

TDWI

Orlando, FL // Oct. 30–Nov. 4, 2011

WORLD CONFERENCE SERIES

Emerging Technologies 2012

Using the Latest Technologies to Drive Business Impact

TRIP REPORT

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 agenda](#) 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 Orlando conference drew attendees from 41 states and 31 countries. This was truly a worldwide event!

Some of our most popular courses included:

- [TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems](#)
- [Cool BI: The Latest Innovations](#)
- [DIY BI: Self-Service Comes to Business Intelligence](#)

Conference Videos



Check out these video highlights from the Orlando conference:

tdwi.org/live

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

The range of BI/DW technologies and approaches is exploding almost as fast as our data volumes. We have agile methodology, cloud computing, text analytics, virtualization, open source, software-as-a-service, cool BI, social media, and mobile BI. We have Hadoop and MapReduce and deep analytics for big data. What does it all mean for your BI program? It's been difficult enough to implement effective and valuable BI/DW solutions with existing technologies—and these days, you're being asked to do more with less. Will these emerging technologies make your job easier or harder? Courses in this discipline were designed to show how these technologies work, how you can deploy them, and the benefits they can bring to your organization.

BI ESSENTIALS

Strengthen your understanding of business intelligence (BI) and data warehousing (DW). Courses in this topic were designed to take you from basic BI/DW concepts and principles to expanded essentials such as data modeling and metrics. These courses provided the building blocks that are key to understanding the rest of this dynamic field of information technology.

BUSINESS ANALYTICS/PERFORMANCE MANAGEMENT

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 courses on analytics, dashboards, visualization, metrics, and predictive analytics.

DATA ASSET MANAGEMENT (QUALITY, GOVERNANCE, MASTER DATA MANAGEMENT, 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. Courses in this topic 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.

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TDWI Technology Survey: Emerging Technologies and Methods in BI

By Philip Russom, Research Director for Data Management, TDWI Research

The main theme of the Orlando World Conference was “emerging technologies,” so the Technology Survey that TDWI circulated there asked conference attendees to answer a few questions about emerging technologies and methods (ETMs). The survey presented a list of 30 ETMs and asked attendees to identify those they have no plans for using, those they are already using, and those they’ll adopt within three years. Survey responses reveal which ETMs are of little interest today (at least, to attendees of this conference) versus those that are already in use or will be soon. See Figure 1.

New BI techniques will see the hottest adoption over three years.

Let’s take a look into the near future by examining emerging technologies that users are not using today, but will within three years. Mobile BI tops the list (selected by 57% of survey respondents), followed by related BI techniques, such as real-time BI (53%), agile BI (47%), and advanced data visualization (43%). By coincidence, the four hottest ETMs represent the four hottest growth areas in BI right now, namely mobility, real time operation, faster development methods, and analytics.

Users plan aggressive moves into all things analytic. This includes predictive analytics (46% of user organizations surveyed say they’ll use it within three years), in-memory analytics (43%), text analytics (39%), in-database analytics (38%), and big data analytics (38%). The stress on analytics among emerging technologies is not a surprise. User organizations have been deploying both new and old analytic technologies rather aggressively for about five years now.

The hottest growth rates for ETMs involve a jump of 20 or more percentage points. If you compare the percentage of survey respondents using an ETM today to the percentage for the same ETM in three years, the delta identifies a few ETMs that are poised for very dramatic growth. These include clouds for BI/DW (9% today; 47% in three years), social media analytics (9%; 36%), and complex event processing (16%; 35%).

Some ETMs are already well established. A number of ETMs already have a large foot in the door, including Web services/SOA (54% of survey respondents), self-service BI (47%), analytic DBMSs (42%), master data management (40%), data warehouse appliances (37%), and big data analytics (22%).

