

TDWI

Boston, MA // September 16–21, 2012

WORLD CONFERENCE SERIES

Agile BI

Responding Rapidly
to Business Needs

TRIP REPORT

Thank you for joining us in Boston 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 Boston, 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 (BI) and data warehousing (DW). 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 Boston conference drew attendees from 38 states and 22 countries. This was truly a worldwide event!

Some of our most popular courses included:

- [A New Generation of Agile Data Warehousing Architecture](#)
- [Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development](#)
- [Agile BI: Road Mapping, Chartering, and Release Planning](#)



Conference Videos

Check out these video highlights from the Boston conference:
tdwi.org/live

Conference Theme

The theme for the 2012 TDWI World Conference in Boston was “Agile BI.” The ability to be adaptable and agile as you grow your data warehouse and business intelligence 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, such as team structure, project management, system design, development, and analytics techniques. Several courses at this conference were aimed at helping you realize your agile potential. Topics included leveraging cloud computing, agile development and simulation, data model design, project management, and more. Your data warehousing efforts really can become nimble even as you are asked to do more with less.

Conference Topics in Boston

The field of BI logically segments into five core disciplines, and our courses are organized in a similar fashion. The five core disciplines are defined below:

BI ESSENTIALS

Strengthen your understanding of business intelligence and data warehousing. These courses are designed to take you from basic BI/DW concepts and principles to expanded essentials such as data modeling and metrics. New and returning students will find that these courses provide 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 courses on analytics, dashboards, visualization, metrics, and predictive analytics. Bring this knowledge back with you and make analytics work for your organization.

DATA ANALYSIS AND DESIGN

Data analysis and design provides the foundation for delivery of BI applications. Data that is organized and optimally stored in the warehouse needs thoughtful design in order to fulfill business needs. Business analysts taking these courses will be better prepared to work with their technical counterparts, and developers taking these courses will be 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.

DATA ASSET MANAGEMENT

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. Learn how to model; improve quality; and integrate, store, and govern this most precious asset.

LEADERSHIP AND MANAGEMENT

Leadership and management is a key success factor for BI programs and projects, with a strong focus on effectively integrating people, processes, and technology to deliver business value. It requires depth of process knowledge, including development methodology, program and project management, and a high-level technical understanding of BI applications and DW concepts.

TRIP REPORT

TDWI Technology Survey: Update on Cloud Computing

By Philip Russom, Research Director for Data Management, TDWI

The Technology Survey that TDWI circulated at the recent World Conference in Boston 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 conferences in 2009 and 2010. Comparing responses across the three runs of the survey reveals a few trends:

- BI/DW professionals have gotten much more familiar with cloud computing.** Comparing results from the three survey runs, respondents selecting “not familiar at all” dropped from 42% to 16% to 13%. Correspondingly, results for “very familiar” rose from 6% to 9% to 21%. (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 years. Note that the percentage of respondents selecting “don’t know” fell dramatically (see Figure 4), also indicating that BI/DW professionals have become more familiar with cloud computing.
- Enterprise cloud use is up, but cloud BI is still rare.** For example, the percentage of survey respondents reporting “no plans” for enterprise cloud use has steadily decreased from 52% to 30% to 26%, while those “already using” increased from 13% to 15% to 27%. (See Figure 2.) Although enterprise cloud use is up, a mere 6% of survey respondents report “already using” cloud BI (which is simply any implementation of a BI/DW platform on any kind of cloud). (See Figure 3.) A whopping 57% have “no plans” for cloud BI today. TDWI suspects that clouds are like any platform; operational applications are the first systems to deploy on the new platform, and BI/DW systems will follow later.
- BI/DW users tend to prefer private clouds over public ones.** Across all three runs of TDWI’s Technology Survey on cloud computing, respondents’ preference for private clouds increased from 48% to 53% to 72%. (See Figure 4.) In a related issue, respondents to the 2012 run of the survey identified the leading barriers to cloud BI as security (73%), governance (42%), and data integration (27%, not charted here). The perception is that data-driven systems for BI/DW are more easily secured, governed, and integrated on a private cloud, as compared to a public cloud.

