2ND ANNUAL

DW2.0 ASIA PACIFIC SUMMIT

ARCHITECTURE FOR THE NEXT GENERATION OF DATA WAREHOUSING & BUSINESS INTELLIGENCE

27st - 29th October 2009, Four Points by Sheraton, Sydney

DW2.0
Architecture for the next generation of data warehousing.

enterprise iQ

Enterprise IQ is proud to present the 2nd Annual - DW 2.0 ASIA PACIFIC SUMMIT

We invite you to join us at the only event in the Asia Pacific Region focused on architecture for the next generation of Data Warehousing and Business Intelligence. The ground-breaking Summit and workshops will give you the practical knowledge needed to help you integrate and incorporate your organisation's valuable unstructured data into your structured DW and BI environment.

Don't miss this rare opportunity to hear from two of the world's foremost data management gurus – Bill Inmon, *"The Father of Data Warehousing"*, rated by Computerworld Magazine as "One of the 10 Most Influential People in IT", and Dan Linstedt, the creator of the world renowned *"Data Vault Methodology"*.

- **2 Days of Keynote Presentations, practical workshops, best practice case studies from the Asia Pacific Region, expert panel discussion sessions and an interactive technology exhibition featuring the leading DW and BI solution providers**

- **1 Full Day separately bookable interactive workshop presented by Bill Inmon: "Architecting for Business Intelligence & Data Warehousing: Integrating the Structured and Unstructured Data World"**

FEATURING:

Bill Inmon *Principal*
Forest Rim Technology (USA)
"The Father of Data Warehousing"

Dan Linstedt *Chief Information Officer*
Genesee Academy (USA)
Creator of the "Data Vault Methodology"

WITH INTERNATIONAL KEYNOTE PRESENTATIONS FROM:

John Priest *Chief Customs Officer*
Customs New Zealand (NZ)

Mike Clarke *Chief Information Officer*
SKYCITY Entertainment Group (NZ)

Donald J. Marcotte *International Product Manager*
Syncsort (USA)

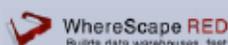### PLUS CASE STUDIES & PRACTICAL INSIGHTS FROM:

**TELSTRA
COUNTRY ENERGY
PATRICK CORPORATION
INSURANCE AUSTRALIA GROUP
DIGITAL ALCHEMY
FOSTERS GROUP
METCASH
THE BUSINESS INTELLIGENCE GROUP
PRESCIIENT
UTELCO SYSTEMS
MIP**

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DW2.0
Architecture for the next
generation of data warehousing.

0800 - 0900 Registration, coffee and visit the Exhibition

0900 - 1000 SESSION ONE - INTERNATIONAL KEYNOTE PRESENTATION
DW2.0 – Using Unstructured Textual Data for Decision Making
For years now two environments have grown up side by side – the formal structured environment and the informal unstructured environment. For a variety of reasons textual data has not been a part of the corporate decision making experience. Now – for the first time – it is possible to read raw text, integrate it, and move it into the mainstream corporate decision making process.
In order to make text fit for analytical processing it is necessary to edit, manipulate and transform the text. This transformation is done through technology called textual ETL. Once a theory, today textual analytics is a reality, and corporations are discovering the value of using both structured and unstructured as a basis for making important decisions. This presentation ends with a description of some of the ways that unstructured data can be used for sophisticated decision making after it has been integrated into a data warehouse.
Bill Inmon Principal
Forest Rim Technology
"The Father of Data Warehousing"

1000 - 1040 SESSION TWO – INTERNATIONAL CASE STUDY
New Zealand Customs and the 'Different Data Warehouse'
The basic philosophy of a data warehouse is to extract the data assets captured in an operational/transactional database and transform this into information and intelligence. This information is fed back to the operational side of the business in order to allow it to work better, smarter, cheaper and faster. Although the Customs' warehouse matches this tenet, the data held and intelligence derived marks it as differing from more traditional data warehouses. This presentation charts the history of warehousing at NZCS, the warehouse's present architecture and demonstrates some practical outcomes obtained from their successful DW regeneration project.
John Priest Chief Customs Officer
New Zealand Customs (NZ)

1040 - 1110 Morning Refreshments

1110 - 1200 SESSION THREE – EXPERTS PANEL DISCUSSION
Next Generation DW & BI – Architectural Options & Considerations
A new wave of technological tools is reshaping the way organisations are managing their data warehouse and analytical architectures. Data Warehouse Appliances, BI mashups, SaaS, BI as a service, DW as a service, analytical databases, cloud computing, DW 2.0: we are being bombarded with new technologies and new methodologies for developing and maintaining our data warehouse and BI environments. This panel discussion will explore these new approaches and see what leading organisations are doing about them.
• How do the new technologies compare with classic technologies?
• When should you begin using them?
• What are their advantages and disadvantages?
• What are leading organisations doing with respect to these technologies?
• How do you incorporate and integrate the new with the old?

