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*"Attendance at the Seminar is
essential for anybody looking for
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BI and DW projects. The speaker
was extremely knowledgeable and
I now feel armed with unbiased
and useful information that will
really help my projects and decision
making going forward."*

Guy Harvey, Compass Group Plc

Presenter



Rick van der Lans
is an independent
consultant, author and
lecturer specialising in
business intelligence,
data warehousing
and database technology. He is
the Managing Director of R20/
Consultancy. Rick has advised
many large companies worldwide
on defining their data warehouse
architectures. He is the chairman
of the European BI and Data
Warehousing Conference
(organised annually in London),
and a columnist for two major
newspapers in the Benelux, and
he writes regularly for the B-eye-
Network. Rick has taught this
seminar successfully to hundreds
of delegates worldwide.

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New Technologies & Architectures for Data Warehousing & Business Intelligence

Rick van der Lans

Overview

The world of business intelligence (BI) and data warehousing keeps evolving. Technologies such as analytical database servers, mashups, SaaS BI, federation servers, advanced analytics, and SOA, have become available and offer new possibilities to organisations. In addition, the user requirements for business intelligence have also been changing: some need operational BI, others are looking at self-service BI, the third group has a need for more advanced analytical capabilities, and the fourth group wants to integrate everything within their spreadsheets. In short, the world of data warehousing is changing. This two-day seminar focuses on all these new developments, insights, ideas, and technologies. It is a must for every data warehouse specialist.

Learning Objectives

- Learn what new data warehousing and business intelligence technologies could mean for an organisation
- Learn how to select the right business intelligence architecture
- Learn how to migrate to a modern architecture that exploits and benefits from new technologies
- Learn how to develop a more flexible warehouse environment
- Learn how to avoid well-known pitfalls
- Learn from real-life experiences with introducing new technologies

Seminar and Workshop Outline

Introduction

- The status of data warehousing and business intelligence
- New trends and their impact on business intelligence:
 - The coming of operational BI
 - Analytics of unstructured data
 - Cloud computing and SaaS BI
 - Advanced analytics and self-service analytics
 - New storage and database technology, including appliances and solid state disks

The Stages of a Data Warehouse Project

- Determining an implementation strategy: top down or bottom up
- Analyzing a decision process before analyzing information needs
- Can Agile data warehousing be used to design and implement data warehouses?

Selecting a Business Intelligence Architecture

- Discussion of the different BI architectures, including Kimball's Data Warehouse Bus Architecture, Inmon's Corporate Information Factory, DW 2.0, the Federated Architecture, the Centralized Warehouse Architecture, the Data Delivery Platform, and the SaaS BI Architecture
- When to use a Staging Area and when to use an Operational Data Store?
- Designing an architecture to support operational BI
- Can production databases be accessed to implement operational BI?
- Is the only advantage of MDX and cube-based technology improved query performance?
- What exactly is the Data Vault method? Can it co-exist with the existing architectures?
- Integrating a BI architecture with Business Process Modelling

New Virtualization Architectures: the Data Delivery Platform and SaaS BI

- The essence of the Data Delivery Platform: decoupling data consumers from data stores to increase flexibility
- How to migrate from a classic BI architecture to the Data Delivery Platform?
- Is the DDP comparable to a federated architecture?
- The ultimate virtualized BI architecture: SaaS BI (BlaaS)

The Market of Tools for Reporting and Business Analytics

- Categorization of BI tools, ranging from simple query tools and reporting tools to tools for business analytics, forecasting, and business process optimization
- The rise of the analytic applications; or "BI out-of-the-box"
- Collaborative analytics: the marriage of social networks and BI
- The role of the Enterprise Information Portal in a data warehouse
- What do they mean with (managed) self-service BI and with BI for the masses?
- Open source solutions from Actuate, JasperSoft, Jedox, SpagoWorld, and Pentaho
- Integrating mashups and business intelligence: the BI mashup
- Working with unstructured data

Audience

- Business Intelligence Specialists
- Data Warehouse Designers
- Business Analysts
- Technology Planners
- Technical Architects
- Enterprise Architects
- IT Consultants
- IT Strategists
- Systems Analysts
- Database Developers
- Database Administrators
- Solutions Architects
- Data Architects
- IT Managers

The Market of Database Servers and Appliances

- How useful are classic relational database servers, such as DB2, Informix, Ingres, MySQL, Oracle, Pervasive PSQL, SQL Server, and Sybase, for data warehousing?
- Market of analytical database servers, including those of Aster Data, Exasol, EMC/Greenplum, Ingres VectorWise, Kognitio, Microsoft, IBM/Netezza, Oracle/Sun, ParAccel, Teradata and Vectra (HP)
- Merging OLAP technology with relational database servers, such as DB2, Oracle I g, and SQL Server
- The strength of columnar/bitwise database servers, including Paracel, Sybase IQ and Vertica
- The market of open source database servers

Logical and Physical Design of a Data Warehouse

- Increasing the flexibility of an information model
- How to design our tables: normalized, denormalised, starschema, or snowflake?
- Modelling historic data
- Are star schema and snowflake designs appropriate for operational BI?
- What is the added value of Data Vault?
- Physical data warehouse design is for specialists

The Quality of Data

- How and where should data be cleaned?
- How well can data profiling tools spot incorrect data?
- Differences between data cleaning and data profiling tools

Data Logistics - Copying and Integrating Data

- Batch integration or on-demand integration?
- Market overview of ETL tools, including those of Ab Initio, IBM/Cognos, Informatica, iWay, Microsoft, Oracle, SAP/BO, and SAS
- Using federation servers for integrating data on-demand?
- What are data mart generators, such as Balanced Insight, BI-Ready, and Kalido?
- Using a Service Oriented Architecture for copying data
- Web services and mashups for importing external data

Meta Data and Master Data Management

- The importance of meta data for users
- The differences between technical, business, and operational meta data
- What is a Master Data Management system?
- Tools for developing business vocabularies

The Business Intelligence Technology Framework

- The BITF is a framework for comparing the BI stacks of vendors
- Explanation of the Business Intelligence Technology Framework
- How well do IBM/Cognos, Microsoft, Oracle, SAS, and SAP/BO score on the BITF?
- How well integrated are the various BI stacks?
- In which areas are the BI stacks of the vendors weak in which ones strong?
- What can we learn from the BITF?

Registration Information

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Seminar Timetables

08.30 – 09.00 Registration (first day only) 09.00 – 12.30 Event
12.30 – 13.30 Lunch 13.30 – 17.00 Event

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