

Trip Report

TDWI World Conference—Winter 2006

February 19–24, 2006

Las Vegas, NV

Dear Attendee,

Thank you for joining us in Las Vegas for our TDWI World Conference and for participating in our conference evaluation. We hope you had a productive and enjoyable week. This trip report is written by TDWI's research department, and is divided into nine sections. We hope it will provide a valuable way for you to summarize your educational experience for your manager and peers.

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I. Conference Overview-----

Our World Conference in Las Vegas drew attendees from 42 states, and we had visitors from Canada, South America, Europe, Asia, and Australia. This was truly a worldwide event! Our most popular courses of the week were TDWI Data Warehousing Architectures: Choosing the Right DW Approach, TDWI Data Warehousing Concepts and Principles, Real-Time Data Warehousing, and TDWI Data Modeling.

Business intelligence and data warehousing professionals devoured books for sale at our Membership desk. The most popular titles were:

- *Data Modeling Made Simple* by Steve Hoberman
- *CBIP Study Guide* by ICCP
- *Information Dashboard Design* by Stephen Few
- *Performance Dashboards* by Wayne Eckerson
- *TDWI Executive Briefing* by TDWI

For a complete list and descriptions of all courses offered in Las Vegas, [download the conference brochure](#).

II. Quarterly Technology Survey-----

By Philip Russom, TDWI Senior Manager of Research and Services

The survey conducted at TDWI's World Conference in Las Vegas focused on the use of tools for extract, transform, and load (ETL), especially in data warehousing versus other projects. Data warehousing continues to be the "killer app" for ETL (according to 75 percent of survey respondents) versus all other uses (25 percent). Outside of data warehousing, database migrations and consolidations are common data integration projects, and most respondents (41 percent) prefer ETL for this work over hand-coding (27 percent) and replication (11 percent). So, it's no surprise that the data warehouse team (27 percent) most often performs non-warehouse data integration projects.

Questions from the Survey

"With ETL usage in your organization, what is the approximate percentage split between ETL applied to data warehousing versus other uses (like database consolidations or migrations)?"

75%	ETL only for data warehousing and business intelligence
25%	ETL outside data warehousing and business intelligence
100%	Total (166 responses)

"When your organization consolidates or migrates databases, what is the preferred technology for most projects?" (Select only one.)

41%	ETL
27%	Hand-coded solution
14%	Not applicable
11%	Replication
3.5%	EAI
3.5%	Other
100%	Total (166 responses)

"For ETL outside data warehousing, who does the work most often?" (Select only one.)

27%	Data warehouse team
25%	Not applicable
25%	Other
15%	Data management group
8%	Data integration competency center
100%	Total (166 responses)

III. Keynotes -----

Monday, February 20

Extending BI Architecture with Enterprise Integration Technology



Presented by **Raymond Karrenbauer**
Chief Technology Officer, ING Americas

A record turnout at TDWI's winter conference in Las Vegas heard some unconventional wisdom from a stalwart information architect on Monday. Raymond Karrenbauer, Group Chief Architect for ING Group, offered both high-level insights and granular takeaways on the increasingly important discipline of enterprise integration, in particular enterprise information integration (EII).

"Companies today don't really compete with each other," he said, "not in the size that you have with an ING. Supply chains compete with each other." He continued: "Information is absolutely critical to the success, efficiency, and response of an organization. Companies compete on analytics, which means technology. That's why EII is so crucial, no matter what the scale. So, are you positioned?"

