

TDWI

Las Vegas, NV // February 13–18, 2011

WORLD CONFERENCE SERIES



Building an Enterprise Data Strategy

A framework for consistent information across the enterprise

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

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tdwi.org/LV2011

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THE DATA WAREHOUSING INSTITUTE

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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 37 states and 26 countries. This was truly a worldwide event!

Some of our most popular courses included:

- [TDWI Master Data Management Fundamentals](#)
- [TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems](#)
- [Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development](#)



Conference Videos

Check out these video highlights from the Las Vegas conference:

tdwi.org/LV2011/videos

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 focused on the following areas:

BUILDING AN ENTERPRISE DATA STRATEGY

These courses presented a framework for building a global data strategy that delivers consistent information across the enterprise. Complex business environments, increasing demand for high-quality data, and critical dependencies of regulatory compliance are among the reasons MDM captures the attention of IT and business people alike. Your data strategy can achieve sought-after results if the initiative is under the umbrella of a true data governance program. 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.

BI ESSENTIALS

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

DEVELOPING THE AGILE BUSINESS INTELLIGENCE ENVIRONMENT

The ability to be adaptable and agile in the way we approach our BI/DW environments is one of the keys to success and profitability. Agile development carries a specific set of standards and rules. This conference covered agile development for data warehousing, and how to be more adaptive and agile in the development of data models and analytics. It also offered a broad spectrum of ways to be more agile in BI/DW.

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 MODELING

Data that is organized and optimally stored in the warehouse needs thoughtful design to fulfill business needs. Business analysts who took these courses will be better prepared to work with their technical counterparts, and developers who took 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.

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TDWI Technology Survey: The State of Master Data Management

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

The Technology Survey that TDWI circulated at the recent World Conference in Las Vegas asked attendees to answer a few questions about master data management (MDM). TDWI had, in fact, asked the same questions thrice before in surveys. Survey results for the four survey runs do not make a very convincing time series, because the survey was run at four different times with different survey audiences. Even so, looking at all survey results as an aggregate reveals a number of trends and preferences among users:

- MDM commonly supports business intelligence, governance/ stewardship, and CRM.** These are the top three business initiatives identified in all four surveys, so these priorities have remained constant. (See Figure 1.) Other commonly supported business initiatives include marketing initiatives, regulatory compliance, and supply chain management.
- MDM continues to support data warehousing, customer data integration, and transactional applications (such as ERP).** These are the top three technical solutions identified in all four survey runs, so—again—the top priorities have remained constant. (See Figure 2.) Other technology solutions supported by MDM include product and supplier information management. Note that business intelligence (BI) and data warehousing (DW) top the lists in Figures 1 and 2, with a noticeable lead over other survey choices. This is natural given the obvious bias of TDWI’s audience toward these practices. Even so, it’s clear that MDM has a firm foothold in BI and DW, more so than in other practice areas.
- MDM is almost always linked to specific business initiatives and technical solutions.** According to Figures 1 and 2, MDM is rarely an autonomous practice (only in 4% of cases, on average, across all runs of both questions). This is a best practice, because MDM should be applied to specific business and technology problems or opportunities.
- Organizations seem stuck in an exploration phase.** The number of surveyed organizations reporting being in an exploration phase relative to an MDM solution dropped from 46% in 2006 to 34% in 2011. (See Figure 3.) While this suggests that a few organizations have moved beyond exploration into design or implementation phases, the high percentage of organizations still exploring MDM suggests that many are having trouble committing to MDM. Even so, signs of commitment are seen in the consistent drop of organizations reporting “no plans” for MDM and the recent leap forward with those reporting that MDM is “already deployed.”

Would you like to read more about MDM? Visit TDWI’s Master Data Management Portal at tdwi.org/portals/master-data-management.aspx.

To normalize data from the four surveys, percentage calculations omit responses for “Other” and “Don’t Know.” All percentages are rounded.

Which business initiatives does your MDM solution support? (Select all that apply.)

| | May 2006 | Feb. 2008 | Nov. 2008 | Feb. 2011 |
|---|----------|-----------|-----------|-----------|
| Business intelligence (27% average) | 28% | 31% | 18% | 28% |
| Data governance or stewardship initiative (19% average) | 18% | 20% | 18% | 21% |
| CRM initiative (17% average) | 16% | 16% | 23% | 15% |
| Marketing initiatives (11% average) | 12% | 11% | 13% | 9% |
| Regulatory compliance (9% average) | 12% | 5% | 10% | 7% |
| Supply chain management (7% average) | 8% | 8% | 5% | 8% |
| Purchasing/Sourcing (6% average) | 5% | 7% | 6% | 5% |
| Not linked—MDM is autonomous (4% average) | 2% | 2% | 6% | 7% |

Figure 1. Based on 453 responses from 148 respondents in May 2006; 185 responses from 85 respondents in February 2008; 154 responses from 96 respondents in November 2008; 235 responses from 120 respondents in February 2011.

