

TDWI

Chicago, IL // May 5–10, 2013

WORLD CONFERENCE SERIES

Big Data Tipping Point

Preparing for the Practical
Realities of Big Data

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. This report should provide a valuable way for you to summarize your educational experience for your manager and peers. If you have feedback, contact Roxanne Cooke at rcooke@tdwi.org.

[View World Conference Agenda](#)

[Conference Brochure](#)

tdwi.org/CH2013

TABLE OF CONTENTS

- // Conference Overview
- // TDWI Technology Survey: Big Data Analytics
- // Keynotes
- // TDWI LIVE
- // Certification Program
- // Guru Sessions
- // Vendor Exhibit Hall
- // Sponsored Events
- // More Educational Opportunities

ATTEND OUR NEXT CONFERENCE

San Diego, CA // August 18–23, 2013
tdwi.org/SD2013

TRIP REPORT

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 Chicago conference drew attendees from 36 states and 19 countries. This was truly a worldwide event!

Some of our most popular courses included:

- [Building the “Big Data” Warehouse](#)
- [Big Data: Beyond the Hadoop-la](#)
- [Big Data: What’s All the Hadoop?](#)

“I have a better appreciation for the topics that were presented and feel confident I will be able to leverage this knowledge to help our organization going forward.”

Robert Holzer, HCSC

Conference Theme

The theme for the 2013 TDWI World Conference in Chicago was “Big Data Tipping Point.” The Internet, social media, and streaming data are fundamentally changing BI/DW as we know it. Businesses today must look beyond the status quo in BI and data analysis to discover fresh insights into how they can make smarter decisions, profit from customer intelligence, and optimize productivity. The answers are in the data—the big data.

[Read more and view conference theme courses](#)



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 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. [Read more and view courses in this discipline](#)

DATA ANALYSIS AND DESIGN

Data analysis and design provides the foundation for delivery of BI applications. 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. [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. [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. [Read more and view courses in this discipline](#)

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TDWI Technology Survey: Big Data Analytics

By Fern Halper, Research Director for Advanced Analytics, TDWI

The Chicago 2013 Technology Survey asked attendees to answer a few questions about big data analytics. We were interested in understanding where companies were in terms of their big data maturity and the challenges they were facing in implementing big data analytics initiatives.

- It's still fairly early for big data analytics.** Not surprisingly, respondents are still early in their big data journeys. We asked attendees the status of their big data implementation (see Figure 1). About 35% of respondents were in the exploratory phase for big data and 26% still had no plans for big data. However, almost 20% of attendees had a few big data pilot projects going and about the same number of respondents actually had a big data initiative implemented at either the organization or company level.
- Companies have forward-looking plans for big data.** For those attendees who were either implementing big data analytics or exploring it, we asked what kinds of analytics they were planning to implement over the next three years as part of their big data implementation. Predictive analytics was at the top of the list, with real-time reports/dashboards and visualization close behind (see Figure 2). Interestingly, text analytics and geospatial analytics also scored high, indicating the importance of “unstructured” and other newer forms of data for analysis in what appears to be an increasingly sophisticated big data analytics ecosystem. SQL-related technologies were low on respondents’ plans, although many are currently using the technology today.
- There are challenges ahead.** Although respondents are planning to include fairly complex analytics as part of their big data strategy, they do note a series of challenges. These include the analytical and technical skills gap, the data integration challenge, and challenges with governance. The top challenge, however, was to define business problems that would benefit from big data analytics. This challenge was the same among those respondents who were currently implementing the technology (47%) as well as those who had no plans or were just exploring it (56%). (See Figure 3.) On the flip side, only a tiny percentage of all the respondents answered “No one sees the value in it.” In other words, it appears that while respondents are excited about big data technology and its potential value, this group of attendees is still struggling with defining the use cases for it at their companies.

Want to know where you stand relative to your peers in terms of big data analytics maturity? Stay tuned for information regarding TDWI’s Big Data Analytics Maturity benchmarking tool, coming soon.

What is the status of your organization's big data deployment?

Exploration phase	35%
No plans	26%
One or two pilot projects in place	19%
Our organization has implemented a big data initiative	9%
Our company has implemented a big data initiative	9%
Other	3%

Figure 1. Based on 140 respondents.

What kinds of tools and techniques do you plan to use for big data analytics in the next three years? Select three or fewer.

Predictive analytics	50%
Real-time reports/dashboards	48%
Visualization	44%
Text analytics	39%
Geospatial analytics	37%
Other statistical methods	37%
Social media analytics	37%
In-memory analytics	34%
Machine learning/other advanced	29%
Web analytics	29%
Operational analytics	27%
OLAP	23%
Spreadsheets	23%
Link analytics	17%
Stream mining	17%
SQL	16%
Extreme SQL	14%

Figure 2. Based on 905 responses from 140 respondents.