What is EII, exactly? Karrenbauer provided a general definition, then outlined several key components that comprise a viable EII solution. In essence, EII is the integration of data from multiple systems into a unified, consistent, and accurate representation geared toward the viewing and manipulation of the data. Effective EII solutions, he says, contain the following elements:

- Standard data model
- Information hub
- Shared data
- Reusable infrastructure
- Common processes
- Centralized security
- Information quality management
- Lower cost in the mid- and long-term

On the flip side, the ING architect noted that there are key elements that are decidedly not EII in nature, such as:

- Customized data models
- Point-to-point, no hub

- Redundant data
- Incremental infrastructure
- Specialized process
- Distributed security
- Limited quality control
- Lower cost in the short term

Karrenbauer explained that a common approach is paramount to enabling integration across a far-flung organization. However, he cautioned against choosing one model and forcing everyone to stick to it. Different methods work in different scenarios, and it's important to allow some flexibility to accommodate various needs. Still, whichever methods are chosen, they should be polished, understood, and followed to ensure a high level of data quality.

What constitutes a high level? In the realm of data quality, the metric is error rates: how much bad data exists within an organization's repositories. Karrenbauer says ING shoots for—and attains—very good marks in that category. “You want to hit about two percent error rates,” he said. “That's what we've experienced. We've gone from 18 percent to two percent.”

How did they do that? Karrenbauer says a strict regimen of monitoring data is key, including an understanding of how and where data is captured. It's also important that data quality, in and of itself, be evangelized throughout the organization as a primary goal. “The value of data quality cannot be underestimated,” he cautioned.

Another key to ING's success, says Karrenbauer, is their approach to integration. A global organization, ING doesn't actually share data from one region to another. Rather, they share the infrastructure, methodologies, and processes. That, he says, allows for overall consistency across the organization, without placing undue limits on any given region or department. “The first rule of integration is that the next business unit always wants a solution that is slightly different,” he explained.

On the subject of BI architectures, Karrenbauer denounced the one-size-fits-all model. “There are probably a thousand different BI architectures to choose from,” he said, “but there's only one that's right for your organization.”

And in an impressive bow to total disclosure, the TDWI keynoter provided some time-tested kernels of research on the subject of optimizing an EII-style information hub: “We've come to the conclusion that, in a hub, the most optimized number of data stores is two; the optimal amount of warehouses within a hub is one; and the optimal amount of data marts within a hub is somewhere between 12 and 15.”

Be sure to jot that down—it will be on the test.

Thursday, February 23

You Talkin' to Me? Talking to Business in Their Terms



Presented by **Anthony L. Politano**
Data Management Solutions Partner, BusinessEdge Solutions

In this Thursday morning keynote address, Tony Politano used humor to deliver a serious message. Throughout the talk, Politano's theme was that *IT people must learn and speak the language of the business!* Opening with a humorous note, Tony began by reading a rather dry technical statement about the construction of star schema. As the audience began to react, he drifted into the singsong, incomprehensible "wah, wah, wah" made popular by the teacher in *Peanuts* character Charlie Brown's classroom. Politano then declared, "This is what you sound like when you use technical jargon in business meetings!"

Getting serious, Tony went on to state that communication is the most significant factor in business/IT relationships. Communication is critical to careers, credibility, and the effectiveness of those in IT. Good communication is essential to good relationships; yet it is difficult to achieve. Communication challenges stem from the different perspectives of business and IT. We have different vocabulary, pursue different goals, and come from different backgrounds. Overcoming these challenges demands that IT people change the way that they communicate with the business. Understand and acknowledge the vocabulary differences. Understand and enable the business goals. Understand and appreciate the background and expertise of business people. Through understanding we can set aside what Politano calls "the private language of our little secret society."

Technical people must adopt business language to a much greater degree than business people should learn technical language. This is true, says Politano, because "technology lives in dog years, while business lives in human years." What he means is that the lifespan of technology, technical concepts, and technical terms is much shorter than that of business concepts and terminology. Expecting the business to adapt to our language creates a terminology churn rate that is out of sync with normal cycles of business change.

