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

We want your feedback! This report should provide a valuable way 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](mailto:jagee@tdwi.org)).

**For a complete list and descriptions of all courses offered in San Diego, view the [conference at a glance](#) or [download the conference brochure](#).**

## Conference Overview

Since 1995, TDWI World Conferences have provided the leading forum for business and technology professionals looking to gain in-depth education on business intelligence and data warehousing. Each TDWI World Conference features a unique program of top-notch instructors, full- and half-day courses, one-on-one consulting, peer networking, and an exhibit hall packed with BI solutions.

The San Diego conference drew attendees from 41 states and the District of Columbia and more than 23 countries. This was truly a worldwide event!

Some of our most popular courses included [HandsOn-OLAP](#), [The Future of Data Warehousing](#), and [Real-Time Data Warehousing](#).

We also had significant attendance at [Dashboard Design for Immediate Insight](#), [HandsOn-Requirements Gathering: Advanced Techniques for BI Requirements](#), and [HandsOn-Business Analytics](#).



## Featured Topics in San Diego

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

### **BUSINESS ANALYTICS**

Business analytics is the next horizon after business intelligence, so TDWI continues to dedicate full course tracks on this topic. Experts in the analytics field bring you education that helps make complex analytic techniques accessible. Whether your role is in business analysis or technical requirements analysis, you could select from among 16 courses aimed at broadening your knowledge.

### **ADVANCED DATA WAREHOUSING**

Data warehousing continues to evolve with exciting tools and techniques. This conference presented the freshest concepts in BI's complementary world of data warehousing. Some of the advanced courses were Bill Inmon's and Derek Strauss's introduction to DW 2.0 courses and Stephen Brobst's Future of Data Warehousing.

### **DATA QUALITY**

High-quality data positions you for the best knowledge and keeps your organization competitive. A weeklong track of intensive data quality courses was offered because data plays such a critical role in BI systems. Recognized experts offered guidance and practical skills for assessing your organization's data quality needs with the aim of improving its worth as a valuable asset.

### **BUSINESS REQUIREMENTS**

Uncovering requirements usually involves a process of discovery based on vague and fuzzy variables. Many subject matter experts are inexperienced in articulating their needs, so it takes development of communication skills, combined with specialized techniques, to form good BI requirements. Courses offered insights into practical and proven requirements-building techniques to help lead you to build the best solutions.

# TDWI Technology Survey on Data Warehouse Platforms

By Philip Russom, Senior Manager, TDWI Research

The Technology Survey that TDWI circulated at the recent World Conference in San Diego asked attendees to answer a few questions about their data warehouse platforms. Before we look at attendees' responses to the survey, let's define our terms.

**DEFINITION** – A data warehouse platform consists of one or more hardware servers, an operating system, data storage, and a database management system (DBMS). These communicate via a LAN or WAN, although a multi-node DW platform may have its own specialized network. System integration is the process of collecting the components of a data warehouse platform and making them work together. Note that a data warehouse platform manages a warehouse's data model and data content, but these are not part of the platform.

- The DBMS is the most critical component of a data warehouse platform. At least, that's how the wide majority of survey respondents feel (73% in Figure 1). That's a natural response, given that the DBMS is the component of the platform where the most work must be done to implement a data model and optimize it for query performance. And the focus on the DBMS is a sign of both deep DBMS expertise and deep brand dependence. After all, data warehouse professionals tend to prefer DBMS brands they already know, thus affecting data warehouse platform decisions.
- Most DW platforms are assembled by in-house personnel. According to the survey, most data warehouse platforms are custom solutions created internally by members of IT or the data warehouse team (63% in Figure 2). Even so, the system integration required of custom solutions is a time-consuming distraction, which is why some user organizations offload it to consultants or system integrators (15%). Still other users turn to hardware/software bundles from vendors (15%), and a few early adopters are using data warehouse appliances (3%).

Of the components of your data warehouse platform, which do you feel is the most critical to success? (Select only one.)

