

2010 TDWI WORLD CONFERENCE

[TRIP REPORT] SAN DIEGO, CA • AUGUST 15–20

Creating an Agile BI Environment

Delivering Data at the Speed of Thought

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 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 write to Roxanne Cooke at rcooke@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](#).

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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 27 countries. This was truly a worldwide event!

Some of our most popular courses included:

- [Dimensional Design: Intermediate and Advanced Techniques](#)
- [Extreme Scoping: An Agile Approach to Data Warehousing and Business Intelligence](#)
- [TDWI Enterprise Metrics: Designing Integrated Business Metrics](#)

Several San Diego conference sessions were captured via video and are now available for viewing. You will find several sessions from the BI Executive Summit, both the Monday and Thursday morning World Conference Keynotes, and the Best Practices Awards ceremony.

To access the videos, visit tdwi.org/sd2010/videos.



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 focused on the following areas:

BI ESSENTIALS

BI essentials courses aimed to help you strengthen your understanding of business intelligence (BI) and data warehousing (DW). They were designed to take you from basic BI/DW concepts and principles to expanded essentials such as data modeling and metrics. These courses also provided the building blocks that are the keys to understanding the rest of this dynamic field of information technology.

DEVELOPING THE AGILE BUSINESS INTELLIGENCE ENVIRONMENT

The ability to be adaptable and agile as you grow your BI/DW environments is key to success and profitability as you move forward. Agile development promotes a specific set of techniques using iterative development for rapid delivery of systems with a minimum of rework and risk. In fact, the agile concept applies to many facets of your BI/DW environment, from team structure, project management, system design, development, and analytics techniques. Several courses at this conference were aimed to help you realize your agile potential.

DATA MANAGEMENT—QUALITY, GOVERNANCE, MASTER DATA MANAGEMENT (MDM), INTEGRATION

Complex business environments, increasing demand for high-quality data, and critical dependencies of regulatory compliance are among the reasons that MDM captures the attention of IT and business people alike. Your MDM strategy can achieve sought-after results if the initiative is under the umbrella of a true data governance program. Data governance encompasses enterprise management of availability, usability, integrity/quality, and security of data. High-quality data is needed to drive profitable business decisions. Dirty data has long been the Achilles' heel of data warehousing. These courses covered how to model, improve quality, integrate, store, and govern this most precious asset.

DATA MODELING

Data that is organized and optimally stored in the warehouse needs thoughtful design to fulfill business needs. Business analysts who took these courses are better prepared to work with their technical counterparts, and developers who took these courses are able to ask the right questions to determine how to design and implement the best data structures. This conference offered an in-depth look at dimensional modeling.

TDWI Technology Survey on Trends in Advanced Analytics

By Philip Russom, Senior Manager, TDWI Research

The Technology Survey that TDWI circulated at the recent World Conference asked attendees to answer a few questions about advanced analytics as it is practiced in their organizations. TDWI defines *advanced analytics* as a diverse collection of practices and tools that includes predictive analytics, data mining, statistical analysis, and extreme SQL. It may also include natural language processing and database methods that support analytics. For the purposes of the survey, reporting and online analytical processing (OLAP) are not considered advanced.

Conference attendees' responses to the Technology Survey provide a glimpse into the prominent trends of advanced analytics. User organizations should note these trends and plan accordingly.

- **Advanced analytics is already mainstream and will become more so.** The Technology Survey asked: *What is the status of your advanced analytics program?* (See Figure 1.) Half of organizations surveyed (51%) are committed to a program for advanced analytics, whether it's currently under development or already deployed. Another third (32%) are considering a program, which should make advanced analytics even more commonplace. Relatively few organizations have no plans (17%).
- **Today, analyses are updated daily or less often, but the trend is toward real time.** A deployed solution for advanced analytics will rerun analyses as data and business situations change. For example, predictive models are rescored and analytic databases are updated. To get a sense of how often this occurs, the survey asked: *What percent of analyses are rerun and/or rescored at the following intervals?* (See Figure 2.) Based on survey responses, today most analytic updates and rescoring occur daily, weekly, and/or monthly. However, anecdotal evidence suggests that the frequency of analytic updates and rescoring is increasing to multiple times daily—and even real time—for time-sensitive data.
- **Users conduct advanced analytics with ever-larger analytic data sets.** In recent years, TDWI has observed a strong trend toward the application of advanced analytics to very large data sets. To help quantify the perceived trend, the survey asked: *What's the approximate total data volume that your organization manages specifically for advanced analytics, both today and in three years or so?* (See Figure 3.) Survey results show that small- to medium-size analytic data sets (3 TB and smaller) will get less prominent, whereas very large ones (10 TB and larger) will become more common.