Offering up examples, Politano itemized "the seven words you should never use in a business discussion," which he describes as a somewhat cleaner version of George Carlin's "seven words you can never say on TV." Politano's seven words:

- **Fact**—Business people don't use this term the way that IT does. They talk about metrics, indicators, or simply "my numbers."
- **Dimension**—This is another term not commonly used in business and that has a specialized meaning in the world of dimensional data management. Business people think and speak in terms of hierarchy.
- **Schema**—This term, says Tony, has "absolutely zero applicability in a business conversation."
- **OLAP**—This is yet another term that has a highly specific meaning in technology, but is seen by business as just another acronym that is part of obscure technical jargon. The business cares only about the ability to slice and summarize information.
- **Scalable**—Politano offers this as a popular IT term that turns a simple concept into difficult communication. What's wrong with saying "that can grow with your needs?"
- **Linux or UNIX**—Why would business people even care about operating systems?
- **Primary and Foreign Keys**—Again, says Politano, highly specific meaning in IT, but the business doesn't need to know or care.

These seven words embody concepts that, when translated to business terminology, might result in a statement such as, "We're going to capture your numbers (fact) and hierarchies (dimensions) in a database (schema) where you can slice and summarize them (OLAP). We'll use technology that can grow with your needs (scalable) and design and build a flexible system that can change with your business (operating systems and key management)."

Next, Politano offered seven themes to work into any business conversation: ROI, governance, stakeholders, acceptance criteria, level of commitment, vendor isolation, and shared risk. These themes avoid technical jargon and connect with the issues and concerns of business. ROI connects with financial impact and governance with business impact. Discussion of stakeholders demonstrates recognition of the direct users of an information system, downstream consumers of information, and anyone involved in affected business processes. Defined acceptance criteria sets the stage to behave in a contractual relationship. The contractual nature is extended with discussion of commitment level, vendor isolation, and risk sharing.

Business intelligence (BI), says Politano, "is the part of IT that has the highest affinity with the business. Don't squander that opportunity" through ineffective communication. Learn and use business language. Understand the trade talk of your industry. Learn the universal language of every business—finance.

Don't abandon the language of the secret society. It is meaningful and powerful within IT. Just don't expose the business to it or expect them to learn it.

IV. TDWI Executive Summit -----

By Wayne Eckerson, TDWI Director of Research and Services

The inaugural launch of the TDWI Executive Summit proved a huge success. Tailored to BI executives and their business sponsors, this two-day event covered a range of topics using a variety of speakers and formats. Most sessions were programmed loosely, affording participants plenty of time to ask questions and share ideas. The Summit began by introducing participants to the TDWI Business Intelligence Maturity Model, then discussed emerging trends and issues such as service-oriented architecture, master data management, and performance dashboards.

There were some outstanding case studies delivered, notably by Chris Gentry of CCC Information Services, who provided a boatload of tips for best practices and pitfalls to ensure a successful BI program. During an afternoon roundtable discussion, attendees examined an anonymous case study scenario that triggered considerable discussion on techniques for ensuring end-user adoption of BI and DW.

On day two, Jill Dyché of Baseline Consulting and Tracy Austin, former CIO at Mandalay Bay Resorts, addressed the all-important issue of IT governance and strategies for aligning with the business. Attendees also examined BI metrics designed to manage risk from a recent TDWI study on how to work with auditors, and finished with a very provocative panel in which vendors and audience members engaged in an open and frank discussion on a variety of topics, including pricing and support strategies and how to improve vendor-customer partnerships.

V. Certification Program -----

TDWI continued the industry's leading certification program at our Las Vegas conference. In partnership with the Institute for Certification of Computing Professionals, TDWI offered both a day-long Exam Prep course 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

VI. Evening Education -----

Night School Courses

Night School sessions were offered after regular courses ended to promote networking among attendees and to test new topics. Summaries of those courses are included here. For a complete list and descriptions of all other courses offered in Las Vegas, [download the conference brochure](#).

Monday, February 20

Data Modeling Challenges



Steve Hoberman

Data Explorer, Steve Hoberman & Associates

Leave the theory at the door and roll up your sleeves to tackle a set of real-world exercises crafted to strengthen your analysis and modeling skills. The instructor will briefly describe each scenario. Then each group works towards a solution and we share and discuss the results.

