

**Enterprise Architecture and Data Warehousing 2012 Featuring Bill Inmon**  
**Radisson Broadway on Herald Square in New York City March 21-23, 2012**  
Minutes from New York City's Theatre District, Time Square, and Penn Station

**Conference Overview**

It is my pleasure to invite you to attend this year's premier single day conference on data warehousing, the **ENTERPRISE ARCHITECTURE AND DATA WAREHOUSING CONFERENCE 2012 featuring Bill Inmon**. This event is the 20<sup>th</sup> annual event sponsored by DAMA National Capital Region and Data Management Forum. It takes place **Wednesday March 21 through Friday March 23, at the Radisson Broadway** Executive Conference Center, on Herald Square in **New York City**, minutes from the *Theatre District, Times Square and the Rockefeller Center*. Anne Marie Smith, DAMA International Board of Directors, will moderate this event. Anne Marie has written an article summarizing this event; it is available on the DM Forum homepage: <http://www.dmforum.org/> Additionally, Anne Marie will provide an overview of the DAMA International organization at the opening of this conference, since DM Forum is an affiliate of DAMA.

The annual Enterprise Architecture and Data Warehousing conference is described by past attendees as one of every year's most anticipated special events on data warehousing.

In addition to the conference day, DM Forum will host two pre-conference seminars that are designed for the senior level data warehouse technical staff. Bill Inmon, "The Father of Data Warehousing", will provide a pre-conference one-day seminar (**Thursday March 22**) on "**Architecting for Business Intelligence and Data Warehousing: Integrating the Structured and Unstructured Data World**", and Mike Hermida, of K3MP Technologies, will provide a pre-conference one-day tutorial (**Wednesday March 21**) on "**Data Modeling, Database Design and Architecture for Data Warehousing**".

**Theme and Program**

2012's seminar theme is:

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

The conference speakers are among the world's best known experts in the data warehouse, enterprise architecture and information management arena, and represent the leading organizations in the field as you will see from the attached program. The past few keynotes have included such luminaries as John Zachman, Ralph Kimball and David Marco. This year we are honored to have assembled some of the foremost speakers on this subject and the conference features prominent organizations in the industry to present their user experiences such as **NASA, eBay and IBM** – and all will be focused on the **Big Data aspects of data warehousing and business intelligence**, currently one of the hottest topics in the IT industry.

**Bill Inmon, featured keynote, President and Chief Technology Officer,**

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**Inmon Consulting, “The Father of Data Warehousing”, on the Next Generation of Data Warehousing: Taking Your Data Warehousing to the Next Level.**

This year's featured keynote, Bill Inmon, President and Chief Technology Officer, Inmon Consulting, has been best known as “The Father of Data Warehousing”. Bill will review what he envisions to be the “Next Generation of Data Warehousing” and show how this technology is redefining itself. Bill will illustrate how break-throughs in data warehousing methods, tools and approach are shaping enterprise architecture within the major corporations, governments and businesses world-wide, while citing from practical applications developed throughout the industry. Bill has been developing a blueprint for future data warehousing design and development. Within this framework, Bill describes how some important new architectural features are intertwined – the life cycle of data, the need to connect unstructured data with structured data, the need to tightly couple metadata with the warehouse itself, the need for an enterprise metadata repository – all these features are vitally important for the next generation of data warehousing.

This program focus will be on some of the most famous organizations and their Success Stories in Data Warehousing and Business Intelligence. Featured User Experience Speakers include:

**Dr. Adrian Gardner, CIO, and Director of Information, Technology and Communications at the Goddard Space Flight Center, Greenbelt, Maryland, part of the National Aeronautics and Space Administration (NASA), will give a multi-media Presentation on [NASA SPACE FLIGHT CENTER and BIG DATA: THE ENTERPRISE ARCHITECTURE AND DATA WAREHOUSING STORY.](#)**

Adrian will discuss the challenges and opportunities of dealing with an array of data management issues focusing on large volume databases and data warehousing, the integration and data sharing of structured and unstructured data, the telemetry of data communications over long distances, and the success stories so critical to the nation's manned space flight program. Adrian will review successes and challenges of missions such as Hubble, Earth Observatory, Solar and Deep Space programs. Data Mining and Business Intelligence have become key instruments for managing information at Goddard and across the organization at NASA. Working closely with Dr. Scott Bernard as part of the Federal Enterprise Architecture (FEA) and through the Data Architecture Sub-Committee (DAS) at the CIO Council, Adrian will discuss the future plans and strategies that have made NASA one of the world's most respected organizations for technical accomplishment.

**Steve Garfinkle and Ronni Carroll, Program Managers, IBM Somers, on [IBM's Award-Winning “EDGE” Project in Enterprise Data Warehousing, Data Marts, and BI Dashboards, Driving Decision-Making at the World's Largest IT Company](#)**

With over 325,000 employees world-wide and revenues of \$91 billion dollars, IBM is the largest information technology company in the world. IBM launched a warehousing and

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business intelligence initiative under the project name “EDGE” (Enabling Decisions for Global Execution) that consolidates information feeds on sales leads, order load, financials and fulfillment into a single picture of key business performance metrics, to manage such a large organization more effectively. The elements of IBM's key business activity provides a snapshot of leading business indicators of the sales pipeline, order progression, revenue attainment, customer service and delivery, which are used by IBM's executive management. EDGE dashboards are viewable by business unit, product and geography, and provide concise consolidated views of a wide variety of information including structured and semi-structured data. EDGE Dashboards help IBM executives identify shortfalls in the sales pipeline or projected revenue early in the quarter when action can be taken to address them. The Data Warehouse Institute (TDWI) has awarded IBM its annual Best Practices award in the field of data warehousing and business intelligence. This project will be detailed so attendees will see why IBM's enterprise data warehousing effort was chosen for this prestigious award.

