



Las Vegas

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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-at-a-glance](#) or [download the conference brochure](#).

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 25 countries. This was truly a worldwide event!

Some of our most popular courses included

- [Dimensional Design: Intermediate and Advanced Techniques](#)
- [Predictive Analytics: A Business Perspective](#)
- [TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics](#)

For a review of the conference written by New York-based freelance journalist Stephen Swoyer, see his *BI This Week* article, "TDWI Conference Presages BI, DW Industry Rebirth," here: <http://tdwi.org/articles/2010/03/03/BI-DW-Rebirth.aspx>

Featured Topics in Las Vegas

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

MASTER DATA MANAGEMENT (MDM) AND DATA GOVERNANCE

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 the 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, and security of data. This conference offered courses on best practices to get your data governance and MDM programs under way.

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.

REQUIREMENTS GATHERING FOR BUSINESS INTELLIGENCE

Understanding requirements and the best practices to gather requirements for your business intelligence program is one of the most critical components to the overall success of your project. This conference offered three days of focused courses on BI requirements gathering, as well as a course on requirements gathering for data quality.

BUSINESS ANALYTICS

These courses helped you learn to 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 MANAGEMENT

Data is the cornerstone of a business intelligence system and the management of it can be very complex. These courses focused on 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 Collaborative Data Integration

By Philip Russom, Senior Manager, TDWI Research

Collaborative data integration (CoDI) is a collection of user best practices and tool functions that foster collaboration among the increasing number and diversity of technical and business people who are involved in data integration projects and initiatives.

Collaboration relative to data integration takes many forms. For example, as the number of data integration specialists on a team increases, these people must coordinate their work consistently. As data integration teams become dispersed geographically, collaboration is done more through digital means. Data integration is now more tightly coordinated with data quality, master data management, enterprise data architecture, and other data management disciplines, so all these teams must collaborate. And there's an emerging need for business people to perform various forms of data governance or stewardship for data integration.

The Technology Survey that TDWI circulated at the recent World Conference asked attendees to answer a few questions about CoDI. Here's a summary of what survey respondents had to say:

- **Collaboration is an issue for DI in most organizations surveyed.** This assertion is corroborated by 68% of survey respondents. (See Figure 1.)
- **CoDI clearly has many benefits.** According to survey respondents, CoDI supports business goals, such as data governance and stewardship (according to 63% of respondents in Figure 2) and business-to-IT alignment per data (59%). It fosters standards for data (72%) and DI development (50%). Furthermore, CoDI provides visibility into DI efforts for both business sponsors (46%) and IT management (37%). And it yields productivity gains for the DI team (46%) and project and object reuse (40%).
- **CoDI is mostly about people and process, but software features can assist it.** For example, sharing information about projects and data can be enabled by a central repository (according to 68% of respondents in Figure 3) and metadata management (66%). Sixty-one percent of respondents feel that collaboration is assisted by a data integration tool, as opposed to hand-coding. Since multiple DI specialists make work on the same development object, collaboration benefits from versioning (40%) and check in/out (38%) for these. Collaboration around project information may also be enabled by a portal (24%) or a project management tool (23%).

For more information, attend the TDWI Webinar "Best Practices in Collaborative Data Integration" on March 16, 2010. Register online at <http://tdwi.org>.

Is collaboration an issue for data integration in your organization?

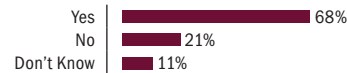


Figure 1. Based on 126 respondents.

What would be the benefits of collaborative data integration? (Select all that apply.)

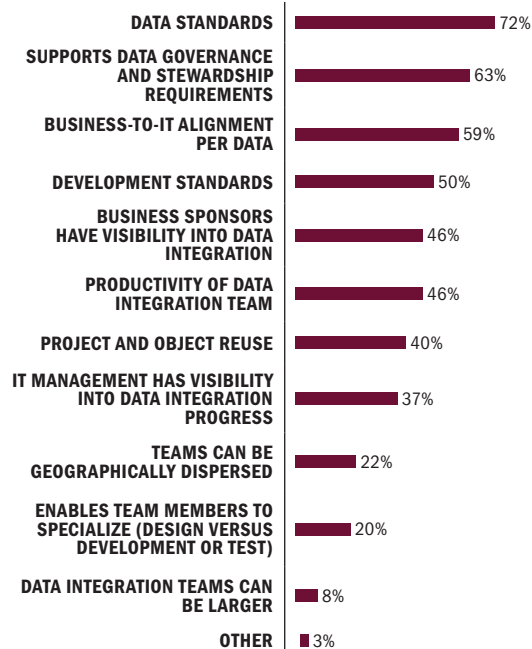


Figure 2. Based on 574 responses from 123 respondents.

