

FROM THE DESK OF BILL INMON

Denver, Colorado -- August , 2013

I'd like to introduce you to a terrific event: **BIG DATA AND ENTERPRISE ARCHITECTURE CONFERENCE 2013** in Washington, D.C. at the Crystal City Hilton **November 20-22, 2013**, that will discuss practical experiences of some of the greatest organizations ever (NASA, DHS, IBM, NSF, NIH, DoD) sharing their award-winning projects dealing with BIG DATA as applied to Enterprise Data Management, Data Warehousing, Business Analytics, BIG DATA Use Cases and the latest technologies, tools and techniques, combined with my tried and true experiences and knowledge on this subject, all in a one-of-a-kind single program entitled:

[BIG DATA AND ENTERPRISE ARCHITECTURE 2013](#)

At the **HILTON HOTEL**, 2399 Jefferson Davis Highway, Arlington, Virginia (minutes from the Washington Mall and Metro, Crystal City Shops, and Olde Town Alexandria Restaurant Row) adjacent to Reagan National Airport.

[Conference Day Highlights - Friday, November 22, 2013](#)

- **Bill Inmon's Latest Breakthroughs in LINKING DATA WAREHOUSING ARCHITECTURE AND BIG DATA TO UNSTRUCTURED DATA** technologies and tools including the impact of BIG DATA within the next few years. He is well known as the "Father of Data Warehousing", World-leading Authority, Author of over 50 books and 650 articles, Computer World's TOP 10 in IT.
- **NASA's Goddard Space Flight Center CIO, Adrian Gardner**, will discuss the nation's "**Unmanned Space Programs**" from **Earth Observatory to Hubble and Deep Space Exploration**, and will describe the BIG DATA aspects of their architecture and analytics, the use of Data Warehousing, and World-Leading Technologies in order to manage and store the massive amounts of information NASA uses.
- **IBM's Data Evangelist and Leading Authority on BIG DATA, James Kobielus**, will overview the industry's **EXPLODING UNIVERSE OF BIG DATA USE CASES AND APPLICATIONS** in the financial services, government, healthcare, retailing, energy and utilities and "smarter cities" industries, as well as highlight the leading technologies including a segment on "machine learning" and Super Computers featuring the **Watson Super Computer**. He will cover NoSQL Databases, HADOOP, Mongo, Massively Parallel Enterprise Data Warehousing, Stream Computing, Cloud Computing, and many other technologies.
- **PRESIDENTIAL INITIATIVE ON BIG DATA RESEARCH AND DEVELOPMENT, Suzi Iacono, Co-Chair of the BIG DATA Steering Group, National Science Foundation**, will cover the major programs the **White House, Office of Science and Technology Policy (OSTP)** has coordinated to find solutions to leading challenges to our nation's most pressing problems in the arena of **BIG DATA Analytics and Data Management** Included are BioMedical Research, Scientific Discovery, Defense/Intelligence, UC Berkeley's Expeditions in Computing, USGS Earth System Science, DARPA's XDATA program, National Institutes of Health Genome Mapping using Amazon Cloud, Dept of Defense Warfarer and many others, to keep the U.S. more competitive.
- **BIG DATA ANALYTICS REQUIRES BIG DATA GOVERNANCE AT DEPARTMENT OF HOMELAND SECURITY (DHS)** will be covered by **Michael Simcock, Chief Data Architect**. He will discuss Latest Big Data Analytics to Secure Borders, Manage Immigration, Respond to Situations, Information Sharing and Data Tag Strategies.

[Bill Inmon Seminar Day Highlights - Thursday, November 21, 2013 : Architecting for Business Intelligence and Data Warehousing - Integrating the Structured and Unstructured Data World](#)

Using Real World Cases Studies, I will show how to optimize your data warehousing and business intelligence capabilities, integrating both structured and unstructured data, and leveraging existing infrastructure you have already built. The **BILL INMON SEMINAR** is the one-day tutorial that will overview how to integrate both structured and unstructured information that permeates throughout every organization. It will show in a simple straightforward 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 ”

This is a One-Day intensive Overview of Unstructured Data and How to Utilize and Leverage it to your advantage in your own organization.

Mike Hermida - Seminar Day Highlights - Wednesday, November 21, 2013: Data Warehousing Architecture and Design: A One-Day Tutorial - New Section on BIG

DATA Data Warehousing has taken hold throughout the business world and is providing great insight into business performance, and timely information to allow decision makers to enhance this performance. This tutorial highlights all aspects of Data Warehousing and Data Marts and BIG DATA from Architecture, Design, Data Modeling to Warehouse Management Roles and Responsibilities, Data Accessing and Reporting. Practical approaches and techniques are contained throughout the presentation on the business, technical, and organizational aspects of data warehousing. The seminar format is very interactive. Mike brings his experience having been an architect on the Spacelab and Space Shuttle Programs, IRM Manager at IBM, and popular lecturer and consultant world-wide.

"This is a Must for any Manager, Technical or Professional Person who Maintains, Develops, Plans or is contemplating projects in the Data Warehousing or Data Management arena. "

I will be leading this event in November and I believe it is the only vendor-independent conference of this kind that will present such world-famous organizations and their valuable user experiences on the subject of BIG DATA Analytics, technologies and techniques. I hope to see you there!

**Bill Inmon
Chief Technology Officer
Inmon Consulting**

- **To find out more information go to <http://www.DMForum.org/>**
- **Call for Additional Information: Call (516) 221-5560**
- **Email registration@dmforum.org**
- **Vendor Opportunities Exhibit// Speak: Email coordinator@dmforum.org:**
- **ALL ABOUT BIG DATA (2-DAYSEMINAR – NYCITY Feb 2014)
featuring Krish Krishnan Email: coordinator@dmforum.org**