

TDWI

Las Vegas, NV // February 12–17, 2012

WORLD CONFERENCE SERIES

A Data Strategy for the Enterprise

Uniting Business and IT in a Common Cause

TRIP REPORT

Thank you for joining us in Las Vegas 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 Las Vegas, 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 Las Vegas conference drew attendees from 42 states and 23 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](#)
- [Agile Data Warehousing 101: An Introduction to Accelerated BI/DW Development](#)
- [Dimensional Design: Intermediate and Advanced Techniques](#)

Conference Videos



Check out these video highlights from the Las Vegas conference:

tdwi.org/live

Conference Topics in Las Vegas

The field of BI logically segments into five core disciplines, and our courses are organized in a similar fashion. Some conference courses touch upon more than one core discipline. The five core disciplines are defined below:

BI ESSENTIALS

Strengthen your understanding of business intelligence (BI) and data warehousing (DW). These courses are designed to take you from basic BI/DW concepts and principles to expanded essentials such as data modeling and metrics, and 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.

DATA ANALYSIS AND DESIGN

Data analysis and design provides the foundation for delivery of BI applications. Analysis concentrates on understanding business needs for data and information. Design focuses on translating business information needs into data structures that are adaptable, extensible, and sustainable. Core skills include information needs analysis, specification of business metrics, and data modeling. A solid understanding of data warehousing concepts, architectures, and processes is also essential.

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. Courses in this topic covered how to model, improve quality, 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. The field requires depth of process knowledge, including development methodology, program management, and project management, as well as organizational and team-building skills. An understanding of business topics such as business performance management (BPM), customer relationship management (CRM), and supply chain management (SCM) is also needed. A high-level technical understanding of BI applications and data warehousing concepts is also part of the leadership and management body of knowledge.

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TDWI Technology Survey: Enterprise Data Strategies

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

Most organizations have openly stated business goals. Yet the goals don't easily translate into general IT requirements, much less specific data requirements. As organizations become more data driven, business management and IT management must collaborate more rigorously to translate business goals into data requirements with greater granularity than ever before. This collaboration becomes a foundation for future-facing *enterprise data strategies*. While some strategies seem technical (such as cross-system standards for metadata, master data, and data quality), improvements to data and its management should link directly to one or more enterprise business goals (typically those that depend on shared data, such as 360-degree views, operational efficiency, and business intelligence).

The theme for TDWI's recent World Conference in Las Vegas was enterprise data strategies (EDSs), as defined above. The Technology Survey that TDWI circulated at the conference asked attendees to answer a few questions about EDSs. Here's a sampling of attendees' responses:

- Data management's alignment to business goals is moderate today, on average.** Almost half of survey respondents (42%) report that their alignment is moderate, while others are mostly high (20%) or low (23%). (See Figure 1.) The good news is that alignment is certainly possible. The slightly bad news is that alignment has plenty of room for improvement.
- User consensus is that data management can be strategic.** A mere 3% of survey respondents think data management is *not* strategic. (See Figure 2.) The vast majority feel data management could play a moderate to very high strategic role by supporting business goals. Obviously, for this to happen, there must first be better alignment to business goals (as seen in Figure 1).
- Aligning data management work to business goals has many benefits.** The survey audience was dominated by BI professionals, so it's no surprise that they anticipate improvements to business decisions and strategies (77%). (See Figure 3.) BI aside, other anticipated improvements include the efficiency of business operations (54%) and business performance and execution (51%). Cross-functional tasks might also improve, such as data sharing across business units (54%) and cross-unit business processes (40%), as well as data governance and stewardship (45%) and compliance relative to data (21%).

Rate the level of alignment of data management solutions to strategic business goals in your organization today.

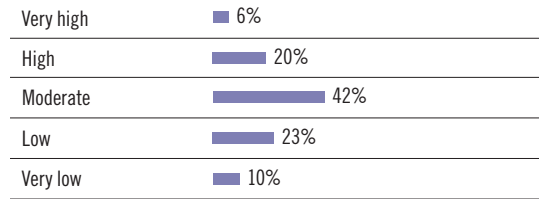


Figure 1. Based on 167 respondents.

