

Enterprise Architecture and Data Warehousing 2010

“THE PREMIER DATA WAREHOUSING EVENT”

featuring Bill Inmon



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

Friday, Nov 19, 2010

New York City • Radisson Broadway
(49 W 32nd Street at Broadway)
Herald Square Minutes from Times Square & Theatre District)

Pre-Conference Seminar (Full-Day Tutorial – Thursday, November 18 - Prior to Conference Day)

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

BILL INMON, President and Chief Technology Officer, Inmon Consulting

Conference Program:

Moderator, Anne Marie Smith, Director, Enterprise Information Management Consulting, LiquidHub Inc.

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 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 within HHS’s Architecture)

Featured User Experience Presentation:

**IBM’s EXECUTIVE DASHBOARDS AND DATA WAREHOUSING “EDGE” PROJECT:
DRIVING DECISION-MAKING AT THE WORLD’S LARGEST IT COMPANY**

Joseph DeLosa, Jr, Program Director, and Steve Garfinkle, Manager, IBM
(Hear how IBM’s TDWI-Award-Winning “EDGE” Project Uses Enterprise Warehousing, Data Marts And Business Intelligence Dashboards to drive executive decisions on marketing, production, sales and finance)

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 Techniques in Standardization, Conformity, Governance, Reference, Visualization and Distribution of Data)

Featured User Experience Presentation:

ENTERPRISE DATA WAREHOUSE AT UPS... 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)

Full-Day Conference Includes:

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

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

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Thursday, November 19, 2010 - New York City

featuring

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