

TDWI

Orlando, FL // November 11–16, 2012

WORLD CONFERENCE SERIES

Emerging Technologies 2013

The Information-Driven Future

TRIP REPORT

Thank you for joining us in Orlando 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 agenda](#) or [download the conference brochure](#).

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tdwi.org/OR2012

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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 Orlando conference drew attendees from 42 states and 20 countries. This was truly a worldwide event!

Some of our most popular courses included:

- [Cool BI: The Latest Innovations](#)
- [Dimensional Design: Intermediate and Advanced Techniques](#)
- [TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems](#)



Conference Videos

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

Conference Theme

The theme for the 2012 TDWI World Conference in Orlando was “Emerging Technologies 2013.” The range of BI/DW technologies and approaches is exploding almost as fast as our data volumes. We have agile methodology, cloud computing, text analytics, virtualization, open source, software-as-a-service, cool BI, social media, mobile BI, Hadoop, MapReduce, and deep analytics for big data. And all of this is causing us to completely rethink our data integration strategies. What does it all mean for your BI program? It’s been difficult enough to implement effective and valuable BI/DW solutions with existing technologies—and these days, you’re being asked to do more with less. Will these emerging technologies make your job easier or harder? These courses are designed to show how these technologies work, how you can deploy them, and the benefits they can bring to your organization.

Conference Topics in Orlando

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.

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TDWI Technology Survey: Emerging Technologies and Methods in BI

By Philip Russom, Research Director for Data Management, TDWI

The main theme of the Orlando World Conference was “Emerging Technologies 2013,” so the Technology Survey that TDWI circulated there asked conference attendees to answer a few questions about emerging technologies and methods (ETMs). The survey presented a list of 30 ETMs and asked attendees to identify those they have no plans for using, those they are already using, and those they’ll adopt within three years. Survey responses reveal which ETMs are of little interest today (at least, to attendees of this conference) versus those that are already in use or will be aggressively adopted soon.

A third of ETMs will see very aggressive adoption. The ETMs in Group 1 in Figure 1 were each selected by approximately 50 percent of respondents as techniques they are not using today, but will be using within three years. The ETMs in Group 1 vary from very new techniques (big data analytics, text analytics, mobile BI, social BI) to techniques that have been with us for years, but are just now emerging in terms of brisk user adoption (real-time operation, master data management, and advanced data visualization).

The newest ETMs are set for the most growth. These are seen in the survey data as the ETMs with the greatest difference between “using today” and “within three years.” These are (in descending delta order) big data analytics, social media analytics, text analytics, and clouds for BI/DW.

A few ETMs will be adopted by most organizations. Very small percentages of survey respondents selected “no plans” for MDM, self-service BI, predictive analytics, agile BI, and data services, which means that these are high priorities for most organizations.

Not all ETMs are of interest to everyone. In other words, some ETMs were selected by large percentages of respondents who have “no plans” for them, including NoSQL DBMSs, clouds for BI/DW, open source for BI/DW, MapReduce, and BI mashups. Ironically, all of these will see appreciable adoption among users who do have plans for them. This is natural because it takes time for a new ETM to move beyond early adopters.

Some ETMs are already commonly used today. This includes data services, agile BI, self-service BI, in-database analytics, analytic DBMSs, and data warehouse appliances. Due to saturation, these more mature ETMs won’t see as much growth as newer ones.

Some of the least used ETMs today will see appreciable adoption. For example, cloud BI is in use today by a mere 10 percent of respondents, yet a whopping 40 percent anticipate adopting it within three years. Other relatively new and obscure ETMs will similarly ascend into popularity, namely NoSQL DBMSs, MapReduce, social media analytics, and Hadoop.

