

Enterprise Architecture and Data Warehousing 2011

“THE PREMIER DATA WAREHOUSING EVENT”

featuring Bill Inmon



**Award-Winning Data Warehousing Programs:
Best Practices in Technologies and Techniques**

Tuesday, March 15, 2011

New York City • Radisson Broadway
(49 W 32nd Street at Broadway)

Herald Square Minutes from Times Square & Theatre District)

Pre-Conference Seminar (Full-Day Tutorial – Monday, March 14 - Prior to Conference Day)

**ARCHITECTING FOR BUSINESS INTELLIGENCE AND DATA WAREHOUSING:
INTEGRATING THE STRUCTURED AND UNSTRUCTURED DATA WORLD**

BILL INMON, President and Chief Technology Officer, Inmon Consulting

Conference Program:

Moderator, Anne Marie Smith, Director, Enterprise Information Management Consulting, LiquidHub Inc.

Featured Opening Keynote:

THE NEXT GENERATION OF DATA WAREHOUSING: STRATEGIES FOR SUCCESS

Bill Inmon, President and Chief Technology Officer, Inmon Consulting

The World-Leading Authority and Monthly Columnist, EIMInstitute.org, B-EYE-Network
(Best Known as “The Father of Data Warehousing”, Author of over 50 books and 650 Articles worldwide,
Bill describes ground-breaking discoveries in the latest technologies that are becoming huge success stories)

Featured User Experience Presentation:

HEALTH AND HUMAN SERVICES ARCHITECTURE:

AUTOMATION OF THE NATION’S ELECTRONIC HEALTH RECORDS

John Teeter, Deputy CIO and Past Chief Architect, U.S. Dept of Health & Human Services (HHS)
(The plan to make meaningful use of the nation’s Electronic Health Records within HHS’s Architecture
integrating Hospital, Physician, and Pharmacy Records into National Health Information Network)

Featured User Experience Presentation:

**IBM’S EXECUTIVE DASHBOARDS AND DATA WAREHOUSING “EDGE” PROJECT:
DRIVING DECISION-MAKING AT THE WORLD’S LARGEST IT COMPANY**

Steve Garfinkle, Manager, IBM and Ronni Carroll, Program Manager, IBM
(Hear how IBM’s TDWI-Award-Winning “EDGE” Project Uses Enterprise Warehousing, Data Marts And Business
Intelligence Dashboards to drive executive decisions on marketing, production, sales and finance)

Featured Technology Presentation:

**WALT DISNEY WORLD STORY: USING ENTERPRISE WAREHOUSING
AND ANALYTICS TO ACHIEVE BUSINESS STRATEGIES**

Juan Gorricho, Director of Data Warehousing and Analytics at Walt Disney World Parks & Resorts
(Destination Disney: Business Strategies are a Big Success with the Enterprise Warehousing & B I Program)

Featured User Experience Presentation:

ENTERPRISE DATA WAREHOUSE AT UPS... WORLD’S LARGEST DELIVERY COMPANY

Kevin DeFeo, Project Manager for Data Warehousing, UPS
(Listen to How the UPS Enterprise Data Warehousing Program, Supports Data Globalization world-wide)

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

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SESSION ABSTRACTS

It is my pleasure to invite you to participate in this year's premier single day conference on data warehousing, the ENTERPRISE ARCHITECTURE AND DATA WAREHOUSING CONFERENCE 2011 featuring Bill Inmon.

This event is the 20th annual event sponsored by DAMA National Capital Region and Data Management Forum. Conference Day takes place **Tuesday, March 15, 2011, at the Radisson Broadway Executive Conference Center**, on Herald Square in **New York City**, minutes from the *Theatre District, Times Square and the Rockefeller Center*. Anne Marie Smith, Director, Enterprise Information Management Consulting, LiquidHub Inc., DAMA International Board of Directors, will be moderating this event. A program summary can be downloaded in PDF format by going to website: <http://www.dmforum.org>

This event is described by past attendees as one of this year's most anticipated special events on data warehousing and enterprise architecture. Bill Inmon, "The Father of Data Warehousing", will provide a Pre-Conference One-Day Seminar (**Monday March 14, 2011**) on "**Architecting for Business Intelligence and Data Warehousing: Integrating the Structured and Unstructured Data World**".

Theme and Program

This year's theme is:

"Award-Winning Data Warehousing Programs– Best Practices in Technologies and Techniques"

The conference speakers are among the world's best known experts in the data warehouse, enterprise architecture and information management arena, and represent the leading organizations in the field. 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.

Conference Overview

Bill Inmon, featured keynote, President and Chief Technology Officer, Inmon Consulting, "The Father of Data Warehousing", on the Next Generation of Data Warehousing: Strategies for Success.

This year's featured keynote, Bill Inmon, President and Chief Technology Officer, Inmon Consulting, has been best known as "The Father of Data Warehousing". 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 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 integrate 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. Bill will also highlight the need to delineate frequency of data access, and segregate data accordingly within the data warehouse.

