

Don't miss the
TDWI Executive
Summit in Las Vegas.



Special Program for BI Directors and Their Business Sponsors

February 18 and 19, 2008

(Pre- and post-Summit tutorials on
February 17 and February 20, see p. 8)



TDWI EXECUTIVE SUMMIT



FROM OUR SUMMIT CHAIRPERSON

As one of the top BI professionals in your organization, you are a “go to” person when it comes to business intelligence and data warehousing.

BI Sponsors—There is so much to do, yet little time to learn best practices. You have been given responsibility for numerous information management initiatives ranging from extending the BI portfolio and complying with regulations, to consolidating BI silos and delivering corporate scorecards and dashboards. It can be tough to navigate the pitfalls and keep focus on what will make the BI program a success.

BI Directors—You work closely with BI sponsors and users, oversee a growing team of BI professionals, and own or shape the BI/DW strategy, architecture, and budget. You spend as much time dealing with business and organizational issues as you do managing architectural strategies and development tasks. All of this combined makes you busier than ever, with growing pressure to justify the company's BI/DW investments.

So, where do you go to find out how to survive the gauntlet of being a BI Executive in the 21st century? How do you blend business, technical, and interpersonal skills into bottom line returns? Last but not least, can you learn all this without spending too much time out of the office?

LEARN FROM OTHERS

The TDWI Executive Summit brings together a select group of BI sponsors and BI directors from various industries for two days of interactive learning and discussion. Peers and thought leaders in the BI industry will address your most challenging questions and issues. The TDWI Executive Summit helps you:

- Create a strong network of peers to whom you can turn for advice and guidance
- Validate your understanding of best practices and pitfalls in various BI/DW disciplines
- Stay abreast of the latest research, trends, and technologies in the industry

The program produces custom-made content to your organization's BI maturity, using breakout sessions that align with TDWI's BI Maturity Model, created by Wayne Eckerson, director of TDWI Research, and chair of the TDWI Executive Summit. Our program was shaped with input from members of our Summit Steering Committee who face the same pressures, problems, and decisions that you face.

BREAKOUT SESSIONS ALIGNED WITH TDWI'S BI MATURITY MODEL - NEW FOR 2008!

In the afternoons, we continue the same interactive format within breakout sessions that are designed to meet the needs of BI professionals with different levels of experience with BI programs. The three tracks are aligned with TDWI's Maturity Model and are designed to address the pressing issues of organizations at different phases of BI maturity:

Track 1: Getting Started – This track consists of sessions designed for BI professionals who are launching a BI program from scratch within their organizations or who need to gain executive support and generate momentum for a new BI initiative.

Track 2: Delivering Value – This track is for BI professionals who have overseen the deployment of a BI program, understand the key issues and stumbling blocks, and are looking for best practice tips and techniques to optimize their existing environments and maximize business value.

Track 3: The Next Generation – This track is designed for veteran BI professionals who have established successful BI programs and want to explore new technologies and approaches to take their programs to the next level and create a strategic resource the organization can't live without.

INTERACTIVE AGENDA

The TDWI Executive Summit is geared for interactive discussion. We create a comfortable atmosphere that fosters discussion among speakers, panelists, and attendees alike. Contextual presentations highlight the latest research from TDWI and elsewhere and provide a framework for discussion. Small peer groups discuss the issues and use a panel of BI executives to identify remedies and integrate best practices. Along the way, we provide plenty of extra time for one-on-one discussions with peers and thought leaders. You should come away from the event with at least five new professional contacts among your peers at other organizations.

QUALIFIED ATTENDANCE

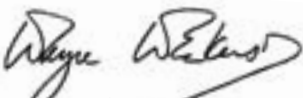
To ensure the quality of discussion, we restrict attendance in the TDWI Executive Summit to:

- **BI directors** who own, shape, or directly influence the BI/DW strategy, architecture, and budget at their organizations and have at least five years of BI/DW experience
- **BI sponsors** who oversee the BI/DW function and have some previous BI/DW experience

In other words, Summit attendees must be at or near the top of the BI pyramid in their organizations. You will be asked several qualifying questions in order to register. For details, visit www.tdwi.org/tesprequal.

We've built our reputation on delivering objective, vendor-neutral advice to business and IT professionals who need to deliver positive results quickly. Our TDWI Executive Summit continues this tradition by providing superb content delivered in an interactive setting designed to maximize your time out of the office. So why wait?