Which technical solutions does your MDM solution support? (Select all that apply.)

| | May 2006 | Feb. 2008 | Nov. 2008 | Feb. 2011 |
|--|----------|-----------|-----------|-----------|
| Data warehousing (34% average) | 32% | 38% | 34% | 35% |
| Customer data integration (21% average) | 24% | 21% | 12% | 21% |
| Transactional applications and databases (19% average) | 18% | 19% | 22% | 17% |
| Product information management (15% average) | 17% | 14% | 8% | 16% |
| Supplier information management (7% average) | 7% | 7% | 9% | 5% |
| Not linked—MDM is autonomous (4% average) | 1% | 1% | 15% | 7% |

Figure 2. Based on 403 responses from 148 respondents in May 2006; 160 responses from 84 respondents in February 2008; 122 responses from 96 respondents in November 2008; 202 responses from 122 respondents in February 2011.

What’s the status of your organization’s MDM solution? (Select only one.)

| | May 2006 | Feb. 2008 | Nov. 2008 | Feb. 2011 |
|------------------------------------|----------|-----------|-----------|-----------|
| No plans (19% average) | 21% | 18% | 17% | 13% |
| Exploration phase (42% average) | 46% | 28% | 32% | 34% |
| Design phase (15% average) | 13% | 23% | 19% | 19% |
| Implementation phase (12% average) | 11% | 10% | 27% | 8% |
| Already deployed (12% average) | 9% | 20% | 6% | 26% |

Figure 3. Based on 741 respondents in May 2006; 88 in February 2008; 96 in November 2008; 122 in February 2011.

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KEYNOTES

By Marie Gipson, Education Program Manager, TDWI

MONDAY, FEBRUARY 14, 2011, 8:00-8:45 A.M.

Bigger than BI: Building Your Enterprise Data Strategy



Jill Dyché
Partner
Baseline Consulting

Jill Dyché believes her clients' awareness of data is evolving. She has noticed a shift in their requests from the strategic to the tactical.

One reason is that data-intensive disciplines such as CRM have brought data integration issues to light. "A company's ability to use information strategically is directly correlated to the degree to which the data is integrated," she said. Dyché also asked the audience to consider whether its data is really just co-located, rather than truly integrated.

She said organizations are discovering that you can do data management without data governance (and many have), but you can't do data governance without data management.

In addition, data governance initiatives may face different organizational dysfunctions, such as a culture of "no," or passive-aggressive resistance. Organizational clout and sponsor initiative may be lacking, or decision makers may hide behind ROI requirements.

As Dyché explained, it's only a matter of time before some executive wants to know how much you've spent and what you've gotten for it. She offered the concept of the data supply chain: "Clients who think about their data in a retailer mentality do very well."

For an example strategy map, download the presentation below.

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



THURSDAY, FEBRUARY 17, 2011, 8:00-8:45 A.M.

Driving Business Relevance from Data Strategy: Creating an Enterprise Data Strategy



Tracy Austin
Partner
Polardene

Returning to the topic of enterprise data strategy, Tracy Austin emphasized the importance of partnership between business and IT.

She brought up several recent business headlines that indicated wide-ranging problems from security to financial governance. Delving deeper, however, problems with data strategy lay behind each case.

She offered guiding principles to help meet the unique challenges facing enterprise data strategy:

1. Strategy must be driven by the business and IT together. To involve business people, you can find a high-level sponsor. But sometimes you have to make the business unit your "imaginary friend." Write up their goals as you see them, and let them make corrections. Meet them more than halfway. Still, IT shouldn't set priorities, and business people shouldn't make technology decisions.
2. The strategy must be a business project with its own budget and goals.
3. Communicate in terms the business can understand: no bragging on the elegance of the data models. The language of IT will never resonate with the business.
4. Simplify. Work on one business unit or department at a time.

[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 BI Executive Summit in Las Vegas was TDWI's largest one yet, with almost 200 people in attendance. 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 audience heard a wide range of expert speakers. Tim Leonard got us started by demonstrating an iPod-based mobile application that has saved millions in fuel costs at U.S. Xpress. We got great tips for creating a single 360-degree view of customers from Justin Honaman of Coca-Cola and John Kinkead of Intuit. The TDWI conference theme "enterprise data strategy" was reflected in case study workshops by Jason Beard of John Wiley & Sons and Darren Taylor of Blue Cross Blue Shield Kansas City.