Conclusions. As seen in the results of the Orlando Technology Survey, users are embracing emerging technologies and methods (ETMs), and that’s a good thing. After all, adopting ETMs is fundamental to gaining new insights via analytics (predictive analytics, data visualization, MapReduce), tapping new data sources (big data, social media, unstructured data, text analytics, Hadoop), embracing new methodologies (agile BI, self-service BI, mobile BI,

mashups), leveraging new platforms (clouds, analytic DBMSs, appliances), and keeping pace with accelerating operations (real time, streaming data, data federation, solid-state drives, event processing).

Which of the following ETMs is your organization using for business intelligence (BI), data warehousing (DW), or data management (DM)?

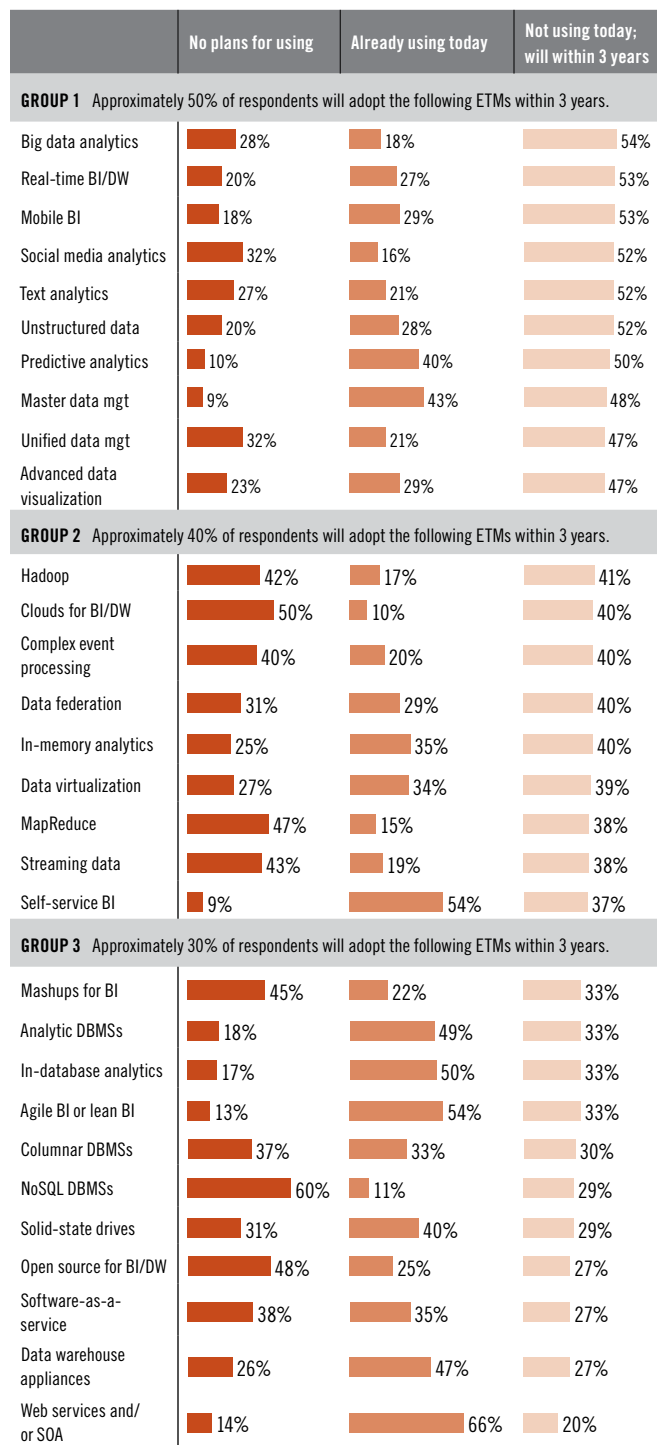


Figure 1. Based on 139 respondents. Values in the table represent percentages of respondents. The table is sorted by the “Not using today; will within 3 years” column.

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KEYNOTES

By Marie Gipson, Education Program Manager, TDWI
and Luran Trask, Education Program Coordinator, TDWI

MONDAY, NOVEMBER 12, 2012, 8:00–8:45 A.M.

