

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 BIG DATA Programs
Hear All About BIG DATA at LINKED-IN, EBAY, UPS and IBM
(Real-Life Experiences and BIG DATA Use Cases)

It is my pleasure to invite you to participate in this year's premier single day conference on data warehousing, the **BIG DATA AND ENTERPRISE ARCHITECTURE CONFERENCE 2014 featuring Bill Inmon**. This event is the 23th annual event sponsored by DAMA National Capital Region and Data Management Forum. Conference Day takes place Friday, June 13, 2014, at the Hotel Pennsylvania, 401 Seventh Avenue and 33rd Street, minutes from the *Times Square Theatre District, Penn Station and Restaurant Row in midtown Manhattan (directly across from Penn Station one block from PATH)*. Anne Marie Smith, DAMA International Board of Directors, will be overseeing DAMA International, and will be moderating this event. A program summary can be downloaded in PDF format by going to website below and clicking on "Download Program Summary" (highlighted in yellow) <http://www.damforum.org/>

This event is described by past attendees as one of this year's most anticipated special events on BIG DATA, Data Warehousing, Business Analytics and Enterprise Architecture. Bill Inmon, "The Father of Data Warehousing", will provide a Pre-Conference One-Day Seminar (Thursday June 12) on "**Architecting for Business Intelligence and Data Warehousing: Integrating the Structured and Unstructured Data World**" as well as provide the opening keynote to Conference Day. Krish Krishnan, TDWI Instructor and author of the recent book "Data Warehousing in the Age of BIG DATA", will provide a one-day tutorial all about Big Data entitled: "**Building the Data Warehouse in the Age of BIG DATA Analytics: Latest Tools and Technologies**". Krish is Chief Technology officer of Forest Rim Technology LLC, and a recognized expert in BIG DATA Technologies (Author of numerous articles in IBM Data Magazine and popular Seminar Leader). Conference Day will feature among the most prominent organizations implementing projects and able to share practical experiences in the BIG DATA arena including EBAY, LINKED IN, UPS and IBM.

Theme and Program

This year's theme is:

Award-Winning BIG DATA Programs – Best Practices in Technologies and Techniques

The conference speakers are among the world's best known experts in the BIG DATA, data warehouse, enterprise architecture and information management arena, and represent the leading organizations in the field (Program Attached). The past few keynotes have included such luminaries as **John Zachman, Ralph Kimball and David Marco**. This year we are honored to have assembled the foremost speakers ever included on this subject.

Speaker Sessions Summaries

Since the dawn of time up until 2003 mankind has created 2 exabytes of data, but today at least that much is created each and every day. This means that 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. The world of data management has evolved rapidly just over the last three years, into an ecosystem that is architected with traditional data, Big Data, real-time data, unstructured data, semantic interfaces, complex algorithms, new infra-structures, cloud computing, massively parallel computing, machine learning, and many more technologies, all to serve the analytical needs of customers world-wide.

In the Federal Sector, the amazing speed with which this technology has progressed has led President Obama in March of 2012 to launch the Presidential Initiative on BIG DATA Research and Development, to capitalize of the fast growing data in today's world. By investing in over \$200 Million dollars as an initial investment, federal agencies hope to extract more information and better analysis in order to make better decisions that drive growth and efficiency. The goals of this effort are:

- To advance the state-of-the-art core technologies needed to collect, store, manage, analyze and share huge quantities of data
- Harness these technologies to accelerate the pace of discovery in Science and Engineering enabling the United States to become more competitive
- Expand the workforce needed to develop and use BIG DATA technologies

Coupled with analytics, BIG DATA can pinpoint waste in government spending, prioritize resources and help provide better service to citizens. There is also huge potential for benefits in the Defense and Intelligence area, Health Care and Finance arenas, Science and Technology. This conference will open a window to activities in both the private and public sectors regarding existing "use cases" and applications, current "real world" projects underway, as well as to future goals, challenges and expectations of what can be accomplished in tomorrow's enterprise architecture and ecosystem of technologies utilizing the capabilities of BIG DATA.

Bill Inmon, featured opening keynote, **President and Chief Technology Officer, Inmon Consulting, "The Father of Data Warehousing"**, speaking on **THE ROLE OF UNSTRUCTURED DATA IN THE BIG DATA WORLD**.

This year's featured keynote, Bill Inmon, President and Chief Technology Officer, Inmon Consulting, has been best known as "The Father of Data Warehousing". In addition, he has been a leading authority on the "World of Unstructured Data", and How to Integrate with the traditional information and databases. Bill will overview what he envisions to be the "Next Generation of Data Warehousing" and show how this technology is redefining itself.

