

Dear Attendee,

Thank you for joining us in Baltimore 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 Spring Conference drew attendees from 35 states, and we had visitors from Asia, Australia, Canada, Central America, Europe, and the Middle East. This was truly a worldwide event! Our most popular courses of the week were TDWI Data Modeling (Part I), TDWI Data Warehousing Architectures, and Evaluating ETL Tools and Technologies.

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

- *The CBIP Examination Guide* by ICCP
- *Data Modeler's Workbench* by Steve Hoberman
- *Common Warehouse Metamodel* by J. Poole, D. Chang, D. Tolbert, and S.D. Mellon
- *Building the Data Warehouse*, 3rd Edition by W.H. Inmon
- *Data Model Resource Handbook*, Vol. 2 by Len Silverston

For a complete list and descriptions of all courses offered in Baltimore, download the conference brochure:

<http://www.tdwi.org/education/conferences/Baltimore2005/images/TDWIbalcb0205.pdf>

II. Quarterly Technology Survey -----

By Wayne W. Eckerson, TDWI Director of Research

Forrester-TDWI Technology Survey—Baltimore, MD – March 2005

Our quarterly Forrester-TDWI Technology Survey focused on external data. The results indicate that a majority of organizations use external data, and a large percentage (38%) have only “moderate” confidence in the quality and accuracy of that data.

	Count	Percent
We use third-party data from the following (select all that apply):	Respondents: 104	
Acxiom	11	10.58 %
ChoicePoint	6	5.77 %
Dun & Bradstreet	24	23.08 %
Equifax	19	18.27 %
Experian	11	10.58 %
Harte-Hanks	6	5.77 %
LexisNexis	8	7.69 %
TransUnion	9	8.65 %
Does not apply	48	46.15 %
Other (specify)	22	21.15 %
Total Responses	164	100 %

As an enterprise, we have the following degree of confidence in the accuracy of the data provided by third-party data sellers (select all that apply):	Respondents: 104	
Very high	3	2.88 %
High	19	18.27 %
Moderate	39	37.50 %
Low	8	7.69 %
Does not apply	39	37.50 %
Total Responses	108	100 %

Since reading about the database hacking at the various data sellers and resulting identity thefts, as an enterprise we are (select all that apply):	Respondents: 102	
Reassessing our need for third-party data	5	4.90 %
Conducting a rigorous review of data-seller procedures and how these fit in with our own internal requirements	5	4.90 %
Making other arrangements for third-party data, such as in-house processing	3	2.94 %
No changes planned	40	39.22 %
Does not apply	47	46.08 %
Other	6	5.88 %
Total Responses	106	100 %

III. Keynotes-----

Monday, May 16: Data Warehousing: Driving the Integration of CPM and ROI

Dan Merriman, President, Chapin Consulting Group, Inc.

Merriman opened his keynote by observing that we are collecting data at an increasing rate. However, only organizations that have the ability to “draw actionable insight” from these data stores will benefit. For the rest, this increase in data will “only create chaos.” This puts data warehousing and BI professionals in an ideal position to help their organizations realize the value from their data, and avoid having these data stores overwhelm them.

Merriman went on to quote Doug Laney, founder and chief research officer of Evalubase, who claims that the value of individual pieces of data is declining, but that the potential value of business information is increasing.

Of course, the key to realizing business value from these growing data stores is effective knowledge workers who derive and analyze this actionable information. Merriman claimed that business, IT, and vendors need to take a “proactive role” in gaining business value from their information. He went on to lay out a strategy for DW and BI professionals to follow.

Typically, DW and BI project leaders focus on ROI for their given projects. Merriman suggests that project leads should link ROI to Balanced Scorecard metrics; however, most do not. If scorecarding focus remains with the executive suite, and DW and BI professionals are only concerned about ROI for their projects, then there is a good possibility of a mismatch. Ironically, DW and BI professionals are in an excellent position to help business management identify key metrics for scorecards throughout the organization. However, several things need to be in place to make this happen.

