

BIG DATA and Enterprise Architecture 2014

Featuring Bill Inmon

June 11 (Wed)–June 13 (Fri) 2014 ♦ New York City ♦ Hotel Pennsylvania

(7th Avenue & 32nd Street near Herald Square ♦ Minutes from Times Square, Theatre District & Restaurant Row)

Theme: Award-Winning Data Warehousing Programs and BIG DATA

Hear All About BIG DATA at LINKED-IN, EBAY, UPS and IBM

(Real-Life Experiences and BIG DATA Use Cases)

Enjoy 3 Full Days of Data Warehousing and BIG DATA Real-Life Experiences

Pre-Conference Seminar (Full-Day Tutorial – Thursday, June 12 - 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)

(How BIG DATA/Unstructured Data Will Influence the Data Management World in Next Few Years)

Bill Inmon, President and Chief Technology Officer, Inmon Consulting

“Father of Data Warehousing, World Leading Expert and Popular Seminar Leader”

(Co-Author: "Building the Unstructured Data Warehouse", Computer Worlds "Top 10 in IT")

Pre-Conference Seminar (Full-Day Tutorial – Wednesday, June 11 - Prior to Conference Day)

**BUILDING THE DATA WAREHOUSE IN THE AGE OF
BIG DATA ANALYTICS: LATEST TOOLS AND TECHNOLOGIES**

Krish Krishnan, President and CEO, Sixth Sense Advisors, Inc

Author: "Data Warehousing in the Age of BIG DATA",

Faculty Member, The Data Warehouse Institute (TDWI),

Chief Technology Officer of Forest Rim Technology, LLC,

“BIG DATA Evangelist and World Leading BIG DATA Expert, Popular Seminar Leader”

“This is a Must-Hear One-Day Intensive Overview of the Future World of BIG DATA and How to Utilize and Leverage it within Your Own Organization as Presented by one of the World’s Leading Experts”

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

Conference Day Program: Moderator: Anne Marie Smith, DAMA International

Featured Opening Keynote:

♦ **ROLE OF UNSTRUCTURED DATA IN THE BIG DATA WORLD**

Bill Inmon, President and Chief Technology Officer, Inmon Consulting

The World-Leading Authority and Monthly Columnist, Information Management & B-EYE-Network

(Best Known as “The Father of Data Warehousing”, Author of over 50 books and 650 Articles worldwide,

Discusses break-throughs in Big Data Use Cases, Data Warehousing and Business Intelligence Technologies)

Featured User Experience Presentation:

♦ **LINKED IN: DATA WAREHOUSING IN THE AGE OF BIG DATA**

Rajappa Iyer, Data Warehousing Architect at LinkedIn.

(Petabyte Scale Warehousing, Big Data Analytics Driving Products and Insights, ETL WorkFlows,

Industry-first MetaData Manager integrates Hadoop and RDBMS information)

Featured User Experience Presentation:

♦ **EBAY’S STORY: BIG DATA WAREHOUSING AND AGILE DATA ARCHITECTURE**

Mark Uksusman, Manager, Information Architecture at eBay

(Hear how eBay deals with Massive Volumes of Data and Metadata using real time Data Streaming,

Web-Based Analytics, In-Memory Databases and NoSQL platforms integrating with more traditional

data processing such as RDBMS, ETL , EDW, Hadoop, Enterprise Data Models and the Global Directory.

Featured Technology Presentation:

♦ **BIG DATA ANALYTICS: AN EXPLODING UNIVERSE OF APPLICATION DATA**

James Kobielus, Big Data Evangelist and Program Manager at IBM

(Hear from one of world’s Leading Experts and Authors, about Machine Learning Projects like WATSON

Super Computer, NoSQL, HADOOP, Mongo, Massively Parallel Enterprise Warehousing, Stream Computing,

Cloud Computing, Use Cases in Government, Financial Services, Energy & Utilities, HealthCare, Retailing)

Featured User Experience Presentation:

- ◆ **ENTERPRISE DATA WAREHOUSING AND BI AT UPS...SUPPORTING THE WORLD'S LARGEST DELIVERY COMPANY**

Kevin DeFeo, Systems Director, UPS Business Information And Analysis

(Listen to How the UPS Enterprise Data Warehousing and Repository Program Supports world-wide Global Organization integrating Lines of Business, Enabling BI, Analytics and Reporting)

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)			
Overview of DAMA International by Anne Marie Smith, Moderator, DAMA International			

SEMINAR PROGRAM: (Details For Both Seminar Days Below)

Seminar Program Day Two:(Full-Day Tutorial – JUNE 12 – One Day 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 Government Information Factory, Computer Worlds “Top 10 in IT”)

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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	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.

Seminar Program Day One:(Full-Day Tutorial – JUNE 11 – Two Days Prior to Conference Day)

♦ BUILDING THE DATA WAREHOUSE IN THE AGE OF BIG DATA ANALYTICS: LATEST TOOLS AND TECHNOLOGIES ♦

Krish Krishnan, President and CEO, Sixth Sense Advisors, Inc

Author: "Data Warehousing in the Age of BIG DATA",

Faculty Member, The Data Warehouse Institute (TDWI),

Chief Technology Officer of Forest Rim Technology, LLC,

“BIG DATA Evangelist and World Leading Expert, Popular Seminar Leader”

“This is a Must-Hear One-Day Intensive Overview of the Future World of BIG DATA and How to Utilize and Leverage it within Your Own Organization as Presented by one of the World’s Leading Experts”

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SEMINAR PROGRAM:

SEMINAR TOPICS COVERED		
Definition of Big Data Environment	The Five V’s of Big Data (V5)	BIG DATA Governance
Types of Big Data / Data Sources	Topical, Social, Temporal View	Data Streaming Applications
What is HADOOP/How Does it Work	Dremmel and Spanner	Business Drivers of High Volume
HDFS / Map Reduce / Latin / Pig Latin	Complex Event Processing (CEP)	Streaming Analytic Query (CQL)
Distributed Servers (Amazon EC2)	Semantic Processing (OWLIM)	Document Oriented Databases
Hybrid Architectures	Workflow Engines (OOZIE)	Workflow Balancing / Scalability
Distributed Processing (Map/Reduce)	Distributed Storage-Amazon S3)	Distributed File Systems (DFS)
SCRIBE and Logging Vehicles	Streaming Data Collection (Flume)	Columnar Databases (HBASE)
Linking Relational Database (e.g.Sqoop)	Building Unstructured Databases	Machine Learning Library(Mahout)
Clustering and Classification	NoSQL Database (e.g. Mongo)	CouchDB, VoltDB, ZooKeeper
Graph Databases and Visualization	Role of Data Modeling	Taxonomies and Ontologies
ETL: Unstructured/Structured	Metadata Sharing/Integration	Cassandra, Redis, HBase
Innovative Data Integration	Smart Sampling / Data Mining	Fortune 500 Typical Applications
Big Data Lifecycle	Best Practices / Best Technologies	Workload Driven Design
Practical Considerations	Future Trends & Technologies	Best of Breed Tools & Techniques

WHAT YOU WILL LEARN
Defining Big Data – What Is It and How Best To Utilize It
The Major Architectural Components of BIG Data – How They Fit Together
Big Data Technologies and How to Decide the Best for Your Organization
Linking Traditional Databases to the BIG DATA Environment
Data Management in Big Data Era: The Challenges and The Opportunities
Why so many Versions of HADOOP: Apache, IBM, Oracle, Google, Amazon, etc.
Implementing Moneyball Techniques to Leverage Big Data – The Role of Analytics
How to Architect Your Enterprise to Optimize Business Intelligence for BIG DATA
Why Globalization is Driving Integration and Massively Parallel Processing of Big Data
Best Practices For Managing Structured, Semi-Structured and Unstructured Big Data
What are the Leading Vendors in the BIG DATA Space: Databases, Reporting Tools, Query Languages
How do you achieve Scalable Data Analysis and Visualization (SDAV)
What Kinds of Applications Require GeoSpacial Analytics, Textual Disambiguation, Workload Isolation
How does the Usage of Mobile Communications and Social Media support your Big Data Projects
What are Crowd Sourcing, Longtail and Gamification Strategies
How Should you use the Forrester Wave Product Evaluation / Selection Criteria
White House Office of Science and Technology Policy (OSTP) - BIG DATA Research & Development Program (Co-Led by NIH and NSF): What Kinds of Applications and Overview of Technologies
Case Studies - Realizing Incredible Potential for Totally New Applications

