

2010

## TDWI WORLD CONFERENCE

Chicago, IL • May 9–14  
[tdwi.org/CH2010](http://tdwi.org/CH2010)

- For a complete list and descriptions of all courses offered in Chicago, [view the conference-at-a-glance](#) or [download the conference brochure](#).

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Thank you for joining us in Chicago 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 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](mailto:rcooke@tdwi.org).

## 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 Chicago conference drew attendees from 36 states and 20 countries. This was truly a worldwide event!

Some of our most popular courses included:

- [TDWI Advanced Data Modeling Techniques](#)
- [TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems](#)
- [TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics](#)

## Featured Topics in Chicago

While TDWI conferences always cover the full spectrum of business intelligence and data warehousing, the conference in Chicago also included courses throughout the week that focused on the following areas:

### BI ESSENTIALS

BI essentials courses aimed to help you strengthen your understanding of business intelligence (BI) and data warehousing (DW). They were designed to take you from basic BI/DW concepts and principles to expanded essentials such as data modeling and metrics. These courses also provided the building blocks that are the keys to understanding the rest of this dynamic field of information technology.

### DATA MANAGEMENT—QUALITY, GOVERNANCE, MASTER DATA MANAGEMENT (MDM), INTEGRATION

Data is the cornerstone of a business intelligence system and the management of it can be very complex. High-quality data is needed to drive profitable business decisions. Dirty data has long been the Achilles heel of data warehousing. These courses 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. This conference offered an in-depth look at dimensional modeling.

# TDWI Technology Survey on the State of Metadata Management

By Philip Russom, Senior Manager, TDWI Research

The Technology Survey that TDWI circulated at the recent World Conference asked attendees to answer a few questions about metadata management as it is practiced in their organizations. Attendees' responses provide a glimpse into the current state of metadata management:

**Metadata management serves many applications.** When asked which applications they manage metadata for, a whopping 81% of survey respondents pointed to business intelligence and data warehousing, far more than for any other application type. (See Figure 1.) This isn't surprising, given that the survey audience was attending a TDWI conference. Next in the pecking order come the data management disciplines data integration (44%), data quality (32%), customer data integration (26%), and master data management (22%). Numerous operational applications registered in the survey, including those for financials (28%), customer relationship management (27%), enterprise resource planning (16%), and human resources applications (16%). We often think of metadata management as solely for structured data, but a number of survey respondents reminded us that it's also an important task in content management and Web content management (27%).

**The spreadsheet is, by far, the most commonly used tool in managing metadata.** That's according to 30% of survey respondents. (See Figure 2.) Even so, many organizations have availed themselves of software automation designed specifically for metadata management, as seen in custom solutions built in-house (23%) and dedicated metadata management tools (17%). Still others have turned to the metadata management facility within a broader data management tool (13%). For example, in data warehousing, some users base their metadata management solution on the metadata repository and related functions within a tool for extract, transform, and load (ETL).

**Metadata isn't just about the data's technical attributes anymore.** Traditionally, metadata is literally "data about data," describing technical attributes such as data type, data structure, and data sources or dependencies. More and more, metadata practices have expanded to describe other attributes, some of them business oriented, such as business definitions and data usage rules. According to the survey (see Figure 3), roughly half of users surveyed (49%) follow the traditional approach of describing technical attributes, whereas the other half (51%) also includes business-related information in metadata. TDWI feels confident that the trend toward stretching metadata's uses will continue, as organizations go deeper into governance (which defines rules for data access and usage), compliance (which demands a digital audit trail), and master data management (which defines business entities represented in data). All of these practices and more benefit from a broad range of information embedded in metadata.

For what kinds of enterprise applications is your organization actively managing metadata? (Select all that apply.)



Figure 1. Based on 462 responses from 124 respondents.

What type of tool is most often used to manage metadata in your organization?

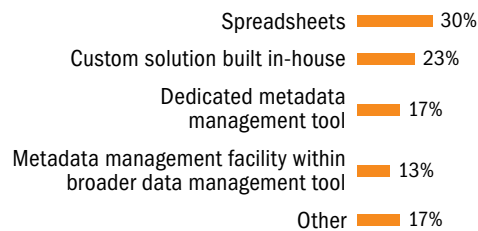


Figure 2. Based on 120 respondents.

Which of the following best describes the content of metadata in your organization?

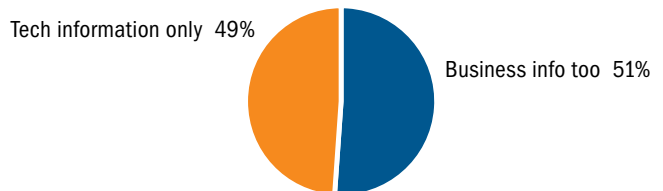


Figure 3. Based on 121 respondents.

## Keynotes

By Paul Kautza, Director of Education, TDWI

**Monday, May 10, 2010, 8:00–8:45 a.m.**

### Leveraging Business Intelligence to Stay on Top of the Competition: Monster's Evolution from Good to Great



**Jean-Paul Isson**

VP, Global Business Intelligence and Predictive Analytics  
Monster Worldwide

Jean-Paul kicked off our Chicago conference by challenging us to “compete on intelligence.” We must have a vision, believe in that vision, and achieve that vision. Too often we set our objectives with ideas of optimization, predictive modeling, or innovation. Jean-Paul laid out a path of “baby steps,” starting with our data as the foundation and building through the spectrum of reports, alerts, statistics, data mining, forecasting, predictive modeling, optimization, and ultimately, innovation. Also critical to successful BI implementations are organization, collaboration, change management training, and human capital. If we want to achieve “knowledge maturity,” we need to analyze, understand/explain, predict, adjust, act, and measure. The primary path from good to great is “one baby step at a time.”

