

Orlando, FL // December 8–13, 2013

TDWI WORLD CONFERENCE

In-Depth Education in BI, DW, and Analytics

FEATURED TRACK

Emerging Technologies 2014

Turning Potential into Practical

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. 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 Conference Agenda](#)

[Conference Brochure](#)

tdwi.org/OR2013

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JOIN US IN LAS VEGAS!

Las Vegas, NV // February 23–28, 2014
tdwi.org/LV2014

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), 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 Orlando conference drew attendees from 39 states and 20 countries.

Some of our most popular courses included:

- [Big Data in a Nutshell: The Technical and Business Realities](#)
- [Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques](#)
- [Emerging Technologies 2014](#)

“It has opened my eyes to a brave new world in the very same subject I work every day. It made me feel like I can do much more to attend to clients’ needs, and do it in a more innovative, unexpected, differentiated way than I’m delivering—or even thinking—right now.”

Paulo Faleiros, Accenture

Featured Track

The featured track for the 2013 TDWI World Conference in Orlando was “Emerging Technologies 2014.” It’s an exciting time to be in BI, DW, and analytics. Every year reveals dazzling new technologies and approaches to gather more data and extract more insight for business advantage—in fact, it’s easy to get overwhelmed by the current plethora of options. We have big data, agile development, cloud computing, text analytics, virtualization, open source, software-as-a-service, cool BI, social media, mobile BI, Hadoop, and MapReduce. Plus analytics—predictive, prescriptive, data science, and geospatial.

[Review featured track courses](#)

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. [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](#)

TRIP REPORT

TDWI Technology Survey: Emerging Technologies and Methods in BI

By Philip Russom, Director for Data Management, TDWI Research

The main theme of the Orlando World Conference was “emerging technologies,” 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.

Much can be seen from the survey responses (see Figure 1), but let’s focus on adoption rates for ETMs so we know which will be most or least adopted in the next three years or so. By the way, TDWI has run this survey before, so let’s make some comparisons.

Group 1: Aggressive adoption. The 11 ETMs in the group were selected by 40% to 52% of respondents as something they are not using today, but will use within three years. Big data analytics is at the top of the list (52%), just as it was a year ago when TDWI last ran this survey. This shows that analytics applied to big data sets continues to gain more commitment and implementation, as do related ETMs like Hadoop, in-database analytics, in-memory analytics, and predictive analytics. Other ETMs that will see aggressive adoption include mobile BI, MDM, unstructured data, real-time BI, and data visualization. Note that Hadoop jumped up to near the top of the list this year, though it was in the middle a year ago.

Group 2: Strong adoption. More analytic ETMs are seen in this group (text analytics, social media analytics), as well as ETMs that help enable analytics (MapReduce, clouds, mashups). Greater than a third of respondents report moving into agile and lean methods for BI in the next three years; this is consistent with the growth in these practices that TDWI has observed for several years. As more user organizations move deeper into real-time data-driven practices like operational BI, they must begin handling streaming data, which should see a strong 30% adoption rate over three years.

Group 3: Moderate adoption. Some of the most commonly used ETMs today (Web services, data warehouse appliances, analytic DBMSs) are still being adopted at a moderate rate by organizations new to them. Conversely, some ETMs will see new adoption at a moderate rate (NoSQL DBMSs, CEP, open source), although roughly half of organizations say they don’t need them.

Conclusion. According to TDWI Technology Surveys, all ETMs continue to gain interest and eventual adoption. That’s a good thing, because 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 business 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)?