Scorecarding is subject to failure when any one of several things occur:

- When senior management is not behind the initiative. A Balanced Scorecard program won't work if it is simply an IT initiative.
- When too many metrics provide too little insight, i.e., too few leading indicators.
- When there is a perception on management's part that the “right” metrics are not available.

Merriman suggests that DW and BI professionals should both become involved with scorecarding because they are likely to have insight as to the information needed for

effective scorecard initiatives. However, he adds that they will likely have to take the initiative with management, since IT has had a history of being rather insular.

Thursday, May 19: An Information Odyssey: The Future of Business Intelligence

R. Todd Stephens, Ph.D., Director of Metadata Services Group, BellSouth

Stephens started out with a quote from General Eric Shinseki, Chief of Staff, U.S. Army: “If you don’t like change, you’re going to like irrelevance even less.” Stephens then went on to talk about Peter Drucker and the “ages of civilization” in order to point out that we have progressed from agriculture, through industrialism, and into the information age at increasingly shorter intervals. Drucker suggests that the information age may be already drawing to a close and that we are on the brink of the age of knowledge.

Stephens intimated that current BI architectures, such as the hub-and-spoke model, are artifacts of the information age. He suggested that the new way of thinking will center on a services-oriented architecture, and quoted Thomas Stewart’s *Intellectual Capital: The New Wealth of Organizations*: “Knowledge assets, like money or equipment, exist and are worth cultivating only in the context of strategy and architecture.”

Integration is at the heart of a services-oriented architecture. Stephens shows that this integration is needed not only for data, but also for bridge governance programs, business engineering, applications engineering, and service management. This new architecture will have to address, among other things, the challenges of an explosion in data, the demand for ongoing cost reduction, and dynamic business models.

BI will become ubiquitous within the context of a services-oriented architecture. Vendors are climbing on board, and many organizations are in the process of changing the way they do business. Domestic programming jobs will largely disappear as capital, labor, and innovation become increasingly globalized. Access will become more valuable than ownership. Successful BI workers will be knowledge workers.

Stephens ended with a thought-provoking quote from British management guru Charles Handy: “Organizations will still be critically important in the world, but as ‘organizers,’ not ‘employers’”! The implication for all of us is that relevant, ongoing professional development will soon be more important than ever.

IV. Business Intelligence Strategies Program-----

Integrating BI with Packaged Data Warehouses and Applications

Wayne Eckerson, Program Chair

This session focused on strategies that organizations are taking to integrate BI with packaged applications and their built-in data warehousing and analytical services.

Colin White, president of BI Research and author of TDWI's in-depth report on *Developing a BI Strategy for CRM/ERP Data*, kicked off the event by providing excerpts from the report. White presented three strategies for dealing with packaged applications: *Avoid* the use of packaged vendors' BI/DW offerings, *Adopt* those packages as the corporate BI/DW standard, or *Accommodate* the packaged offering by creating a hybrid architecture.

David Dixon, a consultant at Inforte (which specializes in SAP BW implementations), took us on a journey of how one ERP vendor has evolved and matured its BI/DW offering. In particular, Dixon showed how SAP has opened up BW to make it easier for organizations to get non-SAP data into BW and export BW data into other applications, including data warehouses.

Michael Masciandaro, BI director of Rohm and Haas, explained how he went from managing a classic data warehouse to an all-SAP BW implementation, primarily because the company did the (almost) unthinkable: it converted almost all its legacy operational systems to SAP. Masciandaro says the integrated environment (both operational and analytical) makes ETL work a breeze. He says individual usage is way up, primarily because they switched to a Web-based BI tool and dashboards, which conform to the way users want to work. He also said they've tuned performance so navigation is done almost at the speed of thought.

