

Emerging Technologies 2013

The Information-Driven Future

Cindi Howson, BI Scorecard
Paul Kautza and Philip Russom, TDWI Directors
October 1, 2012

TDWI RESEARCH



Today's Speakers



Philip Russom
Director of Research,
TDWI



Paul Kautza
Director of Education
TDWI



Cindi Howson
Founder,
BI Scorecard

Focus on Educational Opportunities

TDWI World Conference

“Emerging Technologies 2013:

The Information-Driven Future”

Orlando, November 11-16, 2012

Keynote by Cindi Howson

TDWI Forum

“Emerging Technologies for Big Data Analytics”

Orlando, November 12-13, 2012

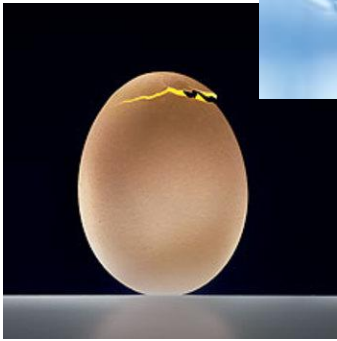
Concluding Speech by Cindi Howson

For more info about the Conference & Forum:

tdwi.org/OR2012

Register by October 12 and SAVE up to \$300!

Use priority code: ORL1



Agenda

- Opening Remarks: Philip Russom
- TDWI's Concept of Emerging Technologies
 - *Discussion with Paul Kautza & Philip Russom*
- What is “Cool BI”?
 - *Discussion with Cindi Howson & Philip Russom*
- Upcoming TDWI Events on Emerging Technologies
 - TDWI World Conference in Orlando, FL, Nov.11-16
 - TDWI Forum in Orlando, FL, November 12-13
- Question-and-Answer Time
- Closing Remarks