Participants learned:

- How to get a "right" modeling answer in the minimal time
- How to balance project and program priorities
- Which business rules are appropriate to enforce on a data model
- How to leverage the strengths of fellow group members

Master Data Management—How on Earth Do I Get Started?



Cliff Longman

Chief Technology Officer, Kalido, Inc.

Master data management—how on earth do I get started? Master data management is a hot topic right now, but relatively few are actively engaged in projects (only 16 percent of the attendees at this night school session, for example). This means there is relatively little experience to gain insight from (and an awful lot of hype to disguise it).

Participants learned:

- What is meant by master data and why companies benefit millions from managing it actively
- A way to analyze the implications/costs of unmanaged master data
- Examples of how (the relatively small number of) others have invested in master data management
- The reason data warehousing and master data management are closely aligned

Working with Corporate Politics: Changing Opponents into Allies



Danette McGilvray

President and Principal, Granite Falls Consulting, Inc.

Many people dislike the politics in their companies and are frustrated by the people aspect of their data warehouse initiatives. Often the failure of a data warehouse is due not to the lack of technical skills but a lack of support—support that can be gained only through applying people skills and navigating a complex corporate environment. This session helped participants be more effective in working with others to implement and promote their companies' data warehouse goals.

Participants Learned:

- How to recognize opponents and allies
- How to understand what they want
- Strategies to change opponents into allies
- How to answer “What’s in it for them?”

Wednesday, February 22

Design Artifacts: Link between Form and Function in Data Architecture



Shiraz Kassam

Data Architect, Optimal Data Architecture

This presentation investigated the concepts of form and function as they refer to building architecture and the role of design artifacts. It then related these ideas to the concept of data architecture and the need for equivalent artifacts in order to develop data architecture capable of meeting corporate information requirements.

Participants learned:

- What does an architect do?
 - Architecture as a design process in the construction industry
 - Detailed observations of the process using Frank Wright's "Falling Water" as a backdrop (DVD presentation)
- How it is related to data architecture
 - Equivalent discussion for data architecture
 - Discussion of data architecture artifacts—types and uses
 - Difference between data architecture and data management
- Methodology for developing any architecture

The Holy Grail: Connected and Consistent Analytics



Narasimham V. Peri

Vice President, Hexaware Technologies

This course explored the business imperatives of providing connected and consistent analytics as the ultimate challenge of the business. It also examined the first generation data warehouses and the reasons for failure in meeting the critical business objective of providing analytics to the business users/consumers. Specific issues of mart proliferation, and definitional and data inconsistency, were explored in detail. The course provided best practices, all the way from designing to architecture to overcoming the challenges. The course gave the attendees practical methods to deliver connected and consistent analytics.

Participants learned:

- Importance of connected analytics
- Practical reality on whether data warehouses deliver connected analytics—and why analytics proliferate
- A framework to deliver connected analytics—best practices and some practical cases
- Technology trends

VENDOR PANEL

Beyond the Data Warehouse: Data Integration for the Enterprise

Panelists were representatives from the following vendor companies: [Business Objects](#), [Collaborative Consulting](#), [DataFlux](#), [Data Mirror](#), [IBM](#), [Informatica](#), [SAP](#), [Sunopsis](#), and [Syncsort](#)

Data integration techniques developed for data warehousing are now expanding into the enterprise, while integration techniques developed for the enterprise are tying into data warehouses. In both directions, data integration (which can be implemented with diverse technologies including ETL, EAI, EII, replication, hand coding, etc.) is stitching together more pieces of more enterprises. This evolution is useful for companies wishing to practice business intelligence and information delivery practices more deeply and closer to real time. Yet, it has serious ramifications for selecting the right integration technology, making multiple integration technologies work together, and designing an architecture that pulls it all together.

