



Creating an Enterprise Data Strategy

- Learn how to deliver a BI program that generates ROI by aligning with business needs
- Discover the latest best practices, techniques, and technologies that your BI team needs
- Meet and compare notes with fellow BI executives who own, shape, or drive BI programs



**EARLY
REGISTRATION
DISCOUNT**

Register by January 14 and **SAVE \$175**
USE PRIORITY CODE LVES11

DEDICATED PROGRAM FOR
BI DIRECTORS AND BI SPONSORS

tdwi.org/LV2011/ES



A unique and interactive event focused on how to devise an enterprise data strategy that treats data as a corporate asset.

Creating an Enterprise Data Strategy

Data is the heart and soul of any business intelligence (BI) program, and thus the fuel for insights and decisions that drive your organization. The upcoming TDWI BI Executive Summit will help unlock some of the secrets that leading-edge BI programs have used to harness data for the advancement of their organizations.

JOIN US AND LEARN:

- How to devise an enterprise data strategy that treats data as a corporate asset
- How to create a sustainable enterprise road map for data that aligns with the business
- How to deliver a BI program that generates ROI by aligning with business needs
- How to create a 360-degree view of customers using BI and master data management
- The guiding principles for applying the agile methodology to BI
- How to deliver agile BI projects and data architectures
- How to consolidate and integrate data quickly after a merger or acquisition
- How to move beyond data provisioning to analytics delivery
- How to calculate the ROI of BI and better manage Excel as a BI tool
- How to manage BI people and teams for maximum productivity
- Emerging technologies, techniques, and processes that promise to impact the BI field in the next three to five years



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WHAT A TDWI BI EXECUTIVE SUMMIT OFFERS YOU

A unique and interactive peer knowledge-sharing event focused on business intelligence, performance management, and data warehousing.

The TDWI BI Executive Summit is specifically developed for BI directors and sponsors like you who own, shape, and influence their organizations' BI/DW initiatives. All attendees must prequalify to attend.

Visit tdwi.org/LV2011/ES.

Multiple opportunities to meet peers.

Since BI professionals learn best by talking directly with one another, the Summit unites BI executives from various industries for collaborative learning and discussion. The program is designed to connect you with your peers as well as thought leaders in the BI industry who can address your most challenging questions and issues.

Valuable strategies, techniques, and tools.

Workshops, case studies, panels, and networking opportunities are designed to give you a comprehensive understanding of the challenges BI executives face and solid methods for overcoming them in a rapidly changing business environment.

LAS VEGAS SUMMIT FEATURES

- A special focus on delivering an enterprise data strategy
- More than a dozen BI professionals speaking about BI best practices and lessons learned
- Workshops that will help you apply your BI knowledge in small group settings
- Case studies that will help you learn from your peers
- Peer networking tables to meet other senior BI professionals who share your interests
- A Monday night reception designed to cement your bonds with other senior BI professionals
- A "Future of BI" panel where you'll hear what industry experts see when they gaze into the BI crystal ball



Opportunities for collaborative learning and discussion with your peers.

For more information
or to register now,
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MONDAY, FEBRUARY 14

MORNING SESSIONS

CONFERENCE KEYNOTE: Bigger than BI: Building Your Enterprise Data Strategy

Jill Dyché, Cofounder and Principal, Baseline Consulting

Converting BI into ROI at US Xpress Enterprises

Timothy Leonard, Chief Technology Officer, US Xpress

Delivering a Single Customer View at Coca-Cola

Justin Honaman, Director, Customer Intelligence, Coca-Cola Customer Business Solutions

Achieving a 360-degree Customer View Using MDM at Intuit

Brian Treu, Director of IT, and John Kinkad, Manager of IT, Intuit

AFTERNOON SESSIONS

CASE STUDY WORKSHOP: Managing through a Merger or Acquisition: Creating a Unified Global Data Strategy

Jason Beard, Director, Global Business Intelligence, John Wiley & Sons

Enterprise Information Management: Guidelines for Treating Data as a Business Asset

John Ladley, Principal, IMCue Solutions

PANEL: Best Practices in Delivering a Unified, Global Data Strategy

Reception with Summit Sponsors and Music by Philip Russom

TUESDAY, FEBRUARY 15

MORNING SESSIONS

Agile BI: Delivering Customer Value in Weeks, Not Months

Ken Collier, Agile Consultant and Author, KWC Technologies, Inc.

Going Fast while Minimizing Risk: Agile Business Modeling and Delivery

Jim Gallo, Senior Data Warehousing Architect, Information Control Corporation

Agile Architectures: Creating and Evolving Data Architectures that Adapt to Changing Business Requirements

John O'Brien, President, Zukeran Technologies

PANEL: Going as Fast as the Business Wants: Strategies for Agile BI

AFTERNOON SESSIONS

CASE STUDY WORKSHOP: Organizing for Analytics: Moving from Delivering Data to Building Solutions

Daren Taylor, VP of Enterprise Analytics and Data Management, Blue Cross Blue Shield of Kansas City

The Myth of the Efficient Business User—True Cost of Ownership of Business Intelligence

John Ladley, Principal, IMCue Solutions

Making Peace with Excel and Other Desktop BI Experiences

Bill Baker, Independent Consultant

WEDNESDAY, FEBRUARY 16

MORNING SESSIONS

How Do You Manage a Global Business Intelligence Team?