After lunch, an engaging panel of vendor representatives from Hyperion Solutions, Teradata, and Siebel Systems discussed the day's theme. Siebel argued about the value of using packaged software for both analytical and operational processes, Hyperion Solutions emphasized the value of best-of-breed tools and applications, and Teradata advocated the importance of a strong data foundation for supporting analytical applications, whether custom or packaged. All three acknowledged the importance of integrating with multiple application packages, giving a nod to the *Accommodate* strategy discussed by Colin White.

We closed the day by hearing two interesting case studies. One dealt with a massive scorecard implementation being conducted by the District of Columbia using Hyperion Solutions software. Viraj Gandhi, president of Paradigm Management, said the local government is automating an existing performance management and budgeting system using Hyperion Solutions software, and is struggling to manage the project scope.

The other case study was delivered by Don Stoller, director of information management at Owens & Minor, a medical supplies distributor. Stoller, a three-time TDWI Best Practices winner, discussed an emerging wave that his company is capitalizing on, which is to provide data warehousing outsourcing services on an ASP model. This works well when customers, in this case hospitals, want a third party to manage procurement information in a consolidated fashion. Ahead of the wave, Owens & Minor is using its data warehouse to generate revenue and sell its core services.

V. Certification Program -----

TDWI continued the industry's leading certification program at our Baltimore conference. In partnership with the Institute for Certification of Computing Professionals, TDWI offered both a day-long Exam Cram 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 new 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 Baltimore, download the conference brochure:

<http://www.tdwi.org/education/conferences/Baltimore2005/images/TDWIbalcb0205.pdf>

Monday, May 16: Building a Data Warehouse Strategy Document

Michael L. Gonzales, President, The Focus Group, Ltd.

A mix of lecture and lab was used to expose participants to the core elements necessary in any data warehouse (DW) or business intelligence (BI) strategy document. Using the hands-on strategy document service, participants created a draft strategy document of about 40 pages customized to their warehouse/business intelligence initiatives, including figures, tables, and appendices.

Participants learned:

- *Conceptual view*—How to describe the overall vision of the data warehouse/business intelligence environment, its goals, and objectives
- *Data architecture*—A formal definition of the data structures used to support the environment, now and in the future, including the expected process flow and data propagation
- *Technical architecture*—A formal definition of the technical components of the environment that are required to support the expected environment, now and in the future
- *Implementation view*—How to identify, define, and prioritize project iterations using the Dysfunction, Impact, and Feasibility (DIF) Matrix

Monday, May 16: What Do Business and IT Have in Common? Their Enterprise Data Warehouse!

Alison Torres, Director, Teradata, a division of NCR

It is always good to understand the bottom line on any subject. In data warehousing, the bottom line is the ability to provide the business with timely accessibility to data in order to ask a variety of questions that will allow the business to run more intelligently; it is providing the business executives with certainty that their data will not only be accessible, but also reliable, timely, and able to withstand disasters; and it is IT being able to address those business needs and concerns through technology.

Participants learned:

- How technology responds to business concerns
- Challenges between business and IT
- The business impact if data is unavailable, and who is responsible
- About selecting data warehouse technology to meet their needs
- About resolving data ownership issues
- About creating a data warehouse environment that meets expectations

Wednesday, May 18: Hands-On Risk Mitigation Workshop for BI Projects

Michael L. Gonzales, President, The Focus Group, Ltd.

BI projects are peppered with risks, from data quality to integration, from applicability to analytic value. These risks often bring entire projects to a halt, leaving planners scrambling for cover, sponsors looking for remedies, and budgets that are wiped out. Conducting a rules-based audit (RBA) or proof-of-concept (POC) is done in order to get answers, to add clarity, and to understand the scale and scope of the project at hand—essentially, to mitigate risk.