For more information, visit [TDWI's Advanced Analytics Portal](#).

Based on the above definition, what is the status of your advanced analytics program?

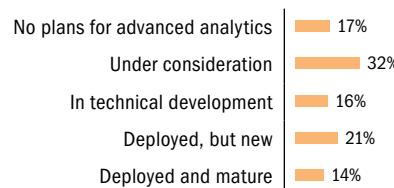


Figure 1. Based on 140 responses.

In your organization, what percent of analyses are rerun and/or rescored at the following intervals?

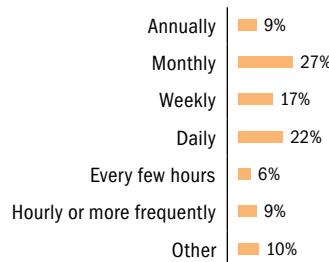


Figure 2. Based on 88 normalized responses.

What's the approximate total data volume that your organization manages specifically for advanced analytics, both today and in three years or so?

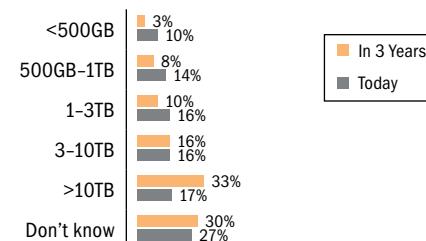


Figure 3. Based on 141 responses.

Keynotes

By Marie Gipson, Education Program Manager, TDWI

Monday, August 16, 2010, 8:00–8:45 a.m.

The Secrets of Creating an Agile, Adaptable BI Environment



Wayne Eckerson

Director

TDWI Research

Wayne's keynote followed a frenzied Best Practices Awards ceremony. Like many BI projects, he started behind schedule and had to practice his topic: agility. After defining the word as "characterized by quickness, lightness, and ease of movement; nimble," he asked which audience members thought their projects and departments fit that definition. Few hands went up, and he offered five secrets for delivering high-quality BI solutions quickly. These five secrets are available, along with five bonus secrets, at tdwi.org/sd2010/keynotes.

[Download presentation slides from Monday's keynote.](#)



Thursday, August 19, 2010, 8:00–8:45 a.m.

Katabatic Winds of Business Intelligence



Ken Collier, Ph.D.

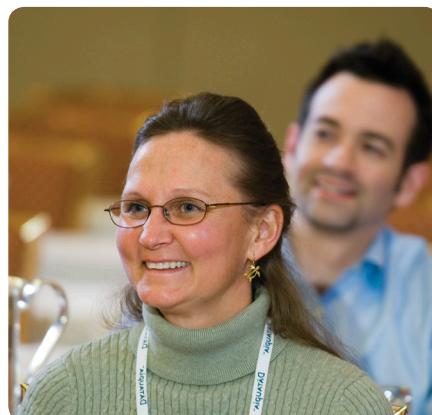
Agile Consultant and Author

Ken Collier drew parallels between the current business climate and living with katabatic winds in Antarctica, where freezing air tumbles down from higher elevations, gaining speed, to suddenly disrupt all life at the bottom.

Likewise, the terrain in business was reshaped suddenly by changes flowing from the top. Ken warned that such disruptions will keep happening, and businesses must learn to adapt and respond quickly to survive.

Traditional data warehousing projects take too long. Business needs often change before solutions can be delivered. But agile methodologies provide ways to fail early if necessary, and adapt. Instead of being a religion or a single methodology, agility is a way of behaving and a way of developing systems. Agile projects involve communities, not just developers. See agilemanifesto.org for more information on agile software development.

[Download presentation slides from Thursday's keynote.](#)



TDWI BI Executive Summit

By Wayne Eckerson, Director, TDWI Research

TDWI's BI Executive Summit in San Diego had an all-star lineup of speakers who enlightened, challenged, and amused more than 100 attendees over the course of two and a half days.