	No plans for using	Already using today	Not using today, but will within 3 years
GROUP 1: Aggressive Adoption			
40% to 52% of respondents will adopt the following ETMs within 3 years.			
Big data analytics	25%	23%	52%
Hadoop	31%	21%	48%
Mobile BI	10%	43%	47%
Master data management (MDM)	20%	33%	47%
Unstructured data	24%	32%	44%
Real-time BI/DW	22%	35%	43%
Advanced data visualization	17%	42%	41%
In-database analytics	19%	40%	41%
In-memory analytics	22%	37%	41%
Self-service BI	13%	47%	40%
Predictive analytics	14%	46%	40%
GROUP 2: Strong Adoption			
30% to 39% of respondents will adopt the following ETMs within 3 years.			
Text analytics	41%	20%	39%
Social media analytics	44%	17%	39%
Agile BI or lean BI	22%	43%	35%
MapReduce	44%	21%	35%
Clouds for BI/DW	48%	17%	35%
Mashups for BI	52%	13%	35%
Data virtualization	29%	40%	31%
Unified data management	52%	17%	31%
Streaming data	48%	22%	30%
GROUP 3: Moderate Adoption			
19% to 28% of respondents will adopt the following ETMs within 3 years.			
Columnar DBMSs	43%	29%	28%
Data federation	43%	29%	28%
Open source for BI/DW	51%	21%	28%
Analytic DBMSs	25%	48%	27%
Solid-state drives	37%	36%	27%
Software-as-a-service	38%	36%	26%
NoSQL DBMSs	65%	11%	24%
Web services and/or SOA	21%	59%	20%
Data warehouse appliances	31%	49%	20%
Complex event processing (CEP)	52%	29%	19%

Figure 1. Based on 99 respondents in December 2013. Values in the table represent percentages of respondents. The table is sorted by the “within 3 years” column.

TRIP REPORT

KEYNOTES

By Marie Gipson, Education Program Manager, TDWI

MONDAY, DECEMBER 9, 2013, 8:00–8:45 A.M.

The Shiny Objects Show



Mark Madsen
President
Third Nature, Inc.



Marc Demarest
CEO and Principal
Noumenal, Inc.

Mark Madsen and Marc Demarest offered their keynote audience antidotes to the hyper-marketeering that may be encountered in the search for an organization's next shiny object.

These objects may include the “Internet of things” or customers, the cloud, decision management, in-memory technology, advanced data, or privacy and security. In each case, the two BI experts explained, vendors describe their products or services with adjectives and nouns. Savvy CTOs and CIOs can deconstruct the claims by striking all the adjectives to see what is left. They also are unafraid to ask the questions that may seem obvious.

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



THURSDAY, DECEMBER 12, 2013, 8:00–8:45 A.M.

Big Data Maturity: Moving beyond Hadoop



Fern Halper
Director, Analytics
TDWI Research



Krish Krishnan
CEO
Sixth Sense Advisors, Inc.

The Thursday keynote address introduced the world's first big data maturity model, with the goal of gathering feedback and learning organizations' biggest pain points.

As Krish Krishnan explained, big data is about understanding behaviors. But it comes across in varied ways, and simply putting technology in place is not enough to realize full value. It's not a revolution, he told the audience. “You have to go through the stages of pain before you come into this mature world.”

According to Fern Halper, companies are collecting too much disparate data to analyze, but they recognize that it has value.

There is also value in learning where companies are in their journey toward maturity with big data. TDWI's Big Data Maturity Model and assessment tool was deployed in November, and had collected data from 125 respondents by the time of the keynote presentation. Krishnan and Halper shared insights from the survey to date and encouraged audience members to visit tdwi.org/bdmm to download the model guide and take the assessment for themselves.

[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, you can watch the full Monday and Thursday keynote presentations 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 Orlando.