Rate how strategic (in terms of being critical to business's primary goals) data management could be in your organization.

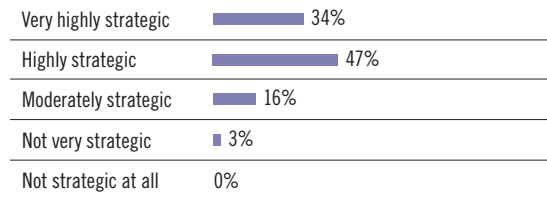


Figure 2. Based 166 respondents.

Which of the following would improve in your organization if you improved the alignment of data management solutions to strategic business goals? Select five or fewer.

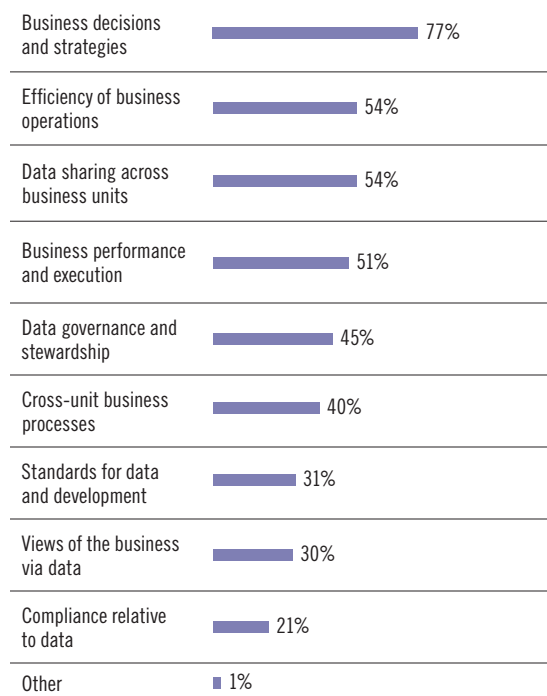


Figure 3. Based on 670 responses from 166 respondents.

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KEYNOTES

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

MONDAY, FEBRUARY 13, 2012, 8:00-8:45 A.M.

What Is True? What Is Real? What Is Good? The Questions Business Analysts Should Ask



Frank Buytendijk

BeingFrank Keynotes and Research

Frank Buytendijk, executive, consultant, author, and speaker, reminded attendees at his keynote speech that they stood on the shoulders of giants. Rejecting a common belief that philosophy is inappropriate in business discussions, Buytendijk asserted that clues to solving many of today's tough business challenges are found in the writings of Plato, Sun Tzu, Machiavelli, and other thinkers from history.

Exploring these discussions can help us find new ways of doing things, question our own thinking, and rediscover elementary questions, Buytendijk said. And doing so becomes increasingly important as our technological ability outpaces the development of our thinking and ethics.

As Buytendijk said, "The questions in IT are moving from 'How?' to 'What are we going to do?'" At the same time, the growth of data worsens confusion and disagreement on what is real and true. As data grows, drilling down to verify answers will eventually be impossible. Analysts will make decisions solely according to how much they trust data. Also, he said, "Every minute you spend at a computer screen, reality is happening behind you."

Buytendijk proposed the idea of messy analytics, in which outliers are examined rather than filtered, because they indicate change. He further envisioned a future need for the "data therapist," as the data collection takes on a life of its own.

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

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

THURSDAY, FEBRUARY 16, 2012, 8:00-8:45 A.M.

Building the Foundation for a Successful Information Strategy



Frank Brooks

Director of Data Management and Information
Delivery and Chief Data Architect
BlueCross BlueShield of Tennessee

Although Frank Brooks works primarily with data, he is keenly aware that the people who work with the data and how these individuals are organized are the keys to a successful information strategy. Brooks has spent the last 25 years working to transform the data management process at BlueCross BlueShield of Tennessee (BCBST) into a highly competent, holistic, and award-winning information strategy. The development of this strategy began in the mid-1980s with the creation of an information management competency road map, which continues to guide BCBST processes to this day.

