WORKSHOP #1: Spanning the Gulf—How StubHub Found its BI Groove <i>Case Presenter: Rob Singer Moderator: Maureen Clarry</i>	WORKSHOP #2: Crossing the Chasm—How to Overhaul a BI Environment to Optimize Business Value <i>Case Presenter: Matthew March Moderator: Wayne Eckerson</i>		
12:00 p.m.	Peer Networking Lunch / One-On-One Meetings			
	Track 1: Getting Started	Track 2: Delivering Value	Track 3: Next Generation	Track 4: Analytics
Break Out A 2:00 p.m.	How to Create a BI Program <i>Laura Madsen</i>	Using Data Governance to Support Business Strategy <i>Rob Lux</i>	Next-Generation OLAP: The Future of Dimensional Analysis <i>John O'Brien</i>	CASE STUDY: Using Text Analytics to Deliver Actionable Information <i>Chris Jones</i>
Break Out B 3:15 pm	How to Integrate Data Quality with MDM, EII, DW, or BI Solutions <i>Matthew March</i>	Marrying Six Sigma and BI <i>Laura Edell-Gibbons</i>	CASE STUDIES: Visualization in Practice <i>Masum Huq, Todd Norris</i>	State of the Art in Web Analytics <i>Tony Byrne</i>
Break Out C 4:30 p.m.	Sponsored Case Study	Sponsored Case Study	Sponsored Case Study	Sponsored Case Study

WEDNESDAY, AUGUST 20

7:15 a.m.	Breakfast and One-On-One Meetings			
8:00 a.m.	Performance Analytics: Best Practices in Deploying Dashboards and Scorecards <i>Wayne Eckerson</i>			
8:15 a.m.	Panel: Performance Management in Practice—Making BI Pervasive through Dashboards <i>Jeff Gill, Ryan Uda, Matthew March</i>			
9:45 a.m.	Summit Keynote: Police and Predictions—Reducing Crime through Analytics <i>Rodney Monroe, Chief of Police, Richmond Police Department</i>			
10:30 a.m.	Executive Panel: The Future of BI Software <i>Sponsor Executives</i>			
11:15 a.m.	Lunch in Exhibit Hall			
1:00 p.m.	Golf Tournament			

BREAKOUT SESSIONS ALIGNED WITH TDWI'S BI MATURITY MODEL, PLUS A SPECIAL TRACK ON ANALYTICS

Track 1: Getting Started

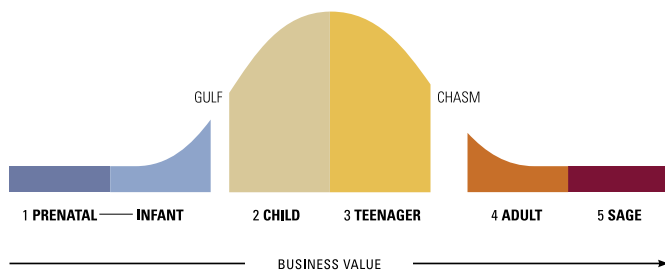
Track 2: Delivering Value

Track 3: The Next Generation

Summit breakout sessions are aligned with TDWI's BI Maturity Model and are designed to address the pressing issues of organizations at different phases of BI maturity.

To find out where you stand in TDWI's BI Maturity Model and align yourself with the right track, take TDWI's Benchmarking Survey at www.tdwi.org/benchmark.

TDWI's BI Maturity Model—User Adoption Curve



Track 4: Analytics

This track will dive deeply into various facets of enterprise analytics. Sessions will explore analytical techniques, how to establish a data management infrastructure to support analytics, and nuances of delivering text and Web analytics applications.

DESIGNED WITH EXECUTIVES IN MIND

The Summit's unique three-day format allows for maximum flexibility and customization. Participants will enjoy keynote speakers, panels, breakout sessions, networking, and recreational events suited to their situation. Built-in breaks and long lunches allow you to network with peers, check out solution providers, and still have time to respond to urgent e-mail and phone calls from the office.

NETWORKING OPPORTUNITIES



The Executive Summit provides an unparalleled opportunity to meet and network with your peers. Specific networking opportunities include:

- Daily peer networking lunches
- One-on-one meetings—send private meeting requests to your peers
- Welcome reception and evening networking reception
- Wednesday afternoon golf tournament



All BI Executive Summit attendees, regardless of skill level, are welcome to the golf outing Wednesday afternoon at the Steele Canyon Golf Course.

SPEAKER LINEUP



SUMMIT CHAIR

WAYNE ECKERSON
Director, TDWI Research,
TDWI

TONY BYRNE
Principal Analyst and Founder,
CMS Watch

CHARLES A. C. CALDWELL
Practice Lead, Analytical Practices,
Management Concepts

CHRIS CHAN
Senior Manager, BI, Small Business Division,
Intuit, Inc.

MAUREEN CLARRY
President and CEO,
CONNECT: The Knowledge Network

ERIC COLSON
Algorithmic and Analytic Products,
Netflix, Inc.

