TDWI EXECUTIVE SUMMIT

Realizing the Potential of BI, Analytics, and Big Data

Boston, MA // July 21–23, 2014

Don't miss this opportunity!

This focused, interactive event will help you improve the speed, alignment, and agility of business intelligence and analytics projects and realize the potential of your data assets.
Register now!

// **Learn** how to accelerate agile development of innovative, high-quality business intelligence, big data analytics, and data warehousing solutions

// **Discover** insights from experienced leaders who know how to empower business users with the right data at the right time

// **Find** the best way to deploy predictive analytics, text analytics, data virtualization, visual data discovery, decision management, Hadoop, and more

EARLY REGISTRATION DISCOUNT

Register by June 20 and save $195
Use priority code EXEC2

tdwi.org/BOS2014/ES

tdwi
THE DATA WAREHOUSING INSTITUTE

For IT and Business Leaders

TDWI EXECUTIVE SUMMIT

OPTIMIZE BUSINESS DECISIONS AND DRIVE INNOVATION

Analytics and business intelligence help organizations discover the power within their data assets and create better ways to meet critical objectives. These include reducing costs, satisfying customers, expanding market presence, and using data to drive innovation.

SUMMIT STRUCTURE

Expert sessions and case studies will give you strategies to improve project agility and meet the demands of business change.

WHY ATTEND

To realize the potential of BI, analytics, and big data, professionals need to step up and deliver value to business users sooner by providing high-quality data and more visual, interactive, and user-friendly applications. This TDWI Executive Summit will help organizations realize the potential of BI, analytics, and big data while avoiding the pitfalls.

JOIN US AND LEARN

- Expert strategies for reducing time to value with BI and analytics
- How to deliver more agile and aligned BI, analytics, and data warehousing
- A framework for estimating the total cost of Hadoop and big data analytics projects
- How to get started with predictive and text analytics
- Cloud BI and analytics strategies for improving business agility
- How to make BI more effective for non-traditional users
- Data virtualization and visualization techniques for agile information delivery
- Decision management practices for applying real-time analytics
- How to employ agile methods for delivering and sustaining business value
- Best practices for discovering unique insights from Hadoop and big data
- How to employ visual data discovery to yield rapid return on Hadoop and big data investments
- Tips for overcoming pain points in business-driven BI/DW projects

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TDWI EXECUTIVE SUMMIT

Thought Leadership to Help You Succeed

WHAT A TDWI EXECUTIVE SUMMIT OFFERS YOU:

A unique and interactive knowledge-sharing event focused on business intelligence, analytics, big data, and data warehousing.
The Executive Summit is developed specifically for executives, managers, CIOs, CTOs, BI directors, and sponsors like you who own, shape, and influence their organizations' BI, analytics, DW, Hadoop, and big data initiatives. All attendees must prequalify to attend. Visit tdwi.org/BOS2014/ES.

Multiple opportunities to share insights with peers.
Professionals learn best by talking directly with one another and sharing what they've learned from experience. The Executive Summit unites professionals from various industries for collaborative learning and discussion. The program is designed to connect you with your peers as well as industry thought leaders who can address your most challenging questions and issues.

Valuable strategies, practices, and technologies.
Executive keynotes, in-depth case studies, and forward-looking panel sessions are designed to give you a comprehensive understanding of the challenges that all business and IT executives, managers, data architects, and directors face. You will learn solid methods for overcoming challenges in a rapidly changing business environment.

EXECUTIVE SUMMIT FEATURES

- Case studies and workshops tailored to help you realize the potential of BI, big data, and analytics projects

- Leadership sessions to help you overcome people and process barriers to moving forward with BI, analytics, Hadoop, and big data

- Focused discussions on how to use agile methods to deliver value from BI, analytics, and data warehousing projects quickly

- Real-world examples of success with BI and interactive data discovery for business users

- Guidelines for assessing the maturity and potential return on investment of Hadoop and big data projects

- Tips for increasing BI and analytics agility for more responsive and proactive business processes

- Thought leadership to help you succeed with cloud, mobile, and virtual BI and analytics

- Monday evening networking reception where you can share experiences with peers and enjoy relaxed interaction with speakers

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TDWI EXECUTIVE SUMMIT

AGENDA

MONDAY, JULY 21 BUSINESS AGILITY AND ANALYTICS

8:00–9:00 am	**TDWI World Conference Keynote and Best Practices Awards Ceremony**
9:15–9:30 am	**Welcome to the Summit** David Stodder, Director of Research for Business Intelligence, TDWI; Fern Halper, Ph.D., Director of Research for Advanced Analytics, TDWI
9:30–10:15 am	**Leveraging an Agile Platform for Advanced Analytics and Data Delivery Using Data Virtualization and Visualization** John Poonnen, Director of Product Engineering, Infosario Global Data Services, Quintiles Transnational, Inc.
10:30–11:15 am	**Case Study: Agile Data Warehousing Adoption and Adaptation** Mark Giesbrecht, Senior Manager, BI, Canadian National Railways
11:15 am–12:00 pm	**Curing Your Analytic Blind Spot with Location Analytics** Matt Felton, President, Datastory Consulting John Schultz, Senior Vice President, MacKenzie Retail
12:15–1:45 pm	**Peer Networking Lunch**
1:45–3:15 pm	**Workshop: How Data Warehousing Teams Can Manage Predictive Analytics** Nauman Sheikh, Founder and CEO, ASRYM, Inc.
3:30–4:15 pm	**Case Study: Building a Stronger Healthcare System with BI and Analytics** Andrew W. Proctor, MS, Senior Director of Business Intelligence, Medical Operations Division, The Cleveland Clinic
4:15–5:15 pm	**Moving to Real-Time Analytic Decision Making with Decision Management** James Taylor, CEO, Decision Management Solutions
5:15–7:00 pm	**Summit Reception**

