TDWI

Chicago, IL // May 6-11, 2012

WORLD CONFERENCE SERIES

Validating Your BI/DW Direction

Building a Responsive BI Organization

TRIP REPORT

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 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 Chicago, view the conference agenda or download the conference brochure.

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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 Chicago conference drew attendees from 39 states and 20 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
- Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
- TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems

Conference Videos

Check out these video highlights from the Chicago conference: tdwi.org/live

Conference Theme

The theme for the 2012 TDWI World Conference in Chicago was "Validating Your BI/DW Direction." With multiplying data volumes and complexity, limited resources, and new technologies, it can be hard to gauge whether your BI/DW program is on the right track. Does your team have the skills and knowledge it needs to make the most of your information assets? Is your BI program scalable and flexible, and is it headed in the right direction?

Conference Topics in Chicago

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 (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. 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

This field focuses 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.

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TDWI Technology Survey: Analytic Database Management Systems

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

The Technology Survey that TDWI circulated at the recent Chicago World Conference asked attendees to answer a few questions about analytic database management systems and how they fit into their overall data warehouse architecture. Here's some background information about analytic databases, plus a sampling of attendees' responses to the survey:

A *database management system* (DBMS) is a vendor-built, enterprise-class software package designed to manage databases, whereas a *database* is a collection of data managed by a DBMS. Hence, an *analytic DBMS* (ADBMS) is a vendor-built DBMS designed specifically for managing data for analytics.

ADBMSs are most often optimized for "Extreme SQL," which involves complex queries that scan terabytes of data or routines that may include thousands of lines of SQL. SQL aside, some ADBMSs support other in-database analytic processing, such as MapReduce, no-SQL parsing methods, and a variety of user-defined functions for data mining, statistical analysis, natural language processing (NLP), and so on. Some vendors package or market their ADBMSs as data warehouse appliances, columnar DBMSs, analytic accelerators, in-memory DBMSs, or cloud/SaaS-based platforms.

- **Half of organizations surveyed (52%) have no ADBMS.** (See Figure 1.) There are good reasons some organizations don't feel the need for a specialized analytic DBMS. Many organizations stick close to reporting, OLAP, and performance management, for which the average enterprise data warehouse (EDW) is more than capable. Others simply haven't matured into the use of advanced analytics, for which most ADBMSs are designed. Still others have a powerful EDW platform that can handle all data warehouse workloads, including those for advanced analytics.

    Among the half of respondents who do have one or more ADBMS, most have between one and five; multiple ADBMSs can result when multiple analytic methods are in use, due to diverse business requirements for analytics. Also, analytics tends to be departmental by nature, so ADBMSs are commonly funded via departmental budgets, and multiple departments investing in analytics leads to multiple ADBMSs.

- **Half of organizations surveyed (46%) run analytic workloads on their EDW.** (See Figure 2.) The EDW as a single monolithic architecture is still quite common, despite the increasing diversity of data warehouse workloads for analytics, real time, unstructured data, and detailed source data. Even so, a third of respondents (34%) offload diverse workloads to standalone DBMSs (often an ADBMS), typically to get workload-specific optimization or to avoid degrading the performance of the EDW. If you compare Figures 1 and 2, you'll see that half of respondents don't have an ADBMS (Figure 1) because they run analytic workloads on their EDW (Figure 2).

- **Most respondents consider an ADBMS to be a useful complement to an EDW.** (See Figure 3.) Even some users who don't have an ADBMS feel this way. According to survey results, an ADBMS provides analytic and data management capabilities that complement an EDW (56%), enables the "analytic sandboxes" that many users need (57%), and optimizes more analytic workloads than the average EDW (58%).

ADBMSs are sometimes deployed as standalone platforms outside a central EDW, though integrated with the EDW. Approximately how many standalone ADBMS platforms has your organization deployed? Select only one.
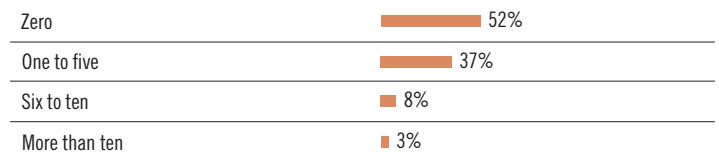
Zero	52%
One to five	37%
Six to ten	8%
More than ten	3%

Figure 1. Based on 75 respondents.

Which of the following best characterizes how data warehouse workloads are distributed in your organization? Select only one.
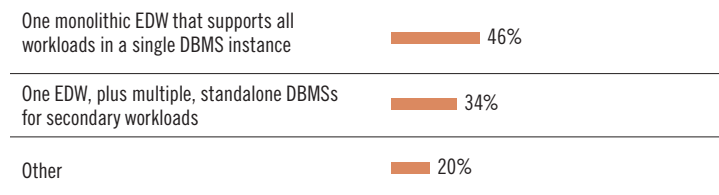
One monolithic EDW that supports all workloads in a single DBMS instance	46%
One EDW, plus multiple, standalone DBMSs for secondary workloads	34%
Other	20%

Figure 2. Based 74 respondents.