Panel Moderator
Bill Inmon

Panellists
David Bordin IT Information Architect **Country Energy**
Mark Kortink Chief Data Architect **Telstra**
John Priest Chief Customs Officer **New Zealand Customs**
Madani Basha Enterprise Data Architect **Metcash**

1200 - 1240 SESSION FOUR – KEYNOTE PRESENTATION
Agile Data Warehousing – Information at the speed of Business
Current data warehousing development styles and techniques adopted by the majority of organisations are now totally outdated, time consuming and still much expensive. Data Warehousing can now be both agile and cost effect. This session will explain how to :-
• Achieving Agile Data Warehousing through new tools and techniques
• The secret of keeping up with constantly changing business requirements
• Understanding why the SDLC waterfall approach to DW development doesn't work
• An outline of why your need a Data Warehousing Life Cycle approach for DW2.0
• Real life Australian examples of Agile Data Warehousing in action
Steve Hitchman Managing Director
MIP

1240 - 1340 Lunch in the Exhibition Area

1340 - 1420 SESSION FIVE – SILVER PARTNER
CASE STUDY: High Speed Data Integration for DW Analytics
As data volumes continue to grow, organisations are struggling to meet the competing demand for more up-to-the-minute reporting, analytics, and data modelling. In this session we look at how off-the-shelf software and commodity hardware, was used to help the Analytics team at a leading Australian database marketing service provider:
• Crunch extreme volumes of transactional data
• Deliver data sets for analytics and modelling
• In timeframes that were previously impossible
The introduction to the session will feature some additional perspectives on applying this technology to reducing batch processing times and beating SLA's.
Donald J. Marcotte International Product Manager **Syncsort Inc. (USA)**
Julian Lee Program Director **Digital Alchemy Consulting**

1420 - 1500 SESSION SIX – KEYNOTE PRESENTATION
Decision Mashup - Strategies for Combining Structured and Unstructured Data for Better Decision Making
The majority of successful data warehouses today handle highly structured data very well but they typically have no ability to handle unstructured data. However, decision makers are increasingly asking why the warehouse doesn't know about information in emails, business reports, and 'what they can find out from google in 2 minutes'. This session discusses strategies to fill this gap between warehouses and the expectations of users.
Steve Bennett CEO
The Business Intelligence Group

1500 - 1530 Afternoon Refreshments

1530 - 1700 SESSION SEVEN & EIGHT - EXTENDED INTERACTIVE WORKSHOP SESSION
Building Data Warehousing Solutions from an Enterprise Perspective
This interactive workshop style session will focus on scoping and building Data Warehousing solutions from an Enterprise perspective using UTelco Systems' Industry-based Enterprise Model. The workshop objectives will include:
• To provide an understanding of the Value of an Enterprise Data Management (EDM) Approach to Enterprise Data Warehousing (EDW)
• To provide the 'know-how' in using the EDM Approach to achieve successful implementation of an EDW
  – Workshop transformations such as Customer, Service & Product in a typical Telecommunications company
  – Workshop how we provide Real-time Data Quality Management (TR-DQM) in an EDW & how we successfully automate the Exception Management process
  – Workshop the holistic Technical Design of a typical integrated EDW project
• To provide the 'know-how' to solve your organisation's Data Warehousing issues – there is no EDW problem that cannot be solved!
• To provide the foundation in designing your "Future Generation" EDW
Dr John Brudenell Founder & Consulting Director **UTelco Systems**
Margaret Dine CEO **UTelco Systems**

1700 - 1900 Cocktail reception & networking opportunity

Proudly Supported by:

TDWI CHAPTER AUSTRALIA   DWAA   Strategic PATH. Business Data MANAGEMENT   DAMA International   R·M AA Records Management Association of Australasia   ACS   CIO NETWORK   Institute of Analytics Professionals of Australia   BUSINESS INTELLIGENCE GROUP

DAY TWO - Wednesday 28 October

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Architecture for the next
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0800 - 0900 Coffee and visit the Exhibition