What software features can help data integration specialists to collaborate? (Select all that apply.)

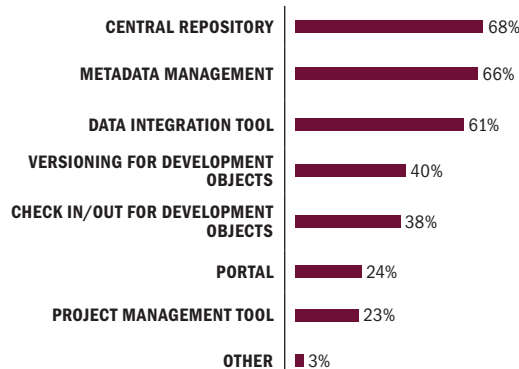


Figure 3. Based on 387 responses from 120 respondents.

Keynotes

By Paul Kautza, Director of Education, TDWI

Dealing with Dilemmas: Where Business Analytics Fall Short

Monday, February 22, 2010, 8:00–8:45 a.m.



Frank Buytendijk
*Enterprise Performance Management
 Oracle Corporation*

Frank kicked off our Las Vegas event with a thought-provoking and out-of-the-box approach to setting strategy and solving the dilemmas we face daily. We traditionally focus on analysis, and our BI systems fuel that approach, promising optimization and insight. Frank provided a compelling argument that would change our strategy and decision-making process from analysis based to synthesis based. Frank’s position is that “Strategy should not be about making choices, but rather creating options.” Through synthesis, we communicate our challenges across groups, figure out what challenges we have in common, and collectively come up with options that will move our strategy forward faster than our linear cause-and-effect analysis traditionally has.

On a personal note: Frank made it back the Netherlands just in time for the birth of his baby girl!

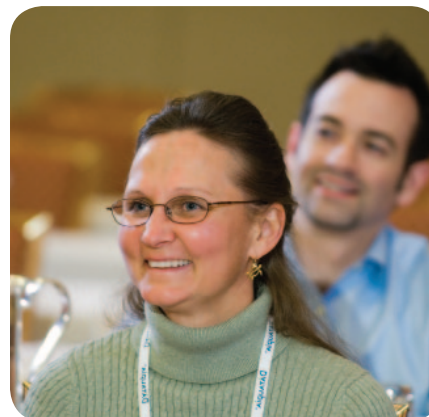
Stop Paving the Cowpath

Thursday, February 25, 2010, 8:00–8:45 a.m.



Mark Madsen
*Research Director
 Third Nature, Inc.*

Mark provided an interesting history lesson on how we have propagated the same limitations in data collection, storage, and retrieval over the past several centuries. From numbers stored on clay tablets to our modern solid state devices, we have used a similar methodology on better and faster storage and retrieval devices. More specifically, we have propagated this problem over the last 20 years of data warehousing and business intelligence. Mark challenged us to take off the blinders and look at the explosion of technology to understand what is being done to solve business problems. By embracing the power of the full spectrum of technology, methodology, and techniques, we could all make better decisions and carve straighter, more efficient paths to success—and stop paving the cowpath.



TDWI BI EXECUTIVE SUMMIT

By Wayne Eckerson, Director, TDWI Research

More than 150 BI directors and BI sponsors from small, medium, and large companies, plus a dozen or so sponsors, attended TDWI's BI Executive Summit—a record turnout.

Here are a few of the things I learned:

- Veteran BI directors are worried about the pace of change at the departmental level. More specifically, they are worried about how to support the business' desire for new tools and data stores without undermining the data warehousing architecture and single version of truth they have worked so hard to deliver. (See "[Zen BI: The Wisdom of Letting Go.](#)")
- Jill Dyché explained that corporate BI teams can either be data providers or solution providers. The fact that this is an option is a new concept for me. However, after some thought, I believe that unless BI teams help deliver solutions, the data they provision will be underutilized. Unless the BI team helps solve business problems by delivering business solutions, it can never be viewed as a strategic partner.
- Most BI teams have project backlogs and don't have a great way to get in front of them. Self-service BI can help eliminate a lot of the onesie-twosie requests for custom reports. BI portfolios and road maps can help prioritize deliverables, but executives always override their own priorities. Many veteran BI managers are looking to push more development back into the departments as a way to accelerate projects.
- There is a lot of interest in predictive analytics, dashboards, and the cloud. Those were the top three vote-getters to the question, "Which technologies will have the most impact on your BI program in three years?"
- Most of the case studies at the Summit described real-time data delivery environments, often coupled with analytics. GE Rails applied statistical models to real-time data to help customer service agents figure out the optimal repair facility to send railroad cars to get fixed; LinkShare captures and displays Web activity and commissions to external customers (publishers and advertisers), and Seattle Teachers' Credit Union delivers real-time recommendations to customer service agents.
- There was a lot of interest in how to launch an analytics practice, and Aldo Mancini provided some great tips from his experiences at Discover Financial Services. To get SAS analysts to start using the data warehouse as a way to accelerate model development, he had them help design the subject areas and variables that should go into it. Then he taught them how to use SQL so they could transform data into their desired format.

We're already gearing up for our next Summit from August 16-18 in San Diego. Hope to see you there!



Wayne Eckerson, Director, TDWI Research

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 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 or visit <http://tdwi.org/cbip>.

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.

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|--|---|
| <u>1010data</u> | <u>iOLAP, Inc.</u> |
| <u>Algebraix Data</u> | <u>Jaspersoft</u> |
| <u>Aster Data Systems</u> | <u>Kalido</u> |
| <u>BIReady</u> | <u>Kickfire</u> |
| <u>Birst</u> | <u>Kognitio</u> |
| <u>Business Intelligence Systems Solutions, Inc.</u> | <u>Microsoft</u> |
| <u>CA, Inc.</u> | <u>MicroStrategy</u> |
| <u>Capgemini</u> | <u>Netezza Corporation</u> |
| <u>Cisco</u> | <u>Oracle</u> |
| <u>Composite Software, Inc.</u> | <u>ParAccel</u> |
| <u>Corda Technologies</u> | <u>PivotLink</u> |
| <u>DataFlux</u> | <u>SAP</u> |
| <u>Dataupia</u> | <u>SpatialKey</u> |
| <u>Harte-Hanks Trillium Software</u> | <u>Syncsort</u> |
| <u>Hexaware Technologies</u> | <u>Tableau Software</u> |
| <u>HP</u> | <u>Talend</u> |
| <u>IBM</u> | <u>Teradata Corporation</u> |
| <u>Informatica Corporation</u> | <u>Vertica</u> |
| <u>Information Builders</u> | <u>Wherescape</u> |

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. These 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 22

Rock out with DataFlux and Learn about the Future of Data Management

Sponsored by DataFlux

Wednesday, February 24

Oracle Data Warehousing Best Practices Workshop

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, or visit <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

Data Modeling	March 22-25	Boston, MA
Dimensional Modeling	April 19-22	Seattle, WA
Dimensional Modeling	June 7-10	Minneapolis, MN
BI Essentials	July 12-15	Denver, CO
Data Modeling	September 27-30	Toronto, ON
BI Essentials	October 18-21	Washington, D.C.

For more information, visit <http://tdwi.org/seminars>.

Upcoming 2010 TDWI World Conferences and BI Executive Summits

TDWI World Conference	May 9-14	Chicago, IL
TDWI World Conference	August 15-20	San Diego, CA
TDWI BI Executive Summit	August 16-18	San Diego, CA
TDWI World Conference	November 7-12	Orlando, FL

Recent TDWI Publications and Research

- **What Works: Best Practices in Enterprise Business Intelligence** (Volume 28), a compendium of industry case studies and lessons from the experts. http://tdwi.org/what_works
- **Transforming Finance: How CFOs Use Business Intelligence to Turn Finance from Record Keepers to Strategic Advisors**, the latest Best Practices Report from TDWI Research, with findings based on interviews with industry experts, leading-edge customers, and survey data. <http://tdwi.org/research/reportseries>
- **Business Intelligence Journal** (Volume 14, 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 Members-only publication. <http://tdwi.org/publications/bijournal>
- **Ten Mistakes to Avoid in Dimensional Design** (Q4 2009). This series examines 10 common mistakes to avoid in your BI/DW projects. A Members-only publication. <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. <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 <http://tdwi.org/membership>.