

Enterprise Architecture and Data Warehousing 2009

Featuring **Bill Inmon**

Thursday, Dec 10, 2009 ♦ New York City ♦ Radisson Broadway

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

**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 – Wed, Dec 9 - 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 Corporate Information Factory, Computer Worlds “Top 10 in IT”)

We Recommend Registering for both Seminar (Dec 9) and Conference Day (Dec 10)

(See Details About the Seminars Below Under Seminar Program and on website)

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

Conference Day Program:

Conference Moderator: Anne Marie Smith, Director of Education, EWSolutions, Board Advisor to DAMA Intl
Featured Opening Keynote:

♦ **THE NEXT GENERATION OF DATA WAREHOUSING: STRATEGIES FOR SUCCESS**

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,

Bill describes ground-breaking discoveries in the latest technologies that are becoming huge success stories)

Featured User Experience Presentation:

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

Joseph DeLosa, Jr, Program Director, IBM Somers

(Hear how IBM’s TDWI-Award-Winning “EDGE” Project Uses Enterprise Warehousing, Data Marts

And Business Intelligence Dashboards to drive executive decisions based on Leading Performance Indicators on Sales Pipeline, Order Progression, Inventory Control, and Revenue Attainment from across the globe)

♦ **WALT DISNEY WORLD STORY: USING ENTERPRISE WAREHOUSING AND ANALYTICS
TO ACHIEVE BUSINESS STRATEGIES**

Juan Gorricho, Director of Data Warehousing and Analytics at Walt Disney World Parks & Resorts

(Destination Disney: Business Strategies are a Big Success with the Enterprise Warehousing & B I Program)

Featured User Experience Presentation:

♦ **ENTERPRISE DATA WAREHOUSE AT UPS...SUPPORTING THE GLOBAL ORGANIZATION**

Kevin DeFeo, Project Manager, UPS

(Listen to How the UPS Enterprise Data Warehousing Program Supports Data Globalization world-wide)

Featured Technology Presentation:

♦ **BEYOND DATA WAREHOUSING: NEXT GENERATION INVESTMENTS IN METADATA**

Peter Aiken, Founding Director, Data Blueprint, Associate Professor, VCU, DAMA International Advisor

(Latest Metadata Technologies such as Hub & Spoke Integration, Data Virtualization, SOA & MDM Metadata)

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)			
Moderator: by Anne Marie Smith, EW Solutions, and special advisor to DAMA International			

SEMINAR PROGRAM:

Full-Day Seminar Includes:

Pre-Conference Seminar Two (Full-Day Tutorial – Wed, Dec 9 - 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)

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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 Data	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.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.

Full-Day Seminar Includes:

Refreshment Breaks	Continental Breakfast	Seminar Workbook	Meet Bill Inmon
Discounts for Government / Academic, DAMA, Groups of 3 or More, Additional User Groups (see website for additional details)			

PRICING FOR CONFERENCE:

ENTERPRISE ARCHITECTURE AND DATA WAREHOUSING 2009 EVENT PRICING			
Attendee Registration Options		Early Fee	Standard Fee
		(before Nov 8)	(Nov 8 & after)
Conference Day and Seminar Day (Dec 9 – Dec 10)	Regular Fee:	\$700	\$800
	Member Discount:	\$600	\$700
	(Government / Academic, DAMA or Groups of 3 or More)		
Conference Day Only (Thursday Dec 10)	Regular Fee:	\$350	\$400
	Member Discount:	\$300	\$350
	(Government / Academic, DAMA or Groups of 3 or More)		
Seminar Day Only (Wednesday Dec 9)	Regular Fee:	\$350	\$400
	Member Discount:	\$300	\$350
	(Government / Academic, DAMA or Groups of 3 or More)		
Bill Inmon Seminar	(Government / Academic, DAMA or Groups of 3 or More)		
Non-Attendee CD ROM Only	Regular Fee:	\$400	

**Note: Member Rate applies to all Media Sponsor User Groups
(Special Discounts for Groups of 5 or More Same Organization – Call for Information)**

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://visitor.constantcontact.com/email.jsp?m=1100633765159>

☞ To **DOWNLOAD** information on **Vendor Speaking and Exhibiting Opportunities**

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

<http://www.dmforum.org/portal/09vendorPkgforNYDEC.pdf>

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And other organizations and User Groups.

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to advancing the professions of Information Management

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