Certification Program

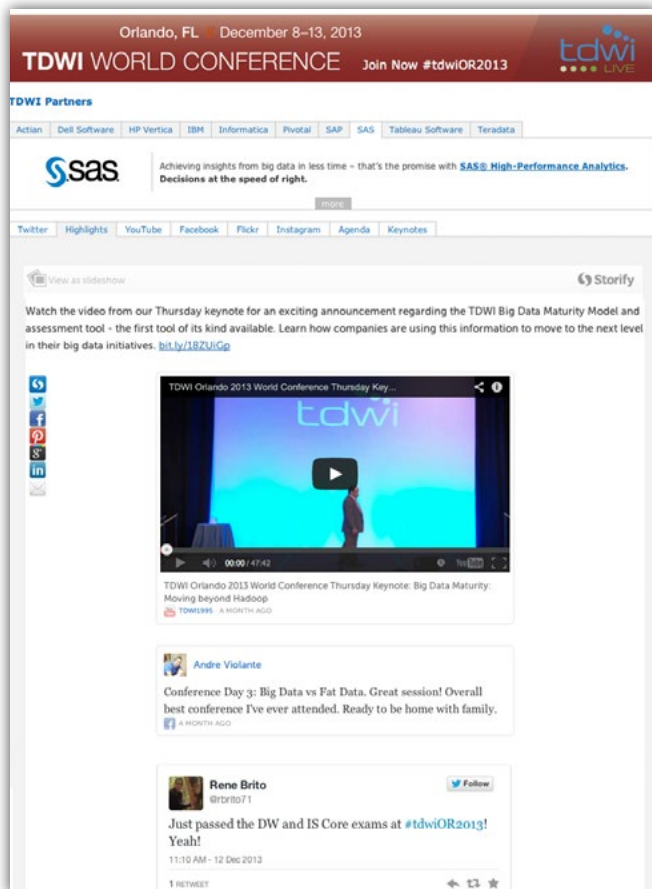
TDWI continued the industry's leading certification program at the Orlando conference, offering exam prep courses and opportunities to test for certification.

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.

"This conference validated the design approaches and technologies that I've been a proponent of for several years. I no longer feel like a voice in the wilderness."

Joel Wittenmyer, Allianz Life



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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:

[Actian Corporation](#)

[CA Technologies, Inc.](#)

[Cloudera](#)

[Domo](#)

[Hortonworks](#)

[IBM](#)

[Information Builders](#)

[MemSQL](#)

[MicroStrategy](#)

[RedRock BI](#)

[SAP](#)

[Splunk Inc.](#)

[Tableau Software](#)

[Treasure Data](#)

[WhereScape](#)

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.

Monday, December 9

Hospitality Suites

Winter Wonderland Hosted by Treasure Data and Tableau Software

Sponsored by Treasure Data

Tuesday, December 10

Hospitality Suites

Dazzling Night of Magic

Sponsored by Actian Corporation

Wednesday, December 11

Accelerate the Delivery of the Real-Time Enterprise with IBM

Sponsored by IBM

Getting Started with Big Data—5 Game-Changing Use Cases

Sponsored by IBM

Going Beyond Management Reporting

Sponsored by IBM

Experian: Transforming the Marketing Landscape with Cloudera

Sponsored by Cloudera

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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

Business Analytics	London, UK	February 17–20, 2014
Business Analytics	Atlanta, GA	March 17–20, 2014
BI Essentials	Vancouver, BC	March 31–April 3, 2014
Data Modeling	Washington, DC	April 7–10, 2014
BI Essentials, Dimensional Modeling, Analytics, and Big Data	Toronto, ON	July 8–10, 2014
Big Data	Columbus, OH	August 4–6, 2014

Upcoming TDWI Events

TDWI WORLD CONFERENCES

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

New Directions in Analytics and Data Architecture	Las Vegas, NV	February 24–26, 2014
Realizing the Potential of BI, Analytics, and Big Data	Boston, MA	July 21–23, 2014

TDWI EXECUTIVE FORUMS

Master Data, Quality, and Governance	San Diego, CA	September 22–23, 2014
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Recent TDWI Publications and Research

TDWI E-Book: Top Considerations for Effective Visualizations. 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 Checklist Report: Seven Use Cases for Geospatial 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

Business Intelligence Journal (Volume 18, 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 Premium Member publication. tdwi.org/bijournal

Ten Mistakes to Avoid When Creating Your Data Strategy (Q4 2013). This series examines 10 common mistakes to avoid in your BI/DW projects. A Premium Member publication. tdwi.org/tenmistakes

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

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

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.