Participants learned:

- About technology that facilitates RBA and POC efforts, including: Business Rules Engine and DMExpress
- How to use the technology in sample audit and POC applications

Wednesday, May 18: Multidimensional Data Model of the SAP Business Information Warehouse™—How to Build Good Performing Data Models with SAP BW

Dr. Michael Hahne, Head of Business Unit, cundus AG

This session offered a broad introduction to the architecture and the data model of the SAP Business Information Warehouse™ (BW). The basic components of the architecture were defined, and the so-called Extended Star Schema, which represents the data model of the multidimensional Info-Cubes in the Business Information Warehouse, was carried out in detail. Three approaches for implementing hierarchical relationships in dimensions (characteristics within a dimension, navigational attributes, and external hierarchies) were presented and the major advantages and disadvantages of these design options were discussed. Design guidelines were given that help to build data models that fulfill user needs and performance requirements. The main concept of cube-design, which is called two-layer cube architecture, enables multidimensional data models that focus on the user requirements and are also physically optimized for performance requirements.

Wednesday, May 18: Next-Generation Indexing: From Theory to Practice

Roger L. Deran, Senior Software Engineer, RightOrder Inc.

Participants learned about the query performance acceleration possible with Index Fabric technology. The basic internal Index Fabric theory—based on PATRICIA tries—was introduced to help participants understand the source of its high space efficiency and balanced structure, which lead to predictable access times. Participants also learned how Index Fabric join index access steps integrate into Oracle query plans to reduce query complexity and eliminate bottleneck joins, while avoiding the usual expense of many-column or long-key join indexes.

Participants learned:

- Index Fabric theory and technology
- How to deploy next-generation indexing
- IFX—Extended indexing engine
- QueryEdge—Query accelerator for Oracle
- Performance benchmarks results and analysis

Thursday, May 19: An ETL Proof-of-Concept Methodology

Knute Holum, Principal, Myers-Holum, Inc.

Many companies who are implementing or re-architecting data warehouse applications are faced with the need to evaluate and select a corporate-standard ETL/data integration toolset as a critical first step. This course presented a proven methodology for planning and conducting an ETL proof-of-concept (POC) test, including a high-level project plan, an outline for JAD sessions to develop POC specifications, and review of an in-depth ETL Scorecard to capture a quantitative scoring of ETL features and POC results for ETL vendor evaluation.

Participants learned:

- Critical test cases that demonstrate the most important features of an ETL toolset
- How to prepare specifications and test data for a non-throw-away data mart application to be used as the basis of the POC
- How to prepare of an ETL scorecard to record quantitative evaluations of POC test results for multiple POC vendors

Thursday, May 19: Data Warehouse Health Check

Mike Lampa, Partner, Central Region, Core Integration Partners, Inc.

Participants learned:

- What characterizes a healthy data warehouse
- What symptoms indicate a data warehouse in need of attention
- How to address the root cause of the symptoms

Whether you are supporting an existing data warehouse implementation or are about to embark on that journey, there are fundamental characteristics that ensure an architecturally sound and healthy solution. In this class, we will explore those characteristics, the symptoms that are indicators of problems, and helpful tips to address those symptoms and improve the health of your data warehouse.

Peer Networking

TDWI sponsored peer networking sessions on the following topics:

Monday

- Data Profiling, *Joyce Norris-Montanari, President, DBTech Solutions, Inc.*
- Measuring the Business Value of and Making the Business Case for BI, *David Loshin, President, Knowledge Integrity, Inc.*

Wednesday

- Data Visualization, *Stephen Few, Principal, Perceptual Edge*
- Beyond ETL—What to Do when the Extract, Transform, and Load Model No Longer Meets the Needs, *Robert H. Wall, Principal Consultant, DecisionPath Consulting*

Thursday

- Data Quality, *Lisa Loftis, Senior Vice President, Intelligent Solutions, Inc.*
- Government Special Interest Group, *Lee Jones, Assistant Chief Financial Officer for Systems, U.S. Department of Housing and Urban Development*

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 Baltimore, 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 Diane Foulz, TDWI Program Support Manager

The following vendors exhibited at TDWI's World Conference in Baltimore, MD, and showcased the following products:

DATA WAREHOUSE DESIGN

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Appfluent Technology	Appfluent Query Auditor
Ascential Software	DataStage™ Enterprise Edition Version 7.5
Business Objects	Data Integrator, Rapid Marts
Cognos Inc.	DecisionStream, Cognos Analytic Applications
DataLever Corporation	DataLever™ Enterprise Server
DATAAllegro	DATAAllegro
Embarcadero Technologies	ER/Studio
Fair Isaac Corporation	FIC Professional Services
Group 1 Software	Sagent Data Flow, DataSight
Hyperion	Hyperion Essbase
IBM	DB2 Data Warehouse, Extended Edition
Informatica Corporation	Informatica PowerCenter, Informatica PowerExchange
Kalido	KALIDO 8E, KALIDO 8E+, KALIDO 8M
MicroStrategy, Inc.	MicroStrategy Report Services, MicroStrategy Office, MicroStrategy Architect, MicroStrategy BI Developer Kit
SAND Technology	SAND Searchable Archive
SAS	SAS® ETL Studio, SAS Management Console
Siebel Systems, Inc.	Siebel Business Analytics applications
Sunopsis	Sunopsis v3, Sunopsis MQ
Sybase, Inc.	Sybase PowerDesigner, Sybase Industry Warehouse Studio
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
Alebra Technologies, Inc.	Parallel Data Mover™ (PDM) Software
Ascential Software	DataStage™ Enterprise Edition Version 7.5
Business Objects	Data Integrator, Rapid Marts
Cognos	DecisionStream, Cognos Analytic Applications
DataLever Corporation	DataLever™ Data Integration Suite
DataMirror	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	Smartlink, Contact Builder, Precision View
Firstlogic, Inc.	Information Quality Suite
Group 1 Software	Sagent Data Flow
Hyperion	Hyperion Essbase
IBM	Websphere Information Integrator
Informatica Corporation	Informatica PowerCenter, Informatica PowerExchange
Innovative Systems, Inc.	i/Lytics® Data Integration Solution, i/Lytics Data Profiler™
Kalido	KALIDO 8E, KALIDO 8E+, KALIDO 8M
Siebel Systems, Inc.	Siebel Business Analytics applications
Sunopsis	Sunopsis v3, Sunopsis MQ
Syncsort Inc.	DMExpress
Trillium Software®	Trillium Software System® Version 7, Trillium Software Discovery

INFRASTRUCTURE

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Ascential Software	DataStage™ Enterprise Edition Version 7.5
Business Objects	Data Integrator, Rapid Marts
Cognos	DecisionStream, Cognos Analytic Applications
DATALlegro	DATALlegro
DataMirror	Transformation Server, iReflect, iCluster
Fair Isaac Corporation	Model Builder
Hyperion	Hyperion Essbase
HyperRoll	HyperRoll V 4.2.1 or OLAP & Relational
IBM	DB2 Data Warehouse, Extended Edition
Informatica	Informatica PowerCenter, Informatica PowerExchange
MicroStrategy	MicroStrategy Intelligence Server
Netezza	Netezza Performance Server® System
Siebel Systems, Inc	Siebel Business Analytics platform, including Siebel Analytics Server
Sybase, Inc.	Sybase IQ
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
Appfluent Technology	Appfluent Query Auditor
Business Objects	Data Integrator, Supervisor, Designer, Auditor
DataMirror	iCluster™ (IBM iSeries high availability), iReflect™ (high data availability and data distribution for Oracle)
Embarcadero Technologies	DBArtisan
Fair Isaac	Blaze Advisor
Hyperion	Hyperion Master Data Management Server
IBM	DB2 Data Warehouse, Extended Edition
MicroStrategy	MicroStrategy Administrator, MicroStrategy Intelligence Server
SAS	SAS Management Console