BCBST later developed a simple yet effective data warehouse architecture in the mid-1990s. This change to BCBST's architecture drove the organization of staff in the data resource management area. The interactions between staff members became increasingly important, as did the mantra that form and function should come together in blissful harmony. The new architecture created teams that are responsible for looking at BCBST's approach from an area perspective, and ensure strategy and governance are balanced. This architecture continues to evolve as BCBST's needs do.

BCBST's current data system consists of two dozen external data sources with real-time data management and updating. The changes to their data system have enabled BCBST to meet the needs of its diverse client base. Instead of only being able to score and rescore individual members, BCBST is able to predict quality of life, out-of-pocket costs, and other metrics by conducting predictive scoring.

BCBST is an industry leader in data management and information strategy, but Brooks admits they are always assessing and addressing areas for improvement. Brooks also claims that the "secret sauce" for their success is acquiring and retaining the right people to maintain and develop a successful information strategy.

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

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TDWI BI Executive Summit

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

The 2012 Las Vegas BI Executive Summit was our biggest one yet, with 200 people in the room. It was also one of our most interactive, with dozens of great questions from the audience, lively panel discussions, attendee workshops, and peer networking over lunches and an evening reception.

The summit featured expert speakers, mostly discussing the four themes of the summit: real-time BI, analytics, enterprise data strategies, and leading-edge BI. Karen O'Dell and Jeff Martin of Stations Casino described how real-time BI and analytics helped them survive and thrive during the recession, whereas Steve Brennan of Quicken Loans showed how a real-time data warehouse can speed up loan approvals. Roopali Doshi explained how Con-way has applied predictive analytics to halt most customer churn. We also heard a boatload of tips for competing via analytics from University of Georgia professor Hugh J. Watson and renowned BI expert Claudia Imhoff.

The second day of the summit was mostly devoted to enterprise data strategies. Because data architects are instrumental in defining data strategies at many user organizations, we heard from data architects Marina Kerbel and Mike Myhrom of Thrivent Financial, plus the data architecture visionary Frank Brooks of BlueCross BlueShield of Tennessee. Mark Uksusman of eBay illustrated how important metadata and business glossaries are to data strategy, while Shawn Rogers of Enterprise Management Associates discussed strategies for managing data in a cloud. And data philosopher Mark Madsen took us "out of the box" by questioning many of the common data management practices we take for granted.

Leading-edge BI was the theme for the third day of the conference. We heard from Wayne Hixson and Kay Van De Vanter of Boeing (lean and agile BI), Guillermo M. Ramas of Novation (mobile BI), and James G. Kobielski of Forrester Research (social media analytics). Other leading-edge topics were discussed by vendor representatives in two panel sessions.

The speakers and panelists were all magnificent. Yet the audience was equally impressive. The audience expressed many thoughtful and fully informed questions that added even more intellectual content to the summit.

If you missed this great summit, don't despair. Another TDWI BI Executive Summit is coming up in San Diego in late July 2012. Visit tdwi.org for details. I hope to see you there!

TDWI LIVE

By Melissa Parrish, Director, Online Products & Marketing

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

In addition to daily updates provided by TDWI staff, TDWI streamed the Monday keynote by Frank Buytendijk, "What Is True? What Is Real? What Is Good? The Questions Business Analysts Should Ask." Users registered for the streaming keynote in advance, then logged on Monday morning to watch along with attendees sitting in Las Vegas.

Visitors to TDWI LIVE could also follow commentary provided by a Twitter feed integrated into the site. The Twitter feed showed comments from attendees, faculty, analysts, exhibitors, and press attending the conference, giving non-attendees a well-rounded sense of the event from a variety of different viewpoints.

In addition, more than 60 videos were recorded, covering everything from book signings by Chris Adamson and Ralph Hughes to the DataFlux hospitality suite on Monday night.

