

MASTERS of BI & DW

DOWN UNDER TOUR 2012 29-30 March, Doltone House
Darling Island Wharf (Sydney)

THE WORLD'S FOREMOST THOUGHT-LEADERS IN BUSINESS INTELLIGENCE & DATA WAREHOUSING ARE HEADING DOWN UNDER!

FEATURING GROUND-BREAKING KEYNOTE PRESENTATIONS FROM:



CLAUDIA IMHOFF Ph.D.

President & Founder of Intelligent Solutions and the Boulder BI Brain Trust, visionary author and thought-leader, expert practitioner and sought-after consultant on BI, CRM, CIF and DW.



COLIN WHITE

President & Founder of BI Research, with over 35 years experience, Colin is highly regarded for his in-depth knowledge of the BI and integration technologies needed to build the smart and agile enterprise.



MIKE FERGUSON

Managing Director of Intelligent Business Strategies with more than 28 years experience, resident expert on BeyeNetwork in Europe and in-demand consultant on BI strategy, technology selection, enterprise architecture, MDM and data governance.

INCLUDING AN INTERNATIONAL BEST PRACTICE CASE STUDY:



"Nike Inc. Customer Story – Making the Move from Waterfall to Agile"

**JAMES (JIMMY) LEE ENTERPRISE BUSINESS INTELLIGENCE ARCHITECT
NIKE INC.**

PLUS, REAL WORLD PRACTITIONER INSIGHTS FROM LEADING LOCAL COMPANIES IN AUSTRALIA & NEW ZEALAND

Proudly brought to you by:

WhereScape[®]
Right. Now.



Microsoft[®]

AGENDA - DAY ONE DOWN UNDER TOUR 2012

0830 - 0900	REGISTRATION & REFRESHMENTS	1215 - 1330	INTERNATIONAL KEYNOTE PRESENTATION A PRACTICAL GUIDE TO AGILE DATA WAREHOUSING & BUSINESS INTELLIGENCE This session looks at new ways to rapidly build, change and extend BI systems using agile development methodologies and what new data warehouse development tools are available in the marketplace to help make this possible. <ul style="list-style-type: none">• What is Agile BI & what are the requirements for Agile Data Warehousing and BI to succeed?• Benchmarking your own agility• What are organisations doing to 'get agile' in data warehousing and BI?• Technologies you can use for agile data warehousing and BI• The importance of data virtualisation in agile development• What kind of things should you avoid?• Hints and tips to achieve success• How do you get started?<ul style="list-style-type: none">- Deciding where to use agile DW and BI development- Changing traditional DW/BI architecture to introduce flexibility- Methodologies for agile development- Metadata capture in agile BI development Model driven and component based development- Self-service BI and collaborative development MIKE FERGUSON Managing Director INTELLIGENT BUSINESS STRATEGIES LTD. (UK)
0900 - 0915	EVENT WELCOME & INTRODUCTION MICHAEL WHITEHEAD CEO & Founder WHEREscape (NZ) A data warehousing industry veteran, Michael has spent more than a decade designing and building commercial data warehouses for customers in a wide variety of industries. WhereScape design, develop, sell and support WhereScape 3D, the industry's first data warehouse planning tool; and WhereScape RED, the industry's first and best integrated development environment for building, deploying, managing and renovating data warehouses. WhereScape is used by thousands of users at hundreds of organisations all over the world to plan and build data warehouses and data marts right, now.	1330 - 1430	LUNCH
0915 - 1030	INTERNATIONAL KEYNOTE PRESENTATION NEXT GENERATION BUSINESS INTELLIGENCE & DATA WAREHOUSING Many Companies are finding traditional approaches to BI and data warehousing time consuming and costly to deploy. The result is that companies are not gaining the full business benefits out of their BI investments and are unable to make BI as pervasive in the organisation as they would like. These issues coupled with increasing business competition, higher costs and lower profits are causing organisations to look for faster and lower-cost approaches to exploiting BI and analytics for business benefit. This opening session looks at new, faster and more agile BI and DW approaches and discusses the business benefits they provide. COLIN WHITE President & Founder BI RESEARCH (USA)	1430 - 1530	INTERNATIONAL BEST PRACTICE CASE STUDY MAKING THE MOVE FROM WATERFALL TO AGILE This session will cover the transformation from a "stalwart waterfall guy" to a believer in agile methods. Jimmy will discuss his rationale for this transformation along with the challenges faced in introducing agile methods. He'll draw on experiences from developing DW solutions over the past 10 years at 3 different companies. Topics that will be covered include: <ul style="list-style-type: none">• Why Agile and why not Waterfall• What are we trying to solve• How to deal with the barriers JAMES (JIMMY) LEE Enterprise Business Intelligence Architect NIKE INC. (USA)
1030 - 1100	MORNING REFRESHMENTS & NETWORKING OPPORTUNITY	1530 - 1600	AFTERNOON TEA & NETWORKING OPPORTUNITY
1100 - 1215	INTERNATIONAL KEYNOTE PRESENTATION DIY BI & ANALYTICS - REAPING REWARDS & AVOIDING CHAOS WITH SELF-SERVICE BUSINESS INTELLIGENCE As the velocity of business increases, business users are less willing to wait for the IT department to create custom reports and analytics. Many users now expect to be able to interact with information and create their own views of data to address pressing business issues. At the same time, BI teams would like to offload report and analytics creation duties to users and focus on more value-added activities. Fortunately, a new crop of self-service BI and analytics tools promises to empower users while liberating the BI team from ad-hoc reporting tasks. To work, these tools must be easier to use than previous generations of BI tools, and give the BI team a measure of control over the semantic representation and use of back-end systems and oversight of the creation of standardised reports and dashboards for decision-making. CLAUDIA IMHOFF President & Founder INTELLIGENT SOLUTIONS INC. (USA) BOULDER BI BRAIN TRUST (USA)	1600 - 1700	INTERACTIVE EXPERTS PANEL DISCUSSION SESSION GETTING AGILE WITH DATA WAREHOUSING, BUSINESS INTELLIGENCE & ANALYTICS (Panelists TBC)
		1700 - 1830	NETWORKING DRINKS AND CANAPES