Spitballing The Future: Projections 2012–2020



Marc Demarest
CEO and Principal
Noumenal, Inc.

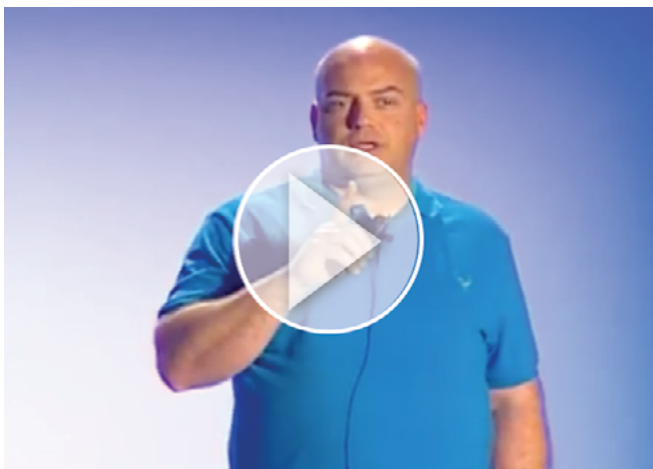
According to Marc Demarest, markets have reflexivity. They work according to stories that we tell ourselves.

“We used to tell entirely technical stories,” he told his Monday keynote audience. “But increasingly we tell socio-technical stories.” Coal miner behavior has been the subject of more recent analysis than mining equipment has, for example.

Indeed, the dominant challenges in the BI industry now involve behavior. Dis-equilibrium is high, and social practices lag technology.

This is one of several trends and upcoming challenges Demarest shared with the TDWI community. Among others are textual analytics, visualization becoming truly diagnostic and exploratory, decision automation, and the death of the concept of privacy and its replacement by the personal data store and the rise of reputation management.

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



THURSDAY, NOVEMBER 15, 2012, 8:00–8:45 A.M.

Fostering Cool in Your BI



Cindi Howson
Founder
BI Scorecard

In a market where the concept of BI benefits are often met with hesitation and concerns about adaptability and effectiveness, Cindi Howson's keynote on Thursday drove home the key elements to developing a successful BI team.

With the challenges that face many companies today, fostering a positive environment for BI can be difficult. Cindi cited “being proactive” as one of the most important steps a company can take. Taking the time to step outside of our traditional roles enables us to see where the issues are, gain inspiration to solve them, and develop solutions that will create the greatest value for our businesses.

By relinquishing the grasp of strict IT guidelines, opening lines of collaborative communication, and allowing for the implementation of new technologies, companies enable their IT departments to become proactive in their own development. BI is able to foster and grow within this new, innovative culture. From evangelizing BI to developing frameworks for prioritizing investments, Cindi laid out a straightforward plan for IT and business professionals alike to ensure success within BI.

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



TRIP REPORT

TDWI Forum: Emerging Technology Strategies for Big Data Analytics

By Philip Russom, Research Director for Data Management, TDWI

The Forum was a two-day event co-located with the Orlando conference. This was our biggest Forum yet, and it was also one of our most interactive, with dozens of great questions from the audience, lively panel discussions, and peer networking at the Forum's lunch and evening reception. The Forum focused on how certain emerging technologies and methods (many of them analytical) are helping user organizations get more value from big data.

For example, Will Duckworth, an SVP from comScore, Inc., got us started with a description of comScore's Hadoop environment, which processes more than 1.4 trillion records daily to summarize activity on the Internet. Jeff Butler of the IRS followed with tips for optimizing petabyte-scale analytic applications. Next came Dr. Murali Ramanathan from State University of New York at Buffalo, describing how a team of data scientists uses big data analytics to understand disease markers in the human genome. A panel of vendor representatives gave us a glimpse into the future of products and services for big data analytics. The first day of the Forum concluded with David Loshin (Knowledge Integrity, Inc.) explaining how to adapt best practices in data management to big data. And we all discussed the ideas of the day over drinks and snacks at the Forum's evening reception.