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

Juan Gorricho, Director of Data Warehousing and Analytics at Walt Disney World Parks and Resorts in Orlando, will speak on: The Walt Disney World Story: Using Enterprise Warehousing and Analytics to Achieve Business Strategies.

Juan will discuss some of the most successful business programs and strategies to increase market share and customer loyalty, improve business performance and expansion. As part of a tremendous strategy called Destination Disney, Walt Disney World will be used as a test bed for one of America's most ambitious programs for business use of IT convergence, the combination of global positioning satellites, smart sensors, wireless technology, mobile devices, including one that looks like Mickey Mouse himself (Pal Mickey) to reinvent the customer experience, influence visitor behavior and ease crowding throughout the parks. According to Juan Gorricho, the role of IT and Data Warehousing is changing. It's not simply an organization that deploys technology, but one that now integrates technology from a lot of different angles to improve the customer experience." Data Warehousing technologies used with high intensity business intelligence and analytics is at the heart of this effort.

A Featured User Experience Presentation will describe: HEALTH AND HUMAN SERVICES ARCHITECTURE: AUTOMATION OF THE NATION'S ELECTRONIC HEALTH RECORDS by John Teeter, Deputy CIO and Past Chief Architect, U.S. Dept of Health & Human Services (HHS).

John Teeter explains our nation's plan to make meaningful use of our health records and how Health and Human Services architecture will create an environment for Electronic Health Records (EHR) to achieve this goal. He describes the Nationwide Electronic Health Information Exchange capability that provides the best opportunity for each patient to receive optimal care. Objectives include:

- **Complete, accurate, and searchable health information, available at point of diagnosis and care, allowing for more informed decision-making**
- **Better communication between clinicians and patients**
- **More efficient and convenient delivery of care**
- **Earlier diagnosis and characterization of disease, with the potential to improve outcomes and reduce costs**
- **Reductions in adverse events**
- **Increased efficiencies related to administrative tasks and paperwork**

The goal is a simple, standards-based, widely deployed and well-supported method for providers to securely transport health information using the Internet in support of the core "Meaningful Use" regarding all major aspects of health records:

- **ePrescribing involving capture of prescriptions and all interested parties associated with them**
- **Doctor and hospital records capture and usage of standardized codes and abbreviations to facilitate inter-communications.**
- **Primary and Secondary Care Physicians and Specialist and their Diagnoses**
- **Pharmacy and Diagnostic Labs Data Capture**
- **National Health Information Network**
- **Patient Secure Access / Review of One's own records**

Standardized Vocabularies, Secure Transport Protocols and Authentication techniques are all underway to transform the nation's way of conducting business in the Health Industry. HHS Architecture including medical standardization, governance, and data warehousing will play a key role in this effort.

Enterprise Data Warehousing at UPS... Supporting the Global Organization at the World's Largest Delivery Company, featuring Kevin DeFeo, Project Manager.

Kevin DeFeo, Manager for Business Intelligence and Data Warehousing at UPS, and one of its original architects, will provide an overview of where UPS is going with globalization and implementation of multi-language in multiple countries and multiple data formats. The global business model is having a major impact on data warehousing, business intelligence and the IT Portfolio. Major expansion at UPS is being undertaken to push its lines of business to support all types of commercial aspects of client business far beyond that of transportation and distribution.

UPS has undertaken roles such as Exporter / Importer of Products, and even the financier for its key customers. On-Line Tracking using the data warehousing capabilities are leveraged to make UPS the world leader in its field.

Steve Garfinkle, Manager, IBM and Ronni Carroll, Program Manager, IBM Project in Enterprise Data Warehousing, Data Marts, and BI Dashboards

With over 325,000 employees world-wide and revenues of \$91 billion dollars, IBM is the largest information technology company in the world. IBM launched a warehousing and business intelligence initiative under the project name "EDGE" (Enabling Decisions for Global Execution) that consolidates information feeds on sales leads, order load, financials and fulfillment into a single picture of key business performance metrics, in order to better manage such a large organization. The elements of IBM's key business activity provides a snapshot of leading business indicators of the sales pipeline, order progression, revenue attainment, customer service and delivery, which are used by IBM's executive management. EDGE dashboards are viewable by business unit, product and geography, and provide concise consolidated views of a wide variety of information including structured and semi-structured data. EDGE Dashboards help IBM executives identify shortfalls in the sales pipeline or projected revenue early in the quarter when action can be taken to address them. The Data Warehouse Institute has awarded IBM it's annual Best Practices Award in the field of data warehousing and business intelligence. This project will be detailed so attendees will readily see how and why IBM's enterprise data warehousing effort was chosen.

Pre-Conference Day - Bill Inmon Seminar (March 14): 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. He 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. Break-throughs in technologies and techniques for managing and bridging the world of unstructured, semi-structured and structured data-bases 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.