The newest ETMs need more time for adoption. Ironically, some of the most discussed ETMs today are the ones for which the most users have no plans to use. For example, consider No-SQL DBMSs (82% of respondents have no plans to use them), Hadoop (72%), and MapReduce (68%). This is natural, given the newness of these analytic technologies and the fact that it takes time for an ETM to move beyond its initial early adopters. In fact, these same ETMs are about to make that move, as seen by comparing the percentage of survey respondents using each today to that in three years. For example, take another look at No-SQL DBMSs (3% today; 15%

in three years), Hadoop (8%; 20%), and MapReduce (10%; 22%). Each is poised to jump 12 percentage points, according to survey results. Hence, if users’ plans pan out, No-SQL, Hadoop, and MapReduce will go from rare to common in a mere three years.

Conclusions. The results of the Orlando Technology Survey are good news, in that they show users embracing emerging technologies and methods. It’s important to do so, because ETMs can satisfy new business requirements relative to BI. For example, most of the ETMs mentioned here support some kind of analytics, and analytics have become critical to competing effectively, controlling costs, retaining customers, and understanding and leveraging business change. Furthermore, through emerging technologies, a business can embrace new practices (social media analytics), delivery methods (mobile, self-serve), time frames (real-time BI), development paradigms (agile), and IT platforms (clouds).

Which of the following emerging technologies or methods is your organization using?

	No plans for using	Already using today	Not using today, but will within 3 years
Advanced data visualization	21%	36%	43%
Agile BI	21%	32%	47%
Analytic DBMSs	27%	42%	31%
Big data analytics	40%	22%	38%
Clouds for BI/DW	44%	9%	47%
Complex event processing	49%	16%	35%
Data warehouse appliances	31%	37%	32%
Hadoop	72%	8%	20%
In-database analytics	25%	37%	38%
In-memory analytics	27%	30%	43%
MapReduce	68%	10%	22%
Master data management	15%	40%	45%
Mobile BI	14%	29%	57%
No-SQL DBMSs	82%	3%	15%
Predictive analytics	16%	38%	46%
Real-time BI/DW	19%	28%	53%
Self-service BI	11%	47%	42%
Social media analytics	54%	9%	36%
Text analytics	47%	14%	39%
Unstructured data	41%	26%	33%
Web services and/or SOA	22%	54%	24%

Figure 1. Based on 92 respondents. Values in the table represent a percentage of respondents.

Has your organization implemented an emerging technology or method in BI? Could other organizations learn from your success? If so, please submit an entry for the 2012 TDWI Best Practices Awards. <http://bit.ly/TDWI-BP-Awards>

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KEYNOTES

By Marie Gipson and Liz McNeil, Education Program Managers, TDWI

MONDAY, OCTOBER 31, 2011, 8:00–8:45 A.M.

The End of the Beginning: Looking beyond Today's BI



Mark Madsen
President
Third Nature, Inc.

Business intelligence professionals must help their organizations make better decisions, according to Mark Madsen. It's not enough—and never has been—to merely provide information.

Madsen found his way to business intelligence through decision support. He noted that business process definitions existed in early models, but have since disappeared as IT organizations have concentrated on tools and technology.

But little else has changed in architecture since the days of reports printed on “green bar” paper. It still follows a publishing model. “We have the potential for becoming the new mainframe,” Madsen said, “which I personally would like to avoid.”

Most human decisions are driven by goals and emotion, Madsen said, rather than reason and logic. Unfortunately, BI programs can produce information overload without prioritizing or offering other guidance. Of the main activities within BI (describe, investigate, explain, project, prescribe), only the first two are marginally supported by today's technologies. The others are still handled in Excel spreadsheets or are the exclusive domains of experts.

Madsen also discussed experimental findings that the emotion center of the brain kicks in before the logic centers. Emotions always have the upper hand in decisions. At the same time, losses hurt more than gains feel good. Therefore, decisions should be made in a positive state of mind, and framing makes a difference.

When it comes to enterprise decisions, a lot is determined by who can tell the best story. BI programs should offer the best story, not just more information.