Day two of the Forum commenced with TDWI's David Stodder explaining how customer analytics must adapt to the new age of social media. Mark Evans and Jennifer Lim from Sprint then provided detailed guidance for extending analytics with geospatial data. We heard a series of case studies from Krish Krishnan (Sixth Sense Advisors, Inc.) demonstrating how a user organization can profit from big data analytics. Data warehouse architect Rajappa Iyer explained how LinkedIn integrated Hadoop into its data warehouse environment. And Ralph Thomas explained how Seminole Gaming drove up profits using data visualization and war-room analytics. Finally, the Forum concluded with Cindi Howson, the founder of BI Scorecard, explaining which emerging technologies are the most promising for big data analytics today, plus how this will shift in the future.

If you missed this great Forum, don't despair. A TDWI BI Executive Summit is coming up in Las Vegas in February 2013. Visit tdwi.org/lv2013 for details. I hope to see you there!

TDWI LIVE

By Melissa Parrish, Director, Online Products & Marketing

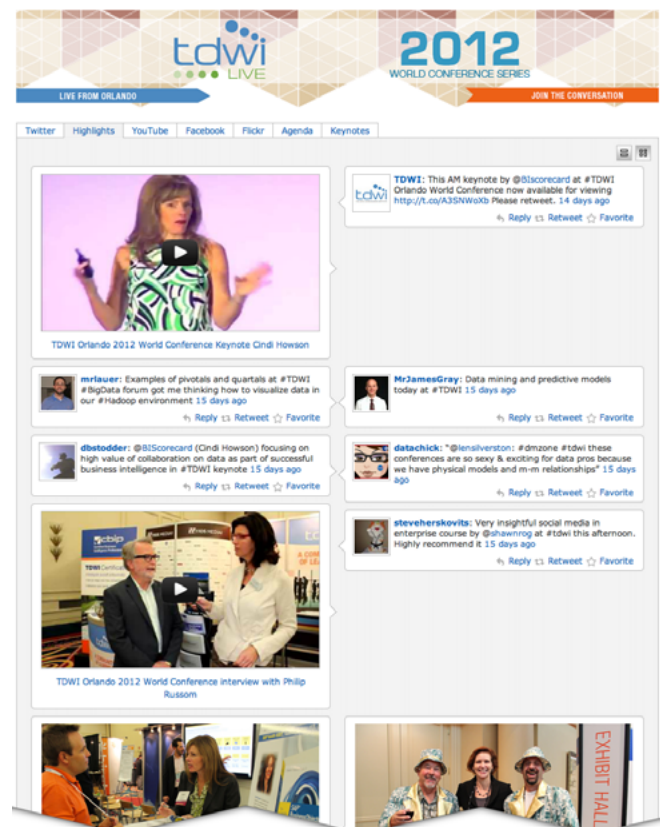


TDWI sought to enrich the experience of attendees and non-attendees alike with its [TDWI LIVE site](http://tdwi.org/lv2013). TDWI LIVE captured the essence of the conference by providing users with access to photos, videos, tweets, and more.

Highlights of the conference were posted daily using Storify, which pulls out the most interesting photos, videos, and tweets into a format that allows them to be seen side by side. 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 captured the Monday and Thursday keynotes and posted the full keynote videos to the TDWI LIVE site.

Whether you were at the event or just attending virtually, [TDWI LIVE](http://tdwi.org/lv2013) served as a valuable source of information and commentary around the TDWI World Conference in Orlando.



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Certification Program

TDWI continued the industry's leading certification program at the Orlando 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 Orlando, 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 Orlando:

[Birst](#)
[Denodo Technologies](#)
[Hortonworks](#)
[HP](#)
[HP Vertica](#)
[IBM](#)
[Information Builders](#)
[iOLAP Inc.](#)
[Jaspersoft](#)
[MicroStrategy](#)

[Oracle](#)
[ParAccel](#)
[Pentaho](#)
[SAP](#)
[Splunk](#)
[Syncsort Incorporated](#)
[Tableau Software](#)
[Talend](#)
[Teradata Corporation](#)
[TIBCO Spotfire](#)

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.