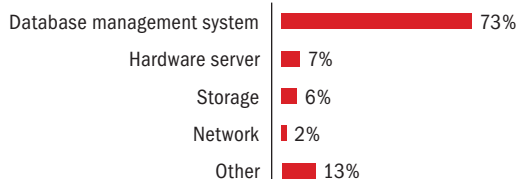


Figure 1. Based on 107 respondents.

Which of the following best describes your organization's primary data warehouse platform? (Select only one.)

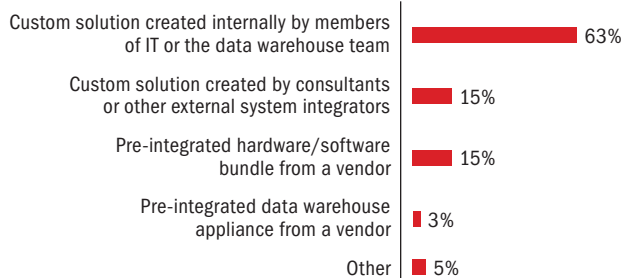


Figure 2. Based on 108 respondents.

For more information about data warehouse platforms, attend the **TDWI Webinar:**

## Benefits of Bundles for End-to-End BI

November 12, 2008 at noon ET.

Register online at [www.tdwi.org/Webinars](http://www.tdwi.org/Webinars).

## Keynotes

By Sandra Prescott, Assistant Director of Education, TDWI

**Monday, August 18, 2008**

### Information Democracy: Information Equality for All!

Howard Dresner

Keynote speaker Howard Dresner, president and founder of Dresner Advisory Services, LLC, kicked off the conference with his address on information democracy, a term that encompasses alignment of people, open sharing of information, and actionable insight. With his experience as an analyst at Gartner and as chief strategy officer at Hyperion, Dresner is well positioned to foresee that organizations will need to adapt their culture and processes to leverage BI and BI tools collaboratively rather than to focus on islands of incomplete information. Organizations should use common tools and technologies to enable this transition, but more importantly, they need to adopt a culture of information sharing. Imagine the insight to be gained if intelligence across the board was readily available and synthesized into new understandings!

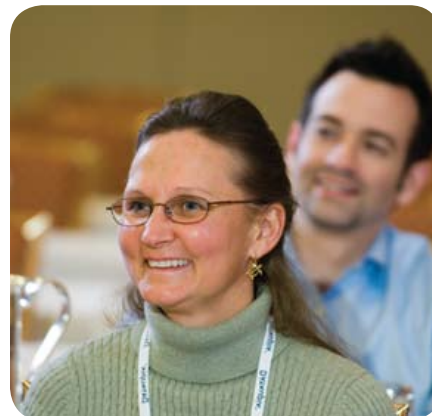


**Thursday, August 21, 2008**

### BI Meets Web Analytics: Through the Looking Glass

Bill Schmarzo

Bill Schmarzo, vice president of advertiser analytics at Yahoo!, gave us a revealing peek into the world of Web analytics. Bill has leveraged his strong background in BI/DW, translating these skills into the online arena. Web analytics has evolved from simple counts (page views, site visits, etc.) to complex predictive analytics that can drive user behavior by breaking down patterns of past behavior and melding them with current clicks. As online business becomes more secure and convenient, a wealth of opportunity exists for those who can analyze and positively drive consumer (and potential consumer) behavior.



## Certification Program

TDWI continued the industry's leading certification program at the San Diego conference, offering 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](mailto:cbip@tdwi.org) or visit [www.cbipro.com](http://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 or visit the conference at a glance.



#### Monday, August 18, 2008

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[How to Market Your BI Program](#), Laura Madsen

[A Framework for Technology Evaluation](#), Jill Mertens

#### Wednesday, August 19, 2008

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[TOOL TALK—DW Appliances](#), Krish Krishnan

[Impossible Data Warehouse Situations—and Solutions](#), Sid Adelman

#### Thursday, August 20, 2008

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[The Front End of Data Mining](#), Andres Dorado

[The Politics of Business Analytics](#), Jennifer Hay, CBIP

[From “Yours” and “Mine” to “Ours”—The Value of Integrated Data](#), Lance Miller

### Guru Sessions

Throughout the week in San Diego, 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 San Diego.