Participants learned:

- Data integration approaches both inside and outside of data warehousing
- How multiple integration technologies (not just ETL) should work together
- Trends in data integration architecture and infrastructure



Peer Networking

TDWI sponsored peer networking sessions on the following topics:

"Big Data" Experiences when Scaling Databases beyond One Terabyte

John O'Brien, CBIP

President and Executive Architect,
Zukeran Technologies Corporation

Implementing Data Stewardship

Lisa Loftis

Senior Vice President,
Intelligent Solutions, Inc.

Peer Networking sessions provide a forum where attendees can network with peers and TDWI instructors on a variety of topics.

If you have ideas for additional topics for future sessions, please contact Nancy Hanlon at nhanlon@tdwi.org.

Guru Sessions

Throughout the week in Las Vegas, attendees also 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.

VII. Vendor Exhibit Hall -----

By Jill Brunette, Program Support Coordinator

The following vendors exhibited at TDWI's World conference in Las Vegas, NV, and showcased the following products:

DATA WAREHOUSE DESIGN

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Business Objects	BusinessObjects Data Integrator, BusinessObjects Rapid Marts
Cognos Inc.	DecisionStream, Cognos Analytic Applications
DATAAllegro	DATAAllegro P2
Embarcadero Technologies	ER/Studio
Fair Isaac Corporation	FIC Professional Services
Group 1 Software	Sagent Data Flow, DataSight
IBM	DB2 Data Warehouse, Extended Edition
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Kalido	KALIDO® 8E Enterprise Data Warehouse software, KALIDO 8M Master Data Management software
MicroStrategy	MicroStrategy Report Services, MicroStrategy Office, MicroStrategy Architect, MicroStrategy BI Developer Kit
Netezza	Netezza Performance Server® System
SAP	SAP NetWeaver
SAS	SAS® ETL Studio, SAS Management Console
Siebel Business Analytics	Siebel Business Analytics applications
Sunopsis	Sunopsis Data Conductor
Teradata, a division of NCR	Teradata Professional Services

DATA INTEGRATION

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate Corporation	Actuate iServer™ (EII Technology)
Alebra Technologies Inc.	Parallel Data Mover™ & z/OpenGate™
Business Objects	BusinessObjects Data Integrator, BusinessObjects Rapid Marts, Firstlogic
Cognos Inc.	DecisionStream, Cognos Analytic Applications
DataMentors	DataFuse, ValiData
DataMirror Corporation	Transformation Server™ (Real-time, multi-platform change data capture, transform and flow), iReflect (Real-time Oracle Data Distribution and Business Continuity), LiveAudit™ (Data monitoring, E-Records audit trails), DB/XML Transform™ (Database-to-XML transformation), Constellar Hub™ (Enterprise data warehouse integration and infrastructure)
Embarcadero Technologies	DT/Studio

Fair Isaac Corporation	Smartlink, Contact Builder, Precision View
FAST	FAST Data Cleansing Solution
Firstlogic, Inc.	Information Quality Suite
GoldenGate Software, Inc.	Transactional Data Management
Group 1 Software	Sagent Data Flow
IBM	Websphere Information Integrator
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Informatica Data Quality (formerly Similarity Systems)	Informatica ATHANOR™
Kalido	KALIDO® 8E Enterprise Data Warehouse software, KALIDO 8M Master Data Management software
Microsoft	SQL Server 2005 Integration Services
SAP	SAP NetWeaver
SAS	SAS® ETL Studio, SAS Management Console
Siebel Business Analytics	Siebel Business Analytics applications
Sunopsis	Sunopsis Data Conductor, Sunopsis Active Integration Platform
Syncsort Inc.	DMExpress
Trillium Software, a division of Harte-Hanks	Trillium Software Discovery, Trillium Software System