What are the potential benefits of complementing an EDW with an ADBMS? Select all that apply.

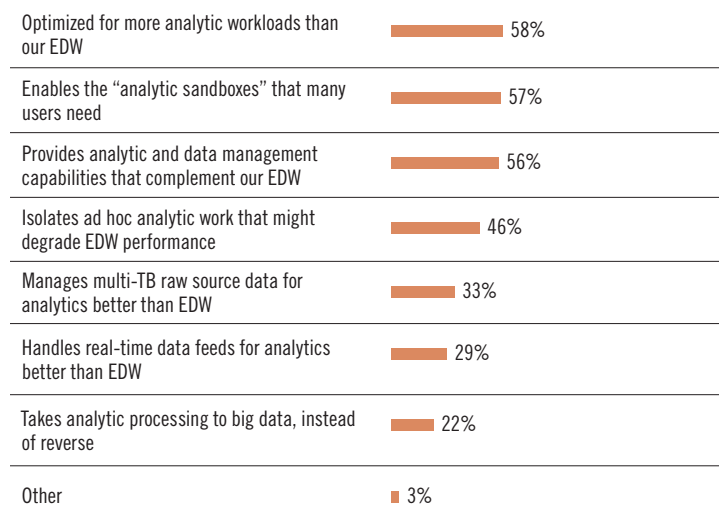|	
Optimized for more analytic workloads than our EDW	58%
Enables the "analytic sandboxes" that many users need	57%
Provides analytic and data management capabilities that complement our EDW	56%
Isolates ad hoc analytic work that might degrade EDW performance	46%
Manages multi-TB raw source data for analytics better than EDW	33%
Handles real-time data feeds for analytics better than EDW	29%
Takes analytic processing to big data, instead of reverse	22%
Other	3%

Figure 3. Based on 219 responses from 72 respondents.

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KEYNOTES

By Marie Gipson, Education Program Manager, TDWI

MONDAY, MAY 7, 2012, 8:00–8:45 A.M.

Charting the Course of Innovation

Shawn Rogers
Vice President, Research for Business Intelligence/Data Warehousing
Enterprise Management Associates

As the former partner of a print magazine, Shawn Rogers is no stranger to industry-disrupting sea change. He told his keynote audience that change will be coming faster in the information technology space, but it's OK.

For one thing, "the holy wars are over," Rogers said, and the enterprise data warehouse (EDW) is a vital component in everyone's infrastructure. We all have one, and it has survived the recession and proved its worth to the business.

But many of the upcoming changes arise from new user expectations. "The Googlers are in your workplace and the Facebook folks will appear soon." These new users expect to collaborate, and they expect things to be transparent.

"There's opportunity for you in meeting that expectation," Rogers told his audience. This maturing user community, he said, wants a piece of BI and self-service. "Hadoop, social data, and the cloud are all moving your way," he said. "We can't stop it." Sensor, machine, and social data will all soon find homes as well.

Despite the EDW's success, it has trouble meeting these new expectations. A new landscape must emerge, which Rogers calls the "hybrid data ecosystem." It allows companies to match their data and complex platforms to the best-suited technology.

But the keys to the kingdom will be held by software providers that can help us learn how to answer all our questions. Automating that function will provide true competitive differentiation.

"If your platform doesn't meet their expectations, they'll take their expectations somewhere else."

Download presentation slides from Monday's keynote

THURSDAY, MAY 10, 2012, 8:00–8:45 A.M.

BI Adoption and Maturity: Real Success Factors

Michael L. Gonzales, Ph.D.
Director of Research and Advanced Analytics
Stream Integration

Throughout his career in BI, Michael Gonzales has noticed a certain lack of rigor in the space in assessing BI adoption and maturity.

Anecdotes abound regarding BI success, failure, their causes, and even whether companies are actually doing BI. Organizations spend big money to get recommendations from BI experts. And whether those recommendations prove useful, they come from the black box of individual experience, from a process never to be repeated by the client company itself. Still more anecdotes come from vendors trying to make their products and packages sound mainstream and indispensable.

So Gonzales set out to understand objectively whether BI/DW is being widely adopted, and which factors matter in BI success. He used a collection of more than 3,000 self-assessment surveys through TDWI that measured 40 variables across all industries between 2007 and 2009.

The data revealed that BI/DW is indeed being adopted widely; companies are changing their behavior based on their BI/DW activities. Gonzales found the 40 variables could be organized roughly into three groups that seemed to affect success: infrastructure, leadership (especially accountability), and budget.