Bill will illustrate how break-throughs in BIG DATA, Data Warehousing Methods, Tools and Approach are shaping Enterprise Architecture within the major corporations, governments and businesses on a world-wide basis, while citing from practical applications developed throughout the industry. Bill has been developing a blueprint for future data warehousing design and development. Within this framework, Bill describes how some important new architectural features are intertwined – the life cycle of data, the need to connect unstructured data with structured data, the need to tightly intertwine metadata with the warehouse itself, the need for an enterprise metadata repository – all these features are vitally important for the next generation of data warehousing.

This program focus will be on some of the most famous organizations and their Success Stories in BIG DATA Analytics, Data Warehousing and Business Intelligence. Featured User Experience Speakers include:

Rajappa Iyer, Data Warehousing Architect at Linked In, an organization world renowned for its innovations in structuring and utilizing BIG DATA Analytics, speaking on LINKED IN: DATA WAREHOUSING IN THE AGE OF BIG DATA.

The LinkedIn website and organization has offered up a storehouse of challenges in the BIG DATA arena for processing, parsing, storing, analyzing and culling insights from massive amounts of information, and Raj Iyer has been at the center of this activity at Linked In. He will discuss Petabyte Scale Warehousing, ETL Workflows, and show how Big Data Analytics is driving the discovery of crucial business insights and innovative products within his organization. Raj will describe an industry first in using the Metadata Manager capabilities to integrate Hadoop-Based Data with more traditional Relational Database Information. He will itemize the practical use cases currently being implemented at Linked In and overview the toolsets, databases, and key technologies being used to build on their existing business strategies

The featured User Experience Presentation will be given by Mark Uksusman, Manager of Information Architecture at eBay. He will speak on: EBAY'S STORY: BIG DATA WAREHOUSING AND AGILE DATA ARCHITECTURE.

eBay, Inc. deals with a massive volume of data and associated metadata. Having implemented one of the world's largest data warehouses, eBay has over 350 well documented data models containing over 6,000 production tables, 60,000 columns plus business glossaries, domain models, and security information for two of the world's largest data warehouses. They need to easily share and utilize information as a corporate asset across the organization. Customers include business users, data architects, DBA's, system analysts and security officers. This presentation discusses the components of eBay's enterprise data warehousing and metadata solution that supports eBay's big data analytics and agile data warehousing. Mark will discuss some of the latest techniques and technologies being implemented at eBay including Real-Time Data Streaming, Web-Based Analytics, In-Memory Databases, and NoSQL Platforms. He will discuss the use of Hadoop and Non-Hadoop information, Parallel Processing Configurations, as well as more traditional use of Relational Databases, Enterprise Data Models and Global Directory. The intent is to give you.... their customers.... a peak under the hood at the more technical aspects of eBay's Information Architecture.

The featured Technology Presentation will be James Kobielus, Data Evangelist and one of the world's leading experts on BIG DATA who will speak on: BIG DATA ANALYTICS: AN EXPLODING UNIVERSE OF APPLICATION DATA.

James Kobielus is an industry veteran and serves as *IBM's big data evangelist*. He spearheads IBM's thought leadership activities in Big Data, Hadoop, enterprise data warehousing, advanced analytics, business intelligence, data management, and next best action technologies. He works with IBM's product management and marketing teams in Big Data. He has spoken at such leading industry events as Hadoop Summit, Strata, and Forrester Business Process Forum. He has published several business technology books and is a very popular provider of original commentary on blogs and many social media.

James Kobielus will overview the components of the science of BIG DATA. Big data is all about delivering value from advanced analytics deployed at extreme scales. It enables business outcomes beyond what can normally be achieved at lower volumes, velocities and/or varieties of data. Fundamental to BIG DATA is the central focus is "3 Vs" of extreme scale: petabyte data volumes, real-time data velocities, and multi-structured data varieties. There are many applications of big data in all sectors of the economy, including government, healthcare, financial services, retailing, and more. It's hardcore scale-intensive use cases, in many industries and business processes, include microsegmentation analytics, behavioral graph analytics, unstructured analytics, sensor analytics, and social sentiment analytics.

James will describe many of the technologies associated with BIG DATA including its principal platforms of massively parallel enterprise data warehouses (e.g., IBM PureData System for Analytics), Hadoop (e.g., IBM InfoSphere BigInsights), stream computing (e.g., IBM InfoSphere Streams), in-memory (e.g., IBM DB2 10.5 with BLU Acceleration), and NoSQL (e.g., MongoDB). Big data is evolving into a hybridized paradigm under which Hadoop, MPP EDW, in-memory columnar, stream computing, NoSQL, document databases, and other approaches support extreme analytics in the cloud. Key components of big-data environments include hardware (storage, processing, memory, I/O, network); database, document, and file stores; stream computing and complex event processing platforms; analytics development and modeling tools; data discovery, integration, and governance tools; deployment, management, and optimization tools; virtualization, abstraction, and federation tools; and BI, search, query, reporting, and visualization tools.