[ASG](#)[BEZ Systems, Inc.](#)[Business Objects, an SAP company](#)[Cognos, an IBM Company](#)[Collabera, Inc.](#)[Composite Software, Inc.](#)[Corda Technologies](#)[Dashboard Insight](#)[DataFlux](#)[DATAIlegro](#)[Dataupia](#)[Dayhuff Group](#)[DecisionPath Consulting](#)[Dundas Data Visualization Consulting](#)[e2e Analytix Inc.](#)[eThority](#)[expressor software](#)[First American Proxix Solutions](#)[GoldenGate Software](#)[Greenplum](#)[HP](#)[IBM](#)[Informatica Corporation](#)[Information Builders](#)[InforSense](#)[Ingres Corporation](#)[JasperSoft](#)[Kalido](#)[Kickfire](#)[Knowledge Relay](#)[Kognitio](#)[Microsoft Corporation](#)[Microstrategy](#)[Netezza Corporation](#)[Oracle](#)[Pervasive Software](#)[QlikTech](#)[Saint Joseph's University](#)[SAND Technology](#)[SAS Institute Inc.](#)[Syncsort Incorporated](#)[Teleran Technologies](#)[Teradata Corporation](#)[TIBCO Software Inc., Spotfire Division](#)[Trillium Software, a division of Harte-](#)[Hanks](#)[WhereScape](#)[Zettapoint](#)

## Hospitality Suites and Vendor Workshop

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.

### Tuesday, August 19

#### IBM Games Room

Sponsored by IBM and Cognos, an IBM Company

#### The SAS and Teradata Tech Quest

Sponsored by SAS Institute Inc. and Teradata Corporation

#### Teradata 101 Lab

Sponsored by Teradata Corporation



## 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 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](mailto:ybaho@tdwi.org), or visit [www.tdwi.org/onsite](http://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.

#### 2008 DATES AND LOCATIONS

Seminar	September 8-11	Minneapolis, MN
Seminar	September 22-25	Chicago, IL
Seminar	November 17-20	Seattle, WA

For more information on the TDWI Seminar Series, please visit [www.tdwi.org/seminars](http://www.tdwi.org/seminars).

### Upcoming TDWI World Conferences

#### New Orleans, LA

November 2-7

### Recent TDWI Publications and Research

- *What Works: Best Practices in Business Intelligence and Data Warehousing* (Volume 25), a compendium of industry case studies and lessons from the experts.  
[www.tdwi.org/Publications/WhatWorks](http://www.tdwi.org/Publications/WhatWorks)
- *Pervasive Business Intelligence: Techniques and Technologies to Deploy BI on an Enterprise Scale*, the latest Best Practices Report from TDWI Research, with findings based on interviews with industry experts, leading-edge customers, and survey data.  
[www.tdwi.org/Research/ReportSeries](http://www.tdwi.org/Research/ReportSeries)
- *Business Intelligence Journal* (Volume 13, Number 3) contains articles, research, book reviews, case studies, and expert perspectives from leading industry and academia gurus furthering the practice of BI and DW. A Member-only publication.  
[www.tdwi.org/Publications/BIJournal](http://www.tdwi.org/Publications/BIJournal)
- *Ten Mistakes to Avoid When Gathering BI Requirements* (Q3 2008). This series examines 10 common mistakes to avoid in your BI/DW project. A Member-only publication.  
[www.tdwi.org/Publications/TenMistake](http://www.tdwi.org/Publications/TenMistake)
- *TDWI's Best of Business Intelligence* (Volume 5), A selection of TDWI's best BI articles, columns, and research from 2007.  
[www.tdwi.org/publications/BestOfBI/](http://www.tdwi.org/publications/BestOfBI/)
- *Master Data Management*, TDWI's annual poster depicting a BI or DW process or lifecycle. [www.tdwi.org/Poster](http://www.tdwi.org/Poster)

### TDWI Membership

TDWI Members receive all of the publications and research listed above, along with many other benefits, including TDWI FlashPoint, a 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](http://www.tdwi.org/Membership).