

Enterprise Architecture and Data Warehousing 2012

Featuring Bill Inmon

Friday, March 21-23, 2012 * New York City* Radisson Broadway

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

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

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

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
(A One-Day Tutorial by Bill Inmon)**

Bill Inmon, President and Chief Technology Officer, Inmon Data Systems
"Father of Data Warehousing, World Leading Expert and Popular Seminar Leader"
(Author of the Government Information Factory, Computerworld's "Top 10 in IT")

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

**DATA ARCHITECTURE, MODELING AND DESIGN FOR DATA WAREHOUSING
(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 Manager)

We Recommend Registering for both Seminars (March 21 & 22) and Conference Day (March 23)
(See Details About the Seminars Below Under Seminar Program: <http://www.dmforum.org/>)

Conference Day 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 Data Systems
The World-Leading Authority and Monthly Columnist, Information Management & BeyeNetwork
(Best Known as "The Father of Data Warehousing", Author of over 50 books and 650 Articles worldwide,
Discusses breakthroughs 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:

***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 User Experience Presentation:

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

Mark Uksusman, Senior Manager, Data Architecture, and **Lori Dey**, Data Architect, eBay
(Hear how eBAY deals with Massive Volumes of Data / Metadata including 350 Data Models, 6,000 Tables,

**90,000 Business Terms, Web Analytics Data, Enterprise Data Models and the Global Directory.....
Listen to the experts on one of America's largest Data Warehouses and Big Data teams.)**

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, Practical Examples from
DOD & Healthcare Case Studies, Real-Life Solutions for Preparation and Design Best Practices)

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)			
Overview of DAMA International by Anne Marie Smith, Moderator, DAMA International			

SEMINAR PROGRAM: (Details For Both Seminar Days Below)

Seminar Program Day Two: (Full-Day Tutorial - March 22 - One Day 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 Data Systems

"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 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	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	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

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 21 - Two Days Prior to Conference Day)

***DATA WAREHOUSING ARCHITECTURE AND DESIGN
(Tutorial on Modeling, Database Design and Architecture Techniques)**

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 for any Manager, Technical or Professional Person Who Maintains, Develops, Plans or is Contemplating Projects in the Data Warehousing or Data Management Arena"

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

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

Full-Day Conference Includes:

Seminar Workbook	Book & IPOD Raffles	Refreshment Breaks	Continental Breakfast
Discounts for Government / Academic, DAMA, Groups of 3 or More (see website for details)			
Come Network with Your Peers and Listen to One of the Highest Regarded Experts in the Industry			

SEMINAR PROGRAM:

SEMINAR TOPICS COVERED		
Alignment with Business Strategy	Data Warehousing Components	E-R vs. Dimensional Modeling
Corporate Data Warehouse vs. ODS	Master Data Management Role	Identifying Trusted Sources of Data
Enterprise Data Model Foundation	Golden Source of Truth	Data Distribution Management
Capturing Useful Metadata	Data and Component Re-use	Federated vs. Centralized
Snowflaking and STAR Schema	Dealing With History Data	Handling Transactions / Activities
Data Governance & Stewardship	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	Data Staging Objectives	Source to Target Mapping Strategies
Working with Materialized Views	Setting Up BI Dashbaords	Competencies / Career Paths
Practical Considerations	Management Best Practices	Future Trends & Technologies

WHAT YOU WILL LEARN
When to build Independent Data Marts versus Central Data Warehouses
How to Decide on a Data Warehousing Framework in Your Organization
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
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
What is the Best Method for Designing and Presenting Metadata
How to Build Resilient Databases that Gracefully Allow Change
Future Trends in Information Technologies



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. 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?

This one 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)
- Summarizing the Data
- 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. Source to Target Mapping Strategies
5. Dealing with High Volume Data Warehousing
6. Managing Sub-Type/Super-Types and Hierarchies
7. Data Quality Issues and Data Element Evaluations
8. Identifying Trusted Sources of Information
9. Managing and Controlling Supporting MetaData
10. Integration Schemes and Extract / Transform / Load Methods

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.

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 architecture guidelines relating to Data Warehousing.

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 s**, 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.

PRICING FOR CONFERENCE:

ENTERPRISE ARCHITECTURE AND DATA WAREHOUSING 2012 EVENT PRICING			
Attendee Registration		Early Fee	Standard Fee
Options		(before Feb 10)	(Feb 10 & after)
Conference Day and Seminar Days (March 21- March 23)	Regular Fee:	\$1350	\$1500
	Member Discount: <small>(Government / Academic, DAMA or Groups of 3 or More)</small>	\$1200	\$1350
Conference Day Only (Friday March 23)	Regular Fee:	\$450	\$500
	Member Discount: <small>(Government / Academic, DAMA or Groups of 3 or More)</small>	\$400	\$450
Seminar Day Two Only (Thurs May 22) 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 (Wed March 21) Mike Hermida 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	Regular Fee:	\$500	

Note: Free Cancellation Prior to Feb 1, 2012 in writing (substitutions always permitted thru March 23)
Large volume Discount for Groups of 6 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

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

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

On HomePage Top Left Corner Click on: "ADD YOUR NAME TO MAILING LIST"

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

<http://www.dmforum.org/portal/12vendorPkgforNYMAR.pdf>

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