

BIG DATA and Enterprise Architecture 2017 CONFERENCE

Featuring Bill Inmon

Monday March 13 - Wednesday March 15, 2017 ♦ Washington, D.C. ♦ Crystal City Hilton Hotel
(2399 Jefferson Davis Hwy ♦ Reagan Washington National Airport ♦ Minutes to Downtown Metro, Mall & Crystal City)

Theme: Award-Winning BIG DATA Programs

**Hear About BIG DATA at NASA, National Science Foundation (NSF), VCU,
Office of Science and Technology Policy - Office of the President,
DARPA, National Institutes of Health, Dept of Defense (DoD),
White House Presidential Initiative on BIG DATA Research and Development**

Enjoy 3 Full Days of Data Warehousing and BIG DATA Real-Life Experiences

Pre-Conference Seminar (Full-Day Tutorial – Tuesday, March 14 - Prior to Conference Day)

♦ **ARCHITECTING FOR BUSINESS INTELLIGENCE AND DATA WAREHOUSING:
INTEGRATING THE STRUCTURED AND UNSTRUCTURED DATA WORLD**

(A One-Day Tutorial by Bill Inmon)

(How BIG DATA/UNSTRUCTURED DATA Will Influence the Data Management World in Next Few Years)

Bill Inmon, President and Chief Technology Officer, Inmon Consulting

"Father of Data Warehousing, World Leading Expert and Popular Seminar Leader"

Co-Author of "Building the Unstructured Data Warehouse"

Pre-Conference Seminar (Full-Day Tutorial – Monday, March 13 - Prior to Conference Day)

♦ **DATA ARCHITECTURE, MODELING AND DESIGN
FOR DATA WAREHOUSING AND BIG DATA**

(A One-Day Practical Experience Tutorial by Mike Hermida)

Mike Hermida, President, K3MP Technologies,

"Popular Seminar Leader and World Leading Expert in Data Warehouse Design"

(Past Lead Architect on Space Shuttle and Spacelab Programs, and IBM Information Manager)

See Details About the Seminars Below Under Seminar Program: <http://www.dmforum.org/>

Conference Day Program Wed March 15: Moderator: Art Chantker, President, Potomac Forum

Featured Opening Keynote:

♦ **ROLE OF UNSTRUCTURED DATA IN THE BIG DATA WORLD**

Bill Inmon, President and Chief Technology Officer, Inmon Consulting

The World-Leading Authority and Monthly Columnist, Information Management & B-EYE-Network
(Best Known as "The Father of Data Warehousing", Author of over 50 books and 650 Articles worldwide,
Discusses break-throughs in Big Data "Use Cases", Data Warehousing and Business Intelligence Technologies)

Featured BIG DATA Presentation:

♦ **THE PRESIDENTIAL INITIATIVE ON BIG DATA RESEARCH AND DEVELOPMENT**

Sylvia Spengler, Senior Advisor for Data, National Science Foundation (NSF)

(White House Office of Science & Technology Promise to Solve Nation's Most Pressing Challenges Using
Big Data Technologies: Education, Scientific Discovery, Defense/ Intelligence, BioMedical Research,
UC Berkeley Expeditions in Computing, DARPA XDATA Program, NIH 1000 Genomes Mapping using Cloud
Computing, Dept of Energy SDAV Institute, USGS Earth System Science, DoD Warfarer and More Projects)

Featured Government Executive Presentation:

♦ **NASA'S STORY OF BIG DATA INNOVATIONS AND APPLICATIONS:**

USING BIG DATA ANALYTICS, TECHNOLOGIES AND ARCHITECTURE

John Sprague, Deputy Chief Technology Officer, NASA Office of CIO, Washington, D.C.

(Dealing with Large Volume Databases, SuperComputing, Exoplanets, Robotics, Nextgen Air Travel,
AstroBiology, and Unmanned Missions Such as Hubble, Earth Observatory, Solar and Deep Space Programs,
Unstructured/Structured Data with "Best of Breed" Architecture. Tools and Techniques)

Featured Technology Presentation:

- ♦ **DATA WAREHOUSING IN THE AGE OF BIG DATA: TOOLS AND TECHNOLOGIES**
Krish Krishnan, President and CEO, Sixth Sense Advisors, Popular Author, TDWI Instructor
 (Hear All About BIG DATA Databases and Tools like MapReduce, Hive, Pig, HDFS, HBASE, HCatalog, Sqoop, Zookeeper, Hadoop Discover How Workload Performance work with In-Memory Databases, Parallel Processing, Cloud Computing. Hear About Click Stream, Sensor, Geospatial, Columnar, Social Media and Textual DataBases)