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

**Thursday, May 13, 2010, 8:00–8:45 a.m.**

### Organizing for Performance: Creating Optimal BI Teams



**Wayne Eckerson**

Director  
TDWI Research

Wayne took us through a 10-step approach to building a high-performance business intelligence team. BI is a unique discipline within information technology, and BI professionals must master the twin domains of technology and business to deliver effective results. In addition, BI teams must foster strong liaisons with the business groups they support. To do this, BI managers must choreograph activities that span a range of skill sets, functional areas, geographies, and organizational boundaries. They must also reshape the BI organization as it grows and matures. This process starts with recruiting the best people; use all the tools available when assessing talent. Manage them well and set realistic goals. Organizations that create multidisciplinary teams thrive in our environment. The more each team member knows about the entire picture, the better job everyone can do. We must figure out how we can form a true partnership between business and IT. In our lingo, we call that “creating purple people.”

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



## Certification Program

TDWI continued the industry's leading certification program at the Chicago 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 five specialties: Leadership and Management, Business Analytics, Data Analysis and Design, Data Integration, and Administration and Technology.

For more information on certification and testing, write to [cbip@tdwi.org](mailto:cbip@tdwi.org) or visit [tdwi.org/cbip](http://tdwi.org/cbip).

## Guru Sessions

Throughout the week in Chicago, 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 Chicago.

[AddressDoctor](#)

[Aster Data Systems](#)

[Corda Technologies](#)

[DataFlux](#)

[Datanomic](#)

[Harte-Hanks Trillium Software](#)

[IBM](#)

[Informatica Corporation](#)

[Information Builders](#)

[iOLAP, Inc.](#)

[Jaspersoft](#)

[Kalido](#)

[Kognitio](#)

[LoganBritton, Inc.](#)

[MicroStrategy](#)

[Netezza Corporation](#)

[OpenBI, LLC](#)

[Oracle](#)

[QlikView](#)

[SAP](#)

[Syncsort](#)

[Talend](#)

[Teradata Corporation](#)

[XtremeData, Inc.](#)

## Hospitality Suites / Vendor Workshop

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.

Tuesday, May 11

### Teradata Arcade

Sponsored by Teradata Corporation

Wednesday, May 12

### Best Practice Architectures for Real-Time BI/DW with Oracle Data Integration

Sponsored by Oracle

## More Educational Opportunities

### TDWI Onsite Education

TDWI Onsite Education brings superior content and skilled instructors to your organization with a commitment to delivering the highest quality business intelligence and data warehousing education available. We can tailor TDWI courses to meet your company's unique challenges and issues, so everyone involved in a project shares a common knowledge base and learns in support of the same corporate objectives.

For more information, contact Yvonne Baho at 978.582.7105 or [ybaho@tdwi.org](mailto:ybaho@tdwi.org), or visit [tdwi.org/onsite](http://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 2010 SEMINARS

<b>Dimensional Modeling</b>	June 7–10	<b>Minneapolis, MN</b>
<b>BI Essentials</b>	July 12–15	<b>Denver, CO</b>
<b>Data Modeling</b>	September 27–30	<b>Toronto, ON</b>
<b>BI Essentials</b>	October 18–21	<b>Washington, D.C.</b>

For more information, visit [tdwi.org/seminars](http://tdwi.org/seminars).

### Upcoming 2010 TDWI World Conferences and BI Executive Summits

<b>TDWI World Conference</b>	August 15–20	<b>San Diego, CA</b>
<b>TDWI BI Executive Summit</b>	August 16–18	<b>San Diego, CA</b>
<b>TDWI World Conference</b>	November 7–12	<b>Orlando, FL</b>

### Recent TDWI Publications and Research

- **What Works in Data Integration (Volume 29)**, a compendium of industry case studies and lessons from the experts. [tdwi.org/what\\_works](http://tdwi.org/what_works)
- **Unified Data Management: A Collaboration of Data Disciplines and Business Strategies**, the latest Best Practices Report from TDWI Research, with findings based on interviews with industry experts, leading-edge customers, and survey data. [tdwi.org/research/reportseries](http://tdwi.org/research/reportseries)
- **Business Intelligence Journal (Volume 15, Number 1)**, contains articles, research, book reviews, case studies, and expert perspectives from leading industry and academia gurus furthering the practice of BI and DW. A Members-only publication. [tdwi.org/publications/bijournal](http://tdwi.org/publications/bijournal)
- **Ten Mistakes to Avoid When Driving BI Adoption and Managing Change (Q1 2010)**. This series examines 10 common mistakes to avoid in your BI/DW projects. A Members-only publication. [tdwi.org/publications/tenmistake](http://tdwi.org/publications/tenmistake)
- **TDWI's Best of Business Intelligence (Volume 7)**, a selection of TDWI's best BI articles, columns, and research from 2009. [tdwi.org/bestofbi](http://tdwi.org/bestofbi)

### TDWI Membership

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

To learn more about TDWI Membership, visit [tdwi.org/membership](http://tdwi.org/membership).