Enterprice Architecture and Data Warehousing 2011
Featuring Bill Inmon
Friday, Nov 4, 2011 • Washington, D.C. • Crystal City Radisson
(2020 Jefferson Davis Hwy • Reagan Washington National Airport • Minutes to Downtown Metro, Mall & Crystal City)

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 – Thurs, Nov 3 - 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 Government Information Factory, Computer Worlds “Top 10 in IT”)

We Recommend Registering for both Seminar Day Nov 3) and Conference Day (Nov 4)
(See Details About the Seminars Below Under Seminar Program and on website) http://www.dmforum.org/

Conference Day Program:

Featured Opening Keynote:
• THE NEXT GENERATION OF DATA WAREHOUSING AND ENTERPRISE ARCHITECTURE
  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,
  Discusses break-throughs in Information Sharing, Data Warehousing and Business Intelligence Technologies)

Featured Government Executive Presentation:
• NASA SPACE FLIGHT CENTER:
  THE ENTERPRISE ARCHITECTURE AND DATA WAREHOUSING STORY
  Adrian Gardner, CIO and Director of Information, Technology & Communications, NASA
  (Dealing with Large Volume Databases, Data Warehousing Success Stories and the Challenges and
  Opportunities of Integrating Unstructured and Structured Data at Goddard Space Flight Center)

Featured Technology Presentation:
• MASTER DATA MANAGEMENT: KEY TO SUCCESS IN DATA WAREHOUSING
  Peter Aiken, Founding Director, Data Blueprint, Associate Professor, VCU, President, DAMA International
  (Latest MDM Technologies for Integrated & Re-Engineering Approach, DOD & Healthcare Case Studies,
  Metadata and Design Techniques)

Featured Experience Presentation:
• BUILDING A WORLD-CLASS ENTERPRISE DATA WAREHOUSING ARCHITECTURE
  Michael Hermida, President, K3MP Technologies, Past Lead Architect on Space Shuttle
  and Spacelab Programs, IBM Program Manager
  (“Popular Seminar Leader and World Leading Expert in Data Warehouse Design” presents the Practical
  Aspects of Building, Designing, and Implementing – Special Focus on Federal Enterprise Architecture)

Featured Experience Presentation:
• LEVERAGING DATA AND ANALYTICS TO IMPROVE DISNEY'S WORKFORCE
  Juan F Gorricho, Workforce Management Business Intelligence & Analytical Solutions,
  at Walt Disney Parks & Resorts
  (Future Blueprint for Improving Walt Disney Workforce Using Latest Business Analytics)
Full-Day Conference Includes:

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<tr>
<th>Vendor Breakouts</th>
<th>Technology Sessions</th>
<th>Refreshment Breaks</th>
<th>Continental Breakfast</th>
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<tr>
<td>Conference Proceedings</td>
<td>Book &amp; IPOD Raffles</td>
<td>Vendor Give-A-Ways</td>
<td>Network with the Experts</td>
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<td>Discounts for Government / Academic, DAMA, Groups of 3 or More (see website for details)</td>
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<tr>
<td>Overview of DAMA International by Anne Marie Smith • Moderator, Art Chantker, Potomac Forum</td>
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SEMINAR PROGRAM:

**Seminar Program Day One:** (Full-Day Tutorial – Nov 3 – 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 Consulting**
  “Father of Data Warehousing, World Leading Expert and Popular Seminar Leader”
  (Author of the Government Information Factory, Computer Worlds “Top 10 in IT”)

**SEMINAR TOPICS COVERED**

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<tr>
<th>Differences / Similarities Unstructured vs. Structured Data</th>
<th>Taxonomies / Search Engines &amp; Enterprise Content Mgmt</th>
<th>Enterprise Information Portal / Metadata Directories &amp; Repositories</th>
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<tr>
<td>EIM / Data Architecture of the Future</td>
<td>DW 2.0 / Metadata 2.0</td>
<td>Web 2.0 Technologies</td>
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<td>Business Intelligence Resources</td>
<td>DW Community of Interest</td>
<td>Ontologies, Glossaries &amp; Content</td>
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<td>Visualization / Self-Organizing Maps</td>
<td>Handling Spreadsheet &amp; Email</td>
<td>Capturing Notes &amp; Documents</td>
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<td>Building Unstructured Databases</td>
<td>Linking to Relational Database</td>
<td>Managing Metadata &amp; Data Quality</td>
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<td>Metadata Service Registry (MDR)</td>
<td>Capturing Data Models</td>
<td>The Corporate Glossary</td>
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<td>ETL: Unstructured/Structured</td>
<td>Metadata Sharing/Integration</td>
<td>Organizing Data for BI</td>
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<td>Innovative Data Integration</td>
<td>International Data Warehouse</td>
<td>Multi-Lingual Support for DW</td>
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<td>Very High Level Volume Data</td>
<td>Pattern Recognition Mgmt</td>
<td>Reference Table Architecture</td>
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<td>Fortune 500 Case Studies</td>
<td>Management Best Practices</td>
<td>Best of Breed Tools &amp; Techniques</td>
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**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
SEMINARY 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 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.immoncif.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.
PRICING FOR CONFERENCE:

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<th>Early Fee (before Sept 24)</th>
<th>Standard Fee (Sept 24 &amp; after)</th>
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<tr>
<td>Conference Day and Seminar Day (Thurs-Fri/Nov 3–Nov 4)</td>
<td>Regular Fee: $900</td>
<td>Member Discount: $800</td>
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<td>Conference Day Only (Friday November 4)</td>
<td>Regular Fee: $450</td>
<td>Member Discount: $400</td>
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<tr>
<td>Seminar Day Only (The Bill Inmon Seminar)</td>
<td>Regular Fee: $450</td>
<td>Member Discount: $400</td>
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<td>(Thursday November 3)</td>
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<td>Non-Attendee</td>
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<td>CD ROM Only</td>
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NOTE: Special Discount 5 or More – Call Registration Line 631-221-5560

REGISTRATION DETAILS:

To Register or for More Details: [http://www.dmforum.org/](http://www.dmforum.org/)
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   Email coordinator@dmforum.org

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Bill Inmon Newsletter, Federal Enterprise Architecture Certification (FEAC) Program
And other organizations and User Groups.

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to advancing the professions of Information Management and Information Technology

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