TDWI

Boston, MA // October 20–25, 2013

WORLD CONFERENCE SERIES

In-Depth Education in BI, DW, and Analytics

FEATURED TRACK
Business-Driven BI Building a Business/IT Partnership

TRIP REPORT

Thank you for joining us in Boston for our TDWI World Conference and for participating in our conference evaluation survey. We hope you had a productive and enjoyable week. This report should provide a valuable way for you to summarize your educational experience for your manager and peers. If you would like to provide feedback, contact Roxanne Cooke, senior production editor, at rcooke@tdwi.org.

View World Conference Agenda
Conference Brochure

tdwi.org/BOS2013

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ATTEND OUR NEXT CONFERENCE

Orlando, FL // December 8–13, 2013
tdwi.org/OR2013

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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 (BI), data warehousing (DW), and analytics. 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 Boston conference drew attendees from 40 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
- The Future of Data Warehousing

> "I discovered many techniques and data warehousing processing aspects that I will incorporate into our DW plans right away. Thank you very much for the education."
>
> **Todd Gunter, State University Construction Fund**

Featured Track

The featured track for the 2013 TDWI World Conference in Boston was "Business-Driven BI." The classic business/IT divide hasn't gone away; instead, it has morphed into new misunderstandings and challenges. Building a true business/IT partnership requires structural changes to break apart those long-lived organizational silos. It means creating a more agile BI organization that has business users and IT professionals working side by side, on the same team, in pursuit of the same goals, and under the direction of the same executive sponsors.

Review conference theme courses
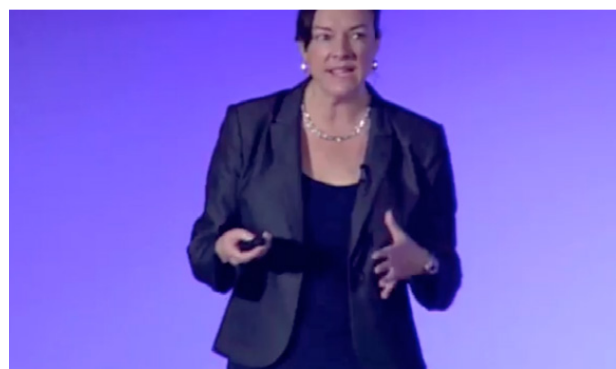
Conference Topics in Boston

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. Read more and view courses in this discipline

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. Read more and view courses in this discipline

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. Read more and view courses in this discipline

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.
Read more and view courses in this discipline

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. Read more and view courses in this discipline

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TDWI Technology Survey: Cloud BI

By Fern Halper, Director for Advanced Analytics, TDWI Research

The Boston Technology Survey asked attendees to answer a few questions about cloud BI, which has been slow to gain adoption. We were interested in understanding where companies are in their adoption of cloud BI, the stumbling blocks they are facing when trying to implement it, and how respondents viewed private and hybrid cloud BI. A private cloud includes a set of computing resources that generally sits within a company and is set up and managed as a cloud resource. A hybrid computing environment includes the use of public and private clouds, often with one or more touchpoints between them.

Ninety-two people responded to the survey, with varying numbers answering different questions. This should therefore be considered simply a "quick pulse" kind of survey.

- **Companies are considering cloud BI.** Although 24% of respondents claimed they would never use the cloud for BI, 44% responded that although they aren't using it now, they were thinking about using it (Figure 1). Additionally, 13% of respondents are already using the cloud for BI in either a private, public, or hybrid model. Interestingly, only a tiny percent of respondents are using cloud BI solely in a SaaS model. In fact, TDWI expects that more companies will start to look seriously at private and hybrid models for cloud BI in the near term.

- **Reporting, dashboards, and analytic sandboxes are options for cloud BI.** We asked those attendees who were using or thinking about using cloud BI what kind of analytics they are currently or would consider putting into a cloud environment (Figure 2). Reporting, dashboards, and analytic sandboxes ranked the highest on the list. This makes sense, given the state of BI and the cloud. We also asked which type of cloud (public, private, or hybrid) environment they would consider using for various kinds of analytics workloads. Private cloud deployments ranked highest across all kinds of analytics functions, from dashboards to predictive analytics.

- **Top cloud BI challenges still include security.** For those attendees who were using or thinking about using cloud BI, we asked them to rate a set of challenges on a scale of 1–5, where 1 is not at all a challenge and 5 is definitely a challenge (Figure 3). "Perceived security concerns" was rated the highest with a score of 4.5. This has always been a top concern, real or imagined. Security was followed by internal politics (4.1), extended governance issues (4.1), and data integration issues (4.0, 3.9). The fact that governance and integration issues ranked highly suggests that respondents are becoming more informed about cloud BI.

Cloud BI and analytics is also being explored in the context of the big data in the TDWI Big Data Maturity Model. Do you want to know where you stand relative to your peers in terms of big data maturity? Stay tuned for e-mails and other information regarding the TDWI Big Data Maturity Model and assessment tool, coming soon.

