

BIG DATA and Enterprise Architecture 2014

"THE PREMIER DATA WAREHOUSING EVENT"

featuring Bill Inmon



Theme: Award-Winning Data Warehousing Programs and BIG DATA

Hear All About BIG DATA at LINKED-IN, EBAY, UPS and IBM

(Real-Life Experiences and BIG DATA Use Cases)

June 11 (Wed) - June 13 (Fri) 2014 • New York City • Hotel Pennsylvania

(7th Avenue & 32nd Street near Herald Square • Minutes from Times Square, Theatre District & Restaurant Row)

Enjoy 3 Full Days of Data Warehousing and BIG DATA Real-Life Experiences

Pre-Conference Seminar (Full-Day Tutorial - Thursday, June 12 - 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)

(How BIG DATA/Unstructured Data Will Influence the Data Management World in Next Few Years)

Bill Inmon, President and Chief Technology Officer, Inmon Consulting

"Father of Data Warehousing, World Leading Expert and Popular Seminar Leader" Co-Author of
"Building the Unstructured Data Warehouse"

Pre-Conference Seminar (Full-Day Tutorial - Wednesday, June 11 - Prior to Conference Day)

BUILDING THE DATA WAREHOUSE IN THE AGE OF BIG DATA ANALYTICS: LATEST TOOLS AND TECHNOLOGIES

Krish Krishnan, President and CEO, Sixth Sense Advisors, Inc

Author: "Data Warehousing in the Age of BIG DATA",

Faculty Member, The Data Warehouse Institute (TDWI), Chief Technology Officer of Forest Rim Technology, LLC.

<http://www.dmforum.org>

Conference Program: Moderator: Anne Marie Smith, DAMA International

Featured Opening Keynote:

ROLE OF UNSTRUCTURED DATA IN THE BIG DATA WORLD

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 User Experience Presentation:

LINKED IN: DATA WAREHOUSING IN THE AGE OF BIG DATA

Rajappa Iyer, Data Warehousing Architect at LinkedIn

(Petabyte Scale Warehousing, Big Data Analytics Driving Products and Insights, ETL WorkFlows)

Featured User Experience Presentation:

EBAY'S STORY: BIG DATA WAREHOUSING AND AGILE DATA ARCHITECTURE

Mark Uksusman, Manager, Information Architecture at eBay

(Hear how eBAY deals with Massive Volumes of Data and Metadata using real time Data Streaming,
Web-Based Analytics, In-Memory Databases and NoSQL platforms, Enterprise Data Models and the Global Directory.)

Featured Technology Presentation:

BIG DATA ANALYTICS: AN EXPLODING UNIVERSE OF APPLICATION DATA

James Kobielus, Big Data Evangelist and Program Manager at IBM

(Hear from one of world's Leading Experts and Authors, about Machine Learning Projects like WATSON Super Computer, NoSQL,
HADOOP, Mongo, Massively Parallel Enterprise Warehousing, Stream Computing, Cloud Computing, Use Cases in Government,
Financial Services, Energy & Utilities, HealthCare, Retailing)

Featured User Experience Presentation:

ENTERPRISE DATA WAREHOUSING AND BI AT UPS...SUPPORTING THE WORLD'S LARGEST DELIVERY COMPANY

Kevin DeFeo, Systems Director, UPS Business Information And Analysis

(Listen to How the UPS Enterprise Data Warehousing and Repository Program Supports world-wide
Global Organization integrating Lines of Business, Enabling BI, Analytics and Reporting)

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>

Call: (516) 221-5560 or e-mail: registration@dmforum.org • For Vendor Opportunities e-mail: coordinator@dmforum.org

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