WHY YOU SHOULD ATTEND

This is a unique opportunity to interact up close and personal with three of the world's foremost Data Warehousing and Business Intelligence thought-leaders and educators. Colin White, Claudia Imhoff and Mike Ferguson are in high demand on the global speaking circuit, are experienced at consulting to both the end user and vendor community, and frequently run Data Warehousing and Business Intelligence courses on a variety of topics for organisations like The Data Warehouse Institute.

The agenda for this 2012 Down Under Tour has been especially selected for the Australasian market. The topics will be of value to everyone involved in Business Intelligence and Data Warehousing whether you are a Business User or in IT, a veteran or new to the field. The program includes interactive expert panel discussions on the hottest emerging topics, as well as the opportunity to network not only with the experts, but also your peers from other leading organisations. You'll return to the office with ideas, techniques and relationships that will successfully influence your BI plans and arm you with the latest and greatest thinking on this business critical topic.

AGENDA - DAY TWO DOWN UNDER TOUR 2012

0830 - 0900 COFFEE & REFRESHMENTS

0900 - 0915 WELCOME ADDRESS - MD - MICROSOFT

0915 - 1030 EXTENDED FOCUS SESSION

KNOWING YOUR CUSTOMERS: USING CUSTOMER ANALYTICS TO DRIVE REAL COMPETITIVE ADVANTAGE

In today's economy, making the right decision every time is more critical than ever - especially when dealing with your customers. The foundation for enabling better decisions is a solid analytics environment using trusted data. But this foundation is under stress not only to capture structured customer data but from the additional strain of capturing and analysing massive volumes of information generated by the Big Data revolution.

Most executives today would state categorically that Business Intelligence (BI) plays a crucial role in understanding and supporting their customers - but what exactly is this role? Is it simply as a supporting character? A back-stage-hand? Or should it be the star of your customer relationship management? What does the addition of Big Data really add to your understanding of customers? For example, many companies can segment their customers or determine their basic profitability - but these analytics may generate only a partial picture of customers. Sentiment analysis and social analytics can add a further understanding about who these people are - but are these new sources of data worth the effort to attain and analyse them? Furthermore, for customer analytics to be truly effective, they must be made available to all customer-facing personnel and attain the status of supporting fact-based decision-making used by the entire enterprise.

This seminar session will cover the timely topics:

- The factors you need to become a world-class customer-focused enterprise
- What types of analytics are needed
- Examples of companies using customer analytics and what makes them effective
- The characteristics these companies have in common for customer analytics
- What do you need to do to move your company toward this fact-based decision making environment

CLAUDIA IMHOFF President & Founder
INTELLIGENT SOLUTIONS INC. (USA)
BOULDER BI BRAIN TRUST (USA)

1030 - 1100 MORNING REFRESHMENTS & NETWORKING OPPORTUNITY

1100 - 1215 INTERNATIONAL KEYNOTE PRESENTATION
THE IMPACT OF BIG DATA ON BUSINESS

At present, there seems to be an almost continuous stream of announcements from vendors and analysts about the implications of "Big Data". This in turn has caused endless and heated debates from industry pundits about what the term actually means. The result is that many people now feel this term has become a meaningless and overhyped marketing buzzword. Although there is a certain degree of truth in this latter viewpoint, Big Data is nevertheless a useful buzzword because it reflects analytic solutions that were not easy or not previously possible to implement.