Register now. We'll see you Vegas!



Wayne Eckerson
 Director, TDWI Research
 Author of *Performance Dashboards: Measuring, Monitoring and Managing Your Business* (John Wiley & Sons, 2005)

SUMMIT STEERING COMMITTEE

ANDREA BALLINGER
 Director of Data Warehousing,
 University of Illinois

JIM HILL
 Data Warehouse Manager,
 1800CONTACTS

JASON BEARD
 Director of Global Business Intelligence,
 John Wiley & Sons

JIM KEENE
 Manager of IS Integration Services,
 Harley-Davidson Motor Company

REID COLSON
 Senior Director – Data Analysis,
 Capital One

MICHAEL MASCIANDARO
 Business Intelligence Director,
 Rohm & Haas Company

CELIA FULLER
 Director of Data Warehouse Strategy,
 Blue Cross Blue Shield North Carolina

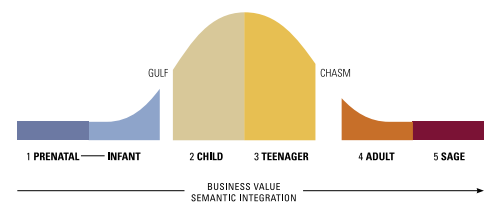
JIM RAPPÉ
 EDW Group Leader,
 International Truck and Engine Corp.

JIM GALLO
 Director of Data Warehousing
 and Business Intelligence,
 Worthington Industries

MATT SCHWARTZ
 Director of Business Analysis,
 Corporate Express

CHRIS GENTRY
 Director of Business Intelligence,
 CCC Information Services

TDWI's BI Maturity Model—User Adoption Curve



WHAT'S YOUR BI MATURITY?

The TDWI Executive Summit uses the TDWI BI Maturity Model as a framework for aligning content within its afternoon tracks (see Track descriptions above.) 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. Once you complete the 55-question survey, you will receive a benchmark score and view an interactive chart that compares your maturity to other organizations and lets you filter the results by geography, revenues, BI budget, and so on.

TDWI EXECUTIVE SUMMIT AGENDA

Day 1 Monday, February 18

Breakfast	7:15 a.m.
YOUR CHOICE	8:00 a.m.
Attend the conference keynote or Pre-Summit Tutorial. Breakfast will be served at the conference keynote, beginning at 7:15 a.m.	
TDWI CONFERENCE KEYNOTE	
Information Management in the Realized Information Age	
<i>Larry P. English, President, Information Impact International, Inc. (See page 3)</i>	
PRE-SUMMIT TUTORIAL	
Assessing Your BI Maturity—Insights from TDWI's BI Maturity Model	
<i>Wayne Eckerson, Director, TDWI Research</i>	
SUMMIT KEYNOTE	9:00 a.m.
BI from the Top: An Executive Perspective	
<i>Tracy Austin, President, IT Leadership Consulting</i>	
Break	10:00 a.m.
How to Translate Business Requirements into High-Impact BI Projects	10:30 a.m.
<i>Nancy Williams, Vice President and Principal Consultant, DecisionPath Consulting</i>	
PANEL: Anticipating the Business—Knowing What Users Want before They Do	11:00 a.m.
<i>Various BI Directors and Sponsors</i>	
Executive Lunch and Peer Networking	12:00 p.m.
BREAK OUT #1	2:00 p.m.
Break	3:30 p.m.
BREAK OUT #2	4:00 p.m.
Cocktail Reception	5:30–7:00 p.m.

Day 2 Tuesday, February 19

Breakfast	7:30 a.m.
Performance Management Metrics in Action	8:30 a.m.
<i>Anthony L. Politano, Author and Consultant</i>	
PANEL: Making BI Relevant—Creating Effective KPIs within Dashboards and Scorecards	9:00 a.m.
<i>Various BI Directors and Sponsors</i>	
Break	10:00 a.m.
Master Data Management: The Next Wave for BI Professionals	10:30 a.m.
<i>Jill Dyché, Partner and Co-Founder, Baseline Consulting</i>	
PANEL: Getting the Data Right—Organizational and Technical Strategies for Managing Data as a Corporate Asset	11:00 a.m.
<i>Various BI Directors and Sponsors</i>	
Executive Lunch and Peer Networking	12:00 p.m.
BREAK OUT #3	2:00 p.m.
Break	3:30 p.m.
EXECUTIVE PANEL: The Future of BI Software	4:00 p.m.
<i>Various Vendor Executives</i>	
WRAP UP: Plan for Success!	5:00 p.m.

