

Trip Report

TDWI World Conference—Fall 2005

October 30–November 4, 2005

Orlando, FL

Dear Attendee,

Thank you for joining us in Orlando 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 Fall Conference drew attendees from 38 states, and we had visitors from Mexico, 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 Dimensional Data Modeling Primer: From Requirements to Business Analytics, and Dimensional Modeling Beyond the Basics.

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

- *Performance Dashboards* by Wayne Eckerson
- *CBIP Study Guide* by ICCP
- *Improving Data Warehouse and Business Information Quality* by Larry English
- *Data Warehouse ETL Toolkit* by Ralph Kimball and Joe Caserta
- *Show Me the Numbers* by Stephen Few

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

II. Quarterly Technology Survey -----

By Wayne W. Eckerson, TDWI Director of Research and Services

Master Data Management

Like most new business-technology initiatives, master data management is under consideration by a majority of BI professionals. Only 18 percent of our conference attendees have actually deployed a MDM program, but almost one-third are in some phase of design or implementation. Those planning or deploying MDM are focusing on customer and product reference data and will use ETL, database, and data modeling tools in their implementations (no surprise, given the nature of a TDWI audience!).

2007 Outlook

On another note, attendees were fairly bullish on future funding. A majority (58 percent) said their BI/DW budgets would increase, while only six percent said budgets would decrease. The remainder (about 33 percent) said budgets would remain flat.

	Count	Percent
1. What is the status of your organization's initiative for MDM? (Select only one.)		
Respondents: 111		
(Not Answered)	2	1.80 %
No plans	15	13.51 %
Exploration phase	41	36.94 %
Design phase	14	12.61 %
Implementation phase	19	17.12 %
Already deployed	20	18.02 %
Total Responses	111	100 %
2. Who in your organization is demanding master data management? (Select all that apply.)		
Respondents: 111		
(Not Answered)	8	7.21 %
Finance	27	24.32 %
Business operations	34	30.63 %
Supply chain management	15	13.51 %
Marketing and sales	21	18.92 %
Data warehouse team	54	48.65 %
IT	48	43.24 %
Other (specify):	10	9.01 %
Total Responses	217	100 %

3. What business entities do you model and manage through master data? (Select all that apply.) Respondents: 111

(Not Answered)	12	10.81 %
Customers	72	64.86 %
Products (including supplies, bill of materials)	70	63.06 %
Business partners (including suppliers, distributors)	39	35.14 %
Employees	32	28.83 %
Other (specify):	20	18.02 %
Total Responses	245	100 %

5. Which types of tools does your organization use to implement MDM? (Select all that apply.) Respondents: 111

(Not Answered)	14	12.61 %
Extract, transform, and load (ETL)	79	71.17 %
Enterprise application integration (EAI)	14	12.61 %
Enterprise information integration (EII)	11	9.91 %
Database management system (DBMS)	56	50.45 %
Operational data store (ODS)	29	26.13 %
Replication	20	18.02 %
Packaged application	20	18.02 %
Metadata repository	42	37.84 %
Data modeling	55	49.55 %
File transfer	27	24.32 %
Other (specify):	5	4.50 %
Total Responses	372	100 %

4. What goals does your organization hope to achieve through MDM? (Select all that apply.) Respondents: 111

(Not Answered)	8	7.21 %
Consistent definitions of key business entities	81	72.97 %
Consolidated view of corporate performance	43	38.74 %
Multiple views (for multiple users) of same data	48	43.24 %
Easier auditing of information's origins	27	24.32 %
Change management for data environment changes	25	22.52 %
Synchronize data that is redundant across systems	45	40.54 %
Alternative to migrating or consolidating databases	15	13.51 %
Single view of each customer	43	38.74 %
Supply chain optimization	16	14.41 %
Better decision making	72	64.86 %
Accurate regulatory reporting	33	29.73 %
Enterprisewide data governance	42	37.84 %
Improvements in data quality	69	62.16 %
Faster information dissemination	46	41.44 %
Other (specify):	2	1.80 %
Total Responses	615	100 %

6. "During the next budget cycle, I expect our BI/DW funding to..." Respondents: 111