Many of these solutions can bring significant business benefit. The objective of this presentation is not to debate the meaning of Big Data, or its associated buzzword big data analytics, but to discuss use cases for new and evolving big data technologies and how the existing data warehousing environment can be extended to support them. It will:

- Review the many dimensions of big data and big data analytics: volume, velocity, variety, and workload complexity and agility.
- Discuss use cases and the benefits they can bring to the business
- Look at the technologies that support each of these use cases
- Explain how the existing data warehousing environment can be extended to support big data and big analytics

COLIN WHITE President & Founder
BI RESEARCH (USA)

1215 - 1300 INTERNATIONAL KEYNOTE PRESENTATION

SELF-SERVICE BI: THE BENEFITS OF COLLABORATIVE MOBILE COMPUTING

A popular axiom in BI vendor marketing is that we need to deliver information to business users in the format, and through the interface and device of choice. What this really means is we need to make information more consumable, usable and sharable. Recent developments that help here are the convergence of business intelligence with both collaborative computing and mobile computing. This convergence not only makes information more consumable, but also extends the reach of BI to a much wider audience. Deployment of these two technologies, however, requires careful evaluation and planning. Topics that will be covered here include:

- Determining what users want
- The convergence of BI with collaborative and mobile computing
- The role of search
- The impact of social computing technologies
- Supporting the mobile user
- Customer examples
- Best practices for supporting collaborative and mobile

Jointly Presented by:
COLIN WHITE & CLAUDIA IMHOFF

1300 - 1400 LUNCH

1400 - 1500 INTERNATIONAL KEYNOTE PRESENTATION

THE IMPACT OF NEW TECHNOLOGIES ON DATA INTEGRATION & DATA GOVERNANCE

This session looks at the current state of data governance within organisations and explores the impact that new technologies are going to have on Data governance going forward. For example what are big data technologies like Hadoop going to do to data governance initiatives? How should organisations respond to accommodate this? What should happen to make sure trusted data is consistently available? What should happen to govern information distribution once data is turned into information and made available to people in collaborative and social computing environments and on mobile devices? How do you stay in control?

Status report - where are we on Data Governance today?

What's working and what isn't?

- Pragmatic data governance - people, policies, processes and technologies
- How are new technologies going to affect data governance?
 - Big data e.g. Hadoop, NoSQL databases
 - Cloud computing
 - Self-service BI
 - Social media
 - Mobile devices
- How do these new technologies effect how you implement data governance
- What is the impact on metadata management, data modeling, data quality, data integration, data security?
- What must be done to supply consistent trusted data to data warehouses, big data stores, MDM and data virtualization to keep data governed?
- What effects governance outbound from trusted data stores?
- How do you govern information distribution from BI tools to collaborative workspaces and mobile devices?
- Total anarchy Vs total governance - where is the middle ground?

MIKE FERGUSON Managing Director
INTELLIGENT BUSINESS STRATEGIES LTD. (UK)

1500 - 1520 AFTERNOON TEA & NETWORKING OPPORTUNITY

1520 - 1550 THE AGILE PRACTITIONER'S PERSPECTIVE

THE RE-HUMANISING OF SYSTEMS DEVELOPMENT THROUGH AGILE PRACTICES

A discussion on the increased engagement, creativity, and satisfaction of agile team members with a tighter association and responsibility for the final BI product.

JAMES (JIMMY) LEE Enterprise Business Intelligence Architect
NIKE INC. (USA)

1550 - 1620 INTERACTIVE DISCUSSION FORUM

Here's a final opportunity to recap and discuss the issues raised over the past two days, to raise any unresolved challenges and pose final questions to our BI & DW brain trust.

1620 - 1630 CLOSING REMARKS FROM MICHAEL WHITEHEAD

ABOUT OUR KEY SPEAKERS



COLIN WHITE, PRESIDENT AND FOUNDER BI RESEARCH.

He is well known for his in-depth knowledge of leading-edge business intelligence and business collaboration technologies, and how they can be integrated into an IT infrastructure for supporting the smart and agile business. With over 35 years of IT experience, he has consulted for dozens of companies throughout the world and is a frequent speaker at leading IT events. Colin has written numerous articles and papers on business intelligence and data management and writes for the Business Intelligence Network and leading industry journals.

