

# Enterprise Architecture and Data Warehousing 2011

Featuring **Bill Inmon**

**Tuesday, March 15, 2011** ♦ New York City ♦ **Radisson Broadway**

(49 W 32<sup>nd</sup> Street at Broadway ♦ Herald Square ♦ Minutes from Times Square & Theatre District)

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

**Enjoy 2 Full Days of Data Warehousing Information!**

**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**

**(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 Corporate Information Factory, Computer Worlds “Top 10 in IT” )

**We Recommend Registering for both Seminar Day (March 14) and Conference Day (March 15)**

(See Details About the Seminars Below Under Seminar Program and on website) <http://www.dmforum.org/>

## **Conference Day Program:**

Conference Moderator: Anne Marie Smith, Director of EIM, Liquid Hub, Board Advisor to DAMA International

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

Sharing information between Hospital, Doctor’s Office, Clinic, and Pharmacy using Data Exchanges,

Data Standards, Data Warehousing and an array of Special Techniques)

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

(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 User Experience Presentation:

- ♦ **WALT DISNEY WORLD STORY: USING ENTERPRISE DATA WAREHOUSING  
AND ANALYTICS TO DRIVE 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 AND BUSINESS INTELLIGENCE AT UPS:  
SUPPORTING THE WORLD’S LARGEST PACKAGING COMPANY**

**Kevin DeFeo, Project Manager for Data Warehousing, UPS**

(Listen to How the UPS Enterprise Data Warehousing Program Supports Data Globalization)

### 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)			
Moderator: by Anne Marie Smith, LiquidHub, and special advisor to DAMA International			

### SEMINAR PROGRAM:

**Pre-Conference Seminar Two (Full-Day Tutorial – Monday, March 14 - 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 Corporate Information Factory, Computer Worlds “Top 10 in IT” )

### 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 Data	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

### Full-Day Seminar Includes:

Refreshment Breaks	Continental Breakfast	Seminar Workbook	Meet Bill Inmon
Discounts for Government / Academic, DAMA, Groups of 3 or More, Additional User Groups (see website for additional details)			

## 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](http://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.inmondatasystems.com](http://www.inmondatasystems.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](http://www.inmongif.com).

## PRICING FOR CONFERENCE:

<b>ENTERPRISE ARCHITECTURE AND DATA WAREHOUSING 2011 EVENT PRICING</b>			
<b>Attendee Registration Options</b>		<b>Early Fee</b>	<b>Standard Fee</b>
		<b>(before Feb 12)</b>	<b>(Feb 12 &amp; after)</b>
<b>Conference Day and Seminar Day</b> (Mon-Tues/March 14-15)	<b>Regular Fee:</b>	<b>\$900</b>	<b>\$1000</b>
	<b>Member Discount:</b>	<b>\$800</b>	<b>\$900</b>
	(Government / Academic, DAMA or Groups of 3 or More)		
<b>Conference Day Only</b> (Tuesday March 15)	<b>Regular Fee:</b>	<b>\$450</b>	<b>\$500</b>
	<b>Member Discount:</b>	<b>\$400</b>	<b>\$450</b>
	(Government / Academic, DAMA or Groups of 3 or More)		
<b>Seminar Day Only</b> (Bill Inmon Seminar) (Monday March 14)	<b>Regular Fee:</b>	<b>\$450</b>	<b>\$500</b>
	<b>Member Discount:</b>	<b>\$400</b>	<b>\$450</b>
	(Government / Academic, DAMA or Groups of 3 or More)		
<b>Non-Attendee CD ROM Only</b>	<b>Regular Fee:</b>	<b>\$400</b>	

**Note: Member Rate applies to all Media Sponsor User Groups  
(Special Discounts for Groups of 5 or More Same Organization – Call for Information)**

## REGISTRATION DETAILS:

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

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

☞ Vendor Opportunities: Email: [coordinator@dmforum.org](mailto:coordinator@dmforum.org)

☞ To **ADD** Your Name to our **Email List** Click Below:

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

☞ To **DOWNLOAD** information on **Vendor Speaking and Exhibiting Opportunities**

Click Below – Gold and Platinum Options, Speaking and Exhibiting Spots Still Available:

<http://dmforum.org/portal/VENDORPKGARCH2011.PDF>

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And other organizations and User Groups.

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to advancing the professions of Information Management

**PLEASE FORWARD THIS EMAIL NOTICE TO THOSE COLLEAGUES YOU FEEL MAY BE INTERESTED**