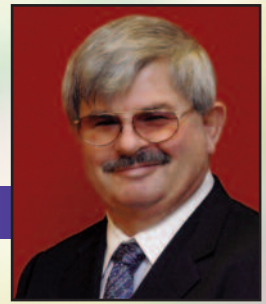


# Enterprise Architecture and Data Warehousing 2012

***“THE PREMIER DATA WAREHOUSING EVENT”***

*featuring Bill Inmon*



**Enterprise Architecture and Data Warehousing:  
Strategic Directions for Your Organization**

**March 21 - 23, 2012**

New York City • Radisson Broadway

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

**Enjoy 3 Full Days of Data Warehousing and Business Analytics Information!**

**Pre-Conference Seminar (Full-Day Tutorial – Wednesday, March 21 - Prior to Conference Day)**

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

Mike Hermida, President, K3MP Technologies,

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

**Pre-Conference Seminar (Full-Day Tutorial – Thursday, March 22 - 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, Advisor, DAMA International

**Featured Opening Keynote:**

**FUTURE GENERATION DATA WAREHOUSING : STRATEGIES FOR SUCCESS**

**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 Information Sharing, Data Warehousing and Business Intelligence Technologies)

**Featured Government Executive Presentation:**

**NASA SPACE FLIGHT CENTER AND BIG DATA:**

**THE ENTERPRISE ARCHITECTURE AND DATA WAREHOUSING STORY**

Adrian Gardner, CIO and Director of Information, Technology & Communications at NASA  
(Dealing with Large Volume Databases, Data Warehousing Successes and Challenges of Missions  
Such as Hubble, Earth Observatory, Solar and Deep Space Programs, Unstructured/Structured Data)

**Featured User Experience Presentation:**

**EBAY’S AGILE DATA WAREHOUSING PROGRAM AND THE GLOBAL DIRECTORY**

Lori Dey, Senior Data Architect, Information Architecture at eBay  
(Hear how eBAY deals with Massive Volumes of Data / Metadata including 350 Data Models, 6,000 Tables,  
Listen to the experts on one of America’s largest Data Warehouses and Big Data teams.)

**Featured User Experience Presentation:**

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

Steve Garfinkle, Manager, IBM and Ronni Carroll, Program Manager  
(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 (MDM): A PRACTICAL GUIDE TO BEST PRACTICES**

Peter Aiken, Founding Director, Data Blueprint, Professor, VCU, President, DAMA International  
(Latest MDM Technologies for Integrated Data & Context Re-Engineering Approach, DOD & HealthCare Case Studies)

**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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