(Not Answered)	3	2.70 %
Increase significantly	16	14.41 %
Increase moderately	48	43.24 %
Remain flat	37	33.33 %
Decrease moderately	4	3.60 %
Decrease significantly	3	2.70 %
Total Responses	111	100 %

7. "Our company's top business executives think the strategic value of BI/DW is..." Respondents: 111

(Not Answered)	4	3.60 %
Very high	20	18.02 %
High	42	37.84 %
Moderate	37	33.33 %
Low	6	5.41 %
Very low	2	1.80 %
Total Responses	111	100 %

8. "In my opinion, the business value that our BI/DW effort delivers is..." Respondents: 111

(Not Answered)	4	3.60 %
Very high	30	27.03 %
High	42	37.84 %
Moderate	24	21.62 %
Low	11	9.91 %
Total Responses	111	100 %

9. "Our BI/DW implementation is in the following stage of its maturity..." Respondents: 111

(Not Answered)	2	1.80 %
Infant phase	27	24.32 %
Child phase	28	25.23 %
Teenager phase	38	34.23 %
Young adult phase	13	11.71 %
Mature adult phase	3	2.70 %
Total Responses	111	100 %

10. "The choice of BI/DW as a career path is..." Respondents: 111

(Not Answered)	4	3.60 %
Excellent	38	34.23 %
Very good	49	44.14 %
Moderate	17	15.32 %
Poor	3	2.70 %
Total Responses	111	100 %

III. Keynotes -----

Monday, October 31

**Performance Dashboards:
Measuring, Monitoring, and Managing Your Business**



Presented by Wayne W. Eckerson
Director of Research and Services, TDWI

The opening keynote for a weeklong conference should set the stage for the week's events, outlining a significant development or trend that will likely impact all within a particular realm. From a hurricane-free zone in the heart of Florida, TDWI's Fall World Conference featured just that with a Monday keynote delivered by TDWI's research and services director, Wayne Eckerson, entitled "Performance Dashboards: Measuring, Monitoring, and Managing Your Business."

Before a packed ballroom at the Omni Orlando Resort in ChampionsGate, Eckerson began his talk by laying out one of two key takeaways from his presentation, drawing from his recently published book of the same name: "Performance dashboards represent revolutionary technology that's been developed in an evolutionary way. They're revolutionary because they have the power to transform your business, take it to the next level, and optimize performance. They're evolutionary in that none of the pieces are new. It's how we're putting them together that's new."

The second key takeaway was that performance dashboards are much more robust, richer, and more dynamic than scorecards or "flat" dashboards. What's the difference? "A performance dashboard is much bigger. A scorecard or [traditional] dashboard is like the tip of the iceberg; a performance dashboard is the iceberg itself. It's a full-fledged performance management system."

Eckerson outlined the typical complaints that executives air about their business intelligence toolsets: too complex, too slow, too rigid, too expensive. What's more, corporate execs will always want processes to be streamlined and fluid: "They don't want to have to fill out a form to get a custom report from the IT department that will be delivered in a week, or two, or three."

Enter performance dashboards. These tools provide a layered, multidimensional window into the performance and operations of an organization. The result is that executives benefit from

a high-level view of their business, coupled with the capability to drill down to specific data points that reveal what's happening on the front lines. Thus, performance dashboards have become tools that empower executives to measure, monitor, and manage their businesses.

Thursday, November 3
Business Intelligence Trends in 2006



Presented by **Philip Russom**
Senior Manager of Research and Services, TDWI

Whenever a new year approaches, pundits and professionals alike wonder aloud what to expect from the coming 12 months. In laying out a road map for what 2006 might bring, Philip Russom, TDWI's senior manager of research and services, used his Thursday keynote to outline four "mega-trends" to watch.

To put these trends in context, Russom referenced TDWI's business intelligence framework, an overarching matrix that details the component parts of a BI environment and shows relationships between the various elements. "Four issues hitting most pieces of the BI framework are size, speed, interoperability, and economics," said Russom.

On the first mega-trend, Russom noted that size applies to a host of issues, including "the size of data sets you're integrating through ETL or some other process. It could be the size of storage, or the amount of data in a warehouse, data mart, or ODS; but not just the size of data—also the size of your user base; report consumers; report producers; and the number of reports. So scalability is an issue associated with size."

