

TDWI

San Diego, CA // July 29–August 3, 2012

WORLD CONFERENCE SERIES

Big Data Tipping Point

BI Strategies in the Era of Big Data

TRIP REPORT

Thank you for joining us in San Diego 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 San Diego, 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 San Diego conference drew attendees from 38 states and 28 countries. This was truly a worldwide event!

Some of our most popular courses included:

- [The Future of Analytics](#)
- [Big Data: What's All the Hadoop?](#)
- [Big Data: Beyond the Hadoop-la](#)



Conference Videos

Check out these video highlights from the San Diego conference:

tdwi.org/live

Conference Theme

The theme for the 2012 TDWI World Conference in San Diego was “Big Data Tipping Point.” The Internet, social media, and streaming data are fundamentally changing BI/DW. Businesses must make smarter decisions, profit from customer intelligence, and optimize productivity. The answers are in the big data. Price and performance improvements have made it possible to analyze massive volumes of data. New methods of working with big data offer alternatives to traditional data warehousing—if you know how and when to use them.

Conference Topics in San Diego

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: Big Data Tipping Point

By David Stodder, Research Director for Business Intelligence, TDWI Research

“Big data” brings to mind huge volumes of data, but that’s hardly the whole story. Organizations are dealing with a range of challenges as users seek to access and analyze a variety of structured, semi-structured, and unstructured data. Even as traditional forms of big data push the limits of existing BI and DW systems, machine data and other nontraditional sources are requiring organizations to evaluate new technologies and practices. Users seek uncommon insights—that is, to learn what they do not already know—from analysis of big data sources. They want to apply insights at the right time so that they can act when the business value of doing so is at its highest.

The theme for TDWI’s recent World Conference in San Diego was “Big Data Tipping Point.” The Technology Survey that TDWI circulated at the conference focused on questions about big data concerns and technology strategies. We received some great input; here’s a sampling of attendees’ responses:

- Data distribution, slow development time, and data volume are the top three challenges.** We asked attendees to rank eight major data challenges, with “1” being the most intense for their organization and “8” being the least intense. Data distribution—that is, integrating multiple data sources for single views—had the top “most intense” average; 22% of survey participants report that this is their most intense challenge. Slow development time was next, with 20% reporting it as their most intense challenge. Data volume ranked third, with 24% calling it their most intense challenge. Surprisingly, dealing with non-relational structures such as Hadoop appears to be the least intense challenge.
- Executive management is a key driver of new big data technology deployment.** More than half (53%) of survey participants report that executive management is the “functional priority” driving deployment of new technologies to address big data analytics and management challenges. Underscoring the high strategic value being placed on big data analytics is that the second highest percentage was competitive intelligence (47%), or using analytics to better understand the opposition. Somewhat surprisingly, social media analysis and engagement garnered one of the lowest percentages (23%).
- Enterprise data warehousing remains the most common technology in use for big data.** The highest percentage of survey participants (62%) report that enterprise data warehousing is the technology that they are currently implementing to support big data BI, discovery, or analytics, followed by data warehousing appliance (41%) and analytic database (e.g., columnar; 37%). As for the future, the highest “planning to implement” percentage went to in-memory database (42%), followed by master data management (41%). Participants do not seem to favor NoSQL (e.g., key value store); only 6% are currently implementing this technology and 57% report that they have no plans for it.

How would you rank the following big data challenges for your organization? Rank 1 through 8, with 1 being the most intense challenge.