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 Las Vegas.



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Guru Sessions

Throughout the week in Las Vegas, 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 Las Vegas:

[Actuate Corporation](#)

[Appfluent](#)

[Birst](#)

[BravePoint](#)

[CA Technologies, Inc.](#)

[DataFlux](#)

[Esri](#)

[Hexaware Technologies](#)

[HP](#)

[IBM](#)

[Impetus Technologies](#)

[Information Builders](#)

[Intellicus Technologies, Inc.](#)

[iOLAP, Inc.](#)

[JackBe](#)

[Jaspersoft](#)

[Kalido](#)

[Kognitio](#)

[LogiXML](#)

[Lunexa](#)

[MarkLogic](#)

[Metric Insights](#)

[Microsoft](#)

[MicroStrategy](#)

[Oracle](#)

[ParAccel](#)

[Phasic Systems Inc./AnalytiX](#)

[QlikView](#)

[Quest Software](#)

[RainStor](#)

[Roambi](#)

[Saint Joseph's University Online Programs](#)

[SAND Technology](#)

[SAP](#)

[Syncsort Incorporated](#)

[Tableau Software](#)

[Talend](#)

[Teradata Corporation](#)

[TIBCO Spotfire](#)

[Vertica, An HP Company](#)

[WhereScape](#)

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.

MONDAY, FEBRUARY 13

Attendee Luncheon

The Smarter Cloud

Sponsored by MicroStrategy

Hospitality Suite

DataFlux inSight Hospitality Suite: There's Something Cooking in the Data Kitchen: Come See What's Hot!

Sponsored by DataFlux

Case Study Presentation

Our HR Analytics Journey: A Cultural Change—Turning HR Data into Business Insight

Sponsored by Hexaware Technologies

WEDNESDAY, FEBRUARY 15

Vendor Workshop

Bridging the Big Data Divide with Oracle Data Integration

Sponsored by Oracle

Case Study Presentation

Changing Gaming with Data Warehousing and Analytics

Sponsored by IBM

Deliver Analytical Freedom with Management Control Across your Organizational Divide

Sponsored by IBM

Accessing and Leveraging Predictive Analytics

Sponsored by IBM



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MORE EDUCATIONAL OPPORTUNITIES

Certification Program

TDWI continued the industry's leading certification program at the Las Vegas 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.

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 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 ANALYTICS 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, BI Executive Summits, and Forums

TDWI WORLD CONFERENCES

| | | |
|---------------------------------|---------------|------------------------|
| VALIDATING YOUR BI/DW DIRECTION | Chicago, IL | May 6–11, 2012 |
| BIG DATA TIPPING POINT | San Diego, CA | July 29–August 3, 2012 |
| AGILE BI | Boston, MA | September 16–21, 2012 |
| EMERGING TECHNOLOGIES 2013 | Orlando, FL | November 11–16, 2012 |

TDWI BI EXECUTIVE SUMMITS

| | | |
|---|---------------|------------------------|
| BIG DATA ANALYTICS FOR BETTER CUSTOMER INTELLIGENCE | San Diego, CA | July 30–August 1, 2012 |
|---|---------------|------------------------|

TDWI FORUMS

| | | |
|---|-------------|----------------------|
| COOL BI: LEADING-EDGE SOLUTIONS FOR BUSINESS INTELLIGENCE | Chicago, IL | May 7–8, 2012 |
| EMERGING TECHNOLOGY STRATEGIES FOR BIG DATA ANALYTICS | Orlando, FL | November 12–13, 2012 |

Recent TDWI Publications and Research

- **TDWI's Best of Business Intelligence** (Volume 9), a selection of TDWI's best BI articles, columns, and research from 2011. tdwi.org/bestofbi
- **Mobile Business Intelligence and 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 4) 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 In Dimensional Modeling** (Q4 2011). This series examines 10 common mistakes to avoid in your BI/DW projects. A Premium Member publication. tdwi.org/tenmistakes
- **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 of 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/premiummembership.