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

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).

For a complete list and descriptions of all courses offered in Las Vegas, 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 Las Vegas conference drew attendees from 43 states and 21 countries. This was truly a worldwide event!

Some of our most popular courses included TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact, TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems, and TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics.

We also had significant attendance at BI from Both Sides: Aligning Business and IT, Predictive Analytics: A Business Perspective, and Performance Dashboards: Measuring, Monitoring, and Managing Your Business.

Featured Topics in Las Vegas

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

BUSINESS ANALYTICS

Understanding and utilizing analytic techniques such as predictive analytics, data mining, and statistics leads to better performance management. Today's business analytics is enabled with several technology solutions such as OLAP, dashboards, and scorecards. The conference featured a range of full- and half-day courses aimed at broadening attendees' knowledge of business analytics.

DATA MANAGEMENT

Data must be governed from its inception through analysis and design, through data integration, and via ongoing data quality programs. Las Vegas featured full-day courses focused on several aspects of data management, including information quality, data quality, data modeling, data integration, and data governance.

IT GOVERNANCE

The traditional approach of largely holding IT departments accountable for failed projects, cost overruns, security breaches, and unmet user expectations is fading. The true costs of your BI projects, in terms of compliance, risk, and human and financial impact, need to be considered and governed in such a way that real business value is created. TDWI continued to highlight this important topic in Las Vegas.



Photo by Jonathon Prescott, photoempathy.com

Cindi Howson (right) at the TDWI World Conference in Las Vegas.

Book Signing

Cindi Howson, founder of BIScorecard.com, signed copies of her new book, *Successful Business Intelligence: Secrets to Making BI a Killer App*. [Click here](#) for more information or to purchase a copy.



In today's highly competitive global economy, actionable business intelligence (BI) is crucial to success. Yet while many companies have made substantial investments in BI infrastructure, few employees are taking advantage of the powerful BI tools they have at their fingertips. *Successful Business Intelligence* draws on exclusive survey data and real-world case studies of BI success stories at Continental Airlines, The Dow Chemical Company, Corporate Express, 1-800 CONTACTS, and other companies to identify proven BI best practices you can put to use in your organization.

TDWI Executive Summit

The semiannual TDWI Executive Summit was co-located with the TDWI World Conference in Las Vegas. For a summary of this two-day event, see page 4.

TDWI Technology Survey on MDM

By Philip Russom, Senior Manager, TDWI Research

The Technology Survey that TDWI circulated at the World Conference in Las Vegas asked attendees to answer a few questions about master data management (MDM). TDWI had, in fact, asked the same questions back in May 2006, in the Internet survey for the TDWI report on MDM. Conference attendees' responses to the questions are remarkably similar to the responses of people taking the report survey, despite the 22 months between the two surveys. But a few changes are worth mentioning:

- **MDM commonly supports BI, governance/stewardship, and CRM.** These are the top three business initiatives identified in both surveys, so these priorities have remained constant. (See Figure 1.) But note that the most recent survey shows a slight drop for MDM supporting regulatory compliance; legislation that introduced new requirements first appeared five or more years ago, so compliance may be cooling (but only slightly) as a driver for MDM.
- **MDM continues to support data warehousing, CDI, and transactional applications (like ERP).** These are the top three technical solutions identified in both surveys, so—again—the top priorities have remained constant. (See Figure 2.) Note that in both Figures 1 and 2, MDM is rarely an autonomous infrastructure layer (only in 1% or 2% of cases). In other words, MDM is almost always linked to specific business initiatives and technical solutions.
- **Deployed solutions for MDM are more numerous now.** This is the biggest change revealed by the survey. In terms of the lifecycle stages of their MDM projects, far fewer organizations are in an exploratory stage, while many more are now in phases for design and—most significantly—deployment. (See Figure 3.) This shows that the flurry of activity around MDM, which started over two years ago, has resulted in a meaningful number of solutions in production. Despite the increase, only 20% of surveyed organizations have reached deployment, and almost half are still in the exploratory phase, so MDM still has a ways to go before becoming truly mainstream.

For a full update on MDM, attend the TDWI Webinar "The State of Master Data Management" on March 19, 2008. Register online at www.tdwi.org/Webinars.

Which business initiatives does your MDM solution support? (Select all that apply.)

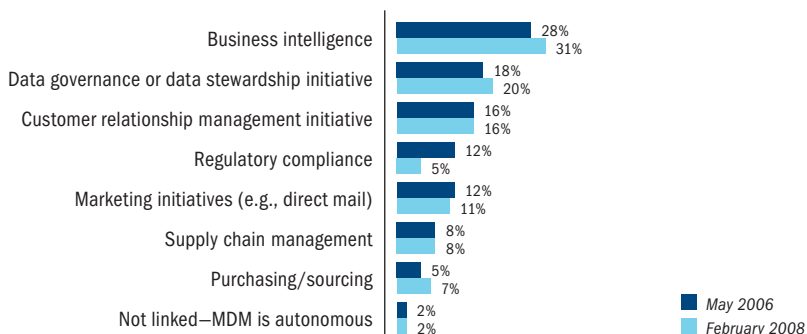


Figure 1. Based on 453 responses from 148 respondents in 2006 and 185 responses from 85 respondents in 2008.