Jeff Gold, Principal, ZS Associates

Mastering the Human Side of Data Integration: Inevitable Scenarios and Powerful Principles to Effectively Deal with Them

Len Silverston, President, Universal Data Models, LLC

PANEL: The Future of BI and Maximizing Vendor Relationships

Sponsor representatives

For those new to BI, TDWI recommends taking TDWI's BI fundamentals courses prior to attending the Executive Summit.

PRE- AND POST-SUMMIT TUTORIALS

Enhance your BI Executive Summit experience by attending the TDWI World Conference. Below are some recommended courses that complement the Summit. Visit tdwi.org/LV2011/ES for more information.

PRE-SUMMIT FEBRUARY 13, 2011

- S1** TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
D. Larson
- S3** The Art and Practices of Information Management
D. Wells
- S4** BI from Both Sides: Aligning Business and IT
J. Dyché
- S5A** Social Network Analysis: Practical Uses and Implementation
S. Brobst
- S5P** Best Practices in Enterprise Information Management
S. Brobst
- S6** Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
L. Reeves

POST-SUMMIT FEBRUARY 17-18, 2011

- TH4** Technology Fundamentals: How to Pick the Right Technology for Your Project
M. Madsen, J. van Dongen
- TH5** Beyond the Data Warehouse: Architectural Options for Data Integration
E. Levy
- F2A** Architecture and Technologies for Agile OLAP
J. OBrien
- F2P** 2011 Emerging Technologies from a BI Perspective
J. O'Brien
- F5A** Agile Warehousing Survival Skill: Semi-Agile Requirements Management
R. Hughes

BRING YOUR TEAM TO TDWI

The TDWI BI Executive Summit is held jointly with the world-renowned TDWI World Conference. While you strengthen connections with your peers at the Summit, your team members can attend our BI/DW training courses that run the entire week at the World Conference. Then you and your team can catch up in the evenings to compare notes and attend the TDWI Exhibit Hall and hospitality suites.

Geographically distributed teams often use the TDWI BI Executive Summit and TDWI World Conference as an opportunity to get together, plan, and build team spirit. Some teams also arrange for TDWI Research staff or faculty members to deliver presentations to their teams or facilitate group discussions.

Contact Wayne Eckerson at weckerson@tdwi.org for more details.



STAY ON TOP OF THE LATEST TECHNOLOGIES IN BI AND DW

Your BI Executive Summit registration includes access to the TDWI World Conference Exhibit Hall, where the leading providers of hardware, software, and services for BI, data warehousing, and related technologies will be demonstrating their latest solutions. Time will be set aside for you to visit these solution providers without missing any BI Executive Summit sessions.

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REGISTRATION INFORMATION

THREE EASY WAYS TO REGISTER

- Online:** tdwi.org/LV2011/ES/register
- Phone:** 800.280.6218 or 541.346.3537
(M–F, 8:00 am – 5:00 pm PT)
- Submit this form:**
Fax: 541.346.3545 or 541.346.3509
Mail: TDWI BI Executive Summit:
Las Vegas 2011 Registration
1277 University of Oregon
Eugene, OR 97403-1277

CLEARLY TYPE OR PRINT YOUR INFORMATION

Priority Code: LVES11

LAST NAME

FIRST NAME (for attendee badge)

TITLE

COMPANY OR INSTITUTION

DEPARTMENT

INDUSTRY

MAILING ADDRESS

CITY, STATE / ZIP / COUNTRY

TELEPHONE

E-MAIL (Required!)

(Please print this address clearly. We send last-minute confirmations and announcements via e-mail.)

HOTEL AND TRAVEL

TDWI has reserved a block of rooms at reduced rates for Summit attendees at Caesars Palace in Las Vegas. Discounted rates are also available for air travel and car rental. Visit tdwi.org/LV2011/ES for more details.

CALCULATE YOUR PAYMENT

Your registration fee includes all TDWI BI Executive Summit sessions, breakfasts, lunches, networking receptions, and entrance to the TDWI World Conference Exhibit Hall. Pricing also includes complimentary TDWI Membership. Current TDWI Members get a \$275 discount off the Summit price (in lieu of complimentary Membership).

REGISTRATION FEES

Priority code: LVES11

☐ **EARLY REGISTRATION** (Ends January 14, 2011) **\$2,025**

☐ **REGULAR REGISTRATION** (January 15–February 11, 2011) **\$2,201**

FEE FROM TABLE ABOVE \$ _____

CURRENT MEMBER DISCOUNT \$ _____

(Deduct \$275 from above)
Membership status will be validated when your registration is processed.

TEAM DISCOUNT \$ _____

(Deduct 10% from total price when 3 or more people from the same company register at the same time)

LATE FEE (After February 11, 2011, add \$50) \$ _____

TOTAL FEE \$ _____

☐ **CHECK ENCLOSED** (payable to TDWI)

☐ **PURCHASE ORDER #** _____

Credit Card: ☐ AMEX ☐ Diners Club
☐ Discover Card ☐ MasterCard
☐ VISA

NUMBER

EXPIRATION DATE

CVV2 (number on back of card)

YOUR SIGNATURE (for credit card)

NAME ON CREDIT CARD

CREDIT CARD BILLING ADDRESS

CITY, STATE / ZIP / COUNTRY