



# Delivering on the Promise of BI

## Agility, Alignment, and Analytics

- Learn how to build an agile, nimble BI program that delivers superior decision support and ROI
- Discover the latest best practices, techniques, and technologies that your BI team needs
- Meet and compare notes with fellow BI executives who own, shape, or drive BI programs

[TDWI.ORG/SD2010/ES](http://TDWI.ORG/SD2010/ES)

SAN DIEGO, CA • AUGUST 16-18

**SPECIAL  
OFFER!**

**EARLY  
REGISTRATION  
DISCOUNT**

Register by July 16 and **SAVE \$175**  
USE PRIORITY CODE SDESEB



A unique and interactive event focused on business intelligence, performance management, and data warehousing.

## DELIVERING ON THE PROMISE OF BI

### Agility, Alignment, and Analytics

We know it's not easy to create a nimble, adaptable BI environment that provides solid business value. That's why the upcoming TDWI BI Executive Summit program is dedicated to helping you deliver on the promise of BI. We'll show you how to build a successful BI program that drives key business decisions through savvy analytics, agile methodologies, and business-aligned data governance.

### JOIN US AND LEARN:

- How Zynga, Netflix, and BlueCross BlueShield of Tennessee are implementing analytics to help drive key business processes
- New trends in data modeling, visualization, and analytic databases
- Key techniques for applying agile development techniques and cloud computing to BI
- The keys to successful MDM and data quality initiatives



**EARLY  
REGISTRATION  
DISCOUNT**

Register by July 16 and **SAVE \$175**

Go to [tdwi.org/SD2010/ES](http://tdwi.org/SD2010/ES)  
USE PRIORITY CODE SDESEB

## WHAT A TDWI BI EXECUTIVE SUMMIT OFFERS YOU

### A unique and interactive peer knowledge-sharing event focused on business intelligence, performance management, and data warehousing.

The TDWI BI Executive Summit is specifically developed for BI directors and sponsors like you who own, shape, and influence their organizations' BI/DW initiatives. All attendees must prequalify to attend. Visit [tdwi.org/SD2010/ES/prequal](http://tdwi.org/SD2010/ES/prequal).

### Multiple opportunities to meet peers.

Since BI professionals learn best by talking directly with one another, the Summit unites BI executives from various industries for collaborative learning and discussion. The program is designed to connect you with your peers as well as thought leaders in the BI industry who can address your most challenging questions and issues.

### Valuable strategies, techniques, and tools.

Workshops, case studies, panels, and networking opportunities are designed to give you a comprehensive understanding of the challenges BI executives face and solid methods for overcoming them in a rapidly changing business environment.

## SAN DIEGO SUMMIT FEATURES

- A special focus on delivering on the promise of BI through agility, alignment, and analytics
- More than a dozen BI practitioners speaking about best practices in BI, analytics, data governance, and performance management
- Workshops that will help you apply your BI knowledge in small group settings
- Case studies where you can learn from your peers
- Peer networking tables where you can meet other senior BI professionals who share your interests
- A Monday night reception designed to cement your bonds with other senior BI professionals
- A "Future of BI" panel where you'll hear what industry experts see when they gaze into the BI crystal ball



Opportunities for collaborative learning and discussion with your peers.

For more information or to register now, go to [tdwi.org/SD2010/ES](http://tdwi.org/SD2010/ES) USE PRIORITY CODE SDESEB

**MONDAY, AUGUST 16**

8:00 am	<b>CONFERENCE KEYNOTE • The Secrets of Creating an Agile, Adaptable BI Environment</b> • <i>Wayne Eckerson, Director, TDWI Research</i>
9:00 am	<b>Actionable Analytics at Zynga: Leveraging 3 TB a Day to Make Online Games More Fun and Profitable</b> • <i>Ken Rudin, General Manager of Analytics, Zynga</i>
10:00 am	<b>BREAK</b>
10:30 am	<b>BI Analytics: From Average to Z-Test1p6Z</b> • <i>Matthew Schwartz, Former Vice President of Business Intelligence at Corporate Express and Ascend Analytics</i>
11:15 am	<b>Organizing and Deploying Analytics for Success</b> • <i>Frank Brooks, Director of Data Management and Information Delivery and Chief Data Architect, BlueCross BlueShield of Tennessee</i>
11:55 pm	<b>SPONSOR INTRODUCTIONS</b>
12:00 pm	<b>PEER NETWORKING LUNCH</b>
2:00 pm	<b>CASE STUDY WORKSHOP: To Centralize or Decentralize: That Is the Question!</b> • <i>Gary George, BI Leader Consumer Group, Intuit</i>
3:30 pm	<b>BREAK</b>
4:00 pm	<b>Analytic Goldrush: The Rise of the Analytic Database</b> • <i>Merv Adrian, Founder, IT Market Strategy</i>
4:45 pm	<b>Ten Best Practices for Effective Visualization</b> • <i>Andrew Cardno, Chief Technology Officer, BIS2</i>
5:30 – 7:00 pm	<b>RECEPTION WITH SUMMIT SPONSORS AND THE “BI JAM BAND”</b>