DEFINITION

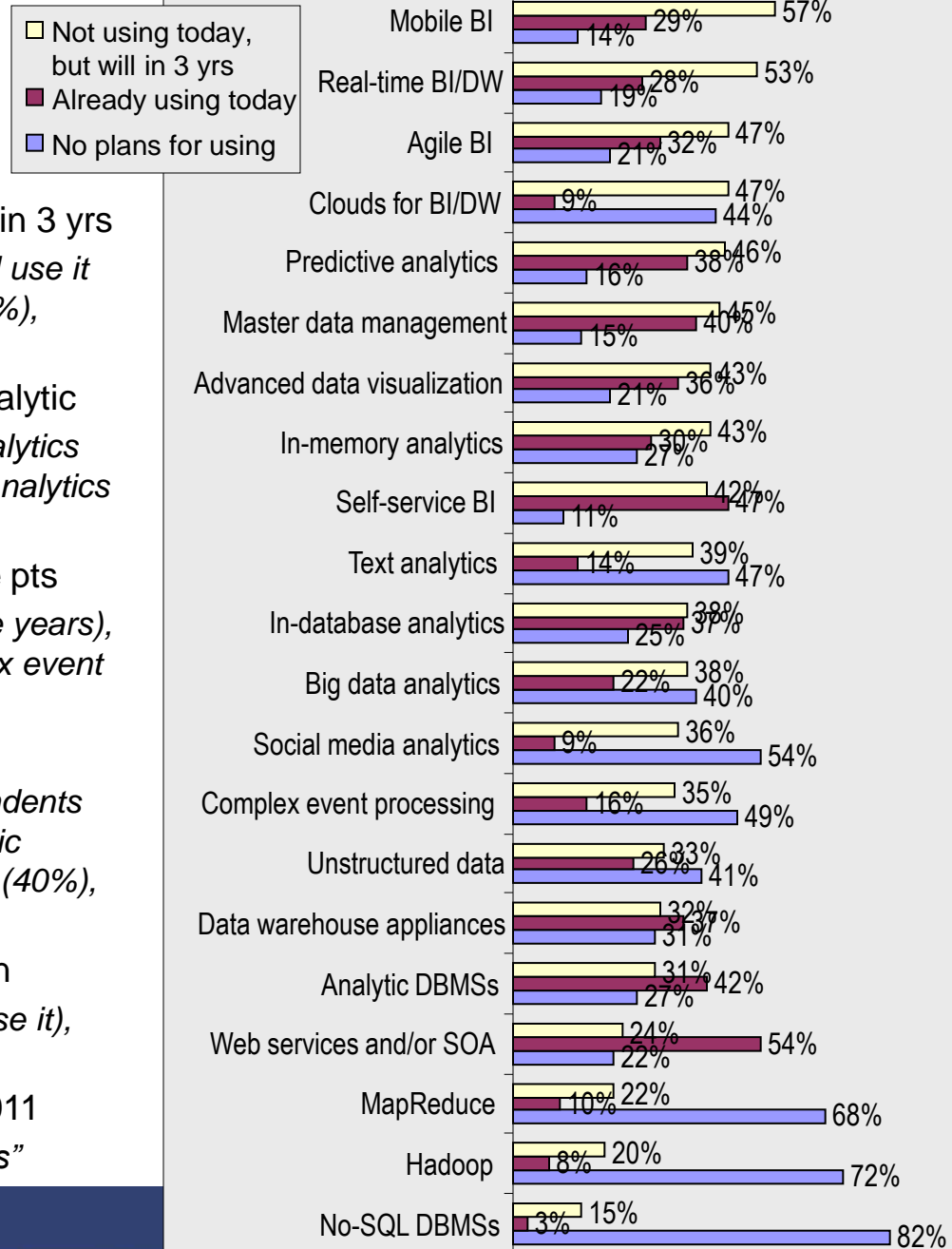
Emerging Technologies



- Part of the fun of being in business intelligence and data warehousing is the constant stream of new and exciting technologies, vendor tools, team structures, and user techniques
- Many of these are so new that they truly are just emerging
 - *Agile Methods, Clouds, SaaS, Complex Event Processing (CEP), Hadoop, MapReduce, Mash-Ups, Mobile BI, NoSQL, Social Media, Solid-State Drives, Streaming Data, Unstructured Data*
- Others have been around for a few years, but are just now being adopted by appreciable numbers of user organizations
 - *Appliances, Competency Centers, Collaboration, Columnar Databases, Data Federation, Open Source, In-Database analytics, In-Memory Databases, MDM, Real Time*

Adoption Rates for Emerging Technologies (ETs)

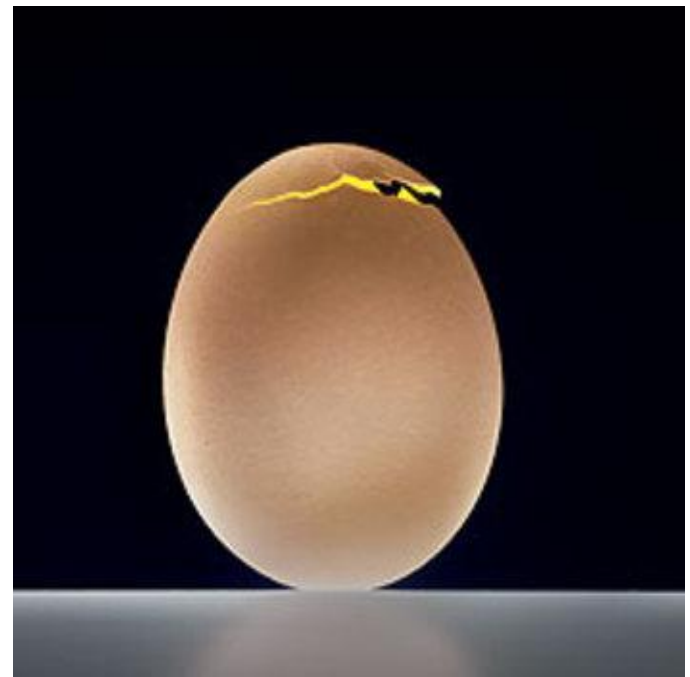
- New BI techniques will see hottest adoption in 3 yrs
 - *Mobile BI (57% of survey respondents will use it in 3 yrs), Real-time BI (53%), Agile BI (47%), Advanced data visualization (43%)*
- Users aggressively moving into all things analytic
 - *Predictive analytics (46%), in-memory analytics (43%), text analytics (39%), in-database analytics (38%), big data analytics (38%)*
- Hottest ETs will jump 20 or more percentage pts
 - *Clouds for BI/DW (9% today; 47% in three years), social media analytics (9%; 36%), complex event processing (16%; 35%)*
- Some ETs are already well established
 - *Web services/SOA (54% of survey respondents use it today), self-service BI (47%), analytic DBMSs (42%), master data management (40%), data warehouse appliances (37%)*
- The newest ETs need more time for adoption
 - *No-SQL DBMSs (82% have no plans to use it), Hadoop (72%), MapReduce (68%)*
- SOURCE: TDWI Technology Survey, Nov.2011
 - *Sorted by “Not using today, but will in 3 yrs”*



TDWI's Concept of Emerging Tech

A Discussion with Paul Kautza, TDWI Ed Director

- From the viewpoint of TDWI's Education Department:
 - *Why should people care about emerging technologies?*
 - *How do they prepare for emerging technologies?*
 - *Why would a user organization need to use an emerging technology?*
 - *Which are more pressing now than others?*
 - *Why is the Orlando conference focused on emerging technologies for BI?*



What is Cool BI?