Planning a cloud BI implementation soon? Need to learn more first? Apply to attend the TDWI Solution Summit on Cloud BI, December 2–4, 2012, in Scottsdale, Arizona. For full details, visit the Solution Summit website: tdwi.org/AZsummit2012

How familiar with cloud computing are you?

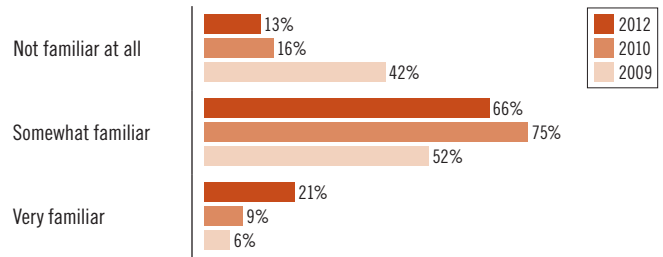


Figure 1. Based on 113 respondents in 2009, 208 in 2010, 143 in 2012.

What’s the status of your organization’s enterprise cloud strategy?

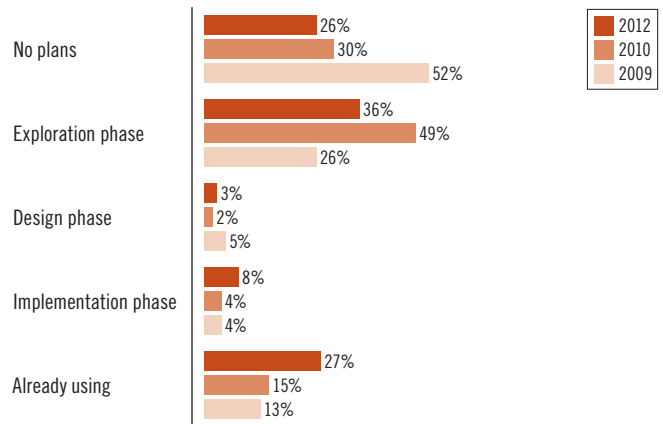


Figure 2. Based on 110 respondents in 2009, 206 in 2010, 141 in 2012.

What’s the status of your organization’s cloud BI strategy?

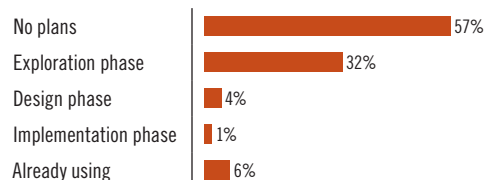


Figure 3. Based on 139 respondents in 2012.

Specifically for BI tools and platforms, would your organization be more inclined to use a public cloud or a private cloud?

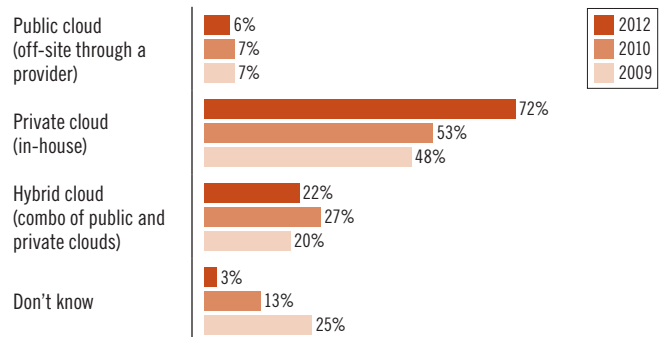


Figure 4. Based on 107 respondents in 2009, 200 in 2010, 123 in 2012.

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KEYNOTES

By Marie Gipson, Education Program Manager, TDWI

MONDAY, SEPTEMBER 17, 2012, 8:00–8:45 A.M.