TUESDAY, NOVEMBER 13

Hospitality Suite

Everything's Big with Big Data

Sponsored by MicroStrategy and ParAccel

WEDNESDAY, NOVEMBER 14

Vendor Workshop

Delivering Business Value with Big Data

Sponsored by Oracle

Case Study Presentations

Big Data: The New Battleground

Sponsored by IBM

Emerging Expert Integrated Systems

Sponsored by IBM

Addressing the Analytical Needs of the Mobile Worker

Sponsored by IBM

Real-Time Operational Intelligence from Big Data

Sponsored by Splunk

TRIP REPORT

MORE EDUCATIONAL OPPORTUNITIES

TDWI Onsite Education

TDWI Onsite Education delivers the highest quality BI/DW education directly to your office so each member of your team learns the same best practices, methodology, and strategy directly from the industry gurus. For more information, 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. For more information, visit tdwi.org/seminars.

UPCOMING SEMINARS AND SYMPOSIUMS

Building an Analytics-Driven Organisation	London, UK	March 18–20, 2013
Data Modeling	Austin, TX	March 18–21, 2013
Dimensional Modeling	Washington, DC	April 22–25, 2013
BI Essentials	New York, NY	August 12–15, 2013
Dimensional Modeling	Minneapolis, MN	October 7–10, 2013
Business Analytics	Vancouver, BC	November 4–7, 2013

Upcoming TDWI World Conferences and Summits

WORLD CONFERENCES

Data Strategy for Your Enterprise	Las Vegas, NV	February 17–22, 2013
Big Data Tipping Point	Chicago, IL	May 5–10, 2013
Agile BI	San Diego, CA	August 18–23, 2013
Business-Driven BI	Boston, MA	October 20–25, 2013
Emerging Technologies 2014	Orlando, FL	December 8–13, 2013

BI EXECUTIVE SUMMITS

Las Vegas, NV	February 18–20, 2013
San Diego, CA	August 19–21, 2013

SOLUTION SUMMITS

Big Data Analytics	Savannah, GA	March 3–5, 2013
MDM/DQ/DG	San Diego, CA	June 2–4, 2013
Big Data Analytics	Austin, TX	September 15–17, 2013

Recent Publications and Research

- **TDWI E-Book: Self-Service BI.** TDWI E-Books feature hard-hitting articles as well as perspectives and Q&A from top industry solution providers on trends, challenges, benefits, misconceptions, and best practices. tdwi.org/ebooks
- **What Works in Emerging Technologies** (Vol. 34), a compendium of industry case studies and lessons from the experts. tdwi.org/what_works
- **TDWI Checklist Report: Analytic Databases for Big Data.** TDWI Checklist Reports provide an overview of success factors for specific projects in BI/DW or a related data management discipline. tdwi.org/checklists
- **High-Performance Data Warehousing,** 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** (Vol. 17, No. 3) contains articles, research, book reviews, case studies, and expert perspectives from leading industry and academia gurus furthering the practice of BI/DW. A Premium Member publication. tdwi.org/bijournal
- **Ten Mistakes to Avoid When Adopting Emerging Technologies in BI** (Q3 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

TDWI Premium Membership

If this was your first TDWI World Conference, we'd like to welcome you to TDWI Premium Membership! For the next year, you will receive exclusive TDWI publications, research, and education discounts that are available only to Premium Members.

To use your benefits, log in to tdwi.org. Your username is your e-mail address. [Visit this page](#) to retrieve your password. Now you're ready to enjoy your benefits! Access the archives by hovering over the green navigation tab on tdwi.org marked "Premium Members," then choose one of the "Current Benefits" options. Please let us know your feedback: membership@tdwi.org

To learn more, visit tdwi.org/premiummembership.