For mega-trend number two, Russom noted that speed deals with more than response time. "Often, frequency is an issue. Companies are fetching data and integrating it into a warehouse on a more frequent basis. We must get beyond batch processes; that's where speed affects data integration. And if you haven't yet addressed some form of real-time data warehousing, you will."

The third mega-trend, interoperability, is largely ignored, noted Russom. "There will be cases where different pieces of the framework must work together. Yes, ETL must work with EAI, with your reporting platform, with your scorecard and dashboard reports. In some cases, the only way to get at application data is through EAI." He further noted that one common problem with meshing integration methods is that they can step on each other's processes.

As for the ever-important issue of economics, Russom pointed to trends of product pricing versus data explosion. He noted that price points on hardware and software are going down,

while the proliferation of data stores—and resulting issues related to data quality—require additional investment for consolidation and cleansing. He said that while some scrimping can be healthy, organizations that take economics to the extreme will compromise their ability to harness the value of business intelligence.

After teasing the audience with a brief showing of the BI holy grail—namely, optimization of speed versus size—Russom concluded his keynote with a significant caveat. “IT containment is here to stay,” he said. “Even if the global economy picks up, expect to rationalize all IT investments economically—including BI.”

IV. Business Intelligence Strategies Program -----

The focus of November’s BI Strategies program was “Enterprise Business Intelligence: Strategies and Technologies for Deploying BI on an Enterprise Scale.” Wayne Eckerson kicked off the session, providing context for examining the topic using research from a recent TDWI report of the same name. The key takeaway was that despite the proliferation of BI tools (companies have 13 BI tools on average), there is incredibly low penetration (only 18 percent of potential users actively use BI tools). The solution is migrating BI to the Web, changing executive perceptions about the strategic value of BI, and making BI more self-service using dashboards and networks of super-users.

Next came three excellent case studies. IBM and the US Postal Service (USPS) had mammoth BI installations and provided many best practices for supporting thousands of BI users. IBM developed an executive dashboard that has now been deployed across the enterprise to a variety of managers in various departments. IBM is struggling with how to develop custom views and dashboards quickly enough to meet user requirements. USPS’s main challenge is to support a wide range of users, including postmasters with no computers at all! (“Sending reports via mail is still a viable option,” chuckled Ron Langevin of USPS.) Irving Tyler of Quaker Chemical described his company’s bare-bones BI implementation, which is supported by five users. The moral: simplicity scales.

Participants also learned a great deal from a panel of representatives from leading BI vendors, including Business Objects, SAP, Information Builders, Temtec, and Hyperion Solutions. The vendors were in violent agreement about a number of issues, including the need for scalable BI platforms, the need for easier-to-use tools, and the negligible impact that Microsoft’s new BI tools will have on the market! (“It would be foolish to underestimate Microsoft, but their tools will not affect our business model for the foreseeable future,” was the general sentiment.)

V. Certification Program-----

TDWI continued the industry's leading certification program at our Orlando 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 courses offered in Orlando, [download the conference brochure](#).

Sunday, October 30

Improve Data Quality, Identify Fraud, and Detect Anomalies with Record Matching



Cary Moore

Principal, Claraview, Inc.

Record matching has a role beyond customer name matching and householding in the retail industry. Advanced record matching techniques and technologies enable organizations in financial services, insurance, and the federal governments to identify fraud, detect anomalous behavior, and ensure compliance.

Participants learned:

- How record matching technology works
- Survey of the record matching tool marketplace
- An approach to deploying record matching technologies
- Examples of where record matching can enhance applications

Monday, October 31

Data Strategy in Practice



Sid Adelman

Principal, Sid Adelman & Associates

Not having an enterprise data strategy is analogous to a company allowing each department and each person within each department to develop their own chart of accounts. This empowerment would allow each person in the organization to choose their own numbering scheme. Existing charts of accounts would be ignored as each person exercised his or her own creativity. Even to those of us who don't wear green eye shades, the resulting chaos is obvious.

The chaos without an enterprise data strategy is not as obvious, but the indicators abound: dirty data, redundant data, inconsistent data, and users who are becoming increasingly dissatisfied with the performance of IT. Without an enterprise data strategy, the people within the organization have no guidelines for making decisions that are absolutely crucial to the success of the IT organization. In addition, the absence of a strategy gives a blank check to those who want to pursue their own agendas. This includes those who want to try new database management systems, new technologies (often unproved), and new tools. This type of environment provides no checks for those who might be pursuing a strategy that has no hope for success.