Are We Carpenters, Cabinet Makers, or Furniture Makers?



Ken Collier, Ph.D.
Agile Analytics Practice Lead
ThoughtWorks

Ken Collier has heard a lot of comparisons lately between data warehousing and physical building. Taking the analogy further, he came up with another question: If we're builders, what and how are we building?

Carpenters follow plans created by others. Cabinet makers are more specialized, and interact with their customers often. Furniture makers may think of themselves more as artisans; they may need to actually find customers who want what they have built.

Historically, BI and data warehousing professionals have been most like carpenters. They build to preset specifications and have limited opportunities to innovate. If BI professionals worked more like cabinet makers, they would still have to meet set requirements, but could practice a degree of artisanship working closely with their customers.

But truly entrepreneurial organizations don't necessarily know who their customers are. Collier recommends creating a "minimum viable product," which may not be production quality, but can be used by organizations to gauge customer interest and help them fine-tune the product. In this way, BI professionals transform from being order takers to true innovators.

"It's a fundamental shift in the way we avoid being marginalized and become more mainstream," Collier said.

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



THURSDAY, SEPTEMBER 20, 2012, 8:00–8:45 A.M.

Accelerating BI/DW Value with Agile Methods: An Inside Look at Trends and Best Practices



Ralph Hughes
Chief Systems Architect
Ceregenics, Inc.



David Stodder
Director of Research for
Business Intelligence
TDWI

According to David Stodder, the growing importance of agile methods led The Institute to embark on major research into the topic, in partnership with Ceregenics and Ralph Hughes.

Hughes said agile methods are becoming popular because waterfall methods were clearly failing. They were both too slow and too expensive to meet customers' evolving needs. Hughes said the study, which examined the adoption of agile methods among BI/DW development teams, revealed that the agile space is now well defined and its methods are in use. Survey respondents represented large and small companies, many with five years of experience and several projects under their belts.

The survey further showed that agile adopters saw improvement in all KPIs except cost. Productivity, customer satisfaction, and quality all improved with agile, according to at least 60% of respondents. Hughes suspects higher costs are related to the increased involvement of diverse experts throughout the life of projects.

According to the survey, experience helps. Success rates were much higher for respondents who had already completed one or two projects.

A significant number of companies have figured out how to use agile to increase productivity and quality while reducing costs, Hughes said. Further research into how is the next step for the community.

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



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TDWI LIVE

By Melissa Parrish, Director, Online Products & Marketing



TDWI sought to enrich the experience of attendees and non-attendees alike with its [TDWI LIVE site](#). TDWI LIVE captured the essence of the conference by providing users with access to photos, videos, tweets, and more.

Highlights of the conference were posted daily using Storify, which pulls out the most interesting photos, videos, and tweets into a format that allows them to be seen side by side. This blended social media experience provides users with key moments from the conference without having to sift through dozens of postings to multiple sites.

In addition to the daily updates provided by TDWI staff to the site, TDWI captured the Monday and Thursday keynotes and posted the full keynote video to the LIVE site.

Whether you were at the event or just attending virtually, TDWI LIVE served as a valuable source of information and commentary around the TDWI World Conference in Boston.

Certification Program

TDWI continued the industry's leading certification program at the Boston 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 Boston, 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.

Sponsored Events

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.

WEDNESDAY, SEPTEMBER 19

Vendor Workshop

Data Discovery: Beyond Dashboards and Scorecards

Sponsored by Oracle

Case Study Presentations

Make Your Big Data Clever

Sponsored by Autonomy, an HP Company

Big Data: The New Battleground

Sponsored by IBM

Operational Analytics in Near Real Time

Sponsored by IBM

Advanced Analytics Orders of Magnitude Faster

Sponsored by IBM

Time to Value, Agility, and Avoiding ETL Costs: Warehousing Done Right

Sponsored by Kalido

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 Boston:

[Actuate Corporation](#)

[Lyzasoft](#)

