

Enterprise Architecture and Data Warehousing 2010

Featuring **Bill Inmon**

Friday, Nov 19, 2010 ♦ New York City ♦ Radisson Broadway

(49 W 32nd Street at Broadway ♦ Herald Square ♦ Minutes from Times Square & Theatre District)

**Theme: Award-Winning Data Warehousing Programs:
Best Practices in Technologies and Techniques**

Enjoy 2 Full Days of Data Warehousing Information!

Pre-Conference Seminar (Full-Day Tutorial – Thursday, Nov 18 - 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)

Bill Inmon, President and Chief Technology Officer, Inmon Consulting

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

(Author of the Corporate Information Factory, Computer Worlds “Top 10 in IT”)

We Recommend Registering for both Seminar Day (Nov 18) and Conference Day (Nov 19)

(See Details About the Seminars Below Under Seminar Program and on website) <http://www.dmforum.org/>

Conference Day Program:

Conference Moderator: Anne Marie Smith, EWSolutions, Board Advisor to DAMA International

Featured Opening Keynote:

- ♦ **THE NEXT GENERATION OF DATA WAREHOUSING: STRATEGIES FOR SUCCESS**

Bill Inmon, President and Chief Technology Officer, Inmon Consulting

The World-Leading Authority and Monthly Columnist, EIMInstitute.org, B-EYE-Network

(Best Known as “The Father of Data Warehousing”, Author of over 50 books and 650 Articles worldwide,

Bill describes ground-breaking discoveries in the latest technologies that are becoming huge Success Stories)

Featured Technology Presentation:

- ♦ **MASTER DATA MANAGEMENT: KEY TO SUCCESS IN
NEXT GENERATION DATA WAREHOUSING**

Peter Aiken, Founding Director, Data Blueprint, President of DAMA International, Associate

Professor at Virginia Commonwealth University, Richmond, VA

(Latest MDM Techniques in Reference Architecture, SOA, Hub & Spoke, Virtual Data, & Data Distribution)

Featured User Experience Presentation:

- ♦ **HEALTH AND HUMAN SERVICES ARCHITECTURE:
AUTOMATION OF THE NATION’S ELECTRONIC HEALTH RECORDS**

John Teeter, Deputy CIO and Past Chief Architect, U.S. Dept of Health & Human Services (HHS)

(The plan to make meaningful use of the nation’s Electronic Health Records (EHR) facilitating

Standards and inter-communication between Doctor, Hospital, Pharmacy, Out-patient Care and the Patient)

Featured User Experience Presentation:

- ♦ **ENTERPRISE DATA WAREHOUSE AT UPS...SUPPORTING
THE GLOBAL ORGANIZATION AT WORLD’S LARGEST PACKAGING COMPANY**

Kevin DeFeo, Project Manager for Data Warehousing, UPS

(Listen to How the UPS Enterprise Data Warehousing Program Supports Data Globalization world-wide)

Featured User Experience Presentation:

- ♦ **BUSINESS INTELLIGENCE AND DATA WAREHOUSING AT LIQUID.NET -- NYC’S
INSTITUTIONAL TRADING POWERHOUSE**

Angela Chen, Director of Data Warehousing and Analytics, LiquidNet

(Hear how Liquidnet has assembled “real-time” technologies to support Market Capitalization & Global Trading

Using Information Portals, Business Metrics, Threshold Alerts, and Data Visualization & Viewers)

Full-Day Conference Includes:

Vendor Breakouts	Technology Sessions	Refreshment Breaks	Continental Breakfast
Seminar Workbook	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)			
Moderator: by Anne Marie Smith, EW Solutions, and special advisor to DAMA International			

SEMINAR PROGRAM:

Pre-Conference Seminar Two (Full-Day Tutorial – Wed, Dec 9 - 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)

Bill Inmon, President and Chief Technology Officer, Inmon Consulting
“Father of Data Warehousing, World Leading Expert and Popular Seminar Leader”
 (Author of the Corporate Information Factory, Computer Worlds “Top 10 in IT”)

SEMINAR TOPICS COVERED

Differences / Similarities Unstructured vs. Structured Data	Taxonomies /Search Engines & Enterprise Content Mgmt	Enterprise Information Portal / Metadata Directories & Repositories
EIM / Data Architecture of the Future	DW 2.0 / Metadata 2.0	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 Data for BI
Innovative Data Integration	International Data Warehouse	Multi-Lingual Support for DW
Very High Level Volume Data	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, Metadata 2.0 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 Metadata Environment will be Transformed 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

Full-Day Seminar Includes:

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

PRICING FOR CONFERENCE:

ENTERPRISE ARCHITECTURE AND DATA WAREHOUSING 2010 EVENT PRICING			
Attendee Registration Options		Early Fee	Standard Fee
		(before Oct 15)	(Oct 15 & after)
Conference Day and Seminar Day (Thurs-Fri/Nov 18-19)	Regular Fee:	\$900	\$1000
	Member Discount:	\$800	\$900
	(Government / Academic, DAMA or Groups of 3 or More)		
Conference Day Only (Friday Nov 19)	Regular Fee:	\$450	\$500
	Member Discount:	\$400	\$450
	(Government / Academic, DAMA or Groups of 3 or More)		
Seminar Day Only (Bill Inmon Seminar) (Thursday Nov 18)	Regular Fee:	\$450	\$500
	Member Discount:	\$400	\$450
	(Government / Academic, DAMA or Groups of 3 or More)		
Non-Attendee CD ROM Only	Regular Fee:	\$400	

**Note: Member Rate applies to all Media Sponsor User Groups
(Special Discounts for Groups of 6 or More Same Organization – Call for Information)**

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

☞ To **ADD** Your Name to our **Email List** Click Below:

<http://visitor.constantcontact.com/email.jsp?m=1100633765159>

☞ To **DOWNLOAD** information on **Vendor Speaking and Exhibiting Opportunities**

Click Below – Gold and Platinum Options, Speaking and Exhibiting Spots Still Available:

<http://www.dmforum.org/Portal/10vendorPkgforNYCNOV.pdf>

Sponsored by Data Management Forum in association with DAMA National Capital Region, and Media Sponsors: Information Management Magazine, Database Trends and Applications, Inmon Consulting, EWSolutions, EIM Institute, IDMA, NYOUG, TRIDEX DB2 User Group, IMS NYC User Group
And other organizations and User Groups.

Data Management Forum is a non-profit user group dedicated to advancing the professions of Information Management

PLEASE FORWARD THIS EMAIL NOTICE TO THOSE COLLEAGUES YOU FEEL MAY BE INTERESTED