

# TDWI

Chicago, IL // June 6–10, 2011

## WORLD CONFERENCE SERIES

# Validating Your BI/DW Direction

## Building for the Future

### 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.

**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](mailto:rcooke@tdwi.org).

**For a complete list and descriptions of all courses offered in Chicago, view the conference agenda or download the conference brochure.**

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# 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 and data warehousing. 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 42 states and 17 countries. This was truly a worldwide event!

Some of our most popular courses included:

- Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
- BI from Both Sides: Aligning Business and IT
- Agile Data Warehousing 101: An Introduction to Accelerated BI/DW Development

## Featured Topics in Chicago

While TDWI conferences always cover the full spectrum of business intelligence and data warehousing, the conference in Chicago also included courses throughout the week that focused on the following areas:

### VALIDATING YOUR BI/DW DIRECTION

Courses in this topic aimed to help attendees strengthen their understanding of business intelligence and data warehousing and validate that their projects are on the right track. Basic BI/DW concepts and principles were covered, as well as expanded essentials such as data modeling and metrics. These courses provided the building blocks that are key to understanding the rest of this dynamic field of information technology.



### BUSINESS ANALYTICS/ PERFORMANCE MANAGEMENT

Optimize business performance with the right analytics for your audience. In the field of BI, 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.

### DATA MODELING

Data that is organized and optimally stored in the warehouse needs thoughtful design to fulfill business needs. Business analysts who took these courses are better prepared to work with their technical counterparts, and developers who took these courses are 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 (QUALITY, GOVERNANCE, MASTER DATA MANAGEMENT, INTEGRATION)

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. Courses in this topic covered how to model, improve quality, integrate, store, and govern this most precious asset.

### DEVELOPING THE AGILE BUSINESS INTELLIGENCE ENVIRONMENT

The ability to be adaptable and agile in the way we approach our BI/DW environments is one of the keys to success and profitability. Agile development carries a specific set of standards and rules. These courses covered agile development for data warehousing and methods for becoming more adaptive and agile in data models, analytics, and organizations.

# TRIP REPORT

## TDWI Technology Survey: The State of Data Governance

By Philip Russom, Research Director for Data Management, TDWI Research

The Technology Survey that TDWI circulated at the recent World Conference in Chicago asked attendees to answer a few questions about data governance. TDWI had, in fact, asked the same questions in a Technology Survey at a conference in 2007. Comparing the two survey runs, more organizations have a deployed data governance program today. Yet, the priorities and concerns seen in both survey runs remain the same:

- **Data governance has become more common, but is still new.** In 2007, only 13% of survey respondents reported that their organization had deployed an initiative. This has now doubled to 24%, making data governance much more common. (See Figure 1.) As in the past, a number of organizations are currently implementing a data governance initiative (27% in 2007, 23% in 2011) or are considering one (45% in 2007, 39% in 2011).
- **Data governance continues to guide data-intense business initiatives.** Oddly enough, when asked “What types of business initiatives do you think should be guided by data governance?” respondents of both survey runs ranked the question’s multiple choices in exactly the same order. (See Figure 2.) At the top of the ranked list is business intelligence (88% in 2007 and 77% in 2011). This is no surprise, since TDWI’s conference attendees (who took the surveys) are mostly BI professionals. Next in survey respondents’ priorities are compliance (66%, 65%) and the related issue of data privacy (69%, 68%). Then follows business transformations (47%, 41%) and specific forms of transformation, such as mergers (34%, 27%) and reorganizations (28%, 19%).
- **Data governance also guides data management practices.** (See Figure 3.) Data integration was the top priority for guidance from data governance in the 2007 survey, but dropped to number three in the 2011 survey. That pushes data quality (DQ) and master data management (MDM) to the top as priorities for guidance from data governance (DG). This makes perfect sense, because both DQ and MDM require changes in data, applications, and how data and applications are used. And a DG program usually includes a process for change management. For example, DG almost always incorporates a workflow process for proposing, reviewing, and enforcing change (or governance policies that result in change).

For further reading, visit TDWI’s Data Governance Solution Gateway at <http://tdwi.org/microsites/solutionsgateway/sybase/home.aspx>.