For detailed session descriptions go to:
www.tdwi.org/execsummit

PRE- AND POST-SUMMIT TUTORIALS

The TDWI World Conference (which is co-located with the TDWI Executive Summit) offers the following full- and half-day courses that are geared to a senior management audience and will complement your Summit experience. For a full list of TDWI World Conference courses, go to www.tdwi.org/lasvegas2008/cag.

Sunday, February 17

- S1** TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- S3** Leading and Organizing Business Intelligence Teams: Improving Individual and Team Performance
- S6P** TDWI Business Intelligence Executive Briefing

Sunday, February 17 and Wednesday, February 20

Wednesday, February 20

- W4** BI from Both Sides: Aligning Business and IT
- W7A** Evaluating BPM Solutions
- W5** Statistical Modeling for Non-Statisticians

For the afternoon break out sessions, choose from one of three tracks based on your organization's BI maturity level:

BREAK OUT #1

(DAY 1)

TRACK #1 – Getting Started

2:00 p.m.

Selling and Marketing BI: How to Obtain Sponsorship and Generate Momentum for a BI Program

Cindi Howson, Founder, BIScorecard®

2:30 p.m.

BI as a Strategic Investment: How to Position BI in the Boardroom

David Lady, Chief Technical Officer, Marriott Vacation Club

TRACK #2 – Delivering Value

2:00 p.m.

The Dilemma of Spreadmarts: Strategies to Migrate to a Managed BI Environment

Wayne Eckerson, Director, TDWI Research

2:30 p.m.

CASE STUDIES: How to Create a BI Environment that Delights Business Users and Ensures Adoption

Ryan Uda, Program Manager, Cisco Systems; David Biggers, Manager of Enterprise Reporting Workbench and Architecture, Lawrence Livermore National Laboratory

TRACK #3 –The Next Generation

2:00 p.m.

Best Practices in Predictive Analytics

Hugh Watson, Professor of MIS, University of Georgia; Senior Editor, TDWI BI Journal

2:30 p.m.

The Yin and Yang of Implementing Predictive Analytics

Matt Schwartz, Director of Business Analysis, Corporate Express; John O'Carroll, Director of Data Warehousing, Capital One Auto Finance

BREAK OUT #2

(DAY 1)

TRACK #1 – Getting Started

4:00 p.m.

How to Create and Grow a Dynamic BI Team

Wayne Eckerson, Director, TDWI Research; Maureen Clarry, CEO/President, CONNECT: The Knowledge Network

4:30 p.m.

PANEL: Managing BI Teams in a Global Economy

Various BI Directors and Sponsors

TRACK #2 – Delivering Value

4:00 p.m.

Current and Future Trends in Data Integration

Philip Russom, Senior Manager, TDWI Research

4:30 p.m.

CASE STUDIES: Creating a Robust Data Architecture to Support Decision Making

Thomas Carey, Director, Shared Data Warehouse, Ingenix; Matthew March, Vice President of Corporate Systems, Impac Funding Corp.

TRACK #3 – The Next Generation

4:00 p.m.

Business Intelligence 2.0

TDWI Research Collaborative: Mark Madsen, President, Third Nature, Inc.; Cindi Howson, Founder, BI Scorecard®; Michael Gonzales, Principal, Claraview, Inc.

BREAK OUT #3

(DAY 2)

TRACK #1 – Getting Started

2:00 p.m.

Launching a BI Program on a Limited Budget

Claudia Imhoff, President, Intelligent Solutions, Inc.

2:30 p.m.

Doing More with Less: Tales from the Trenches

Rob Singer, Director of BI, StubHub

TRACK #2 – Delivering Value

2:00 p.m.

Principles of Lean BI: How to Minimize Overhead and Maintenance when Growing a BI Program

Stephen Dine, President, DataSource Consulting, LLC

2:30 p.m.

PANEL: Strategies for Creating and Optimizing a High-Impact BI Program

Various BI Directors and Sponsors

TRACK #3 – The Next Generation

2:00 p.m.

The Whys and Hows of Text Analytics

Philip Russom, Senior Manager, TDWI Research

2:30 p.m.

Using Text Analytics to Deliver Actionable Information

Chris Jones, Analytics Manager, Intuit