[Attivio](#)

[MicroStrategy](#)

[Birst](#)

[Oracle](#)

[Dell Services](#)

[ParAccel](#)

[Esri](#)

[QlikView](#)

[HP](#)

[SAP](#)

[HP Vertica](#)

[Starview Inc.](#)

[IBM](#)

[Syncsort Incorporated](#)

[Information Builders](#)

[Tableau Software](#)

[Informatica Corporation](#)

[Teradata Corporation](#)

[iOLAP Inc.](#)

[TIBCO Spotfire](#)

[Kalido](#)

[WhereScape](#)

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MORE EDUCATIONAL OPPORTUNITIES

TDWI Onsite Education

TDWI Onsite Education is practical, high-quality, vendor-neutral BI and DW education brought to your location. With TDWI Onsite Education, you maximize your training budget as your team learns practical skills they can apply to current projects—with on-site 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 Seminars and Symposiums

TDWI Seminars and Symposiums offer a broad range of courses designed to provide you with the practical skills and techniques you need to make your project successful and add valuable insight to your organization. Seminar courses focus on business-critical topics such as data modeling, dimensional modeling, and BI essentials. TDWI Seminars and Symposiums 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 AND SYMPOSIUMS

DIMENSIONAL MODELING	New York, NY	October 22–25, 2012
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For more information, visit tdwi.org/seminars.

Upcoming TDWI World Conferences, BI Executive Summits, Forums, and Solution Summits

TDWI WORLD CONFERENCES

Emerging Technologies 2013	Orlando, FL	November 11–16, 2012
Data Strategy for Your Enterprise	Las Vegas, NV	February 17–22, 2013
Big Data Tipping Point	Chicago, IL	May 5–10, 2013
Agile BI	San Diego, CA	August 18–23, 2013
Business-Driven BI	Boston, MA	October 20–25, 2013
Emerging Technologies 2014	Orlando, FL	December 8–13, 2013

TDWI BI EXECUTIVE SUMMITS

Las Vegas, NV	February 18–20, 2013
San Diego, CA	August 19–21, 2013

TDWI FORUMS

Orlando, FL	November 12–13, 2012
Orlando, FL	December 9–10, 2013

TDWI SOLUTION SUMMITS

Cloud BI	Scottsdale, AZ	December 2–4, 2012
Big Data	Savannah, GA	March 3–5, 2013
MDM/Data Quality/ Data Governance	San Diego, CA	June 2–4, 2013

Recent TDWI Publications and Research

- **TDWI Checklist Report: Using Location Information for Geospatial Analytics.** TDWI Checklist Reports provide an overview of success factors for specific projects in BI/DW or a related data management discipline. tdwi.org/checklists
- **Business Intelligence Journal** (Volume 17, 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 Adopting Emerging Technologies in BI** (Q3 2012). This series examines 10 common mistakes to avoid in your BI/DW projects. A Premium Member publication. tdwi.org/tenmistakes
- **Customer Analytics in the Age of Social Media**, 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
- **What Works in Healthcare** (Summer 2012 Special Issue), a compendium of industry case studies and lessons from the experts. tdwi.org/what_works
- **TDWI's Best of Business Intelligence** (Volume 9), a selection of TDWI's best BI articles, columns, and research from 2011. tdwi.org/bestofbi

TDWI Premium Membership

If this was your first TDWI World Conference, we'd like to welcome you to TDWI Premium Membership! For the next year, you will receive exclusive TDWI publications, research, and education discounts that are available only to Premium Members.

In order to use your benefits, please log in to tdwi.org. Your username is your e-mail address. [Visit this page](#) to retrieve your password, which will be e-mailed directly to you.

Now you're ready to enjoy your benefits! Access the archives by hovering over the green navigation tab on tdwi.org marked "Premium Members," then choose one of the "Current Benefits" options. Download, read, learn, and please let us know your feedback at membership@tdwi.org.

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