### What’s the status of your organization’s data governance initiative?

	2007	2011
Deployed	13%	24%
Design or implementation phase	27%	23%
Under consideration	45%	39%
No plans	15%	14%

**Figure 1.** Based on 117 responses in 2011, 122 in 2007.

### What types of business initiatives do you think should be guided by data governance? (Select all that apply.)

	2007	2011
Business intelligence	88%	77%
Data privacy	69%	68%
Compliance	66%	65%
Business transformations	47%	41%
Mergers and acquisitions	34%	27%
Sales and marketing campaigns	26%	21%
Reorganizations	28%	19%
Other	2%	1%

**Figure 2.** Based on 113 respondents in 2011, 119 in 2007.

### Which data management practices do you think should be guided by data governance? (Select all that apply.)

	2007	2011
Data quality	82%	81%
Master data management	75%	73%
Data integration	83%	67%
Metadata management	74%	55%
Enterprise data architecture	56%	54%
Data warehousing	56%	48%
Operational database administration	26%	21%
Other	3%	2%

**Figure 3.** Based on 117 respondents in 2011, 117 in 2007.

# TRIP REPORT

## KEYNOTES

By Marie Gipson, Education Program Manager, TDWI

**MONDAY, JUNE 6, 2011, 8:00-8:45 A.M.**

### The Future of Information Technology: Radical Changes Ahead



**Dave Wells**

BI Consultant, Mentor, and Teacher

The IT industry should brace for a perfect storm of change that will dwarf the PC revolution and even the advent of the Internet.

According to Dave Wells, BI consultant and TDWI instructor, four major forces will come together to change the IT landscape permanently. The seeds of this revolution are evident in the recent financial upheaval that has so many IT departments doing more with less. Wells contends that companies will be forced to invest less in IT, even as they become more dependent on information and technology.

Wells observed that although the economy must rebound, IT budgets and staffing will never return to pre-recession levels. "Flat is the best we can hope for," he said. During the recent recession, IT budgets shrank and companies discovered what they could live without.

Luckily, combined gains in computing power and telecommunications bandwidth will enable constant improvement in business technology. The advent of computing as a utility will force many to choose between technology and business. "Hard-core techies aren't what business needs anymore. If you don't get business, you don't fit into corporate culture."

As these conditions combine with other significant political and social shifts, Wells predicts that IT departments as we know them will cease to exist in the next 2 to 10 years, and IT professionals should be ready.

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



**THURSDAY, JUNE 9, 2011, 8:00-8:45 A.M.**

### Today's Reality: How to Move Forward in a Tumultuous Environment



**Laura Reeves**

Principal, StarSoft Solutions, Inc.

After Dave Wells's dramatic predictions earlier in the week, attendees might have appreciated Laura Reeves's reminder of what will never change in IT: people and data.

Reeves, principal of StarSoft Solutions, Inc., called for the audience to assess its current performance and realize that we all must look for ways to deliver more with fewer resources, while simultaneously increasing the value of what we deliver.

In preparing for the future, Reeves's suggestion is to maintain the critical skills of listening, writing, communication, and collaboration. In addition, encouraging curiosity and problem solving will help practitioners weather the storm.

Regarding data, Reeves predicted that having the trust of the business will be even more valuable in the future. Likewise, the responsibility for maintaining and delivering data will weigh more heavily.

Success is attainable, she said, if we are prepared.

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



# TRIP REPORT

## 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](mailto:cbip@tdwi.org) or visit [tdwi.org/cbip](http://tdwi.org/cbip).

## 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.

<a href="#">Ataccama Corporation</a>	<a href="#">Kognitio</a>
<a href="#">Cloudera, Inc.</a>	<a href="#">LoganBritton, Inc.</a>
<a href="#">Corda Technologies</a>	<a href="#">MicroStrategy</a>
<a href="#">Dell Services</a>	<a href="#">Netezza Corporation</a>
<a href="#">EMC</a>	<a href="#">Oracle</a>
<a href="#">ESRI</a>	<a href="#">SAP</a>
<a href="#">IBM</a>	<a href="#">Smart eVision International, Inc.</a>
<a href="#">Informatica Corporation</a>	<a href="#">Syncsort</a>
<a href="#">Information Builders</a>	<a href="#">Tableau Software</a>
<a href="#">iOLAP Inc.</a>	<a href="#">Talend</a>
<a href="#">Jaspersoft</a>	<a href="#">Teradata Corporation</a>
<a href="#">Karmasphere</a>	<a href="#">TIBCO Spotfire</a>