0900 - 0940 SESSION ONE – INTERNATIONAL KEYNOTE CASE STUDY
The SKYCITY Business Intelligence Journey
SKYCITY Entertainment Group Limited is a leading entertainment and
gaming business, operating casinos in New Zealand (Auckland, Hamilton and
Queenstown) and Australia (Adelaide and Darwin), alongside a variety of industry-
leading restaurants and bars, luxury hotels, convention centres and, in New
Zealand, cinemas.
SKYCITY Entertainment Group has built extensive Business Intelligence systems to
support their business. Mike Clarke, CIO, will overview the BI technology in use by
SKYCITY, and some of the lessons learnt on the journey.
Mike Clarke Chief Information Officer
SKYCITY Entertainment Group Limited (New Zealand)

0940 - 1020

Speaker & Session to be confirmed

1020 - 1050 Morning refreshments & networking break

1050 - 1150 SESSION THREE – EXPERT PANEL DISCUSSION
**Next Generation Business Intelligence and Analytics:
Evolution or Revolution?**
The Business Intelligence and analytical requirements of every enterprise are very
different, but the end goal is always the same – to put the right information in the
hands of the right people, at the right time and in a format that enhances decision
making. This session looks at different ways organisations are planning for, and
building, the next-generation of their analytical architecture.
• Upgrading and reinvigorating your BI capability – identifying the need
  and building the business cas
• Finding the right solution – assessing and evaluating available tools
  and technologies
• Exploring the role of predictive analytics
• Business Intelligence Strategy & Roadmap – plotting the path ahead
• Tips and tactics for mixing the old with the new
  – evolution or revolution?
Panel Moderator
Bill Inmon

Panellists
Russell Garnett Business Intelligence Solutions Architect **Patrick Corporation**
Steven Tuften Senior Solution Designer (E2E) **Insurance Australia Group**
Mike Clarke Chief Information Officer **SKYCITY Entertainment Group**
Yen Vuong Data Warehouse Designer **Fosters Group**
Steve Bennett CEO **The Business Intelligence Group**

1150 - 1230 SESSION FOUR – KEYNOTE PRESENTATION
**The Future Role of Analytics: Arms Races, Success Stories
and the Changing Role of the Analyst**
In this session, Eugene will discuss the growing role of analytics as an active, competitive
differentiator in a growing number of industries. Where analytics matters, it does
not stand still, and competitors are active in continuous innovation to outpace their
competitors. Some key points to be covered include:
• How does business adjust to an analytics arms race environment?
• What is the role of the analyst in an "arms race" business?
• What are the implications for data warehouse technology and practice
Eugene Dubossarsky Director **Presciient**
Industry Fellow
**ARC Centre of Excellence in Mathematics and Statistics of Complex
Systems (MASCOS)**

1230 - 1330 Lunch

1330 - 1700 SESSION FIVE – HALF DAY – INTERACTIVE WORKSHOP
Data Vault Modelling and Methodology – A Primer
Do you have issues with your current BI/EDW system? Does it provide disparate
data sets? Are you tired of maintaining silo solutions? In this presentation we
will cover basic drivers of the Data Vault Model and Methodology which answer
these questions. This is a unique approach to solving enterprise-wide problems
and stems from SEI/CMMI Level 5, PMP, Six Sigma and TQM Concepts. The
session will also touch on the following:
• What is the Data Vault Model and Methodology?
• How and when should you apply it to your EDW efforts?
• Who's using it, and what benefits are they seeing?
• Addressing Joins, Scalability, and Performance
• Introductory look at how to build a Data Vault/With LAB!
Dan Linstedt CIO
Genesee Academy (USA)

*Dan Linstedt is an internationally known Data Warehousing/BI expert.
He writes, speaks, and authors many different ideas in the industry.
He is well known as the inventor of the Data Vault Model and
Methodology (both of which are freely distributed). He has a world-
wide blog available at: http://www.b-eye-network.com/blogs/linstedt
where he writes on behalf of Bill Inmon. You may also find more
information about Dan at: http://www.linkedin.com/in/linstedt, he also
maintains a community at: http://www.DataVaultInstitute.com. He has
worked in fortune 500 and alongside of many different government
initiatives throughout the years. He is officially trained in SEI/CMMI
Level 5, PMP, and Six Sigma. His certifications include: CBIP, ICCP Data
Management Master, and DW2.0 Architect.*

SCHEDULE

1330 - 1500 Workshop Introduction and Overview

1500 - 1530 Coffee, afternoon refreshments & networking opportunity

1530 - 1700 Workshop Resumes

1700 Closing remarks from the Chair

Why you should attend:

It has been estimated that as much as 80% of the valuable
information assets of a company are in an unstructured format.
Yet traditional Data Warehouse and Business Intelligence
architecture and applications have been fundamentally limited
to the collection and analysis of structured data only. Now all
that has changed!