Do you make use of the cloud for BI and analytics? Please select the statement that best applies to your company.

We would never use the cloud for BI or analytics	24%
We don't use the cloud now but we are thinking of using it for BI or analytics	44%
We make use of a private cloud for BI	9%
We use SaaS BI services, which act as our BI and analytics toolkit	1%
We use a hybrid approach to BI and analytics. We make use of some cloud BI services as well as utilize our on-premises BI and analytics solutions	12%
Don't know	9%

Figure 1.

If you DO use the cloud (or plan to) what kind of BI and analytics do you or will you perform there?

Basic reporting	31%
Dashboards	24%
Sandbox for experimenting with custom analytics apps	23%
Operational intelligence/analytics	15%
Real-time dashboards	13%
Visualization	13%
OLAP cubes	12%
Custom analytical apps	12%
More advanced analytics such as predictive analytics	11%
Geospatial analytics	10%
Clickstream analytics	5%
Social media analytics	5%
Other big data projects	5%
Link analysis	3%

Figure 2.

What is or was your biggest challenge with getting your organization to move to the cloud for BI and analytics? Please rate each on a scale from 1–5, where 1 is not at all a challenge and 5 is definitely a challenge.

	Rating Average
Perceived security concerns	4.5
Internal politics	4.1
Extended governance issues	4.1
Data integration between public clouds	4.0
Data integration in a hybrid environment	3.9
Developing the business case for it	3.6
Education around benefits about the cloud	3.6
Cost for transporting data around the cloud	3.3
Data integration in a private cloud	3.3

Figure 3.

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KEYNOTES

By Marie Gipson, Education Program Manager, TDWI
and David Stodder, Director for Business Intelligence, TDWI Research

MONDAY, OCTOBER 21, 2013, 8:00–8:45 A.M.

Business-Driven BI: How to Create Results that Matter

Barbara Wixom
Principal Research Scientist
MIT Sloan Center for IS Research

For her Monday keynote presentation, Barbara Wixom considered her 20 years of research and experience to come up with the most important information she could share with her audience to help them succeed in their organizations. In a word, it was *action*.
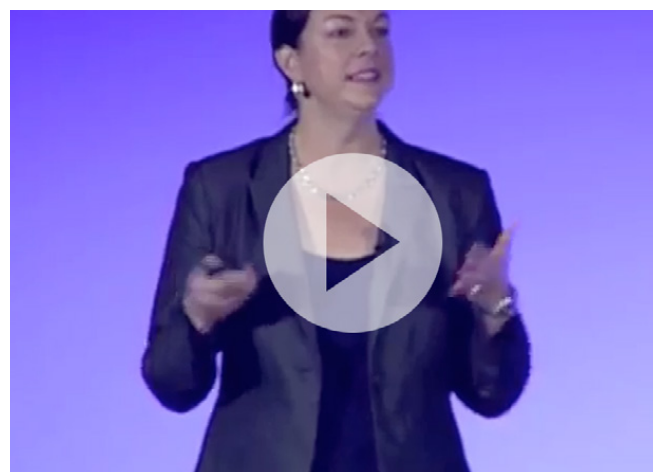
Wixom pointed out that all the insights gained from a successful business intelligence program are meaningless if they are not put into action. "BI means acting on the insight," she said. "Bottom-line results come from action."

She drew from case studies on Continental Airlines and the Hertz Corporation to describe how an organization can decide on an action and then build its BI program—whether that means producing insight from existing data or buying analytics capability—in support of that action.

The requirements for taking a certain action are difficult, but fairly simple. According to Wixom, organizations must align their technical platforms with their business purpose. For details on how to accomplish this alignment, download Wixom's presentation slides below.

"Business-driven BI is about a collaborative initiative," Wixom added. "It's about working together across the organization to drive action."

Download presentation slides from Monday's keynote

THURSDAY, OCTOBER 24, 2013, 8:00–8:45 A.M.

Agile BI/DW: Putting Business Back in the Driver's Seat

Ralph Hughes
Chief Systems Architect
Ceregenics, Inc.

David Stodder
Director, Business Intelligence
TDWI Research

David Stodder, TDWI Research director for business intelligence, opened the Thursday keynote with a strategic overview of why agility is critical for business-driven BI and analytics, and is a major adoption driver of not only agile methods but also technologies for visual discovery and data integration.

Co-speaker Ralph Hughes then gave a focused presentation about the use of agile methods for BI/DW. He centered his talk on insights drawn from analysis of the results of the TDWI and Ceregenics joint 2013 research program into adoption of agile methods for BI/DW. Ralph discussed how "hyper modeling" techniques can help organizations be more agile as business requirements change.

Download presentation slides from Thursday's keynote

> "My BI/DW vocabulary and terminology increased, my knowledge of all the topics I went to increased, my career credentials advanced through CBIP, and my peer connections accelerated, all thanks to a well-run TDWI conference."
>
> **Steve Lutter, Cornell University**

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TDWI LIVE

TDWI sought to enrich the experience of attendees and non-attendees alike with its TDWI LIVE site. 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, you can watch the full Monday keynote presentation via TDWI LIVE.