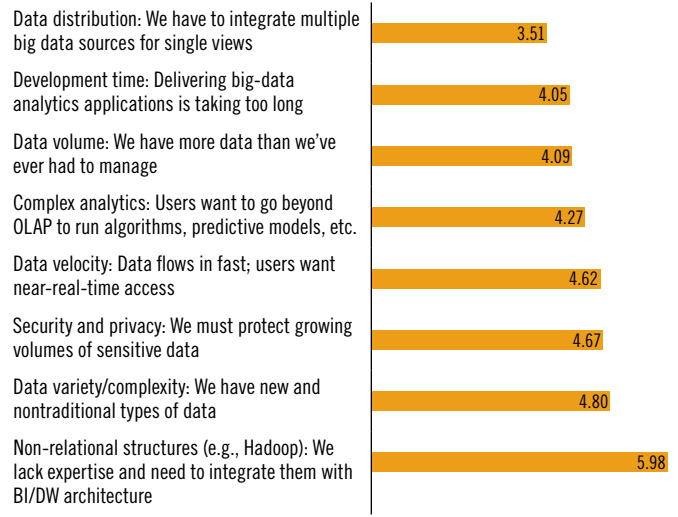


Figure 1. Results show rating averages. Based on 55 respondents.

Which of the following functional priorities are driving deployments of new technologies to address your firm’s big data analytics and management challenges? Select all that apply.

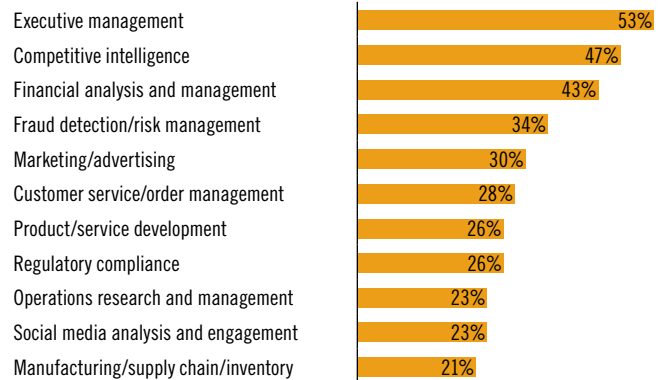


Figure 2. Based on 188 responses from 53 respondents.

Which of the following data management technologies is your organization currently implementing or planning to implement to support big data BI, discovery, or analytics? Select one answer per row.

	Current	Planned	No plans	Don’t know
Analytic database (e.g., columnar)	37%	21%	31%	12%
Complex event processing	21%	29%	23%	27%
Data virtualization	24%	24%	29%	23%
Data warehouse appliance	41%	20%	16%	23%
Enterprise data warehouse	62%	17%	12%	9%
Hadoop/MapReduce	8%	29%	35%	28%
In-memory database	13%	42%	19%	26%
Master data management	33%	41%	14%	12%
NoSQL (e.g., key value store)	6%	12%	57%	25%
Solid state drive (SSD)	22%	12%	29%	37%

Figure 3. Based on 53 respondents.

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KEYNOTES

By Roxanne Cooke, Senior Production Editor, TDWI
and Marie Gipson, Education Program Manager, TDWI

MONDAY, JULY 30, 2012, 8:15–9:00 A.M.

eBay Extreme Analytics



Tom Fastner
Senior Member of Technical
Staff and Architect
eBay

“At eBay, data is in our DNA,” according to Tom Fastner, who presented eBay’s analytics platform story at the San Diego conference. He provided an overview of how eBay is addressing the big data challenge and supporting multi-petabytes of analytical processing daily, on top of a technology stack built to scale and provide self-service analytics throughout the company.

Fastner, who works on the architecture of analytical platforms, began his keynote presentation by noting that eBay has been analytical from the start. He covered three main areas during his talk: analytics at eBay, analytical platforms and use cases (EDW, Hadoop, and singularity), and collaborative analytics.

At eBay, more than 50 TB of data is generated each day. “We don’t like to delete anything,” Fastner noted. That way, there’s always the opportunity to go back for long-term analysis. The company’s data platforms are monster systems that allow eBay to store a massive amount of data. The key differentiator is that users can run ad hoc queries—not everything is cast in a canned report. Plus, the data structures change as the data arrives, so the system is invincible in regard to data changes.

THURSDAY, AUGUST 2, 2012, 8:00–8:45 A.M.