New technological tools and architectural practices make it
possible to tap into this rich vein of information, and bring it
into the Data Warehouse, where it can be analysed and used to
drive business and operational decision making. This is the core
benefit of DW 2.0, and this Summit is the only event in the Asia
Pacific Region that gives you the practical skills and knowledge
required to move your enterprise data warehouse from 1st
Generation to DW 2.0. Drawing on the knowledge of two of
the world's foremost data management gurus, and leading
practitioners from around the region, this is a rare opportunity
for you to learn how world leading organisations are building
the architecture for the next generation of Date Warehousing &
Business Intelligence.

**ARCHITECTING FOR BUSINESS INTELLIGENCE
& DATA WAREHOUSING:**
Integrating the Structured and Unstructured Data World

Workshop Presenter
Bill Inmon "The Father of Data Warehousing"

About the Course

Business decisions have traditionally been made on the basis of structured data. But now it is possible to start to use textual, unstructured data in the data warehouse business intelligence environment. There have been many obstacles to the access and analysis of textual data. Standard dbms are not fit for holding textual data. Textual data has the issue of terminology that must be overcome. Textual data is much more voluminous than structured data. Email is full of blather, and so forth.

But now it is possible to build databases using unstructured textual data. And is doing so, the world of opportunity opens up in ways never before imagined. This interactive seminar is for architects, the end user, developers and anyone interested in getting the full value of their data warehouse by including textual data in the data warehouse.

Course Abstract

This seminar is the definitive tutorial guide that will overview how to integrate both structured and unstructured information that permeates throughout every organisation. It will show in a simple straightforward fashion how to tap into these rich sources of unstructured data, from one of the World's Leading Information Management Experts. "In order to architect your organisation to optimise your data warehousing and business intelligence capabilities, you need to capture and organize all your enterprise information."
Bill Inmon will cover all you need to know to make unstructured data work for your organisation. 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 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 analysing 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 organisation 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.

SEMINAR TOPICS COVERED

Differences/similarities Unstructured vs Structured Data

• Differences / Similarities between Unstructured & Structured Data
• EIM / Data Architecture of the Future
• Business Intelligence Resources
• Visualisation / Self-organising maps
• Building Unstructured Databases
• Metadata Service Registry (MDR)
• ETL: Structured & Unstructured
• Innovative Data Integration
• Very High Level Volume Data
• Fortune 500 CASE STUDIES

Taxonomies/Search Engines & Enterprise Content Management

• Taxonomies / Search Engines & Enterprise Content Management
• DW 2.0 & Metadata 2.0
• DW Communities of Interest
• Handling Spreadsheet & Email
• Linking to Relational Databases
• Capturing Data Models
• Metadata Sharing / Integration
• International Data Warehouse
• Pattern Recognition Management
• Management Best Practices

Enterprise Information Portal/Metadata Repositories

• Enterprise Information Portal / Metadata Repositories
• Web 2.0 Technologies & DW
• Ontologies, Glossaries & Content
• Capturing Notes & Documents
• Managing Meta Data & Data Quality
• The Corporate Glossary
• Organising Data for BI
• Multi-lingual Support for DW
• Reference Table Architecture
• Best of Breed Tools & Technologies

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 Optimise Business Intelligence
  and Data Warehousing
• How the Metadata Environment Will Be Transformed in the Next Few Years
• CASE STUDIES That Are Realising Incredible Potential for Totally New Applications
• Why Globalisation is Driving Integration of International Data /
  Multi-lingual Requirements
• Best Practices for Managing Structured, Semi-Structured and Unstructured Data

Full-Day Seminar includes:
coffee, morning & afternoon refreshments, lunch,
course materials & workbook, meet Bill Inmon!

ABOUT THE COURSE PRESENTER:
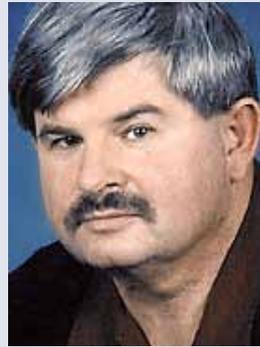
Best known as the "Father of Data Warehousing", Bill Inmon has become the most prolific and well known author worldwide in the data warehousing and business intelligence arena.In addition to authoring more than 50 books and 650 articles, Bill holds 7 software patents, and has been a monthly columnist 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

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DW2.0 Asia Pacific Summit
27-29 October 2009,
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If you have a Promotional Code entitling you to the Members Ticket price, please fill in your code in the space provided below.

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