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

[Watch a video of Monday's keynote.](#)

THURSDAY, NOVEMBER 2, 2011, 8:00–8:45 A.M.

Use Best Practices for Agile and Self-Service Business Intelligence



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

Two plus two always equals four. Or does it?

Boris Evelson posed this question to his audience at the beginning of his keynote. Evelson went on to explain that in the ever-changing world of business intelligence, there are few exact answers, and a single version of the truth is relative. Two plus two no longer equals four because it will always depend on the variables involved.

Evelson asserted that nothing is simple in BI anymore, but greater opportunities exist than ever before for BI professionals. The demand for BI professionals is much higher than the supply, and BI is no longer present only in back offices, but in front offices as well. As the demand for BI increases, so does the necessity to scale it back and make it simpler, yet more powerful.

With Excel still being used pervasively as the major BI tool, traditional BI methods fall short due to a significant lack of agility and intuitiveness. Agility is critical for effective BI, but agile software development methods alone will not work. According to Evelson, agile BI must start with organizational best practices to be successful. These best practices include methods for getting professionals to stop using Excel exclusively, separation of front- and back-office BI, and establishment of a hub-and-spoke organizational model.

Evelson realizes that most companies are content knowing that a single BI tool for everything doesn't exist. However, since best practices coupled with effective technology can simplify BI while making it more powerful, companies should explore all the options for improving their BI programs.

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

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A TDWI Forum: Big Data Analytics for Business Insight

By David Stodder, Research Director for Business Intelligence, TDWI

What is the role of Hadoop in enterprise data warehouse architectures? How should organizations address the “three Vs” of big data—volume, variety, and velocity—so they can break new ground with business analytics? Speakers at the TDWI Forum provided answers to these and other questions in two days of case studies, expert sessions, and panels focused on big data analytics. There’s hardly one way to analyze, much less define, “big data,” so it was valuable to have a range of perspectives at the Forum on how big data challenges differ from more traditional systems.

Paul Mackles, senior manager of architecture at Adobe/Omniture, got the conference off to a great start with an experience-driven discussion of Hadoop, MapReduce, Hive, Pig, and other technologies that have arrived in recent years to expand data management options for supporting analytics. He was followed by Jeff Butler, director of research databases with the Internal Revenue Service (winner of the 2011 TDWI Best Practices Award in the government and nonprofit sector), which has about a petabyte of data in its compliance data warehouse. Jeff delivered insights about the importance of advanced analytics to large organizations with diverse users, which for the IRS includes the U.S. Congress, Treasury, and other agencies.

Michael Brandt from LinkShare, Casey Kiernan from Shopzilla, and technology experts including Colin White, Piyanka Jain, Shawn Rogers, Stephen McDaniel, Thomas Tileston, and Vineet Tyagi offered guidance and case studies, bringing greater clarity to the strategic and technological considerations in big data analytics. One of the highlights of the program was Monday’s closing session, “Big Data Wonderland: Two Views on the Big Data Revolution,” which featured a debate between Orlando World Conference keynote speaker Mark Madsen of Third Nature and the Forum’s closing keynote speaker, Marc Demarest of Noumenal. “We find ourselves with opposing views on what is either the biggest con, or the biggest sea change, in our data warehousing odyssey,” said Demarest. He and Madsen engaged in a spirited “slugfest” of ideas that helped attendees get beyond the hype and see where the true value lies in big data analytics methods and technologies.

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 four specialties: Leadership and Management, Business Analytics, Data Analysis and Design, and Data Integration.

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

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.