A Discussion with Cindi Howson, BI Scorecard

- “Cool BI is about the innovations and emerging trends that promise to re-invigorate your BI initiative, making BI more appealing, more pervasive, more insightful, and actionable.”
- <http://www.biscorecard.com/>





Cool BI: The Latest Innovations
Twitter: #coolBI

TDWI, November 2012

Cindi Howson
Founder, BI Scorecard
Contact: cindihowson@biscorecard.com

Purpose of Cool BI Sessions

- Transform boring BI teams into innovative evangelists
- Get excited about what's possible
- Give you a glimpse of new capabilities and niche or new vendors and products
- Help you prioritize investments
- Isolate “fad” from “practical”



Challenges in Business Intelligence

BI adoption and appeal



Time to insight and discovery

What's Cool

- Innovations that make BI more engaging, insightful, and actionable
- Features that help extend BI's reach beyond power users making BI for everyone a reality

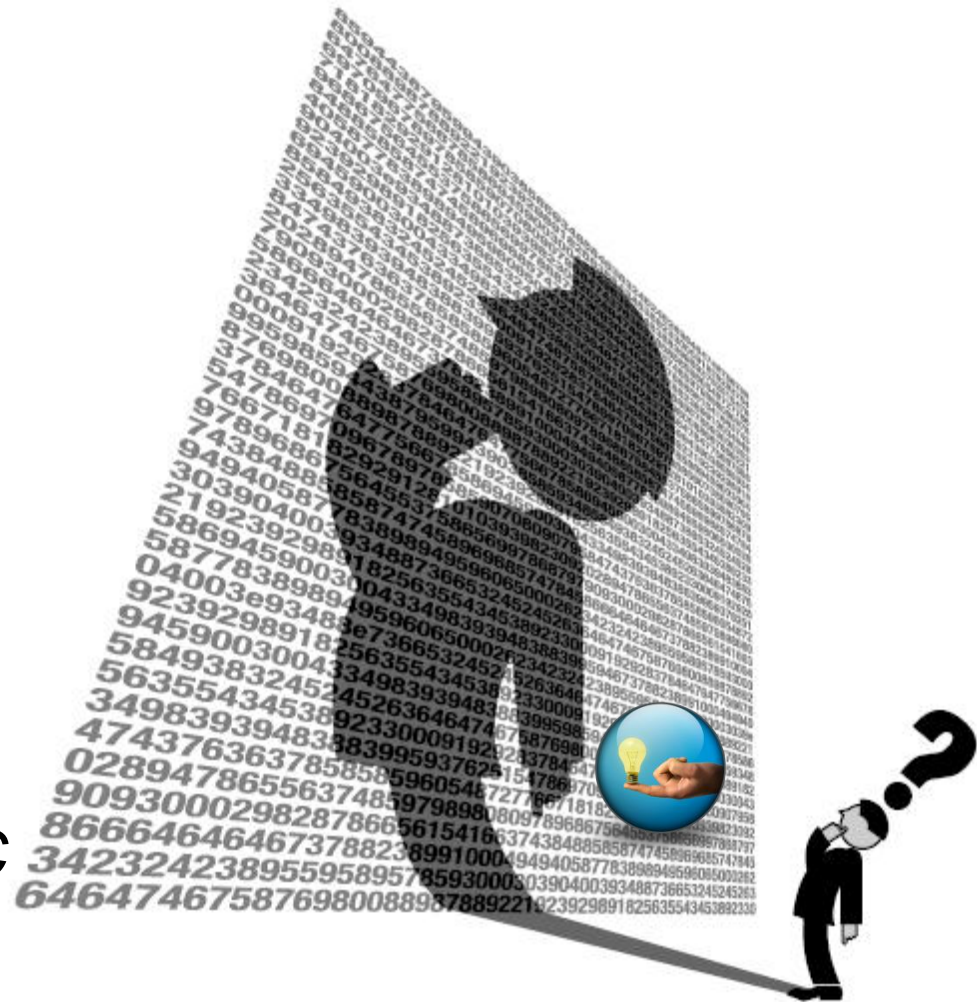


Drowning in Data

In 1990, only 1000 TB of worldwide disk storage sold.

In 2012, 2.7 zettabytes of digital information will be created ... the equivalent of 2.7 trillion GB.

~ IDC



Drowning in Data

In 2012, 2.7 zettabytes of digital information were created ... the equivalent of 2.7 trillion GB of data.

In 1990, only 100 million floppy disks were sold worldwide disk storage.