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 Boston.
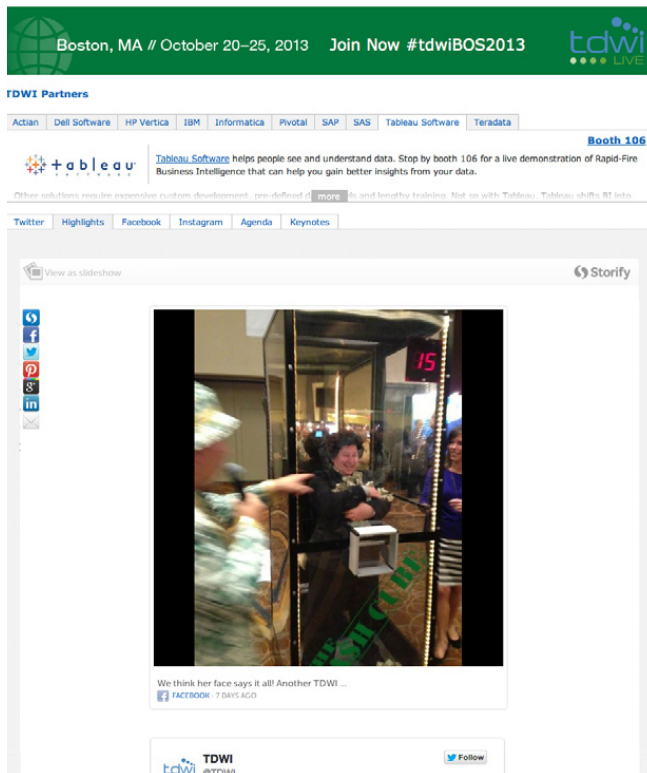
Certification Program

TDWI continued the industry's leading certification program at the Boston 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.

"TDWI is great for giving a broad view of the current BI/DW environment. As a technical person, I tend to sink into my own silo at times. TDWI broadens my view of the industry and provides context for what I do on a daily basis."

Bradley Duckett, Scripps Networks Interactive

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Guru Sessions

Throughout the week in Boston, 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 Boston:

Damaka

Dell Software

Esri

HP Vertica

IBM

iOLAP Inc.

MicroStrategy

Oracle

SAP

Tableau Software

Trillium Software

ValueMomentum Inc.

"As a first-time TDWI World Conference attendee, I was continually impressed with the quality of the training content and the deep knowledge of the instructors. It also didn't take long for me to realize the TDWI team provides a valuable program infused with outstanding customer service. The TDWI event clearly provided a higher ROI than any training or conference I have attended in the past 10 years. I'll be back very soon for more!"

Doug Pontious, Amerisure Insurance

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, October 23

Case Study Presentations

Tableau Software: A Business-Driven BI Case Study
Sponsored by Tableau Software

Building Confidence in Big Data with Integration and Governance
Sponsored by IBM

Getting Started with Big Data: 5 Game-Changing Use Cases
Sponsored by IBM

Going Beyond Management Reporting
Sponsored by IBM

Big Data Discovery: Combining Data-First and Model-First Worlds to Improve Business Outcomes
Sponsored by Oracle

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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

Agile BI	Chicago, IL	November 18–21, 2013

Upcoming TDWI Events

TDWI WORLD CONFERENCES

Emerging Technologies 2014	Orlando, FL	December 8–13, 2013
The Evolving Information Architecture	Las Vegas, NV	February 23–28, 2014
Business-Driven BI	Chicago, IL	May 11–16, 2014
Evolving Your Analytics Infrastructure	Boston, MA	July 20–25, 2014
Agile BI	San Diego, CA	September 21–26, 2014
Emerging Technologies 2015	Orlando, FL	December 7–12, 2014

TDWI BI EXECUTIVE SUMMITS

Las Vegas, NV	February 24–26, 2014
Boston, MA	July 21–23, 2014

Recent TDWI Publications and Research

TDWI Checklist Report: Operational Intelligence: Hadoop Best Practices for Data Warehousing, Data Integration, and Analytics. TDWI Checklist Reports provide an overview of success factors for specific projects in BI/DW or a related data management discipline. tdwi.org/checklists

Managing Big Data, 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 18, Number 3) 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 Delivering Business-Driven BI (Q3 2013). This series examines 10 common mistakes to avoid in your BI/DW projects. A Premium Member publication. tdwi.org/tenmistakes

What Works in Emerging Technologies (Volume 36), a compendium of industry case studies and lessons from the experts. tdwi.org/what_works

TDWI E-Book: Investigative Analytics: The New BI Frontier. 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

The TDWI BI Benchmark Report: Organizational and Performance Metrics for Business Intelligence Teams (2013) enables BI teams to compare themselves to their peers on a series of organizational and performance metrics. tdwi.org/benchmark

TDWI's Best of Business Intelligence (Volume 10), a selection of TDWI's best BI articles, columns, and research from 2012. 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/premium-membership.