Which technical solutions does your MDM solution support? (Select all that apply.)

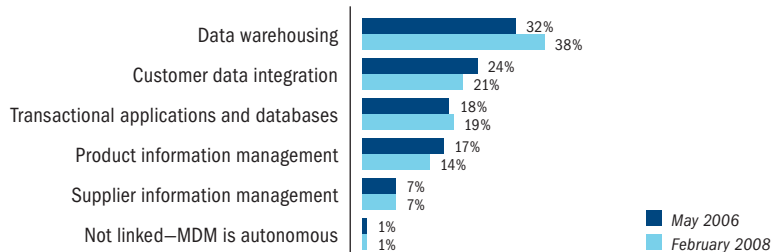


Figure 2. Based on 403 responses from 148 respondents in 2006 and 160 responses from 84 respondents in 2008.

What's the status of your organization's MDM solution? (Select only one.)

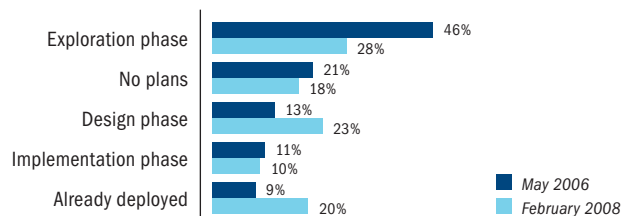


Figure 3. Based on 741 respondents in 2006 and 88 respondents in 2008.

NOTE: To normalize data from the two surveys, percentage calculations omit responses for "Other" and "Don't Know."

Keynotes

By Sandra Prescott, Assistant Director of Education, TDWI

Monday, February 18, 2008



Larry English

Information Management in the Realized Information Age

Larry English, president of Information Impact International, Inc., helped kick off the TDWI World Conference with a keynote on "Information Management in the Realized Information Age." His core message was that effective information management remains elusive

for many organizations. He highlighted several common causes for this, including the failure to treat and manage information as a strategic enterprise resource. English outlined key areas to focus on to improve data quality and, therefore, effective information management. These included creating an environment and culture of data quality from our operational systems onwards and treating knowledge workers as assets with the goal of realizing the full potential of the Information Age.

Thursday, February 21, 2008

Like Yin and Yang—BI and the Balanced Scorecard for Holistic Performance Management

Nancy Williams, CBIP; Bob Paladino

On Thursday morning, Nancy Williams, vice president of DecisionPath Consulting, and Bob Paladino, managing partner of Bob Paladino & Associates, LLC, teamed up to deliver a compelling keynote: "Like Yin and Yan—BI and the Balanced Scorecard for Holistic Performance Management." If the Balanced Scorecard is a management system that aligns business activities to the vision and strategy of the organization, it seems that BI is the perfect enabler for this goal. However, BI and Balanced Scorecards are usually treated as separate, unrelated initiatives because of the all-too-common cultural divide between business and IT. Showcasing several case studies, Williams and Paladino outlined a road map to marrying the two disciplines and offered an alternative to help overcome the cultural divide, leading to optimal business performance.

TDWI Executive Summit

By Wayne Eckerson, Director, TDWI Research



Tracy Austin

The TDWI Executive Summit hosted more than 200 BI directors and sponsors at its semiannual two-day program. The Summit was kicked off by Tracy Austin, a former CIO at Mandalay Resorts and a key figure in the establishment of Harrah's highly regarded,

data warehousing-driven customer loyalty program. She presented a series of guiding principles and common BI blunders. One provocative bit of advice was "Just say no" to starting a program if your data management infrastructure or data quality is suboptimal. "It's not worth it," said Austin.

The Summit then focused its attention on requirements gathering and aligning with the business. Nancy Williams, a partner at DecisionPath, kicked off the segment. She was followed by a panel of practitioners, who discussed agile development techniques, creating a veteran team, and forming teams composed of business and BI professionals.

On Tuesday, the plenary session tackled dashboards and scorecards. Tony Politano provided context for the behavioral impact of KPIs. He was followed by three mini case studies: Rohm & Haas, Expedia, and Corporate Express, which each demonstrated different business drivers, architectures, and outcomes. Expedia bootstrapped an enterprisewide Balanced Scorecard that had significant bottom-line impact on the company, while Rohm & Haas developed an executive dashboard to focus on financial metrics that also cascaded throughout the enterprise. Corporate Express built an enterprise dashboard using 24 global KPIs developed in conjunction with McKinsey & Co.

Next, Jill Dyché presented the context for master data management, and she was followed by a panel of DW professionals, all of whom were either leading or advising MDM solutions in their organizations. It appears that DW professionals have the skills and the motivation to tackle MDM, since cleansed, reconciled operational data benefits the data warehouse operation. MDM also provides a way to further integrate data that goes beyond what the DW is typically chartered to do, delivering real-time, detailed views of customer, product, and supplier data, among other things.