**TUESDAY, AUGUST 17**

8:00 am	<b>Taking BI to the Next Level: How Mature DW Programs Can Deliver Additional Business Value</b> • <i>Laura Reeves, Partner, StarSoft Solutions</i>
9:00 am	<b>CASE STUDY: Using Text Analytics to Deliver Actionable Information</b> • <i>Chris Jones, Manager of Analytics, Intuit, Inc.</i>
10:00 am	<b>BREAK</b>
10:30 am	<b>Radical BI: Moving as Fast as the Business Wants</b> • <i>Eric Colson, Director of Business Intelligence, Netflix</i>
11:15 am	<b>PANEL: Best Practices in Business Intelligence</b> • <i>Chris Jones, Manager of Analytics, Intuit, Inc.; Eric Colson, Director of Business Intelligence, Netflix; Frank Brooks, Director of Data Management and Information</i>
12:00 pm	<b>PEER NETWORKING LUNCH</b>
2:00 pm	<b>Agile BI: Delivering Customer Value in Weeks, Not Months</b> • <i>Ken Collier, Agile Consultant and Author, KWC Technologies, Inc.</i>
2:45 pm	<b>Debating BI and Analytics in the Cloud</b> • <i>Steve Dine, President, Datasource Consulting</i>
3:30 pm	<b>BREAK</b>
4:00 pm	<b>The State of MDM and Data Governance</b> • <i>Rob Karel, Principal Analyst, Forrester Research</i>
4:45 pm	<b>PANEL: Overcoming the Biggest Pain Points in Data Quality</b> • <i>Philip Russom, Senior Manager, TDWI Research; Panelists</i>
5:30 pm	<b>TDWI WORLD CONFERENCE EXHIBIT HALL</b>

**WEDNESDAY, AUGUST 18**

8:00 am	<b>Semantic Intelligence: An Introduction to the Next-Generation Data Warehouse</b> • <i>Art Conroy, Director of Semantic Intelligence at Simulyze and Doctoral Candidate, Virginia Polytechnic Institute</i>
9:00 am	<b>PANEL: The State of the Data Model</b> • <i>Laura Reeves, Partner, StarSoft Solutions; Len Silverstone, President, Universal Data Models; John O'Brien, President, Zukeran Technologies; Art Conroy, Director of Semantic Intelligence, Simulyze</i>
9:30 am	<b>BREAK</b>
10:00 am	<b>PANEL: The Future of BI and Maximizing Vendor Relationships</b> • <i>Sponsor representatives</i>
11:15 am	<b>SUMMIT CLOSE</b>
11:15 am	TDWI World Conference Exhibit Hall Lunch

## PRE- AND POST-SUMMIT TUTORIALS

Enhance your BI Executive Summit experience by attending the TDWI World Conference. Below are some recommended courses that complement the Summit. Visit [tdwi.org/SD2010/ES](http://tdwi.org/SD2010/ES) for more information.

### PRE-SUMMIT AUGUST 15, 2010

- |            |  |                    |
|------------|--|--------------------|
| <b>S1</b>  | <b>TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing</b><br><i>David Wells</i> | 9:00 am – 5:00 pm  |
| <b>S3</b>  | <b>BI from Both Sides: Aligning Business and IT</b><br><i>Jill Dyché</i>   | 9:00 am – 5:00 pm  |
| <b>S4A</b> | <b>The Future of Data Warehousing</b><br><i>Stephen Brobst</i>   | 9:00 am – 12:15 pm |
| <b>S4P</b> | <b>Overcoming Information Overload with Best Practices in Data Visualization</b><br><i>Stephen Brobst and Andrew Cardno</i>  | 1:45 pm – 5:00 pm  |
| <b>S5A</b> | <b>Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level</b><br><i>Wayne Eckerson</i>                | 9:00 am – 12:15 pm |

### POST-SUMMIT AUGUST 18–20, 2010

- |             |   |                    |
|-------------|---|--------------------|
| <b>W7P</b>  | <b>Extending BI to Support Online Marketing and Social Media</b><br><i>Mark Madsen</i>    | 2:15 pm – 5:30 pm  |
| <b>TH5</b>  | <b>The BI Pathway Approach: Delivering BI for Business Value</b><br><i>Nancy Williams</i> | 9:00 am – 5:00 pm  |
| <b>TH7A</b> | <b>Predictive Analytics: A Business Perspective</b><br><i>Thomas A. Rathburn</i>          | 9:00 am – 12:15 pm |

### BRING YOUR TEAM TO TDWI

The TDWI BI Executive Summit is co-located with the world-renowned TDWI World Conference. While you strengthen connections with your peers at the Summit, your team members can attend our BI/DW training courses that run the entire week at the World Conference. Then you and your team can catch up in the evenings to compare notes and attend the TDWI Exhibit Hall and hospitality suites.