The audience got a comprehensive crash course in agile BI, thanks to Ken Collier of KWC Technologies, Jim Gallo of ICC, and John O'Brien of Zukeran Technologies. We also learned how to quantify the ROI of BI (John Ladley, IMCue Solutions), make peace with Excel (Bill Baker, an independent consultant), manage a global BI team (Jeff Gold, ZS Associates), and handle human dynamics relative to data (Len Silverston, Universal Data Models, LLC). The BI Executive Summit concluded with a panel of vendor representatives who shared their visions for the future of BI technologies by discussing recent and upcoming advances in analytic tools, analytic databases, mobile BI, self-service BI, clouds, collaborative functions, and many other areas.

The speakers were all magnificent. But I have to say that the audience was equally impressive. Never have I heard so many thoughtful questions from an audience. Most of the speakers realized the inquisitive nature of the audience, and made their points briskly, to open up more time for Q&A. The questions were fully informed, showing that most people in the audience were highly experienced professionals who are eager to share their thoughts.

If you missed this great Summit, don't despair. Another one is coming up in San Diego in August 2011. I hope to see you there!

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.

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.

[IBM](#)

[Impetus Technology](#)

[Information Builders](#)

[iOLAP Inc.](#)

[Jaspersoft](#)

[Kalido](#)

[Kognitio](#)

[Microsoft](#)

[MicroStrategy](#)

[Netezza Corporation](#)

[Neutrino Concepts Ltd](#)

[Oracle](#)

[ParAccel](#)

[PivotLink](#)

[QlikView](#)

[SAP](#)

[Strategy Companion Corporation](#)

[Syncsort](#)

[SwiftKnowledge](#)

[Tableau Software](#)

[Talend](#)

[Teradata Corporation](#)

[TIBCO Spotfire](#)

[Vertica](#)

[WhereScape](#)

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.

Monday, February 14

An Evening for Data VIPs

Sponsored by DataFlux

Watson on Jeopardy!

Sponsored by IBM

Pablo Picasso comes to Vegas!

Sponsored by Kognitio

Tuesday, February 15

Xbox Kinect Game Night

Sponsored by Microsoft

Wednesday, February 16

Oracle Data Integration: Best of Breed Solutions for the Enterprise

Sponsored by Oracle

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MORE EDUCATIONAL OPPORTUNITIES

TDWI Onsite Education

TDWI Onsite Education is practical, high-quality, vendor-neutral BI and DW education that can be put to use immediately. 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 2011 SEMINARS

| | | |
|----------------------|-----------------|-----------------------------|
| DATA MODELING | Dallas, TX | March 14–17, 2011 |
| BI ESSENTIALS | Seattle, WA | April 11–14, 2011 |
| DIMENSIONAL MODELING | Boston, MA | May 23–26, 2011 |
| DATA MODELING | Vancouver, BC | July 18–21, 2011 |
| DIMENSIONAL MODELING | Toronto, ON | August 29–September 1, 2011 |
| DATA GOVERNANCE | Minneapolis, MN | September 12–15, 2011 |
| DATA GOVERNANCE | Denver, CO | October 17–20, 2011 |

For more information, visit tdwi.org/seminars.

Upcoming TDWI World Conferences and BI Executive Summits

TDWI WORLD CONFERENCES

| | |
|------------------|-----------------------------|
| Washington, D.C. | April 3–8, 2011 |
| Chicago, IL | June 6–10, 2011 |
| San Diego, CA | August 7–12, 2011 |
| Orlando, FL | October 30–November 4, 2011 |

TDWI BI EXECUTIVE SUMMITS

| | |
|---------------|-------------------|
| San Diego, CA | August 8–10, 2011 |
|---------------|-------------------|

Recent TDWI Publications and Research

- *What Works in Enterprise Business Intelligence* (Volume 30), a compendium of industry case studies and lessons from the experts. tdwi.org/what_works
- *Visual Reporting and Analysis: Seeing Is Knowing*, 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 15, 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. tdwi.org/bijournal
- *Ten Mistakes to Avoid When Using Data Federation Technology* (Q4 2010). This series examines 10 common mistakes to avoid in your BI/DW projects. A Members-only publication. tdwi.org/tenmistakes
- *TDWI's Best of Business Intelligence* (Volume 8), a selection of TDWI's best BI articles, columns, and research from 2010. 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.