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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:

[DataFlux](#)

[Domo Technologies, Inc.](#)

[EMC/Greenplum](#)

[IBM](#)

[Information Builders](#)

[iOLAP Inc.](#)

[Jaspersoft](#)

[LogiXML](#)

[MarkLogic](#)

[MicroStrategy](#)

[Oracle](#)

[ParAccel](#)

[Pentaho](#)

[Phasic Systems Inc./Analytix](#)

[Quest Software](#)

[SAND Technology](#)

[SAP](#)

[Syncsort Inc.](#)

[Tableau Software](#)

[Talend](#)

[Teradata Corporation](#)

[TIBCO Spotfire](#)

[Vertica, An HP Company](#)



Hospitality Suite // Vendor Workshops // Case Study Presentations

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.

MONDAY, OCTOBER 31

Case Study Presentations

Business Intelligence: The Key to Competitive Advantage

Sponsored by Information Builders

Using Object-Based Semantic Vocabulary Data Models for Agile Business Intelligence, Data Governance, and Data Warehousing

Sponsored by Phasic Systems Inc.

Incorporating Business Analytics into Business Applications

Sponsored by Pentaho

TUESDAY, NOVEMBER 1

Hospitality Suite

Night of Magic in the Cloud

Sponsored by ParAccel

WEDNESDAY, NOVEMBER 2

Vendor Workshop

Big Data with Oracle

Sponsored by Oracle

Case Study Presentations

Leveraging Syncsort DMExpress to Reduce Costs and Accelerate Development at a Leading Healthcare Organization

Sponsored by Syncsort Inc.

Retail Analytics—Why the Data Warehouse Is Key

Sponsored by IBM

IBM Cognos 10: Intelligence Unleashed

Sponsored by IBM

Accessing and Leveraging Predictive Analytics

Sponsored by IBM

Optimizing Your Business Intelligence through Visual Applications

Sponsored by Domo Technologies

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MORE EDUCATIONAL OPPORTUNITIES

TDWI Onsite Education

TDWI Onsite Education is practical, high-quality, vendor-neutral BI and DW education that can be put to use immediately. With TDWI Onsite Education, you maximize your training budget as your team learns practical skills they can apply to current projects—with onsite training tailored to their specific needs.

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 2012 SEMINARS

DATA MODELING	Austin, TX	March 19–22, 2012
BI ESSENTIALS	Washington, D.C.	April 23–26, 2012
AGILE BI AND ANALYTIC SYMPOSIUM	Toronto, ON	June 25–28, 2012
DATA MODELING	Minneapolis, MN	August 13–16, 2012
DIMENSIONAL MODELING	Vancouver, BC	October 1–4, 2012
DIMENSIONAL MODELING	New York, NY	October 22–25, 2012

For more information, visit tdwi.org/seminars.

Upcoming TDWI World Conferences and BI Executive Summits

TDWI WORLD CONFERENCES

Las Vegas, NV	February 12–17, 2012
Chicago, IL	May 6–11, 2012
San Diego, CA	July 29–August 3, 2012
Boston, MA	September 16–21, 2012
Orlando, FL	November 11–16, 2012

TDWI BI EXECUTIVE SUMMITS

Las Vegas, NV	February 13–15, 2012
San Diego, CA	July 30–August 1, 2012

Recent TDWI Publications and Research

- **Big Data Analytics**, 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 16, 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 Premium Member publication. tdwi.org/bijournal
- **Ten Mistakes to Avoid When Setting Your Cloud Business Intelligence Strategy** (Q3 2011). This series examines 10 common mistakes to avoid in your BI/DW projects. A Premium Member publication. tdwi.org/tenmistakes
- **TDWI's Best of Business Intelligence** (Volume 8), a selection of TDWI's best BI articles, columns, and research from 2010. tdwi.org/bestofbi
- **What Works in Emerging Technologies** (Volume 32), a compendium of industry case studies and lessons from the experts. tdwi.org/what_works

TDWI Premium Membership

TDWI Premium Members receive all the publications and research listed above, along with many other benefits, including *TDWI FlashPoint*, a monthly e-newsletter; access to archives of Premium Member content; and discounts on TDWI education, including conferences, seminars, and CBIP exams.

To learn more about TDWI Premium Membership, visit tdwi.org/membership.