**Lori Dey, Data Architect, eBay, on EBAY'S AGILE DATA WAREHOUSING PROGRAM AND THE GLOBAL DIRECTORY.**

eBay, Inc. deals with a massive volume of data and associated metadata. Having implemented one of the world's largest data warehouses, eBay has over 350 well documented data models containing over 6,000 production tables, 60,000 columns plus business glossaries, domain models, and security information. They need to easily share and utilize information as a corporate asset across the organization. Customers are business users, data architects, DBA's, system analysts and security officers. This presentation discusses the components of eBay's enterprise data warehousing and metadata solution that supports eBay's big data analytics and agile data warehousing. The intent is to give you...their customers... a peak under the hood at the more technical aspects, and to close with a demo. Topics include covering the global data dictionary components: models, business glossary, tags/flags, operations metadata, and reports. under the hood: Rochade, Power Designer, java code. Also discussed are the search function, model compliance, security compliance and finally a short demo of the capability.

**A featured Technology Presentation will be given by Dr. Peter Aiken, Founding Director of Data Blueprint, Associate Professor at Virginia Commonwealth University, and recently elected President of DAMA International. He will discuss MASTER DATA MANAGEMENT (MDM)...KEY TO SUCCESS IN DATA WAREHOUSING.**

Peter will describe ways to take your data warehousing projects to the “next level”, using the latest in technologies and techniques in MDM analysis and design, including “spoke and hub” technology, data virtualization, using real-life solutions for preparation, planning and design phases. He will cover practical examples from the Department of Defense (DoD) and healthcare industries. Best practices in Master Data Management

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technologies including data integration and context re-engineering will be discussed. Peter will review the best ways to improve data warehousing methodologies to capture the maximum Return On Investment (ROI). Implementing a

standard set of reference data and shared data stores across key business subjects will establish the foundation required by successful data warehousing programs, using both the Kimball and Inmon architectural approaches. He will cover non-invasive methods of data governance that are suitable for MDM projects.

**Pre-Conference Day – The Bill Inmon Seminar (Thursday March 22 ):**  
**Architecting For Business Intelligence and Data Warehousing ---**  
**Integrating the Structure and Unstructured Data World**

Bill Inmon provides an enlightening view into the latest technologies and methodologies for capturing and processing in the world of unstructured data. He shows how tapping into this realm of unstructured data assets can support a truly comprehensive enterprise information strategy and how it can link to the data warehousing architecture. Break-throughs in technologies and techniques for managing and bridging the world of unstructured, semi-structured and structured databases can pay huge dividends for organizations, and Bill will share success stories from efforts from across the globe describing how leading companies and governments can gain an edge in the marketplace.

**Pre-Conference Day – Mike Hermida Tutorial Seminar (Wednesday, March 21):**  
**Architecture, Modeling and Database Design for Data Warehousing**

Mike is an extremely popular lecturer and instructor, and draws on his experience from the nation's Spacelab Program, Space Shuttle project, 16 years as IRM Manager at IBM and Chief Technical Officer at Knauer Consulting and DB2 User Group in NY Crum.org/ity. Mike Hermida emphasizes how the data warehousing strategy and architecture must meet the business vision at an organization, and he presents a tutorial on various design approaches including the "Inmon architecture vs. the "Kimball architecture". Laying out the methods for enterprise modeling, logical and physical database design, Mike covers requirements gathering, source-to-target mapping, "STAR schema" design, ETL and data staging approaches and metadata architectures. He describes how to deal with "high volume" warehousing, data quality issues, and identifying "trusted sources" of information. 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.

For Details regarding the two Tutorial Seminars, please reference the Program which is downloadable from the Data management Forum website at:

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<http://www.dmforum.org/> or Email [registration@dmforum.org](mailto:registration@dmforum.org), or Call the conference line at 1-516-221-5560. Additional details can be obtained from our Coordinator, Fred Ruffini at [fred@dmforum.org](mailto:fred@dmforum.org).

**SEMINAR PROGRAM 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 TOPICS COVERED**

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

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**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

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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.

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**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 Consulting**

“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/>

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| <b>SEMINAR TOPICS COVERED</b>                                  |                                                         |                                                                        |
|----------------------------------------------------------------|---------------------------------------------------------|------------------------------------------------------------------------|
| Differences / Similarities<br>Unstructured vs. Structured Data | Taxonomies /Search Engines<br>& Enterprise Content Mgmt | Enterprise Information Portal /<br>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                                       |

| <b>WHAT YOU WILL LEARN</b>                                                                  |
|---------------------------------------------------------------------------------------------|
| 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.

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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](http://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.inmondatsystems.com](http://www.inmondatsystems.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](http://www.inmongif.com).