An enterprise data strategy should result in the development of systems with less risk and a higher success rate. It should also result in much higher-quality systems. An enterprise data strategy provides a CIO with a rationale to counter arguments for immature technology and data strategies that are inconsistent with existing strategies.

Wednesday, November 2

Applying Business Intelligence Concepts to Unstructured Data



Justin Langseth

Chief Technology Officer, Claraview, Inc.

More than 80 percent of most organizations' data is unstructured—documents, Web pages, e-mails, contracts, notes fields, etc. Current data warehouse and BI systems can only analyze the other 20 percent! This class discussed approaches to begin integrating unstructured data with current data warehouses, the types of BI analysis that are possible on this huge under-leveraged trove of data, and viewed a live demonstration of such analysis in action.

Participants learned:

- Overview of the unstructured data market
- Types of BI analysis possible against unstructured data
- How to integrate unstructured data sources with existing data warehouses and BI tools

Wednesday, November 2

Operational Business Intelligence—It's About Time



Michael Corcoran

VP Corporate Strategy & CCO, Information Builders

Operational BI is adding new definition to the role of BI in business. Delivery of timely information and BI functionality to operational employees has a dramatic impact on business processes. Operational BI also delivers the greatest ROI potential of any BI deployment. This session explored potential applications for OBI. It also examined the new data architecture requirements, new front-end usability requirements, and embedded systems integration issues. Finally, the course used several detailed case studies to highlight the challenges and benefits of these applications. These case studies illustrated how operational BI impacts customer service, customer-facing initiatives, and supply chain, agent management, and other critical business processes.

Participants learned:

- Definition and application of operational BI
- End user requirements
- Data architecture requirements
- How does operational BI impact the current BI and DW infrastructure?

Thursday, November 3

Enterprise Metadata Management:

Leveraging Metadata to Support Your Data Warehouse Project



Stu Carty

President, Gavilian Research Associates LLC

This workshop utilized a rich bounty of actual market research data that was collected from Web-based user surveys, customer telephone interviews, and metadata vendor RFIs, including:

- The latest metadata usage trends and issues from Global 5000 companies. What are the top metadata issues that companies are struggling with?
- The latest metadata vendor solutions—products, capabilities, comparisons, best-fit, features, strengths, and weaknesses
- Best practices and approaches in evaluating metadata management solutions, and in implementing metadata software products

Participants learned:

- The role that metadata management plays in helping you to build and implement your data warehouse
- The role that metadata plays in helping business users to search and access the warehouse
- The latest metadata vendors' tools



Peer Networking

TDWI sponsored peer networking sessions on the following topics:

Data Quality ROI

David Loshin, President,
Knowledge Integrity, Inc.

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 Orlando, 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 Orlando, FL, 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
DATALlegro	DATALlegro P2
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
MicroStrategy	MicroStrategy Report Services, MicroStrategy Office, MicroStrategy Architect, MicroStrategy BI Developer Kit
Netezza	Netezza Performance Server® System
Oracle	Oracle Warehouse Builder
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)
Business Objects	BusinessObjects Data Integrator, BusinessObjects Rapid Marts
Cognos Inc.	DecisionStream, Cognos Analytic Applications
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)
DecisionPoint Software	– Source Experts, Financial Performance Warehouse, Data Models (Finance, HR, Manufacturing, Distribution)
Fair Isaac Corporation	Smartlink, Contact Builder, Precision View
Firstlogic, Inc.	Information Quality Suite

Group 1 Software	Sagent Data Flow
IBM	Websphere Information Integrator
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
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
DATAAllegro	DATAAllegro P5
DataMirror	Transformation Server, iReflect, iCluster
DecisionPoint Software	Financial Performance Warehouse, Data Models (Finance, HR, Manufacturing, Distribution)
Fair Isaac Corporation	Model Builder
IBM	DB2 Data Warehouse, Extended Edition
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
MicroStrategy	MicroStrategy Intelligence Server
Netezza	Netezza Performance Server [®] System
Oracle	Oracle Database
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)
DecisionPoint Software	Warehouse Administrator
Fair Isaac Corporation	Blaze Advisor