One of the more popular uses of BIG DATA at IBM is the Watson Super Computer as recently featured on the network TV show Jeopardy. Many business analytics solutions platforms (e.g., IBM Watson) leverage diverse big-data analytics technologies to deliver deep value in health-care, energy & utilities, smarter cities. Big-data futures include advances in solid-state storage, all-in-memory data persistence, massively parallel processing, cloud computing, and a host of other key areas.

ENTERPRISE DATA WAREHOUSING AND BUSINESS INTELLIGENCE AT UPS...SUPPORTING THE WORLD'S LARGEST DELIVERY COMPANY
will be presented by Kevin DeFeo, Manager of UPS Business Information and Analysis.

Listen to how the **UPS Enterprise Data Warehousing and Repository Program** works to support the world-wide operational organization including data and language standardization across the many countries UPS operates within, integrating the lines of business, and enabling the business intelligence, analytics and reporting. Learn how the collection and mining of massive amounts of data lead to management decision-making, and support of the organization's enterprise architecture. UPS is charged with auditing, tracking and follow-up reporting on more packages and other products than any other organization around the globe, and BIG DATA plays a big role in meeting this huge responsibility. Kevin will discuss the many applications that are involved, and overview where the future will be for UPS.

Pre-Conference Day - Bill Inmon Seminar (June 12):
Architecting For Business Intelligence and Data Warehousing ---
Integrating the Structure and Unstructured Data World

Bill Inmon provides an enlightening view into the latest technologies and methodologies for capturing and processing in the world of unstructured data, one of the major components of a BIG DATA architecture . 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.

Break-throughs in BIG DATA technologies and techniques for managing and bridging the world of unstructured, semi-structured and structured databases can pay huge dividends for organizations, and Bill will share success stories from efforts from across the globe describing how leading companies and governments can gain an edge in the marketplace.

Pre-Conference Day - Krish Krishnan Seminar (June 11):
Building the Data Warehouse in the Age of BIG DATA Analytics: Overview of Latest Tools and Technologies.

This seminar provides 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 world of Data Warehouse, 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 frayed into this new world. Krish Krishnan, popular Seminar leader and instructor with the TDWI, will overview the latest tools and technologies that comprise the world of BIG DATA He will cover:

- Defining BIG DATA -- What is it and how best to use it in your organization
- The major Architectural Components of BIG DATA -- How They Fit Together
- Big Data Technologies and How To Decide What's Best For Your Organization
- Linking Traditional Databases to the BIG DATA Environment
- Data Management in the Big Data Era: The Challenges and Opportunities
- Implementing Moneyball Techniques to leverage Big Data
- Best Practices for Managing Structured Data with Semi-Structured and Unstructured Data
- What are the leading Vendors in the BIG DATA Space: Databases, Reporting Query and Analytics
- How to Use the Forrester Wave and Gartner Magic Quadrant Tools in Product Evaluation and Selection
- BIG DATA Initiative by the White House Office of Science and Technology

You will also become familiar with the key topics such as the Five V's of BIG DATA, Big Data Governance, the Distributed File Systems, Columnar Databases, NoSQL Techniques (e.g. Mongo), Machine learning Library (e.g. Mahout), CouchDB, VoltDB and Zookeeper, Cassandra, REDIS and HBase, Streaming Analytic Query, What is Hadoop and How Does it Work, Dremmel and Spanner, MapReduce, Latin and Pig Latin, and Complex Event Processing (CEP), SCRIBE and Logging Vehicles and many other topics will be covered. Typical applications and use cases that take advantage of BIG DATA across various industries will also be discussed.

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", upon which Bill Inmon's "Unstructured Data" Seminar is based.

BIG DATA and Enterprise Architecture 2014

"THE PREMIER DATA WAREHOUSING EVENT"

featuring Bill Inmon



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)

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)

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 of
"Building the Unstructured Data Warehouse"

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

Conference 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 Information Sharing, 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)

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, 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:

Continental Breakfast, Refreshment Breaks, Seminar WorkBook, Meet Bill Inmon
Discounts for Government / Academic, DAMA Members and Groups of 3 or More (see website)

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

Call: (516) 221-5560 or e-mail: registration@dmforum.org • For Vendor Opportunities e-mail: coordinator@dmforum.org
Sponsored by Data Management Forum in association with DAMA-NCR