BI Research is a leading research, education and consulting firm helping companies understand and benefit from evolving and leading edge technologies in the areas of business intelligence and data management. It has a worldwide reputation for its in-depth technical expertise and for helping its clients exploit modern information technologies to optimize and improve the efficiency of their business operations.



CLAUDIA IMHOFF, PRESIDENT AND FOUNDER INTELLIGENT SOLUTIONS, INC.

A thought leader and practitioner in the rapidly growing field of business intelligence – Claudia Imhoff, Ph.D. is a popular analyst and dynamic speaker on business intelligence and the infrastructure to support these initiatives – the Corporate Information Factory (CIF). She has co-authored five books on these topics and the architectures supporting them and writes articles and research papers (totaling more than 100) for technical and business magazines. She has served as an expert on DW and BI for the B-EYE-Network.com for over 6 years.

She has also served on the Board of Advisors for DAMA International and was chosen by the DAMA organizations to receive the 1999 and 2005 Individual Achievement Awards. She is an advisor for and was bestowed the title of Fellow of the Data Warehousing Institute and she is the Founder of the Boulder BI Brain Trust (BBBT), a membership-only consortium of more than 40 independent BI consultants, practitioners, and analysts worldwide.



MIKE FERGUSON, MANAGING DIRECTOR INTELLIGENT BUSINESS STRATEGIES LTD.

As an analyst and consultant he specialises in business intelligence, data management and enterprise business integration. With over 30 years of IT experience, Mike has consulted for dozens of companies on business intelligence/corporate performance management strategy, technology selection, enterprise architecture, business integration, MDM and data integration.

He has spoken at events all over the world and written numerous articles. Mike is a resident expert on the B-EYE-Network, providing articles, blogs and his insights on the industry. Formerly he was a principal and co-founder of Codd and Date Europe Limited – the inventors of the Relational Model, a Chief Architect at NCR on the Teradata DBMS and European Managing Director of Database Associates. He teaches popular master classes in New Technologies for Data Warehousing and BI, Operational BI, Enterprise Data Governance, Master Data Management, Data Integration and Enterprise Architecture.

ABOUT OUR KEY SPEAKERS



JAMES (JIMMY) LEE, ENTERPRISE BUSINESS INTELLIGENCE ARCHITECT NIKE INC.
As an experienced data architect, Jimmy Lee has been in the trenches implementing data warehousing and BI solutions since 1997. He has been working in Information Technology since 1994, and his experience spans “Big 6” consulting, independent consulting for both small and large companies, and working for a number of large corporations where he has served as both a technical leader and resource manager.

He is passionate about data modeling and has served on the board of his local DAMA chapter for the past 10 years. He also serves on the CIS Advisory Committee for the Portland Community College, helping to align that institution’s curriculum with the needs of industry. James is an engaging speaker and has presented at numerous vendor conferences and DAMA chapter meetings.



MICHAEL WHITEHEAD, CEO AND FOUNDER WHERESCAPE

A data warehousing industry veteran, Michael has spent more than a decade designing and building commercial data warehouses for customers in a wide variety of industries.

WhereScape design, develop, sell and support WhereScape 3D, the industry’s first data warehouse planning tool; and WhereScape RED, the industry’s first and best integrated development environment for building, deploying, managing and renovating data warehouses. WhereScape is used by thousands of users at hundreds of organizations all over the world to plan and build data warehouses and data marts right, now.

WHO SHOULD ATTEND

- **CIOs and CTOs** concerned with improving the decision support systems they’re charged with providing for the business units within their organisation
- **CFOs, General Managers & Business Leaders** who want to stay abreast of what is driving the next wave of innovation, competition and productivity
- **Enterprise & Data Architects** who want to understand how data warehousing and business intelligence are evolving and how that will affect the future of their enterprise technology architecture.
- **Data Warehouse Designers and Developers** who will need to incorporate new features into their existing warehouses.
- **Business Intelligence & Analytics Managers** who want to discover the latest technologies and successful best practices that are driving real business outcomes
- **Capacity Planners and Storage/Performance Managers** concerned about how to improve warehouse performance and ensure that their systems are prepared for the workloads required when storing and analysing unstructured data in the warehouse.
- **Business and Financial Analysts** interested in learning how to enhance the quality of analytical support they can provide their organisations.
- **Data Architects and Data Quality Specialists** responsible for integrating new sources of data into the warehouse and ensuring the quality of that data.
- **DBAs** concerned with designing and managing the underlying databases.
- **Business and Technical Consultants** who need to assess the maturity of new technologies, weigh the pros and cons, and make recommendations to clients on technology investments.
- **Departmental and Line Managers** responsible for improving the performance of their business units through the more effective use of information.
- **Strategic Planners** who need to incorporate huge amounts of formal analysis - from both structured and unstructured sources - into their business assessments and projections.