IBM	DB2 Data Warehouse, Extended Edition
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
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)
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
DecisionPoint Software	DecisionCast, DecisionCast for Exel
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
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
MicroStrategy	MicroStrategy Desktop, MicroStrategy Web, MicroStrategy MDX Adapter, MicroStrategy 7i OLAP Services
Netezza	Netezza Performance Server [®] System
Oracle	Oracle Data Mining
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
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
CORDA Technologies	CenterView™ Enterprise Dashboard
DecisionPoint Software	DecisionCast, DecisionCast for Exel
Fair Isaac Corporation	Blaze Advisor, Realtime
Hyperion Solutions Corporation	Hyperion System 9 , Hyperion System 9 Applications+ , Hyperion System 9 BI+
IBM	DB2 Alphablox
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
MicroStrategy	MicroStrategy Narrowcast Server
Oracle	Oracle Daily Business Intelligence, Oracle Balanced Scorecard
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
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)
DecisionPoint Software	Warehouse Administrator, DecisionCast
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
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange

MicroStrategy	MicroStrategy BI Developer Kit, Microstrategy Analytic Modules, MicroStrategy Software Development Kit, MicroStrategy Transactor, MicroStrategy Architect
Oracle	Oracle Enterprise Planning and Budgeting, Oracle Profitability Manager
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
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
CORDA Technologies	CenterView™ Enterprise Dashboard
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.
DecisionPoint Software	DecisionCast, DecisionCast for Exel
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
Hyperion Solutions Corporation	Hyperion System 9 , Hyperion System 9 Applications+ , Hyperion System 9 BI+
IBM	IBM Business Consulting Services
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Knightsbridge Solutions LLC	End-to-end data warehousing and business intelligence solutions: information strategy, enterprise-class integration architectures, data warehousing, meta data, data delivery applications, analytic applications, client education.
MicroStrategy	MicroStrategy Technical Account Services
SAP	SAP NetWeaver
SAS	SAS [®] Enterprise BI Server, SAS Analytic Intelligence
Siebel Business Analytics	Siebel Global Services
Systems Union Inc.	MIS DecisionWare for custom Business Intelligence and pre-built planning and controlling applications for balanced scorecard, enterprise planning, risk management, consolidation and subsidiary management.
Teradata, a division of NCR	Teradata Solutions Methodology
Unisys	Unisys is a worldwide information technology services and solutions company.

VIII. Hospitality Suites & Lab-----

Hospitality Suites

--Sunday, October 30--

Improving Enterprise Data Integration Performance with Informatica

Sponsored by Informatica Corporation

--Monday, October 31--

DayMark Serves Up Fresh Information with Cognos

Sponsored by Cognos Inc.

IBM and Siebel Business Analytics Cocktail Reception

Sponsored by IBM and Siebel Business Analytics

--Tuesday, November 1--

The SAS Cosmic Cantina

Sponsored by SAS Institute Inc.

Vendor-Sponsored Lab

--Wednesday, November 2--

Hands-On Teradata

Sponsored by Teradata, a division of NCR

IX. Onsite Training, Upcoming Events, and Publications -

TDWI Onsite

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

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TDWI Seminar Series

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2006 Seminar Dates and Locations:

New York	March 6–9
St. Louis	March 27–30
Vancouver, BC	April 24–27
Boston	June 5–8
San Francisco	June 26–29
Minneapolis	July 10–13
Washington, D.C.	July 24–27
Toronto, ON	September 18–21
Dallas	October 16–19

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Upcoming TDWI World Conferences

TDWI World Conference—Winter 2006

www.tdwi.org/lasvegas2006

February 19–24, 2006

Las Vegas, NV

TDWI World Conference—Spring 2006

May 14–19, 2006

Chicago, IL

TDWI World Conference—Summer 2006

August 20–25, 2006

San Diego, CA

TDWI World Conference—Fall 2006

November 5–10, 2006

Orlando, FL

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- ***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
- ***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
- ***Business Intelligence Maturity Model***, TDWI's annual poster depicting a BI or DW process or lifecycle. www.tdwi.org/Poster

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