INFRASTRUCTURE

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate Corporation	Actuate iServer™, Actuate Active Portal™
Business Objects	BusinessObjects Enterprise; Integration Kits for SAP, PeopleSoft, SSA Global/Baan and Siebel; BusinessObjects Data Integrator; BusinessObjects Rapid Marts
Cognos	DecisionStream, Cognos Analytic Applications
DATALlegro	DATALlegro P5
DataMirror	Transformation Server, iReflect, iCluster
Fair Isaac Corporation	Model Builder
FAST	FAST Adaptive Information Warehouse
IBM	DB2 Data Warehouse, Extended Edition
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Microsoft	SQL Server 2005
MicroStrategy	MicroStrategy Intelligence Server
Netezza	Netezza Performance Server® System
SAP	SAP NetWeaver
Siebel Business Analytics	Siebel Business Analytics platform, including Siebel Analytics Server
Sunopsis	Sunopsis Data Conductor, Sunopsis Active Integration Platform
Teradata, a division of NCR	Teradata Database

ADMINISTRATION AND OPERATIONS

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate Corporation	Actuate iServer™ (Management Console)
Business Objects	BusinessObjects Data Integrator, Supervisor, Designer, Auditor
DataMirror Corporation	iCluster™ (IBM iSeries high availability), iReflect™ (high data availability and data distribution for Oracle)
Embarcadero Technologies	DSAuditor
Fair Isaac Corporation	Blaze Advisor
GoldenGate Software, Inc.	Transactional Data Management
IBM	DB2 Data Warehouse, Extended Edition
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Microsoft	SQL Server 2005 Management Studio
MicroStrategy	MicroStrategy Administrator, MicroStrategy Intelligence Server
SAP	SAP NetWeaver
SAS	SAS® Management Console
Siebel Business Analytics	Siebel Business Analytics platform (Siebel Analytics Server, Siebel Analytics Server Administrator)
Strategy Companion Corporation	Analyzer 2005, Indicator 2005, Scorer 2005
Teleran Technologies Inc.	Teleran Application Usage Management Suite: iGuard, iSight, Auto Helpdesk, Service Level Manager

DATA ANALYSIS

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate Corporation	Actuate Analytics™, Actuate e.Analysis™
Business Objects	WebIntelligence, InfoView, Business Query, Crystal Enterprise, OLAP Intelligence, BusinessObjects
Cognos Inc.	Cognos Series 7, Cognos Metrics Manager, Cognos ReportNet
DATALlegro	DATALlegro C25
DataMentors	PinPoint
Fair Isaac Corporation	Model Builder, Decision Tree, Decision Optimizer, Peacock
Firstlogic, Inc.	IQ Insight
Group 1 Software	DataSight, Data Quality Connector for Siebel
Hyperion Solutions Corporation	Hyperion System 9 , Hyperion System 9 Applications+ , Hyperion System 9 BI+
IBM	DB2 Alphablox, DB2 OLAP, DB2 Intelligent Miner
iDashboards	iDashboards
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Informatica Data Quality (formerly Similarity Systems)	Informatica ATHANOR™
Microsoft	SQL Server 2005 Analysis Services

MicroStrategy	MicroStrategy Desktop, MicroStrategy Web, MicroStrategy MDX Adapter, MicroStrategy 7i OLAP Services
Netezza	Netezza Performance Server® System
QlikTech	QlikView Business Intelligence Software
SAP	SAP NetWeaver
SAS	SAS® Analytic Intelligence
Siebel Business Analytics	Siebel Business Analytics platform (Siebel Analytics Server, Siebel Data Mining Engine, Siebel Miner, Siebel Data Mining Workbench, Siebel Answers) and Siebel Business Analytics applications
Strategy Companion Corporation	Analyzer 2005, Indicator 2005, Scorer 2005
Teradata, a division of NCR	Teradata Warehouse Miner
Trillium Software, a division of Harte-Hanks	Trillium Software Discovery
XLCubed Ltd.	XLCubed Excel Edition, XLCubed Web Edition