For the first time, the TDWI Executive Summit offered afternoon breakout sessions based on BI maturity. These sessions were generally well attended.

The group convened on Tuesday afternoon for a panel session of vendor executives who discussed their strategy going forward ("focus on the customer"), their lack of interest in the competition ("focus on the customer"), and their ignorance of "cool" innovative technologies now hitting the BI market ("focus on the customer"). As much as we tried to stir up controversy, the panel was generally amiable and in agreement about their focus going forward.

Certification Program



TDWI continued the industry's leading certification program at the Las Vegas conference. In partnership with the Institute for Certification of Computing Professionals, TDWI offered 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 or visit www.cbipro.com.

Thursday, February 21, 2008

High-Impact Resumes for the 21st Century, Jennifer Hay, CBIP

Information Retrieval, Machine Learning, and Business Intelligence, Harr Chen

Self-Service BI: Adding Business Value with an Enterprise BI Architecture, Karen A. Masulis

Peer Networking: Balanced Scorecard for Performance Management, Bob Paladino

Guru Sessions

Throughout the week in Las Vegas, 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.

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](#).



Photo by Deirdre Hoffman

Monday, February 18, 2008

Business Architecture: Impacting Governance, Bruce Moore

Making Performance Management and Master Data Management Work Together, Anthony L. Politano

Wednesday, February 20, 2008

Enterprise Data Management—A New Perspective, Lance Miller

Introduction to Social Network and Link Analysis, David Loshin

Unstructured Data—Driving Future BI Application Success, Lyndsay Wise

Vendor Exhibit Hall

Photo by Jonathan Prescott: photoempathy.com



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 Las Vegas.

[Ab Initio Software Corporation](#)

[Altosoft](#)

[ASG](#)

[BizGui](#)

[Business Objects](#)

[Cognos Inc.](#)

[Composite Software, Inc.](#)

[Corda Technologies](#)

[DataFlux](#)

[DATAIlegro](#)

[DataMentors, Inc.](#)

[DataMicron Inc.](#)

[Dataupia](#)

[DecisionPath Consulting](#)

[ESRI](#)

[Ethority](#)

[ETI](#)

[GoldenGate Software](#)

[GreenPlum](#)

[HP Information Management Practice
\(formerly Knightsbridge Solutions\)](#)

[HP Business Intelligence](#)

[IBM](#)

[Identity Systems](#)

[InetSoft](#)

[Infobright Inc.](#)

[Informatica Corporation](#)

[Information Builders](#)

[InforSense](#)

[Kalido](#)

[Knowledge Relay](#)

[Kognitio](#)

[LoganBritton, Inc.](#)

[Microsoft Corporation](#)

[MicroStrategy](#)

[Netrics](#)

[Oco Inc.](#)

[Oracle](#)

[ParAccel, Inc.](#)

[Pentaho Corporation](#)

[Project Performance Corporation](#)

[SAS Institute Inc.](#)

[Silver Creek Systems](#)

[St. Joseph's University](#)

[Strategy Companion Corporation](#)

[StratXData](#)

[Syncsort Incorporated](#)

[Sypherlink](#)

[Teleran Technologies](#)

[Teradata Corporation](#)

[Trillium Software,
a division of Harte-Hanks](#)

[Vertica Systems, Inc.](#)

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.

Monday, February 18

The British Invasion

Sponsored by Kognitio

Tuesday, February 19

IBM Games Room

Sponsored by IBM

The SAS and Teradata Tech Quest

Sponsored by SAS Institute Inc. and Teradata Corporation

Vendor Workshop

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'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. 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	March 3-7	New York, NY
Seminar	April 7-11	Minneapolis, MN
Seminar	June 9-12	Boston, MA
BI Symposium Canada	June 23-27	Toronto, ON
Seminar	July 14-17	Vancouver, BC
Seminar	July 28 - August 1	Washington, DC
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.

Upcoming TDWI World Conferences

Chicago, IL

May 11-16

www.tdwi.org/chicago2008

San Diego, CA

August 17-22

New Orleans, LA

November 2-7

Recent TDWI Publications and Research

- *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/
- *Strategies for Managing Spreadmarts: Migrating to a Managed BI Environment*, the latest report from TDWI Research, with findings based on interviews with industry experts, leading-edge customers, and survey data. www.tdwi.org/Research/ReportSeries
- *Business Intelligence Journal* (Volume 12, 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 Member-only publication. www.tdwi.org/Publications/BIJournal
- *Ten Mistakes to Avoid in Data Quality Management* (Q4 2007). This series examines 10 common mistakes to avoid in your BI/DW project. A Member-only publication. www.tdwi.org/Publications/TenMistake
- *What Works: Best Practices in Business Intelligence and Data Warehousing* (Volume 24), a compendium of industry case studies and lessons from the experts. www.tdwi.org/Publications/WhatWorks
- *The Three Threes of Performance Dashboards*, TDWI's annual poster depicting a BI or DW process or lifecycle. 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.