## Hospitality Suites/Vendor Workshop/Case Study Presentations

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, JUNE 6

#### Hospitality Suite

##### Informatica 9.1

Sponsored by Informatica Corporation

### WEDNESDAY, JUNE 8

#### Vendor Workshop

##### Migrating to Oracle Exadata Workshop

Sponsored by Oracle

#### Case Study Presentations

##### The Role of Data Warehousing in Safety and Security

Sponsored by IBM

##### IBM Cognos 10: Intelligence Unleashed

Sponsored by IBM

##### Accessing and Leveraging Predictive Analytics

Sponsored by IBM

##### Using Data Visualization to Realize More Value from Your BI Investments

Sponsored by Corda Technologies

##### Agile Data Integration Best Practices and Architecture for Agile BI

Sponsored by Informatica Corporation

##### Laying the Foundation for Innovation with Oracle Data Integration

Sponsored by Oracle

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## MORE EDUCATIONAL OPPORTUNITIES

### TDWI Onsite Education

TDWI Onsite Education is practical, high-quality, vendor-neutral BI and DW education that can be put to use immediately. With TDWI Onsite Education, you maximize your training budget as your team learns practical skills they can apply to current projects—with onsite training tailored to their specific needs.

For more information, contact Yvonne Baho at 978.582.7105 or [ybaho@tdwi.org](mailto:ybaho@tdwi.org), or visit [tdwi.org/onsite](http://tdwi.org/onsite).

### TDWI Seminar Series

Whether you are embarking on a new data warehousing project or working in a mature business intelligence environment, TDWI Seminars offer courses to meet your specific needs and advance your project goals. From the fundamentals of business intelligence to advanced techniques for data modelers, you will learn concepts and techniques to accelerate your professional development. TDWI Seminars are offered throughout the U.S. and Canada, so you can get the training you need when and where your schedule allows.

#### UPCOMING 2011 SEMINARS

DATA MODELING	Vancouver, BC	July 18–21, 2011
DIMENSIONAL MODELING	Toronto, ON	August 29–September 1, 2011
DATA ASSET MANAGEMENT	Minneapolis, MN	September 12–15, 2011
DATA ASSET MANAGEMENT	Denver, CO	October 17–20, 2011

For more information, visit [tdwi.org/seminars](http://tdwi.org/seminars).

## Upcoming TDWI World Conferences and BI Executive Summits

#### TDWI WORLD CONFERENCES

SAN DIEGO, CA	August 7–12, 2011
ORLANDO, FL	October 30–November 4, 2011

#### TDWI BI EXECUTIVE SUMMITS

SAN DIEGO, CA	August 8–10, 2011
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### Recent TDWI Publications and Research

- **Next Generation Data Integration**, 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](http://tdwi.org/bpreports)
- **Business Intelligence Journal** (Volume 16, Number 2) 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](http://tdwi.org/bijournal)
- **Ten Mistakes to Avoid When Transforming Your BI/DW Department to Agile Methods** (Q2 2011). This series examines 10 common mistakes to avoid in your BI/DW projects. A Premium Member publication. [tdwi.org/tenmistakes](http://tdwi.org/tenmistakes)
- **TDWI's Best of Business Intelligence** (Volume 8), a selection of TDWI's best BI articles, columns, and research from 2010. [tdwi.org/bestofbi](http://tdwi.org/bestofbi)
- **What Works in Data Integration** (Volume 31), a compendium of industry case studies and lessons from the experts. [tdwi.org/what\\_works](http://tdwi.org/what_works)

### TDWI Premium Membership

TDWI Premium Members receive all of the publications and research listed above, along with many other benefits, including *TDWI FlashPoint*, a monthly e-newsletter; access to archives of Premium Member content; and discounts on TDWI education, including conferences, seminars, and CBIP exams.

To learn more about TDWI Premium Membership, visit [tdwi.org/membership](http://tdwi.org/membership).