AUTHORISATION DETAILS

Organisation			
Address			
State		Postcode	
Contact Name		Signature	
Email Address			
Phone		Fax	

ATTENDEE DETAILS

	Name	Title	Email
Attendee 1			
Attendee 2			
Attendee 3			

If you have a Promotional Code entitling you to the Members Ticket price, please fill in your code in the space provided below.

--	--	--	--	--	--	--	--	--	--	--

Method of Payment

Payment is required within 5 business days of receipt of invoice.

Please mark your preference: INVOICE & DIRECT TRANSFER CREDIT CARD

Please debit my: VISA MasterCard American Express

Credit Card No:

--	--	--	--	--	--	--	--	--	--	--

 Security Code:

--	--	--	--	--

Card Holders Name

Signature _____ Exp. Date: / / Request Tax Invoice

SYDNEY SUMMIT PRICES

- STANDARD SINGLE TICKET: AUD\$1,795.00 + GST = **AUD\$1,974.50**
- 10% GROUP BOOKING DISCOUNT (3 or more people): AUD\$1,615.50 + GST = **AUD\$1,777.05**
- 15% EARLY BIRD (before 31 Jan 2012) & MEMBERS DISCOUNT: AUD\$1,525.75 + GST = **AUD\$1,678.33**
- 20% GROUP EARLY BIRD (before 31 Jan 2012) & MEMBERS DISCOUNT (3 or more): AUD\$1,436.00 + GST = **AUD\$1,579.60**

Terms and conditions: 1. **Fees:** Payment of fees includes event entry, program materials, meals/ refreshments and access to Enterprise IQ CoP Ecosystem Portal for a period of 12 months from the date of the event. 2. **Payment Terms:** Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: Payment must be received prior to the event date, except with the express consent of Enterprise IQ Pty Ltd. A receipt will be issued on payment. Due to limited event space we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in Australian dollars. Credit Card payments may attract a 5% surcharge 3. **Cancellation/Substitution:** Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed booking form/contract has been received by Enterprise IQ Pty Ltd (as defined above). Cancellations must be received in writing by mail or fax four (4) weeks prior to the day on which the event begins, in order to obtain a credit voucher representing 50% of the total fee to be utilised against the costs of attending any future Enterprise IQ event, or on any other Enterprise IQ product or service. Thereafter the full event fee is payable and in non-refundable. Payment terms are five (5) days and payment must be made prior to the start of the event. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in the case of a dispute or cancellation of this contract that Enterprise IQ will not be able to mitigate its losses for any less than 50% of the total contract value. If for any reason, Enterprise IQ decides to cancel or postpone the event, Enterprise IQ is not responsible for covering airfare, hotel or other travel costs incurred by clients. The event fee will not be refunded, but can be credited to a future Enterprise IQ event, or in exchange for goods and services to the same dollar value from Enterprise IQ. Event program content is subject to change without notice. 4. **Copyright:** All

intellectual property rights in all materials produced or distributed by Enterprise IQ in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is strictly prohibited and will be enforced by Enterprise IQ to the full extent of the law. 5. **Privacy/ Data Protection:** Personal information is collected, stored and used by Enterprise IQ in accordance with all relevant Privacy and Spam legislation. You (the Client) have requested to receive marketing and other information from Enterprise IQ and in so doing the Client agrees to Enterprise IQ retaining such personal information on the Enterprise IQ group database to be used by Enterprise IQ and passed to selected third parties to assist in communicating products and services which may be of interest to the Client, by letter, telephone and fax (including automatic dialling), email and other electronic means. If the Client requires further information about the data collected, to update the Client's record, or to be removed from the Enterprise IQ database to stop receiving information, please inform Enterprise IQ Pty Ltd, Daniel McMurray, MD, (email address: info@enterpriseiq.com.au) Tel: +61 2 9977 7302. For training and security purposes, calls may be recorded or monitored. 6. **Important notice:** While every reasonable effort will be made to adhere to the advertised package, Enterprise IQ reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that Enterprise IQ permanently cancels the event for any reason whatsoever, (including, but not limited to, any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another Enterprise IQ event or in exchange for goods and services from Enterprise IQ of equivalent dollar value. No refunds, part refunds or alternative offers shall be made. 7. **Governing law:** This agreement shall be governed and construed in accordance with the law of NewSouth Wales and the parties submit to the jurisdiction of the Courts in Sydney. However, Enterprise IQ only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's Head Office is located.