



TDWI // ORLANDO WORLD CONFERENCE

[**TRIP REPORT**] Orlando, FL // November 7–12, 2010

Emerging Technologies

Using the latest technologies to drive business impact

Thank you for joining us in Orlando 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 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 write to Roxanne Cooke at rcooke@tdwi.org.

For a complete list and descriptions of all courses offered in Orlando, view the [conference-at-a-glance](#) or [download the conference brochure](#).

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tdwi.org/or2010



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 Orlando conference drew attendees from 39 states and 25 countries. This was truly a worldwide event!

Some of our most popular courses included:

- [Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development](#)
- [TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation](#)
- [Agile Data Warehousing 101: An Introduction to Accelerated BI/DW Development](#)



Featured Topics in Orlando

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

EMERGING TECHNOLOGIES

We have all been hearing the buzz—cloud computing, text mining, virtualization, open source, cool BI, Web 2.0, social media, visualization ... but what do these terms really mean for business intelligence and data warehousing? These courses were designed to demonstrate how these technologies work, how you can deploy them, and the benefits they can bring to your organization.

BI ESSENTIALS

BI essentials courses aimed to help you strengthen your understanding of business intelligence and data warehousing. 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 key to understanding the rest of this dynamic field of information technology.

BUSINESS ANALYTICS

Optimize business performance with the right analytics for your audience. In the field of business intelligence, understanding how people perceive and process information is a must. This conference delivered a series of “systems thinking” courses as well as several popular analytics courses on dashboards, visualization, metrics, statistical modeling, and data mining.

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, including 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

Data is the cornerstone of a business intelligence system, and the management of it can be very complex. Courses in this topic focused on how to model, integrate, store, govern, and improve the quality of 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.

TDWI Technology Survey: Update on Cloud Computing

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 their perceptions of cloud computing in general, plus its potential use in business intelligence and data warehousing (BI/DW). TDWI had, in fact, asked the same questions at a conference in August 2009. Attendees of the Orlando 2010 conference know more about cloud computing and are considering it more seriously compared to attendees who responded to the first run of the survey. However, the priorities and concerns seen in both survey runs remain the same:

- BI/DW professionals have become more familiar with cloud computing.** Comparing results from the two survey runs, respondents selecting “not familiar at all” dropped from 42% to 16%. Correspondingly, results for “somewhat familiar” rose from 52% to 75%. (See Figure 1.) The change suggests that cloud computing is finally on the radar screens of BI/DW professionals, who have been reading about it and studying it more seriously in recent months. Note that the percentage of respondents selecting “don’t know” fell dramatically (see Figure 3), again indicating that BI/DW professionals are more familiar with cloud computing today than they were a year ago.
- Cloud computing has become a more likely possibility in BI/DW.** For example, the percentage of survey respondents reporting “no plans” for cloud computing decreased from 52% to 30%, while those in an “exploration phase” increased from 26% to 49%. (See Figure 2.) Yet survey results for “already using” and other more advanced implementation phases remained about the same. In summary, the percentage of user organizations using cloud for BI/DW hasn’t increased much, if any, but the number considering it has increased substantially, making it a more likely possibility.
- Scalability, savings, and SaaS are still the leading benefits of the cloud.** In both runs of the survey, “scalability on demand” (37% and 49%) was the top benefit of cloud computing, at least in respondents’ perceptions. (See Figure 3.) The related benefit “capacity guaranteed” fared well, too. Potential savings due to cloud computing is still a leading benefit, as seen in responses to “reduced IT costs” and “reduced capital expenditures.” The percentage of survey respondents selecting “access to SaaS” as a benefit rose from 26% to 34%, with a similar rise for “automatic software updates for SaaS” (20% to 23%).

How familiar with cloud computing are you?

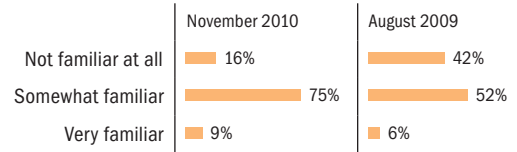


Figure 1. Based on 113 respondents in August 2009 and 208 respondents in November 2010.

What's the status of your organization's cloud strategy?

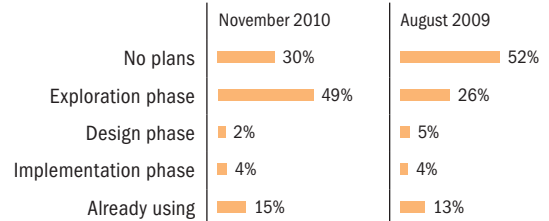


Figure 2. Based on 110 respondents in August 2009 and 206 in November 2010.

What are the leading benefits once IT systems are moved into a cloud? (Select up to five.)

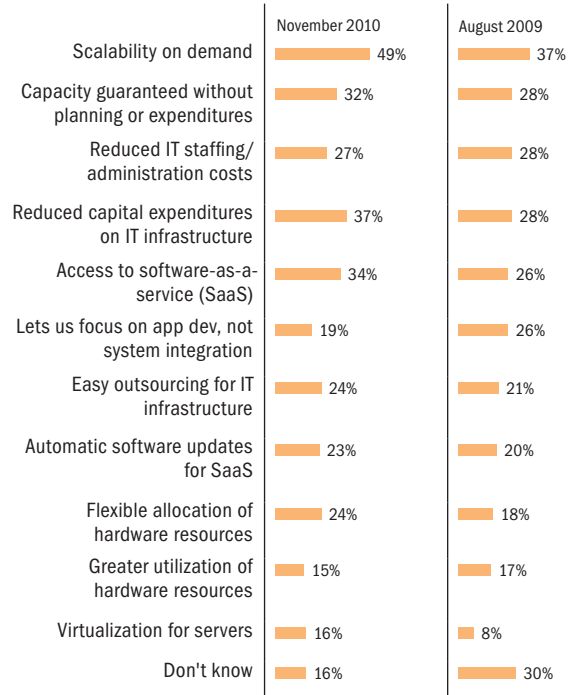


Figure 3. Based on 110 respondents in August 2009 and 206 in November 2010.