Featured User Experience Presentation:

- ♦ **TRADITIONAL DATA WAREHOUSING ARCHITECTURE: INTEGRATING WITH HIGH VOLUME DATA STORES AND THE LAMBDA ARCHITECTURE**
Mike Hermida, President, K3MP Technologies, Past Lead Architect on Spacelab and Space Shuttle)
 Popular Seminar Leader and World Leading Expert in Data Warehouse Design
 (BIG DATA, Near Real-Time Analytics, Data Lake, Lambda Design, Non-Traditional Architectures))

Featured User Experience Presentation:

- ♦ **THE CHIEF DATA OFFICER'S AGENDA: INTEGRATING BIG DATA INTO YOUR EXISTING DATA ARCHITECTURE**
Peter Aiken, Founding Director, Data Blueprint, Professor, VCU, Past President, DAMA International
 (Use Cases and Applications Using Latest Big Data Analytics, Defining the Role of the CDO, Building the Big Data Applications and Linking the BIG DATA ARCHITECTURE with the CURRENT DATA ARCHITECTURE, Realizing Business Value, Marketing the Monetary Payback, Big Data Techniques and Best Practices)

Full-Day Conference Includes:

Vendor Breakouts	Technology Sessions	Refreshment Breaks	Continental Breakfast
Conference Proceedings	Book & IPOD Raffles	Vendor Give-A-Ways	Network with the Experts
Discounts for Government / Academic, DAMA, Groups of 3 or More (see website for details)			
Meet Bill Inmon -- Father of Data Warehousing ♦ Moderator, Art Chantker, Potomac Forum			

SEMINAR PROGRAM: (Details For Both Seminar Days Below)

Seminar Program Day Two: (Full-Day Tutorial – March 14, 2017 – One Day Prior to Conference Day)

- ♦ **ARCHITECTING FOR BUSINESS INTELLIGENCE AND DATA WAREHOUSING: INTEGRATING THE STRUCTURED AND UNSTRUCTURED DATA WORLD (A One-Day BIG DATA Tutorial by Bill Inmon)**
 (How BIG DATA/Unstructured Data Will Influence the Data Management World in Next Few Years)
Bill Inmon, President and Chief Technology Officer, Inmon Consulting
 “Father of Data Warehousing, World Leading Expert and Popular Seminar Leader”
 (Author of the Government Information Factory, Computer Worlds “Top 10 in IT”)
“This is a Must-Hear One-Day Intensive Overview of the FutureWorld of Big Data / Unstructured Data and How to Utilize and Leverage it within Your Own Organization as Presented by the World’s Leading Expert”
<http://www.dmforum.org/>

SEMINAR TOPICS COVERED

Differences / Similarities Unstructured vs. Structured Data	Taxonomies /Search Engines & Enterprise Content Mgmt	Unstructured / Structured Data as Components of BIG DATA
EIM / Data Architecture of the Future	DW 2.0 / Big Data Needs	Web 2.0 Technologies
Business Intelligence Resources	DW Community of Interest	Ontologies, Glossaries & Content
Visualization / Self-Organizing Maps	Handling Spreadsheet & Email	Capturing Notes & Documents
Building Unstructured Databases	Linking to Relational Database	Managing Metadata & Data Quality
Metadata Service Registry(MDR)	Capturing Data Models	The Corporate Glossary
ETL: Unstructured/Structured	Metadata Sharing/Integration	Organizing BIG DATA for BI
Innovative Data Integration	International Data Warehouse	Multi-Lingual Support for DW
Very High Level Volumes	Pattern Recognition Mgmt	Reference Table Architecture
Fortune 500 Case Studies	Management Best Practices	Best of Breed Tools & Techniques

WHAT YOU WILL LEARN

The Major Components of Data Warehouse 2.0, BIG DATA and Web 2.0 Architecture

Latest Technologies Linking Structured Databases to the Unstructured Data Environment

How to Architect Your Enterprise to Optimize Business Intelligence and Data Warehousing

How the BIG DATA WORLD will Transform Data Management in the Next Few Years

Case Studies That Are Realizing Incredible Potential for Totally New Applications

Why Globalization is Driving Integration of International Data / Multi-Lingual Requirements

Best Practices For Managing Structured, Semi-Structured and Unstructured Data, Big Data