SEMINAR ABSTRACT

Since the dawn of time up until 2003 mankind has created 2 exabytes of data, but today at least that much data is created each and every day. This means that standard traditional databases and tools cannot process the huge volumes of data, nor can they discern and separate the "High Value" from the "Low Value" data in order to support analytical insights. David Menninger of EMC says "we used to ask whether we could afford to store information...today we ask whether we can afford to throw it away ". Five years ago, a scalable relational database cost \$100k per terabyte and \$20k per year maintenance, but today you can store the same amount of information for \$1200 per year. It is no longer a technology decision but an economic one as the technical capabilities have progressed light years ahead in a relatively short amount of time.

The world of Data Warehouse has been evolving rapidly over the last three years into an ecosystem that is architected with traditional data, Big Data, real time data, semantic interfaces, complex algorithms, new infrastructures and serves the analytical needs of users including mobile platforms. This seminar will be a two-day interactive session on how to understand the impact of Big Data on Data Warehousing. Does every enterprise need to adopt to the new evolutions of the Data Warehouse? Do the new components of the Data Warehouse provide real additional insights that can be harnessed to enable transformations in the enterprise? Does ETL have a future? How does one build new analytical platforms? Who is a data scientist and what role should that person play in your architecture?

According to James Kobiellus, IBM's Big Data Evangelist, today's BIG DATA Developers must wrangle with a plethora of SQL-Like languages for big data access including HiveSQL, Cassandra QL, JAQL, SQOOP, Sparkll, Shark and DrQL. How do you navigate across the myriad of products and available tools? How can the Forrester Wave Vendor Ranking and Evaluation Criteria be used to study and select what is best for your organization's needs? What types of applications are typically being implemented?

According to Ralph Kimball, "Data Warehousing has been demonstrating the value of data-driven insights for at least 20 years, ...but recently "many enterprises are looking seriously at unstructured data for the first time..." and it is going mainstream. How do you effectively link unstructured data, semi-structured data and classical relational data together to support your information architecture in order to meet the business needs and goals of your organization?

This seminar provides you a one of kind perspective on both the business and IT side of Big Data and the Data Warehouse. It includes live examples and real world case studies that will enable you to understand this subject. You will gain insights into the new age of Data Warehousing, how the new technologies are changing the way we design and build data warehouses, what will the new generation of reports and analytics look like and who are the companies that have forayed into this new world.

This one-day seminar will address these questions and many others related to BIG DATA. Practical approaches and techniques are contained throughout the presentation on the business, technical, and organizational aspects of Big Data. It will also address the skill sets required to support BIG DATA applications and BIG DATA Architectures. The seminar format is very interactive with attendee questions encouraged throughout the day, and attendee experiences shared as time permits.

WHO SHOULD ATTEND

This seminar is intended for business and IT Management and Executives and Technical Staff Interested in the Concepts and Usage of BIG DATA including: Project Directors, Data Warehousing, Data Architecture or Database Management executives and staff, Developers, Managers and Technicians responsible for planning, design and implementation, Data Stewards and Custodians, Architects, Metadata personnel, and anyone looking for a clear concise overview of data management and architecture as it relates to BIG DATA tools, technologies, techniques and applications. This is a "One-of-a-Kind" Intensive Tutorial Assuming no pre-requisite knowledge of BIG DATA.