He compared these three groups of measures to the vital statistics that doctors can use to quickly evaluate a patient's general health status. You won't be sent to the MRI machine if measuring your heart rate and blood pressure helps your doctor diagnose your problem. Similarly, before you embark on an extensive return on investment-measurement project, it might be wiser to first consider what other, easily obtained data can tell you what you need to know.

"You can't invest in everything," Gonzales said. "You need priorities." And for possibly the first time in the BI space, you might have a place to start. View this keynote's presentation slides for details.

Download presentation slides from Thursday's keynote

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A TDWI Forum: Cool BI: Leading-Edge Solutions for Business Intelligence

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

In her keynote for the TDWI BI Forum, held May 7–8 and co-located with the Chicago conference, Cindi Howson identified three main challenges: improving BI's adoption and appeal, shortening the time to insight, and increasing the relevance or business value of BI. Howson, founder of BIScorecard and a TDWI faculty member, served as co-chair of the Forum, which offered case studies, expert sessions, and panel discussions focused on "cool" BI. Many of the speakers that followed Howson did a great job of addressing those three BI challenges and offered practical ways of achieving success.

The Forum's first case study presentation set the tone with an honest and inspirational discussion of how Seattle Children's Hospital deployed BI to improve patient care. Drex DeFord, senior VP and CIO at Seattle Children's, described the organization's intense focus on alignment of IT with business needs. While this alignment is critical to efficient and effective IT, the risk is too much rigidity. DeFord was frank about how his IT organization needed to become enlightened about giving users more control over their analysis, reporting, and data sharing rather than subject them to tight IT control. DeFord and Ted Corbett, former director of knowledge management at Seattle Children's and founder of Vizual Outcomes, described how users are "now able to ask questions that they could not ask before."

The Forum program covered a range of cool BI technologies that are helping organizations with the three challenges Howson outlined. Mobile and cloud BI were covered extensively. John Armentrout, senior manager of IT at Life Technologies, described his firm's mobile BI implementation as well as its next generation technical architecture that includes in-memory computing, federation, analytics, and more. John also took part in a lively panel discussion with representatives from the Forum's sponsors: HP, Roambi, Tableau Software, and Vertica, an HP Company. The first day of the Forum also featured a great talk about the use of location intelligence for real estate analytics by Andy Verostek, market planning analyst at Del Taco.

The second day of the Forum delivered a full day of exciting sessions. John Bair, CTO of Ajilitee, kicked things off with "Business Intelligence: The Next Big Thing (Really!)." John described how organizations can extend their BI strategies by moving forward with cloud and software-as-a-service BI, mobile BI, and Web services. He set the stage for presentations on when and where to use cloud BI by TDWI faculty member Steve Dine, president of Datasource Consulting, and Shawn Spott, VP and manager of corporate intelligence and research with RBC Wealth Management.

Before lunch, EMC Consulting's Bill Schmarzo whetted everyone's appetite for big data with "Navigating the Road from BI to Data Science." Attendees also heard a great case study from Elizabeth Gray, acting assistant director at the City of Austin Fire Department on the power of dashboards and visualization for nontraditional users. David Loshin, president of Knowledge Integrity, and TDWI faculty member Mark Madsen, founder of Third Nature, closed out the Forum with thought-leadership sessions on how to deliver higher-value analytics and strategies for increasing the payoff with emerging BI technologies, including those for collaborative and social BI.

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.

Visitors to TDWI LIVE could 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 30 videos were recorded, capturing attendee and vendor impressions of the conference.

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 Chicago.

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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 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 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:

Actuate

Chicago Business Intelligence Group

Esri

Hortonworks

HP

IBM

Information Builders

iOLAP Inc.

Jaspersoft

Kalido

MicroStrategy

Noetix

SAP

Syncsort

Tableau Software

Talend

Teradata Corporation

TIBCO Spotfire

Vertica, an HP Company

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.

WEDNESDAY, MAY 9

Case Study Presentations

A New Era in Data Warehousing and Analytics
Sponsored by IBM

Deliver the Analytical Freedom Users Want, and the Management Control IT Needs
Sponsored by IBM

Accessing and Leveraging Predictive Analytics
Sponsored by IBM

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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 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

AGILE BI AND ANALYTICS SYMPOSIUM	Toronto, ON	June 25–28, 2012
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.

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.

Upcoming TDWI World Conferences, BI Executive Summits, and Forums

TDWI WORLD CONFERENCES

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

EMERGING TECHNOLOGY STRATEGIES FOR BIG DATA ANALYTICS	Orlando, FL	November 12–13, 2012

Recent TDWI Publications and Research

- *What Works in Data Management* (Volume 33), a compendium of industry case studies and lessons from the experts. tdwi.org/what_works

- *Next Generation Master Data Management,* 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 17, 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 Premium Member publication. tdwi.org/bijournal

- *Ten Mistakes to Avoid When Validating Your BI/DW Direction* (Q1 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