SEMINAR ABSTRACT AND BIOGRAPHY

This seminar is the definitive tutorial guide that will overview how to integrate both structured and unstructured information that permeates throughout every organization. It will show in a simple straight forward fashion how to tap into the rich sources of data that need to be managed in order to truly capture your enterprise data assets, from one of the World's Leading Information Management Experts. In order to architect your organization to optimize your data warehousing and business intelligence capabilities, you need to capture and organize all your enterprise information. A wealth of invaluable information exists in unstructured textual form, but organizations have found it difficult or impossible to access and utilize it. This is changing rapidly: new approaches finally make it possible to glean useful knowledge from virtually any collection of unstructured data. William H. Inmon — the father of data warehousing -- introduces the next data revolution: unstructured data management. Bill Inmon will cover all you need to know to make unstructured data work for your organization. You'll learn how to bring it into your existing structured data environment, leverage existing analytical infrastructure, and implement textual analytic processing technologies to solve new problems and uncover new opportunities. Bill Inmon will introduce breakthrough techniques covered in no other seminar, including the powerful role of textual integration, new ways to integrate textual data into data warehouses, and new SQL techniques for reading and analyzing text, whether in emails or spreadsheets, WORD documents or Communities of Interest (COI) web data. Bill will also present real-world case studies that are indispensable to every organization trying to make sense of a large body of unstructured text: Program Managers, executives, project leaders, data warehouse Managers and staff, architects, consultants, database designers, data modelers, DBAs, researchers, and end users alike will all benefit from this one day comprehensive overview on the subject.

Best known as the "Father of Data Warehousing", Bill Inmon has become the most prolific and well known author worldwide in the data warehousing and business intelligence arena. In addition to authoring more than 50 books and 650 articles, Bill holds 7 software patents, and has been a monthly columnist with the Business Intelligence Network, EIM Institute and Data Management Review. Bill was named by Computerworld as one of the ten most influential people in the first 40 years of the computer profession. He is the creator of the Government Information Factory, a set of information architectures for the federal sector, in addition to having authored the Corporate Information Factory, a collection of ground-breaking methodologies for the corporate world. Having 35 years of experience in database technology and data warehouse design, he is known globally for his seminars on developing data warehouses and information architectures. Bill has been a keynote speaker in demand for numerous computing associations and industry conferences and trade shows. Bill has developed ETL technologies that allow an organization to move various types of unstructured information into a data warehouse and consolidate it with structured data into a single shared data store. He has provided a methodology that has shown how to accomplish "data integration" across both worlds of structured data (e.g. table-driven and file-driven) and unstructured (e.g. notes, documents, pictures, voice and multi-media and various web-driven data formats).

Bill Inmon has an extensive entrepreneurial background. Prior to co-founding Inmon Data Systems in 2003, he founded and took public Prism Solutions in 1991. In 1995, Bill went on to found Pine Cone Systems, later named Ambeo. Bill Inmon has consulted with Fortune 1000 clients and leading IT executives on Data Warehousing, Business Intelligence, and Database Management. Bill recently announced DW2.0 – the architecture of the next generation of data warehousing. In 1999, Bill created a website to educate professionals and decision makers about data warehousing and the Corporate Information Factory, www.inmoncif.com, which contains much of Mr. Inmon's written work and related material, including methodologies, technical white papers, articles, and data models. In 2003, Bill co-founded Inmon Data Systems, Inc. (www.inmondatasystems.com) and created the Government Information Factory, an architectural blueprint for building government information systems. This "go-to" portal for government IT systems can be found at www.inmongif.com.

Full-Day Seminar Includes:

Refreshment Breaks

Continental Breakfast

Seminar Workbook

Meet Bill Inmon

Discounts for Government / Academic, DAMA, Groups of 3 or More (see website for details)

Seminar Program Day One: (Full-Day Tutorial – March 13, 2017 – Two Days Prior to Conference Day)

Learn All About DATA WAREHOUSING and Typical Real-World Applications and Case Studies, and the Role Big Data Will Play

◆ DATA WAREHOUSING ARCHITECTURE AND DESIGN

(Tutorial on Modeling, Database Design and Architecture Techniques with

New Section on BIG DATA and Data Warehousing

Covers Kimball STAR Schema Data Marts, Inmon Relational Design and Operational Data Store)

Mike Hermida, President, K3MP Technologies

“Popular Seminar Leader and World Leading Expert in Data Warehouse Design”

(Past Lead Architect on Space Shuttle and Spacelab Programs, and Past Information Manager at IBM)

“This is a Must-Hear for any Manager, Technical or Professional Person Who Maintains, Develops, Plans or is Contemplating Projects in the Data Warehousing or Big Data Management Arena”

“ Mike Hermida is One of the Most Popular, Entertaining and Informative Instructors in the Data Management World”