Geographically distributed teams often use the TDWI BI Executive Summit and TDWI World Conference as an opportunity to get together, plan, and build team spirit. Some teams also arrange for TDWI Research staff or faculty members to deliver presentations to their teams or facilitate group discussions.

Contact Wayne Eckerson at [weckerson@tdwi.org](mailto:weckerson@tdwi.org) for more details.



## STAY ON TOP OF THE LATEST TECHNOLOGIES IN BI AND DW

Your BI Executive Summit registration includes access to the TDWI World Conference Exhibit Hall, where the leading providers of hardware, software, and services for BI, data warehousing, and related technologies will be demonstrating their latest solutions. Time will be set aside for you to visit these solution providers without missing any BI Executive Summit sessions.

For more information  
or to register now,  
go to [tdwi.org/SD2010/ES](http://tdwi.org/SD2010/ES)  
USE PRIORITY CODE SDESEB



Register by July 16 and **SAVE \$175**  
USE PRIORITY CODE SDESEB

**REGISTRATION INFORMATION**

**THREE EASY WAYS TO REGISTER**

- 1. **Online:** [tdwi.org/SD2010/ES/register](http://tdwi.org/SD2010/ES/register)
- 2. **Phone:** 800.280.6218 or 541.346.3537  
(M-F, 8:00 am – 5:00 pm PT)
- 3. **Submit this form:**  
**Fax:** 541.346.3545 or 541.346.3509  
**Mail:** TDWI BI Executive Summit: San Diego 2010  
 Registration  
 1277 University of Oregon  
 Eugene, OR 97403-1277

**CLEARLY TYPE OR PRINT YOUR INFORMATION**

Priority Code: SDESEB

\_\_\_\_\_  
LAST NAME

\_\_\_\_\_  
FIRST NAME (for attendee badge)

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
COMPANY OR INSTITUTION

\_\_\_\_\_  
DEPARTMENT

\_\_\_\_\_  
INDUSTRY

\_\_\_\_\_  
MAILING ADDRESS

\_\_\_\_\_  
CITY, STATE / ZIP / COUNTRY

\_\_\_\_\_  
TELEPHONE:

\_\_\_\_\_  
E-MAIL (Required!)  
*(Please print this address clearly. We send last-minute confirmations and announcements via e-mail.)*

**HOTEL AND TRAVEL**

TDWI has reserved a block of rooms at reduced rates (available through Tuesday, July 14, 2010) for Summit attendees at the Manchester Grand Hyatt San Diego. Discounted rates are also available for air travel and car rental. Visit [tdwi.org/SD2010/ES](http://tdwi.org/SD2010/ES) for more details.

**CALCULATE YOUR PAYMENT**

Your registration fee includes all TDWI BI Executive Summit sessions, breakfasts, lunches, networking receptions, and entrance to the TDWI World Conference Exhibit Hall. Pricing also includes complimentary TDWI Membership. Current TDWI Members get a \$275 discount off the Summit price (in lieu of complimentary Membership).

**REGISTRATION FEES**

Priority code: SDESEB

**EARLY REGISTRATION** (Ends July 16, 2010) **\$2,025**

**REGULAR REGISTRATION** (July 17–August 13, 2010) **\$2,201**

**FEE FROM TABLE ABOVE** \$ \_\_\_\_\_

**CURRENT MEMBER DISCOUNT** \$ \_\_\_\_\_  
(Deduct \$275 from above)

Membership status will be validated when your registration is processed.

**TEAM DISCOUNT** \$ \_\_\_\_\_

(Deduct 10% from total price when 3 or more people from the same company register at the same time)

**LATE FEE** (After August 13, 2010, add \$50.00) \$ \_\_\_\_\_

**TOTAL FEE** \$ \_\_\_\_\_

**CHECK ENCLOSED** (payable to TDWI)

**PURCHASE ORDER #** \_\_\_\_\_

**Credit Card:**  AMEX  Diners Club  
 Discover Card  MasterCard  
 VISA

\_\_\_\_\_  
NUMBER

\_\_\_\_\_  
EXPIRATION DATE

\_\_\_\_\_  
CVV2 (number on back of card)

\_\_\_\_\_  
YOUR SIGNATURE (for credit card)

\_\_\_\_\_  
NAME ON CREDIT CARD

\_\_\_\_\_  
CREDIT CARD BILLING ADDRESS

\_\_\_\_\_  
CITY, STATE / ZIP / COUNTRY