DAN EVANS
Strategic Consultant

LAURA EDELL-GIBBONS
Senior BI Solutions Consultant,
Mantis Technology Group Inc.

JEFF GILL
Senior Director of Network Surveillance,
Comcast

JIM HILL
Director of Data Management,
1-800 CONTACTS

MASUM HUQ
CEO and President,
Dynava Services LLC

CHRIS JONES
Analytics Manager,
Intuit, Inc.

MATTHEW V. LANEY
Manager of Data Warehouse BI,
Winn-Dixie Stores, Inc.

ROB LUX
Chief Technology Officer,
GMAC ResCap

LAURA MADSEN
Director, BI,
Prime Therapeutics

MARK MADSEN
President,
Third Nature, Inc.

MATTHEW MARCH
Vice President BI,
Carrington Mortgage Services

LARRY MOHR
Senior Vice President, BI Systems,
HAVI Global Solutions

TODD NORRIS
Director of BI,
Blue Cross and Blue Shield of North Carolina

JOHN O'BRIEN
President and Executive Architect,
Zukeran Technologies

DON PATCHELL
Senior Vice President, Supply Chain Analytics,
HAVI Global Solutions

NEIL RADEN
Partner and Co-Founder,
Smart (enough) Systems LLC

MATT SCHWARTZ
Vice President, BI and Analysis,
Corporate Express

ROB SINGER
Director, Customer Intelligence and
Relationship Marketing,
StubHub, an eBay Company

SRIDHAR SRINIVASAN
Senior Technical Manager,
AOL LLC (a Time Warner Company)

KURT THEARLING
Vice President, Strategic Technology
Capital One

JERRY TWIETMEYER
Senior Program Manager, BI,
Intuit, Inc.

RYAN UDA
Senior IT Manager—Enterprise BI,
Cisco Systems

PRE- AND POST-EVENT TUTORIALS

If you would like to extend your BI Executive Summit experience, you can attend the TDWI World Conference for an additional fee. Below are some recommended courses that complement the Executive Summit. Visit www.tdwi.org/sandiego2008 for more information.

SUNDAY, AUGUST 17

Course # Course Title

- S1** **TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact** *Nancy Williams*
- S2** **Introduction to Business Analytics** *Mark Peco*
- S3P** **Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level** *Wayne Eckerson; John O'Brien*
- S4** **Data Visualization for Discovery and Analysis** *Stephen Few*

THURSDAY, AUGUST 21

- TH3A** **Collective Intelligence: The Convergence of BI with Content, Search, and Collaboration** *Colin White*
- TH3P** **Using Embedded BI Analytics to Drive Operational Decisions and Actions** *Colin White*
- TH5A** **DW 2.0: Architecture for the Next Generation of Data Warehousing** *Derek Strauss*
- TH5P** **Integrating Unstructured Data into the DW 2.0 Framework** *Bill Inmon*

REGISTRATION INFORMATION

	TDWI Member	Non-Member
EARLY REGISTRATION (through July 18, 2008)		
<input type="checkbox"/> BI Executive Summit Package (3 Days)	\$1,745	\$2,020*
REGULAR REGISTRATION (July 19–August 15, 2008)		
<input type="checkbox"/> BI Executive Summit Package (3 Days)	\$1,945	\$2,220*

TO REGISTER:

Phone: 800.280.6218 or 541.346.3537
(M–F, 8:00 a.m.–5:00 p.m. PT)

E-mail: tdwireg@continue.uoregon.edu

Web: www.tdwi.org/sandiego2008/es

Registration fee includes all breakfasts and lunches, two networking receptions, and golf outing. For hotel and travel information, please visit the registration Web site.

* Non-Member registrations for three or more days include a one-year TDWI Membership.

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August 18–20, 2008

San Diego, CA

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KEYNOTE SPEAKERS

ANALYTICS AT EBAY



Oliver Ratzesberger,
Senior Director of Architecture
and Operations,
eBay Inc.

Hear about eBay's approach to analytics and the lessons it has learned in creating a culture of measurement and fact-based decision making.

POLICE AND PREDICTIONS— REDUCING CRIME THROUGH ANALYTICS



Rodney Monroe,
Chief of Police,
Richmond Police Department

Learn how the Richmond (VA) Police Department is using business intelligence tools and predictive and spatial analytics to usher in a new era in crime analysis.



SPECIAL REFERRAL PROGRAM

Register for the Executive Summit with another colleague and you will both receive a pack of 12 Titleist Pro V1 golf balls and a customized TDWI golf towel. Offer applies to paid attendees only. Enter this code when registering: **GOLF1**
www.tdwi.org/sandiego2008/es

WHO SHOULD ATTEND

- **BI directors** who own, shape, or directly influence strategy, architecture, and budget within their organizations
- **BI sponsors** who oversee BI/DW function and have previous BI/DW experience



1201 Monster Road SW
Suite 250
Renton, WA 98057

EARLY REGISTRATION DISCOUNT!

Register by July 18 and save \$200. For more information and to register for the Executive Summit, visit www.tdwi.org/sandiego2008/es.

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