<http://www.dmforum.org/>

SEMINAR TOPICS COVERED

Kimball STAR Schema Design	Inmon Relational Data Design	Exploration Data Warehouse
Why Data Warehousing?	Data Architecture Components	E-R vs. Dimensional Modeling
Enterprise Data Model Foundation	Master Data Management Role	Identifying Trusted Sources of Data
Alignment with Business Strategy	Golden Source of Truth	Data Distribution Management
Defining BIG DATA	The Five V's of BIG DATA	BIG DATA and Data Warehousing
HADOOP Environment	Big Data Governance	Modeling BIG DATA
Big Data Management Issues	Filtering Big Data	Textual Disambiguation
Mixing Big Data with Traditional Data	Big MetaData - How Different	Government and Big Data
Corporate Data Warehouse vs. ODS	The Data Lake	The Data Vault
Hybrid Data Warehousing Solutions	Dealing With History Data	Handling Transactions / Activities
Snowflaking and STAR Schema	Surrogate vs Business Keys	Data Standards / Enforcement
Data Integration / Data Sharing	Data Transform Methods	Data Quality Assessment
Designing / Using Hierarchies	Detail vs Summary Tables	Data Element Evaluations
Data Access Considerations	Integrating BIG DATA into DW	Source to Target Mapping Strategies
Data Staging Objectives	Greatest Challenges to Success	Competencies / Career Paths
Working with Materialized Views	Management Best Practices	Future Trends & Technologies

WHAT YOU WILL LEARN

How to Decide on a Data Warehousing Framework in Your Organization
What are Typical Applications and Use Cases for BIG DATA
How Organizations Are Upgrading to accommodate BIG DATA into Their Architecture
When to build Independent Data Marts, Interlocking STAR Schemas or Central Data Warehouses
Does Your Organization Require an Operational Data Store (ODS)
Why E-R and Dimensional Modeling Can Work Together
Interlocking STAR Schemas or Relational Design...Which Is For You
Contextualizing Documents (Unstructured Data) and Integration with Structured Reference Data
What Design Techniques Maximize Efficiency in Your Warehouse
How to Separate Data Transform and Staging From Presentation
Where to Draw the Line Between Detailed and Summarized Tables
How to Measure Data Quality and Its Impact on the Warehouse
Metadata: Capturing, Storing, and Clearly Presenting it
How to Build Resilient Databases that Gracefully Allow Change
What Impact Will BIG DATA Have on Data Warehousing Architecture
The Major Architectural Components of BIG DATA -- How Do They Fit Together
Interesting Big Data Projects and Research You Can Leverage in Your Organization
How to Integrate BIG DATA and Traditional Data into Your Data Architecture
How Government Projects are planning for really BIG Data
White House Program on Science and Technology: The Big Data Initiative

SEMINAR ABSTRACT AND BIOGRAPHY

Data Warehousing has taken hold throughout the business world and is providing great insight into business performance, and timely information to allow decision makers to enhance this performance. There are similarities between designing databases for operational systems and data warehouses, but there are also significant differences. Organizations have skilled technology personnel that have been modeling data and building databases for years in support of the business. The break-throughs in BIG DATA Databases and Computing have only increased the potential for challenges ahead. How can the current skills of these technologists be leveraged to produce an effective data warehouse? What are the differences between data modeling for a production environment vs. a data warehousing environment? How should historical data be maintained in the data warehouse? What role do ER models and dimensional models play in data warehouse development? Are snowflake schemas appropriate? What database design options facilitate end user access? What is the role of BIG DATA in Data Warehousing and Data Management? Does Data Modeling, Database Design, ETL, or Data Governance differ when in a Big Data Environment?

This two day seminar will address these questions and others related to designing databases for your data warehouse. Seminar topics include:

- Modeling Business Data for the Warehouse
- Evaluating the Quality of the Data
- Preparing the Data for the Warehouse
- Designing the Data Staging Area
- Maintaining Historical Data
- Star Schema Design (The Kimball Technique)
- BIG Data and the need to filter for the Data Warehouse
- Summarizing the Data to the Appropriate Level
- Designing the Database with the End User In Mind

This tutorial highlights all aspects of Data Warehousing and Data Marts from Architecture, Design, Data Modeling to Warehouse Management Roles and Responsibilities, Data Accessing and Reporting.