Siebel Systems, Inc.	Siebel Business Analytics platform (Siebel Analytics Server, Siebel Analytics Server Administrator)
Teleran	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
Appfluent Technology	Appfluent Query Auditor
Ascential Software	DataStage™ Enterprise Edition Version 7.5
Business Objects	WebIntelligence, InfoView, Business Query, Crystal Enterprise
Cognos	Cognos Series 7, Cognos Metrics Manager, Cognos ReportNet
DataLever Corporation	DataLever™ Data Investigator
DATALlegro	DATALlegro
Endeca Technologies	Endeca Latitude™
Fair Isaac	Model Builder, Decision Tree, Decision Optimizer, Peacock
Firstlogic, Inc.	IQ Insight
Group 1 Software	DataSight, Data Quality Connector for Siebel
Hyperion	Hyperion Performance Suite, Hyperion Essbase
IBM	DB2 Alphablox, DB2 OLAP, DB2 Intelligent Miner
Informatica Corporation	Informatica PowerCenter, Informatica PowerExchange
Innovative Systems, Inc.	I/Lytics Data Profiler™
Kalido	KALIDO 8E, KALIDO 8E+, KALIDO 8M
MicroStrategy	MicroStrategy Desktop, MicroStrategy Web, MicroStrategy MDX Adapter, MicroStrategy 7i OLAP Services
SAND Technology	SAND Analytic Server
Siebel Systems, Inc.	Siebel Business Analytics platform (Siebel Analytics Server, Siebel Data Mining Engine, Siebel Miner, Siebel Data Mining Workbench, Siebel Answers) and Siebel Business Analytics applications
Sybase, Inc.	Sybase IQ
Teradata, a division of NCR	Teradata Warehouse Miner
Trillium Software®	Trillium Software Discovery
XLcubed	XLcubed Excel Edition, XLcubed Web Edition

INFORMATION DELIVERY

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Ascential Software	DataStage™ Enterprise Edition Version 7.5
Business Objects	InfoView, InfoView Mobile, Broadcast Agent
Cognos	Cognos Series 7, Cognos ReportNet
Fair Isaac	Blaze Advisor, Realtime
Hyperion	Hyperion Performance Suite, Hyperion Essbase
IBM	DB2 Alphablox
Informatica Corporation	Informatica PowerCenter Advanced Edition
iViz Group	iDashboards

Kalido	KALIDO 8E, KALIDO 8E+, KALIDO 8M
MicroStrategy	MicroStrategy Narrowcast Server
Siebel Systems, Inc.	Siebel Business Analytics platform (Siebel Answers, Siebel Intelligence Dashboard, Siebel Delivers, Siebel Intelligent Interaction Manager) and Siebel Business Analytics applications
XLCubed	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
Business Objects	Application Foundation, Customer Intelligence, Product and Service Intelligence, Operations Intelligence, Supply Chain Intelligence, Data Integrator, Rapid Marts, Crystal Reports
Cognos	Cognos Analytic Applications (Supply Chain Analytics, Customer Analytics, Financial/Operational Analytics)
Endeca Technologies	Endeca Latitude™
Fair Isaac	Model Builder, Blaze Advisor, Decision Tree, Decision Optimizer, Peacock
Hyperion	Hyperion Performance Suite, Hyperion Essbase
IBM	DB2 Alphablox, DB2 Cube Views
Informatica Corporation	Informatica PowerCenter Advanced Edition
Kalido	KALIDO 8E, KALIDO 8E+, KALIDO 8M
MicroStrategy	MicroStrategy BI Developer Kit, Microstrategy Analytic Modules -- Customer Analysis -- Financial Reporting Analysis -- HR Analysis -- Sales Force Analysis -- Sales & Distribution Analysis -- Web Traffic Analysis MicroStrategy Software Development Kit, MicroStrategy Transactor, MicroStrategy Architect
SAND Technology	SAND Analytic Server
Siebel Systems, Inc.	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, including analytic applications for Pharma, Retail Finance, Commercial Banking, Insurance, Healthcare, Communications, Media, Energy, Automotive, Consumer Goods, High Tech, and others
Sybase, Inc.	Sybase IQ, Sybase Industry Warehouse Studio
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
Ascential Software	DataStage™ Enterprise Edition Version 7.5
DataMirror	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.
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	Hyperion Performance Suite, Hyperion Essbase, Hyperion Master Data Management Server
IBM	IBM Business Consulting Services
Informatica Corporation	Informatica PowerCenter Advanced Edition
iViz Group	iDashboards
Knightsbridge	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
Siebel Systems, Inc.	Siebel Global Services
Sybase, Inc.	Sybase Professional Services
Teradata, a division of NCR	Teradata Solutions Methodology