Biggest and Smallest Big Data Challenges

	Non-adopters	Adopters
Defining business problems that would benefit from big data analytics	56%	47%
No one sees the value in it	6%	0%

Figure 3. Based on 196 responses from 85 non-adopter respondents and 139 responses from 51 adopter respondents. Note those “exploring” big data are grouped under “non-adopters” for this figure.

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KEYNOTES

By Marie Gipson, Education Program Manager, TDWI

MONDAY, MAY 6, 2013, 8:00–8:45 A.M.

Big Data, Bigger Impact



Ken Rudin
Director of Analytics
Facebook

Big data accelerates change by giving analysts more information to uncover. It also allows for deeper analysis, different data types, faster iteration, sentiment optimization, and more flexibility. But in the end, it's still about meeting business needs, not the technology. "Success in analytics is about having the right mindset," Ken Rudin said, "not the right tool set."

Rudin told his Monday keynote audience that the role of the analyst is evolving to include ownership of the impacts of analysis. Analysis should not only yield insight; it should drive impact. If you did an analysis and nothing changed, would it have been any different if you hadn't been there at all?

Rather than coming up with brilliant answers to questions nobody really cares about, Rudin challenged his audience to figure out how to make something happen. Further, he said, analysts will need to become evangelists. Presentation skills are now essential for analysts, as they must be able to convince people. They can no longer wait for "people to ask a question so you can show how good you are at answering it."

Rudin also advocated holistic analysis management. Rather than spending too much time on infrastructure and analysis, he said, "Think about the core elements of data that you must manage. Don't worry about the rest."

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



Watch on YouTube

THURSDAY, MAY 9, 2013, 8:00–8:45 A.M.

Cutting through the Hype: What You Really Need to Know about Big Data



Bill Franks
Chief Analytics Officer
Teradata

How does Bill Franks define big data? The short answer is, "Who cares?"

The more important question, he told his Thursday keynote audience, is whether a given data source offers value. "Start with a problem," he said, "and find the data that addresses it." Don't worry about whether it's big. "Don't force a path of collecting data if you don't know how to use it."

One possible way to see big data is as a tidal wave, Franks said. "We have to be able to ride it." Much as in surfing, we need both the tools (the right surfboard) and the skills. Fortunately, Franks told his audience, "You've been using data and analytic processes for a while now. You should be able to handle big data."

Although the unreasonable expectations around big data will necessarily be disappointed, big data's value is very real and its impacts will outstrip even our most ambitious imaginings today. Franks pointed to the dot-com bust and the Internet as a precedent. "Big data is very real under the hood," he said. But there will be pain on the way there.

Franks advised companies against creating separate teams for big data. As happened with e-commerce, those teams and practices will have to be integrated into the enterprise sooner or later. Similarly, the data scientist role may be so much hype. Surveying the potential analytic power in his audience, Franks suggested they should all go home, look in the mirror, and remind themselves: "I do analytics and I'm sexy."

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

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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, 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](#) served as a valuable source of information and commentary around the TDWI World Conference in Chicago.

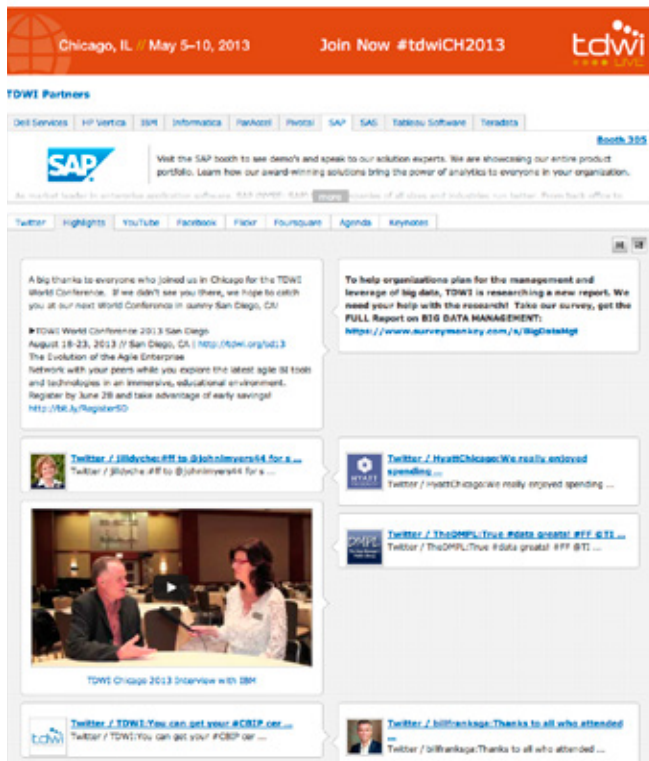


Certification Program

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.