Additional Topics considered include:

1. Data Warehousing Strategy supporting the Business Vision
2. Requirements Gathering and Gap Analysis
3. Information Architecture
4. Data Vault Modeling
5. Dealing with High Volume Data Warehousing
6. Managing Sub-Type/Super-Types and Hierarchies
7. Maintaining the Data Quality, especially in light of BIG DATA
8. Identifying Trusted Sources of Information
9. Managing and Controlling Supporting MetaData
10. Integration Schemes and Extract / Transform / Load Methods
11. How to Define and Utilize the Data Lake
12. **What are typical BIG DATA applications, Use-Cases developed or Business Problems solved**
13. **What is the Federal Government's BIG DATA Initiative co-led by NSF and NIH**

Practical approaches and techniques are contained throughout the presentation on the business, technical, and organizational aspects of data warehousing. The seminar format is very interactive with attendee questions encouraged throughout the day, and attendee experiences shared as time permits. No Prior Knowledge of Big Data nor Data Warehousing is required to gain benefit from this intensive "one of a kind" tutorial.

WHO SHOULD ATTEND

This seminar is intended for business and IT Management, Project Directors, Data Warehousing, Data Architecture or Database Management executives and staff, IT Managers and technicians responsible for planning, design and implementation, Data Stewards and Custodians, Architects, Metadata personnel, and anyone looking for a clear concise overview of data management and Data Warehousing architecture and guidelines. BIG DATA aspects of the Data Warehouse are described and anyone looking for help on How the Big Data aspects of the Data Architecture integrate with Traditional Data should attend this seminar.

ABOUT MIKE HERMIDA

Mike Hermida held various technical and management positions during a sixteen-year career with IBM. He designed and developed operating systems and access methods for the nation's en-route **air traffic control system** and ground-based **Space Shuttle programs**, and was a lead architect for the **Spacelab's command and control system**. He was also a technical member of the field test team for the rollout of **IBM's DB2 database management system**. Within IBM he managed a staff responsible for the development of tools and utilities to enhance the DB2 development environment, and also managed a **Data Resource Management (DRM)** department of data modelers, DBAs, and performance analysts supporting relational and other database systems.

On leaving IBM, Mike, with a partner, built and subsequently sold a successful consulting and education firm specializing in relational database and applications design and development. Aside from being the firm's **Chief Technology Officer**, he was personally responsible for providing technical and management consulting services to key corporate clients. He started the **Knauer DB2 User Group in New York City** that grew to over one thousand members, and developed and implemented a set of DB2 value added services to support a national DB2 practice.

Mike is currently the **President of K3MP Technologies**, a consulting firm that specializes in information architecture, relational database design and implementation, data warehousing and business intelligence. He spends much of his time developing information architectures for his client base and assessing database systems and data warehouses. Mike has developed and taught numerous seminars and classes and lectured extensively to professional groups both nationally and internationally on data and database management topics, data warehousing, and business intelligence. He is an internationally acclaimed lecturer and instructor.

Full-Day Seminar Includes:

Refreshment Breaks	Continental Breakfast	Seminar Workbook	Meet Mike Hermida
Discounts for Government / Academic, DAMA, Groups of 3 or More, Additional User Groups (see website for additional details)			

PRICING FOR CONFERENCE:

BIG DATA AND ENTERPRISE ARCHITECTURE 2017 EVENT PRICING			
Attendee Registration Options		Early Fee (before Jan 30)	Standard Fee (Jan 30 & after)
Conference Day and Both Seminar Days (Mar 13 – Mar 15)	Regular Fee:	\$1250	\$1500
	Member Discount: <small>(Government / Academic, DAMA or Groups of 3 or More)</small>	\$1000	\$1250
Conference Day Only (Wednesday March 15)	Regular Fee:	\$350	\$500
	Member Discount: <small>(Government / Academic, DAMA or Groups of 3 or More)</small>	\$200	\$350
Seminar Day Two Only (Tuesday March 14) Bill Inmon Seminar	Regular Fee:	\$450	\$500
	Member Discount: <small>(Government / Academic, DAMA or Groups of 3 or More)</small>	\$400	\$450
Seminar Day One Only (Monday, March 13) BIG DATA WAREHOUSING SEMINAR	Regular Fee:	\$450	\$500
	Member Discount: <small>(Government / Academic, DAMA or Groups of 3 or More)</small>	\$400	\$450
Non-Attendee CD ROM Only (Contains Conference slides)	Fee:	\$500	

Note: Free Cancellation Prior to January 30, 2017 must be in writing (substitutions always permitted thru March 15)
Large volume Discount for Groups of 5 or More – Contact registration@dmforum.org

REGISTRATION DETAILS:

To Register or for More Details: <http://www.dmforum.org/>

☞ Call: (516)221-5560 or Email: registration@dmforum.org

☞ Vendor Opportunities: Email: coordinator@dmforum.org

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