KRISH KRISHNAN'S BIOGRAPHY

Mr. Krishnan is a recognized expert worldwide in the strategy, architecture and implementation of high performance data warehousing and database solutions. As Special Advisor to Bill Inmon (“The Father of Data Warehousing”) and TDWI Instructor and Author (The Data Warehouse Institute), he is a visionary data warehouse thought leader, ranked as one of the top 25 data warehouse consultants in the world, and an independent analyst, writing and speaking at industry leading conferences, user groups and trade publications. He has authored three eBooks, over 125 plus articles, viewpoints, whitepapers and case studies in Big Data, Business Intelligence, Data Warehousing and Data Warehouse Appliances and Architectures. He has co-authored a book with Bill Inmon entitled “Building The Unstructured Data Warehouse”, the ground-breaking publication upon which Bill Inmon’s “Unstructured Data” Seminar is based.

A recognized authority on Unstructured Data Integration, text mining and text analytics, along with Bill Inmon, he is promoting the next generation of data warehousing, primarily on DW 2.0 platforms with unstructured data integration and social intelligence as key areas in BIG Data and Analytics.

Specialties: Performance Tuning VLDBs (250TB+), Social Media Analytics, High Performance Data Warehouse Architecture and Design, Hadoop, BIG Data, NoSQL, Text Mining, Deep Network Analytics, Neural Networks, Artificial Intelligence.

Look for Krish Krishnan's articles on BIG DATA Analytics as Data Management Forum will be working with other publications during the 2014 time span including IBM's Data Magazine, Information Management Magazine (Source Media) and DataBase Trends and Applications Magazine, as well as publishing many of these articles in the Data Management Forum eNewsletter.

Full-Day Seminars Include:

Seminar Workbook	Book & IPOD Raffles	Refreshment Breaks	Continental Breakfast
Discounts for Government / Academic, DAMA, Groups of 3 or More (see website for details)			
Come Network with Your Peers and Listen to the Highest Regarded Experts in the Industry			

PRICING FOR CONFERENCE:

BIG DATA AND ENTERPRISE ARCHITECTURE 2014 EVENT PRICING			
Attendee Registration Options		Early Fee (before May 10)	Standard Fee (May 10 & after)
Conference Day and Seminar Days (June 11 - June 13)	Regular Fee:	\$1650	\$1800
	Member Discount:	\$1500	\$1650
	<small>(Government / Academic, DAMA or Groups of 3 or More)</small>		
Conference Day Only (Friday June 13)	Regular Fee:	\$550	\$600
	Member Discount:	\$500	\$550
	<small>(Government / Academic, DAMA or Groups of 3 or More)</small>		
Seminar Day Two Only (Thurs June 12) Bill Inmon Seminar	Regular Fee:	\$550	\$600
	Member Discount:	\$500	\$550
	<small>(Government / Academic, DAMA or Groups of 3 or More)</small>		
Seminar Day One Only (Wed June 11) Krish Krishnan Seminar	Regular Fee:	\$550	\$600
	Member Discount:	\$500	\$550
	<small>(Government / Academic, DAMA or Groups of 3 or More)</small>		
Non-Attendee CD ROM Only	Regular Fee:	\$500	

Note: Free Cancellation Prior to Monday April 28, 2014 in writing (substitutions always permitted thru June 13, 2014)
Large volume Discount for Groups of 5 or More – Contact registration@dmforum.org

REGISTRATION DETAILS:

To Register or for More Details: <http://www.dmforum.org/>

☞ Call: (516)221-5560 or Email: registration@dmforum.org

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On HomePage Top Left Corner Click on: “ADD YOUR NAME TO MAILING LIST”

☞ To **DOWNLOAD** information About **The Conference Program JUNE 11-13, 2014**
<http://www.dmforum.org/portal/14AttendeeNYJUN.pdf>

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Click Below – Gold and Platinum Options, Speaking and Exhibiting Spots Still Available:
<http://www.dmforum.org/portal/14vendorPkgforNYJUN.pdf>

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to advancing the professions of Information Management

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