Big Data Wonderland: Two Views on the Big Data Revolution



Marc Demarest
CEO and Principal
Noumenal



Mark Madsen
President
Third Nature, Inc.

Is big data bringing a revolution to the BI/DW world, or will all the hot new technologies and products find ways to integrate into a stabilizing and maturing, albeit ever-changing, industry? Two business intelligence heavyweights took up opposite stances on this question for the Thursday keynote.

Marc Demarest told the audience that big data is not optional, and everyone will succumb. “Data is essential. It’s happening everywhere and it’s not something you keep neat and tidy in a box” like a merchant platform.

On the other side of the stage, Mark Madsen argued, “It’s about the business and how we manage it.” The current transformation is “a culture thing, not a technology thing.” He argued that current database architecture is sound and will rise to the challenges of greater data volumes.

Demarest and Madsen went on to debate the viability of Pig, SQL, Java, the DBMS, the cloud, circuses, and stone tablets. To find out who made the most convincing case, or to watch the presentation, visit tdwi.org/live.

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

TRIP REPORT

TDWI BI Executive Summit: Big Data Analytics for Better Customer Intelligence

By David Stodder, Research Director for Business Intelligence, TDWI Research

For three days, the TDWI BI Executive Summit brought together expert users and professionals to advance knowledge about techniques and practices for improving customer intelligence with big data analytics. Analytics adoption is driving change in marketing functions, which in most organizations are the hub of responsibility for identifying, attracting, satisfying, and keeping customers. Marketing functions are becoming increasingly quantitative; they are replacing “gut feel” with data-driven decision making. However, along with the benefits of all this data, there are many challenges.

The Summit got started with a presentation by Venkat Nanduri, who is responsible for strategy, architecture, and planning for GlaxoSmithKline's North American pharmaceutical division. Venkat put things in perspective with a strong discussion of information management strategy for enabling advanced analytics. Many organizations are struggling to move from only supporting BI reporting to a posture that can handle diverse and deep big data analytics. Nanduri offered guidance for building a strategy and framework.

Monday's program offered many highlights, including presentations by Glenn Wegryn, former associate director of analytics at Procter & Gamble and now with Analytic Impact LLC; and Theresa Kushner, senior director of customer intelligence at Cisco Systems.

Wegryn described how P&G has been moving away from a limited, “rear-view-mirror” approach toward strong use of analytics to provide forward-looking business sufficiency focus. He described the “decision cockpits” that he developed at P&G. The idea of creating a space for actionable insights and nontechnical users' tracking of business analytics in an intuitive and real-time way became a theme during the Summit.

Kushner offered a great presentation on how to apply social media understanding to a structured marketing data environment in a business-to-business world. One point she made clear: social media analytics go right to the top at Cisco and many other organizations. CEOs want to know the trending and what's being said.

Andrew Cardno of BIS² and Renzo Vaccari of Sabre Airline Solutions led a case-study workshop session on visual analysis of big data; the session enabled attendees to think through, in collaboration with others, how to solve analytical challenges using visualization. In the afternoon, Stephen Coggeshall and Guowei Wu of ID Analytics delved into predictive analytics, and later, Farsite Group's Michael Gold and Ryan McClarren described how retail organizations can tackle multi-channel challenges using analytics.

Tuesday kicked off with an excellent presentation by Colin White: “Big Data Use Cases for the Front Office.” Colin's overview of technology approaches and issues set the stage well for Rob Lancaster, who provided

a case-study view of Orbitz Worldwide's Hadoop implementation. Dan Sherman, director of BI for Blue Health Intelligence, spoke about BHI's massive, single data warehouse designed to collect, aggregate, and report on the claims experience of 20 BlueCross BlueShield members' plans data. The initial rollout involved data from 54 million individuals and three years' worth of data. This was big data with a capital “B.”

After lunch, TDWI's Philip Russom poked through much of the confusion surrounding how to adapt customer data integration processes to a big data world. Professor Jonathan Taplin delivered a very entertaining closing presentation about the power of social media's influence on entertainment industry decisions and politics. Also on Tuesday, sponsor panel discussions hit on a range of key issues in technology directions for big data and customer analytics.