"For someone just starting in this field, the classes were invaluable. ... All the classes I attended were really well done. I got a lot out of it, far more than I could have gotten out of a book."

Doug Shartzter,
State Employees' Credit Union

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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 Corporation](#)

[Analytix Data Services LLC](#)

[CBIG Consulting](#)

[Compact Solutions](#)

[Composite Software Inc.](#)

[Dell Software](#)

[Esri](#)

[Hortonworks](#)

[HP Vertica](#)

[IBM](#)

[Impetus Technologies, Inc.](#)

[Information Builders](#)

[Intel](#)

[iOLAP Inc.](#)

[Jaspersoft](#)

[MarkLogic](#)

[MicroStrategy](#)

[ParAccel](#)

[SAP](#)

[Solace Systems](#)

[Splunk](#)

[Tableau Software](#)

[Talend](#)

[Teradata Corporation](#)

[Trillium Software](#)

[VelociData, Inc.](#)

[WhereScape](#)



Sponsored Events

Attendees had the chance to join the following solution provider for an evening of informative talks, fun, good food, and great conversation. The vendor invited attendees to learn about business intelligence and data warehousing solutions and grab a bite to eat in a relaxed, interactive atmosphere.

Wednesday, May 8

Case Study Presentations

A Closer Look at Augmenting Your Data Warehouse with Big Data Technologies

Sponsored by IBM

Analytics Orders of Magnitude Faster

Sponsored by IBM

Getting Self-Service BI Right

Sponsored by IBM

“Reinforced our current direction. Learned some better ways to approach certain problems we are facing in our business. Excellent speakers with real-world experience. The fact that you offered truly advanced courses was great.”

Rick Sawtell, Press Ganey

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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

BI Symposium: Building an Analytics-Driven Organization	Toronto, ON	June 17–19, 2013
BI Essentials	New York, NY	August 12–15, 2013
Agile BI	London, UK	September 18–20, 2013
Dimensional Modeling	Minneapolis, MN	October 7–10, 2013
Analytics	Vancouver, BC	November 4–7, 2013

Upcoming TDWI Events

TDWI WORLD CONFERENCES

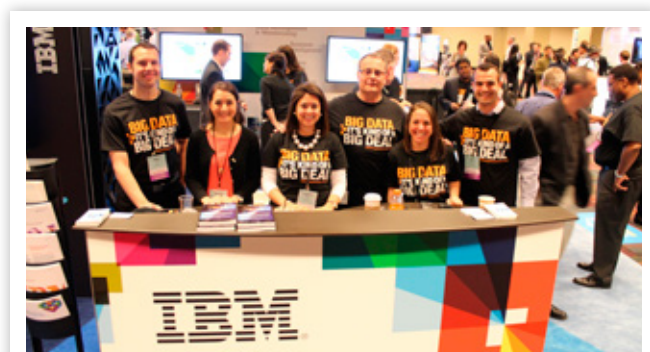
Agile BI	San Diego, CA	August 18–23, 2013
Business-Driven BI	Boston, MA	October 20–25, 2013
Emerging Technologies 2014	Orlando, FL	December 8–13, 2013

TDWI BI EXECUTIVE SUMMITS

BI and Analytics for the Agile Enterprise	San Diego, CA	August 19–21, 2013
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TDWI SOLUTION SUMMITS

Big Data Analytics	Austin, TX	September 15–17, 2013
Cloud BI	Scottsdale, AZ	November 3–5, 2013



Recent TDWI Publications and Research

- **Ten Mistakes to Avoid In an Agile BI Transformation** (Q2 2013). This series examines 10 common mistakes to avoid in your BI/DW projects. A Premium Member publication. tdwi.org/tenmistakes
- **What Works in Data Management** (Volume 35), a compendium of industry case studies and lessons from the experts. tdwi.org/what_works
- **Integrating Hadoop into Business Intelligence and 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
- **Big Data and the Data Warehouse: A Question of Adjustment**, the latest TDWI Hot Topic, features insight into the latest tools, technologies, and techniques for solving the most pressing BI and DW challenges. tdwi.org/hot-topics
- **TDWI Checklist Report: Seven Steps to Making Big Data Accessible to Executives**. TDWI Checklist Reports provide an overview of success factors for specific projects in BI/DW or a related data management discipline. tdwi.org/checklists
- The **TDWI Salary, Roles, and Responsibilities Report** (2013) provides an overview of compensation, roles, responsibilities, and skills of industry professionals. A Premium Member publication. tdwi.org/salary
- **Business Intelligence Journal** (Volume 18, 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
- **TDWI E-Book: Enhancing Your Data Warehouse: How Big Data Technologies Can Augment and Complement Your DW**. 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

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.