Innovations in Business Intelligence



- SaaS & Cloud BI
- Search BI*
- Office Integration*
- Mobile BI
- Flash, Rich Reportlets
- Collaboration



- Dashboards*
- Visual Discovery*
- In-memory*
- Predictive Analytics
- Insight to Action
- Big Data
- Collaboration

Like a Wine Tasting of Innovations



Prioritizing Your Investments

- Assess challenges in your BI environment
- MVP
 - Maturity
 - Value to Insight or to Lower TCO
 - Pervasive BI & Positioning



Finding Inspiration From a Cubicle



What Innovations Will Make Users Embrace BI?



BI Search

Open Source

Visual Discovery

Rich Reportlets

Cloud /SaaS

Mobile BI

Collaborative BI

Predictive Analytics

Dashboards

OFFICE-ENABLED BI

Emerging Technologies and Cool BI: Learning Opportunities at TDWI Orlando 2013

- Big data
- Hadoop
- Advanced analytics
- Social media analytics
- Geo-spatial analysis
- Mobile BI
- Data discovery
- Data visualization
- SaaS and Clouds for BI
- And much more...



World Conference - Emerging Technologies 2013

This conference offers 45 full and half day in-depth classes on all aspects of DW/BI in addition to the courses below that focus on emerging technologies:

- The Future of Data Warehousing**
- Designing a Data Warehouse for High Performance**
- TDWI Designing Scorecards and Dashboards**
- Enabling BI for the 21st Century**
- TDWI Data Integration Principles and Practices**
- Data Virtualization: Solving Complex Data Integration Challenges**
- Managing and Evaluating Your BI Tool Portfolio**
- Cool BI: The Latest Innovations**
- Big Data: The Tipping Point**
- Social Analytics In The Enterprise**
- Emerging Technologies 2013**
- New Methods for Dealing with Complex Data**
- Evaluating Alternate DB Techs for DW and Analytics**
- Tipping the Sacred Cows of Data Warehousing**
- Tipping the Sacred Cows of Emerging Technologies**
- Big Data - What's All The Hadoop**
- Information Driven Future**
- Delivering BI for Mobile Users**
- New Data Architecture Platforms**
- Delivering BI for Mobile Users**

Monday, Nov.12 – TDWI Forum Program

- 9:00 INTRODUCTION: **Emerging Technologies** for Big Data Analytics
Philip Russom, Forum Moderator, Research Director, TDWI
- 9:45 BREAK
- 10:00 CASE STUDY: Analyzing 1 Trillion Events a Month with **Hadoop**
Michael Brown, comScore, Inc.
- 10:55 CASE STUDY: Big Data and **Analytics** at the IRS
Jeff Butler, Internal Revenue Service
- 12:00 PEER NETWORKING LUNCH
- 1:45 CASE STUDY: **Analysis** of Interactions in Big Data
Dr. Murali Ramanathan, State University of New York at Buffalo
- 2:45 BREAK
- 3:00 SPONSOR PANEL: **Business Value**: The Fourth V of Big Data
Representatives from Sponsoring Firms, moderated by Philip Russom
- 4:00 EXPERT SPEAKER: **Strategic Planning** for Big Data Management
David Loshin, Knowledge Integrity, Inc.
- 5:00 PEER NETWORKING RECEPTION

Tuesday, Nov.13 – TDWI Forum Program

- 8:00 EXPERT SPEAKER: Customer Analytics in the Age of **Social Media**
Dave Stodder, Research Director for BI, TDWI
- 9:00 CASE STUDY: Advanced Analytics for Location and **Geo-Spatial Analysis**
Jennifer Lim and Mark Evans, Sprint
- 10:00 BREAK
- 10:15 EXPERT SPEAKER: Driving Profitability with **Big Data Integration**
Krish Krishnan, Sixth Sense Advisors, Inc.
- 11:00 CASE STUDY: The Big Data **Analytics Ecosystem** at LinkedIn
Rajappa Iyer, Data Warehouse Architect, LinkedIn
- 12:00 PEER NETWORKING LUNCH
- 1:45 CASE STUDY: **Data Visualization** and War Room Analytics
Ralph Thomas, Ph.D., Seminole Gaming
- 2:45 BREAK
- 3:00 SPEAKER PANEL: Bringing Big Data and Analytics Together
Case Study Speakers return to the Stage, moderated by Philip Russom, TDWI
- 4:00 EXPERT SPEAKER: **Cool BI**: Beyond the Hype
Cindi Howson, BI Scorecard

QUESTIONS?



Philip Russom
Director of Research,
TDWI



Paul Kautza
Director of Education
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Founder,
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THANK YOU FOR ATTENDING!

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