Wednesday at the Summit featured three strong presentations by Badgeville's Tim Piatenko, on how big data analytics supports “gamification” and other social media strategies for helping customers “better know themselves”; Aginity's Ted Westerheide on the “big math” behind actionable customer analytics; and Sixth Sense Advisors' Krish Krishnan on the future of the data warehouse amid the challenges of big data.

We extend our thanks to all the speakers and attendees (who asked great questions throughout) for making the BI Executive Summit a rich exchange of ideas and experience!

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 side-by-side format. 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 streamed the Monday and Thursday keynotes. Users registered for the streaming keynote in advance, then logged on Monday and Thursday morning to watch the keynotes along with attendees sitting in San Diego. The archived video of Thursday's keynote is available on the TDWI 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 San Diego.

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Certification Program

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

MONDAY, JULY 30

Hospitality Suites

Dell Quickstart: A Step Beyond Other Data Warehouse Appliances

Sponsored by Dell Services

TIBCO Networking Event

Sponsored by TIBCO

Case Study Presentations

Make Your Big Data Clever

Sponsored by Autonomy, an HP Company

WEDNESDAY, AUGUST 1

Vendor Workshop

Integrating Big Data into Your Data Center

Sponsored by Oracle

Case Study Presentations

The Real Advantages of the Dell Quickstart Data Warehouse Appliance

Sponsored by Dell Services

A New Era in Data Warehousing and Analytics

Sponsored by IBM

Driving Big Value with IBM Big Data Analytics

Sponsored by IBM

Accessing and Leveraging Predictive Analytics

Sponsored by IBM

Real-Time Decisioning in Action

Sponsored by EMC

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 San Diego:

[Action Corporation](#)

[MicroStrategy](#)

[Actuate](#)

[Noetix](#)

[Appfluent Technology](#)

[Oracle](#)

[Birst](#)

[ParAccel](#)

[Dell Services](#)

[QlikView](#)

[EMC](#)

[Quest Software](#)

[Esri](#)

[SAP](#)

[Hortonworks](#)

[SAS Institute Inc.](#)

[HP](#)

[Syncsort Incorporated](#)

[HP Vertica](#)

[Tableau Software](#)

[IBM](#)

[Talend](#)

[Impetus Technologies](#)

[Teradata Corporation](#)

[Information Builders](#)

[TIBCO Spotfire](#)

[iOLAP Inc.](#)

[WhereScape](#)

[Jaspersoft](#)

[YarcData](#)

[Kalido](#)

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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 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 Premium Membership

TDWI Premium Members receive all of the publications and research listed on the right, 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.

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

DATA MODELING	Minneapolis, MN	August 13–16, 2012
BI SYMPOSIUM: BUILDING AN ANALYTICS-DRIVEN ORGANISATION	London, UK	September 10–12, 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

Boston, MA	September 16–21, 2012
Orlando, FL	November 11–16, 2012
Las Vegas, NV	February 17–22, 2013
Chicago, IL	May 5–10, 2013
San Diego, CA	August 18–23, 2013
Boston, MA	October 20–25, 2013
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
Chicago, IL	May 6–7, 2013
Orlando, FL	December 9–10, 2013

Recent TDWI Publications and Research

- **What Works in Healthcare** (Summer 2012 Special Issue), a compendium of industry case studies and lessons from the experts. tdwi.org/what_works
- **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
- **TDWI Checklist Report: Predictive Analytics Project Design: A Nine-Step Guide to Realizing Business Value**. TDWI Checklist Reports provide an overview of success factors for specific projects in BI/DW or a related data management discipline.
- **Business Intelligence Journal** (Volume 17, Number 2) 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 Big Data** (Q2 2012). 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 9), a selection of TDWI's best BI articles, columns, and research from 2011. tdwi.org/bestofbi