VIII. Hospitality Suites and Labs -----

Hospitality Suites

--Sunday, May 15--

Customer Case Study: Implementing an Integration Competency Center
Sponsored by Informatica Corporation

--Monday, May 16--

Digging Deeper: Getting the Most from Your Data with Cognos BI
Sponsored by Cognos Inc.

Accelerate Your Data Quality Initiative with IQ Assurance
Sponsored by Firstlogic, Inc.

IBM and Siebel Business Analytics Cocktail Reception
Sponsored by IBM and Siebel Systems, Inc.



--Tuesday, May 17--

Get Virtual with Hyperion
Sponsored by Hyperion

Vendor-Sponsored Lab

--Wednesday, May 18--

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.

TDWI Onsite brings superior content and skilled instructors to your location with a commitment to delivering the highest quality business intelligence and data warehousing education available. We can tailor TDWI's 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, or visit 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. In addition, TDWI Seminars are offered throughout the United States, so you can get the training you need when and where your schedule allows.

Remaining 2005 Seminar Dates and Locations:

Minneapolis, MN	July 18–21
Washington, D.C.	September 19–22
Chicago, IL	October 17–20

For more information on the TDWI Seminar Series, please visit: www.tdwi.org/seminars.

TDWI FastTrack

TDWI offers intensive, role-based training at TDWI's headquarters in Seattle, Washington. TDWI FastTrack provides you with a rigorous learning experience that equips you with core concepts as well as hands-on practice. Whatever your role—from program manager to technology specialist—you will gain essential knowledge and skills to immediately impact your current projects and accelerate your professional development—all in four days.

Remaining 2005 FastTrack Roles and Dates:

Business Intelligence	June 6–9
Data Integration	June 13–16

For more information on TDWI FastTrack, please visit: www.tdwi.org/fasttrack.

Upcoming TDWI World Conferences

TDWI Summer World Conference

www.tdwi.org/sandiego2005

August 14–19, 2005

San Diego, CA

TDWI Fall World Conference

October 30–November 4, 2005

Orlando, FL

TDWI Online

TDWI's Market Solutions provides you with a comprehensive resource for quick and accurate information on the most innovative products and services available for business intelligence and data warehousing today.

Visit www.tdwi.org/marketplace for more information.

Recent Publications

- ***What Works: Best Practices in Business Intelligence and Data Warehousing*** (Volume 19), a compendium of industry case studies and Lessons from the Experts.
- ***Business Intelligence Journal*** (Volume 10, Number 2) 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.

- ***Ten Mistakes to Avoid For Data Warehouse Project Managers*** (Q2, 2005). This series examines the 10 most common mistakes managers make in developing, implementing, and maintaining BI and DW implementations. A Members-only publication.
- ***Development Techniques for Creating Analytic Applications***, part of the 2005 Report Series, with findings based on interviews with industry experts, leading-edge customers, and survey data.
- ***Business Intelligence Salaries, Roles, and Teams Report***, a survey that provides an in-depth look at how data warehousing professionals spend their time and how they are compensated. A Members-only publication.
- ***BI Components Framework***, TDWI's annual poster depicting a BI or DW process or lifecycle.

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