INFORMATION DELIVERY

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate Corporation	Actuate iServer™ + e.Spreadsheet Option (web reports, Excel spreadsheets), Actuate Query™
Business Objects	BusinessObjects Enterprise, InfoView, InfoView Mobile, Broadcast Agent, Crystal Reports Server
Cognos Inc.	Cognos Series 7, Cognos ReportNet
Fair Isaac Corporation	Blaze Advisor, Realtime
FAST	FAST Adaptive Information Warehouse
Hyperion Solutions Corporation	Hyperion System 9 , Hyperion System 9 Applications+ , Hyperion System 9 BI+
IBM	DB2 Alphablox
iDashboards	iDashboards, iDashboards BAM Module
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Informatica Data Quality (formerly Similarity Systems)	Informatica ATHANOR™
Microsoft	SQL Server 2005 Reporting Services Microsoft Office “12” Excel Microsoft Office “12” SharePoint Portal Server
MicroStrategy	MicroStrategy Narrowcast Server
QlikTech	QlikView Server, QlikView Publisher
SAP	SAP NetWeaver
SAS	SAS® Enterprise BI Server
Siebel Business Analytics	Siebel Business Analytics platform (Siebel Answers, Siebel Intelligence Dashboard, Siebel Delivers, Siebel Intelligent Interaction Manager) and Siebel Business Analytics applications
Strategy Companion Corporation	Analyzer 2005, Indicator 2005, Scorer 2005
XLCubed Ltd.	XLCubed Excel Edition, XLCubed Web Edition

ANALYTIC APPLICATIONS AND DEVELOPMENT TOOLS

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate Corporation	Actuate e.Report Designer™, Actuate e.Spreadsheet Designer™, Actuate Information Object Designer™, Actuate Analytics Cube Designer™
Business Objects	BusinessObjects Set Analysis, BusinessObjects Predictive Analysis, BusinessObjects Statistical Process Control, Application Foundation, Customer Intelligence, Product and Service Intelligence, Operations Intelligence, Supply Chain Intelligence, Data Integrator, Rapid Marts, Crystal Reports
Cognos Inc.	Cognos Analytic Applications (Supply Chain Analytics, Customer Analytics, Financial/Operational Analytics)
ESRI	ArcGIS
Fair Isaac Corporation	Model Builder, Blaze Advisor, Decision Tree, Decision Optimizer, Peacock
Hyperion Solutions Corporation	Hyperion System 9 , Hyperion System 9 Applications+ , Hyperion System 9 BI+
IBM	DB2 Alphablox, DB2 Cube Views
iDashboards	iDashboards, iDashboards BAM Module
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Informatica Data Quality (formerly Similarity Systems)	Informatica ATHANOR™
Microsoft	SQL Server 2005 BI Development Studio Microsoft Office Business Scorecard Manager 2005
MicroStrategy	MicroStrategy BI Developer Kit, Microstrategy Analytic Modules, MicroStrategy Software Development Kit, MicroStrategy Transactor, MicroStrategy Architect
QlikTech	QlikView Business Intelligence Software
SAP	SAP Analytics, powered by SAP NetWeaver
SAS	SAS® Analytic Intelligence
Siebel Business Analytics	Siebel Sales Analytics, Siebel Service Analytics, Siebel Marketing Analytics, Siebel Partner Manager Analytics, Siebel Order Analytics, Siebel Product Pricing Analytics, Siebel Workforce Analytics, Siebel Partner Portal Analytics, Siebel Executive Analytics, Siebel Incentive Compensation Analytics, Siebel Financial Analytics, Siebel Supply Chain Analytics, Siebel Contact Center Analytics, Siebel Industry Analytic Applications
Strategy Companion Corporation	Analyzer 2005, Indicator 2005, Scorer 2005
Teradata, a division of NCR	Teradata Application Platform

BUSINESS INTELLIGENCE SERVICES

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Actuate Corporation	Actuate iServer™ Suite
Business Objects	Business Objects Consulting Services
DataMentors	PinPoint

