

## **DM Forum and the Data Warehouse Conference 2014**

### **Enterprise Architecture and Data Warehousing: Big Data and Analytics Anne Marie Smith, Ph.D.**

#### INTRODUCTION TO DMForum

Each spring, DM Forum (<http://www.dmforum.org>) hosts a Data Warehouse conference in Washington, DC, where experts in metadata management or data warehousing and other enterprise activities gather to present their approaches to various challenges faced by data management professionals in all industries, regardless of the organization's size. The 2014 conference is scheduled for a three-day period, Wednesday-Friday, June 11-13 at the Hotel Pennsylvania Executive Conference Center, on Herald Square in New York City.

DM Forum was founded to serve as a vehicle for the dissemination of knowledge on all matters relating to the challenges and opportunities facing individuals and organizations in managing data as an important asset. As such, DM Forum offers seminars, symposia, discussion groups and other information exchange methods to the data management community. Topics for DM Forum members' attention include: database management, data planning, data modeling, data repository and metadata management, data-driven methodologies, data-oriented case, data warehousing, and data security, among others. DM Forum is an affiliated member of DAMA International (<http://www.dama.org>), and provides vendor-neutral seminars and conferences on data warehousing, metadata management, data and enterprise architecture and other aspects of enterprise information management.

#### CONFERENCE INTRODUCTION

On Friday, the main seminar day, The 2014 Data Warehouse and Enterprise Architecture conference speaker list showcases topics in big data, analytics, enterprise architecture and data warehousing. Bill Inmon, the "Father of Data Warehousing" will present the keynote address, concerning the role of unstructured data in the big data world. Bill is one of the most accomplished speakers and his presentations are always a source of valuable insight and serve as a true educational experience. Over the past several years, Bill has been developing a blueprint for future data warehousing design and development. Within this new framework, Bill describes how some important innovative architectural features are intertwined – the life cycle of data, the need to connect unstructured data with structured data, the need to tightly couple 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 – and all are important to accommodate the needs for big data and analytics. In this presentation, as he does in his books and column in the Inmon website: <http://www.inmoncif.com>, Bill will show his thought leadership and technical expertise in data warehousing for the next generation.

#### CONFERENCE PROGRAM

Case studies are considered an excellent way for practitioners and researchers to examine the application of concepts in a particular setting to determine if the actual results diverge from expectations. In the data warehouse arena, case studies can demonstrate how one situation can be used as a foundation for applying and refining best practices. Mark Uksusman, Senior Manager, Information Architecture will discuss eBay's, agile data warehousing program and its incorporation of big data into one of the world's largest data warehouses. This presentation discusses the components of eBay's

enterprise data warehousing and the big data integration that supports eBay's big data analytics and agile data warehousing.

The world's largest delivery company, UPS, uses enterprise data warehousing to organize its operations, and the architecture of that warehouse is the cornerstone of its success. Kevin DeFeo, Systems Director, Business Information and Analysis will explain how the global organization method of integrating lines of business, enabling BI, analytics and reporting has been able to bring all those packages to everyone's doorstep.

Many professionals use LinkedIn as a method of contact management for their network, but they may not know how LinkedIn manages all the content users post. Rajappa Iyer, Data Warehousing Architect at LinkedIn will present an overview of the company's approach to data warehousing in the era of big data and show how LinkedIn's use of analytics drives so many aspects of the site's features, and how they have been instrumental in the company's success.

Big data technology is part of the daily news for everyone in the data management profession. DMForum welcomes James Kobielus, Big Data Evangelist and Program Manager at IBM who will discuss many aspects of the various technologies that are used in big data, analytics, 21<sup>st</sup> century data warehousing. His presentation will include examinations of products and concepts such as NoSQL, HADOOP, Mongo, Massively Parallel Enterprise Warehousing, Stream Computing.

#### PRE-CONFERENCE SEMINARS

Two pre-conference seminars and tutorials will be offered as well as part of the DMForum Enterprise Architecture and Data Warehouse conference. Krish Krishnan, renowned consultant from Sixth Sense Advisors, will present a day-long tutorial "Building The Data Warehouse in The Age of Big Data Analytics: Latest Tools and Technologies". This tutorial emphasizes how the data warehousing strategy and architecture must meet the business vision at an organization. Mr. Krishnan's workshop is based on his book, "Building the Unstructured Warehouse", which he co-authored with Bill Inmon, and his many articles and consulting engagements.

A pre-conference seminar from Bill Inmon, father of data warehousing, will provide an enlightening view into the latest technologies and methodologies for capturing and processing in the world of unstructured data. The seminar, "Architecting for Business Intelligence and Data Warehousing --- Integrating the Structure and Unstructured Data World", shows how tapping into this realm of unstructured data assets can support a truly comprehensive enterprise information strategy and how it can link to the data warehousing architecture.

All members of the data management community can benefit from attending DM Forum's seminars. For more information on DM Forum, their conferences/seminars and other events, visit <http://www.dmforum.org>.

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