The audience heard outstanding case study presentations from Ken Rudin of Zynga, Matt Schwartz of PetSmart, Frank Brooks of Blue Cross Blue Shield of Tennessee, Gary George and Brian Treu of Intuit, Chris Jones of Adobe, and Eric Colson of Netflix. We received market roundups of analytic platforms and MDM applications from Merv Adrian and Rob Karel, respectively. Andrew Cardno shared four stories of how advanced visualization can improve business analysis. Laura Reeves explained how to manage BI projects to deliver enhanced value, Ken Collier discussed current trends in agile BI methodologies, and Steve Dine covered trends in cloud computing for BI. In addition, Art Conroy and a panel of expert modelers challenged our notions of how to deliver flexible, high-value models. Finally, a panel of vendor sponsors discussed technologies that will transform BI in the next three years and how user organizations can maximize their vendor relationships.

In our sticky-dot voting of up-and-coming transformative technologies, we saw visualization and MDM surge ahead to the number two and three spots, respectively, behind predictive analytics, which has held the number one spot for nearly three years.

We're already gearing up for our next Summit, February 14–16, 2011, in Las Vegas. Hope to see you there!

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 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.

1010data	iOLAP, Inc.
ASG	Jaspersoft
Aster Data Systems	Kapow Technologies
BCC Software	Microsoft
Cloudera, Inc.	MicroStrategy
Corda Technologies	Netezza Corporation
DataFlux	Oracle
Datanomic Limited	ParAccel
Dell Services	Rapid Insight
Denodo Technologies	SAP
Dundas Data Visualization	SAS Institute Inc.
Consulting	SpatialKey
Endeca	Sybase
ESRI	Syncsort
Greenplum/EMC	Talend
Harte-Hanks Trillium Software	Teradata Corporation
HP	TIBCO Spotfire
IBM	Vertica
Informatica Corporation	WhereScape
Information Builders	XtremeData, Inc.

Hospitality Suites / Vendor Workshop

Attendees had the chance to join the following solution providers for an evening of informative talks, fun, good food, and great conversation. These vendors invited attendees to learn about business intelligence and data warehousing solutions and grab a bite to eat in a relaxed, interactive atmosphere.

Tuesday, August 17

SAS Fab Four Hospitality Event

Sponsored by SAS Institute Inc.

Wednesday, August 18

Best Practice Architectures for Real-Time BI/DW with Oracle Data Integration Workshop

Sponsored by Oracle

More Educational Opportunities

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 and Management, Business Analytics, Data Analysis and Design, Data Integration, and Administration and Technology.

For more information on certification and testing, write to cbip@tdwi.org or visit tdwi.org/cbip.



Certified Business
Intelligence Professional

TDWI Onsite Education

TDWI Onsite Education 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 Bahō at 978.582.7105 or ybahō@tdwi.org, or visit tdwi.org/onsite.

TDWI Seminar Series

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 U.S. and Canada, so you can get the training you need when and where your schedule allows.

UPCOMING 2010 SEMINARS

Data Modeling	Toronto, ON	September 27–30
BI Essentials	Washington, D.C.	October 18–21

For more information, visit tdwi.org/seminars.

Upcoming TDWI World Conferences and BI Executive Summits

TDWI WORLD CONFERENCES

Orlando, FL	November 7–12, 2010
Las Vegas, NV	February 13–18, 2011
Washington, D.C.	April 3–8, 2011
Chicago, IL	June 6–10, 2011
San Diego, CA	August 7–12, 2011
Orlando, FL	October 30–November 4, 2011

TDWI BI EXECUTIVE SUMMITS

Las Vegas, NV	February 14–16, 2011
San Diego, CA	August 8–10, 2011

Recent TDWI Publications and Research

- **What Works in Data Integration** (Volume 29), a compendium of industry case studies and lessons from the experts.
tdwi.org/what_works
- **BI on a Limited Budget: Strategies for Doing More with Less**, the latest Best Practices Report from TDWI Research, with findings based on interviews with industry experts, leading-edge customers, and survey data. tdwi.org/research/reportseries
- **Business Intelligence Journal** (Volume 15, 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.
tdwi.org/publications/bijournal
- **Ten Mistakes to Avoid In Predictive Analytics** (Q2 2010). This series examines 10 common mistakes to avoid in your BI/DW projects. A Members-only publication.
tdwi.org/publications/tenmistake
- **TDWI's Best of Business Intelligence** (Volume 7), a selection of TDWI's best BI articles, columns, and research from 2009.
tdwi.org/bestofbibi

TDWI Membership

TDWI Members receive all of the publications and research listed above, along with many other benefits, including *TDWI FlashPoint*, a monthly e-newsletter; 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 tdwi.org/membership.