Keynotes

By Marie Gipson, Education Program Manager, TDWI

Monday, November 8, 2010, 8:00–8:45 a.m.

When the CEO Comes Knocking...and Why BI in the Cloud Makes Business Sense



Kevin D. Rooney
Chief Strategy Officer
American Access Casualty Company

Nothing ignites the passions of IT teams like asking “how.” But Kevin Rooney described to his keynote audience the question that often meets heady technophiles, flush with success after unlocking the secrets of building or deploying the next awesome technology: “Why would anyone want to do that?” He cautioned his audience to take a step back and ask “why.”

“Why” is a strategic question; it defines missions and secures buy-in. It gets projects funded and creates value for organizations. Asking “why” helps careers. CEOs often ask these questions: Why aren’t we having more success? Why are our analysts spending so much time gathering data rather than analyzing it? They are less concerned with how problems are solved.

“It’s a great time to be a data geek,” Rooney said. Business intelligence is no longer an oxymoron. But new capabilities must be used to deliver real value to the business. A good way to keep on track is to anticipate and answer the “why” questions.

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



Thursday, November 11, 2010, 8:00–8:45 a.m.

The Intelligent Enterprise: Optimizing Your Business with Pervasive Business Intelligence



Boris Evelson
Vice President and Principal Analyst
Forrester Research, Inc.

Today’s BI technologies are mission critical, robust, and scalable. But despite the revolutionary advances within BI, pervasiveness remains elusive. The average enterprise has less than 9 percent penetration of BI tools. According to Boris Evelson, BI will only become pervasive when it is simple enough for everyone to use.

Evelson noted there are vast differences between the average executive’s idea of “usable” and what the average IT environment offers. He compared BI’s development to that of transportation technologies. However revolutionary the inventions of the car and airplane have been—like the quick progress in BI—the ultimate ideal of a combination car and space shuttle is still a long way off. This example parallels the progress yet to be made within BI.

Still, these tools are as critical as they are complex. Surveys reveal no plans within user organizations to scale back on BI. The growth will continue; best practices and next-generation technologies can close the gap to get us closer to the nirvana of the single stack. Until that goal is realized, BI is the glue holding everything together.

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



Guru Sessions

Throughout the week in Orlando, 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 Orlando.

[Aster Data Systems](#)

[Ataccama Corporation](#)

[BIReady](#)

[CA Technologies](#)

[Corda Technologies](#)

[DataFlux](#)

[Datanomic Limited](#)

[EMC Corporation \(Greenplum\)](#)

[ESRI](#)

[Harte-Hanks Trillium Software](#)

[IBM](#)

[Information Builders](#)

[Innovative Systems, Inc.](#)

[iOLAP Inc.](#)

[Jaspersoft/Talend](#)

[Kognitio](#)

[MicroStrategy](#)

[Netezza Corporation](#)

[Oracle](#)

[ParAccel](#)

[SAP](#)

[Syncsort](#)

[Tableau Software](#)

[Talend](#)

[Teradata Corporation](#)

[TIBCO Spotfire](#)

[Vertica](#)

[XLCubed Ltd.](#)

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. The vendors invited attendees to learn about business intelligence and data warehousing solutions and grab a bite to eat in a relaxed, interactive atmosphere.

Tuesday, November 9

SAP Analytic Lounge

Sponsored by SAP

Wednesday, November 10

Data Warehousing Fundamentals: Query Optimization and Partitioning Workshop

Sponsored by Oracle

More Educational Opportunities

Certification Program

TDWI continued the industry's leading certification program at the Orlando 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.

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 Baho at 978.582.7105 or ybaho@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 2011 SEMINARS

Data Modeling	Dallas, TX	March 14–17, 2011
BI Essentials	Seattle, WA	April 11–14, 2011
Dimensional Modeling	Boston, MA	May 23–26, 2011
Data Modeling	Vancouver, BC	July 18–21, 2011
Dimensional Modeling	Toronto, ON	August 29– September 1, 2011
Data Governance	Minneapolis, MN	September 12–15, 2011
Data Governance	Denver, CO	October 17–20, 2011

For more information, visit tdwi.org/seminars.

Upcoming TDWI World Conferences and BI Executive Summits

TDWI WORLD CONFERENCES

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 Enterprise Business Intelligence** (Volume 30), a compendium of industry case studies and lessons from the experts. tdwi.org/what_works
- **Operational Data Warehousing: The Integration of Operational Applications and Data Warehouses**, the latest Best Practices Report from TDWI Research, with findings based on interviews with industry experts, leading-edge customers, and survey data. tdwi.org/bpreports
- **Business Intelligence Journal** (Volume 15, Number 3) 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 When Designing and Building Your MDM and Data Governance Initiative** (Q3 2010). This series examines 10 common mistakes to avoid in your BI/DW projects. A Members-only publication. tdwi.org/publications/tenmistakes
- **TDWI's Best of Business Intelligence** (Volume 7), a selection of TDWI's best BI articles, columns, and research from 2009. tdwi.org/bestofbi

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.