DataMirror Corporation	Expertise in deploying data warehouses and operational data stores on IBM DB2, Oracle, SQL Server, Sybase and Teradata. Real-time change data capture, transform and flow across heterogeneous data sources.
ESRI	ArcGIS
Fair Isaac Corporation	Enterprise Data Warehouse and Business Intelligence Services including: BI Strategy, Program Management, Full Life Cycle Development Methodologies, Data Architecture & Integration, Data Quality & Governance, Advanced Analytics, Analytical Applications, Enterprise Reporting, Dashboards and Visualizations
FAST	FAST Database Offloading Solution
Hyperion Solutions Corporation	Hyperion System 9 , Hyperion System 9 Applications+ , Hyperion System 9 BI+
IBM	IBM Business Consulting Services
iDashboards	Experts in dashboard deployment for real-time/near-time BI
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Informatica Data Quality (formerly Similarity Systems)	Informatica AXIO™, Informatica ATHANOR™
Knightsbridge Solutions LLC	Serving Fortune 500 organizations in a variety of industries, Knightsbridge delivers actionable and measurable business results that inform decision-making, optimize IT efficiency, and improve business performance. Focusing exclusively on the information management disciplines of data warehousing, data integration, information quality, and business intelligence, Knightsbridge delivers practical solutions that reduce time, reduce cost, and reduce risk.
Kalido	KALIDO® 8E Enterprise Data Warehouse software, KALIDO 8M Master Data Management software
MicroStrategy	MicroStrategy Technical Account Services
QlikTech	QlikView Business Intelligence Software, QlikView Server, QlikView Publisher.
SAP	SAP NetWeaver
SAS	SAS® Enterprise BI Server, SAS Analytic Intelligence
Siebel Business Analytics	Siebel Global Services
Teradata, a division of NCR	Teradata Solutions Methodology
Unisys	Unisys is a worldwide information technology services and solutions company.

VIII. Hospitality Suites -----

--Monday, February 20--

Cognos Powers Success at Vicor

Sponsored by Cognos Inc.

Siebel Business Analytics Cocktail Reception

Sponsored by Siebel Business Analytics

Firstlogic's Extreme Data Quality Overhaul Contest

Sponsored by Firstlogic, Inc.

--Tuesday, February 21--

Microsoft Hospitality Suite—Viva Las Vegas!

Sponsored by Microsoft

The SAS Vegas Nights lounge

Sponsored by SAS Institute Inc.

--Wednesday, February 22--

"Who You Talkin' To?"—Come Talk the Latest Trends with BusinessEdge Solutions

Sponsored by BusinessEdge Solutions Inc.

IX. Onsite Training, Upcoming Events, and Publications-

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TDWI World Conference—Winter 2006 Post-Conference Trip Report

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Boston	June 5–8
San Francisco	June 26–29
Minneapolis	July 10–14
Washington, D.C.	July 24–27
Toronto, ON	September 18–21
Dallas	October 16–20

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Upcoming TDWI World Conferences

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www.tdwi.org/chicago2006

May 14–19, 2006

Chicago, IL

TDWI World Conference—Summer 2006

August 20–25, 2006

San Diego, CA

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November 5–10, 2006

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Recent Publications

- ***Business Intelligence Journal*** (Volume 10, 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 Members-only publication. www.tdwi.org/Publications/BIJournal
- ***Ten Mistakes to Avoid When Integrating Mainframe Data*** (Q4, 2005). This series examines the 10 most common mindset and technology mistakes managers make in integrating mainframe data. A Members-only publication. www.tdwi.org/Publications/TenMistake
- ***Data Integration: Using ETL, EAI, and EII Tools to Create an Integrated Enterprise***, part of the 2005 Report Series, with findings based on interviews with industry experts, leading-edge customers, and survey data. www.tdwi.org/Research/ReportSeries
- ***What Works: Best Practices in Business Intelligence and Data Warehousing*** (Volume 20), a compendium of industry case studies and lessons from the experts. www.tdwi.org/Publications/WhatWorks
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