TUESDAY, JULY 22 AGILE METHODS AND HIGH-IMPACT BI, DW, AND ANALYTICS

8:15–9:00 am	**Aiming for Agility with Business Intelligence, Analytics, and Big Data** Boris Evelson, Vice President and Principal Analyst, Application Development and Delivery, Forrester Research
9:00–10:00 am	**Big Data Maturity: Moving Beyond Hadoop** Krish Krishnan, Founder, Sixth Sense Advisors Fern Halper, Director of Research for Advanced Analytics, TDWI
10:15–11:15 am	**Sponsor Panel: BI and Big Data: How Do They Go Together?** Featuring sponsor representatives, moderated by David Stodder, Director of Research for Business Intelligence, TDWI
11:15 am–12:00 pm	**Chasing Unicorns: A Real-World Business Success Story Using Agile BI Practices in a Complex and Changing Environment** Ryan Fenner, Vice President, Enterprise Data Solutions Architect, Union Bank
12:00–1:30 pm	**Peer Networking Lunch**
1:30–2:15 pm	**The Wisdom of Crowds: BI Adoption and Business Impact** Elizabeth Gray, IT Manager, City of Austin Fire Department
2:15–3:00 pm	**GE Aviation Case Study: Agile Data Warehousing and Universal Access** Timothy Gieske, Leader, Infrastructure, BI CoE, GE Aviation Mohammed Alagha, New Product Engineering Operations Leader, GE Aviation
3:15–4:15 pm	**Sponsor Panel: Realizing the Potential of Advanced Analytics** Featuring sponsor representatives, moderated by Fern Halper, Director of Research for Advanced Analytics, TDWI
4:15–5:15 pm	**Big Data Visualization: Rapid Returns on Your Big Investment** Stephen McDaniel, Chief Data Officer Advisor, Freakalytics, LLC

WEDNESDAY, JULY 23 EMERGING TECHNOLOGIES AND METHODS

8:00–8:15 am	**Business-Driven BI and Analytics: Report on TDWI's Best Practices Research** David Stodder, Director of Research for Business Intelligence, TDWI
8:15–9:15 am	**How to Leverage Tiered Data Analytics Approaches for Better Cloud Utilization** David S. Linthicum, SVP, Cloud Technology Partners
9:15–10:15 am	**Driving Cultural and Operational Change within an Organization by Merging Quantitative and Qualitative Data** Tony Bodoh, President and CEO, Tony Bodoh International, LLC
10:30–11:15 am	**A Framework for Estimating the Cost of Big Data Projects** Richard Winter, President, Wintercorp

For IT and Business Leaders

TDWI EXECUTIVE SUMMIT

Bring Your Team to TDWI

You can bring your entire BI, analytics, and customer intelligence team with you, because the Executive Summit is co-located with the highly respected TDWI World Conference in Boston. While you strengthen connections with your peers at other companies, your team members can attend several of our 40+ training courses that run the entire week. Then you and your team can catch up in the evenings to compare notes and share in some fun by visiting the TDWI Exhibit Hall and hospitality suites.

TWO WAYS TO EXPERIENCE THE TDWI EXECUTIVE SUMMIT

1. As a stand alone event.
The Executive Summit is a unique event focused on teaching you how to deliver BI and analytics that align with your business needs, all packed into two and a half days. It is designed to maximize your time out of the office.

2. As part of the World Conference.
The Summit is co-located with the TDWI Boston World Conference. In addition to attending the Summit, below is a list of courses that may support your experience.

PRE- AND POST-SUMMIT CONFERENCE COURSES

Enhance your Executive Summit experience by attending the TDWI World Conference in Boston. Below are some recommended courses that complement the Summit.

PRE-SUMMIT JULY 20, 2014

S1 TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success

S2 Dimensional Modeling from a Business Perspective: A Model the Business Can Understand

S3 TDWI Performance Management: Measurement, Metrics, and Monitoring

S4 Harness the Power of "What-If" Analytics: Shaping Your Future with Simulation

S5 The Future of Data Warehousing

POST-SUMMIT JULY 23, 2014

W6P Big Data Analytics: Process to Data-Driven Transformations

W7P Organizational Change Management: Solving the Hard Soft Issues

Visit tdwi.org/BOS2014/EScourses for more information.

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REGISTRATION INFORMATION

THREE EASY WAYS TO REGISTER

1. Online: tdwi.org/BOS2014/ES

2. Phone: 800.280.6218 or 541.346.3537
(M–F, 8:00 am–5:00 pm PT)

3. Submit this form:

Fax: 541.346.3545 or 541.346.3509

Mail: TDWI Executive Summit:
Boston 2014 Registration
1277 University of Oregon
Eugene, OR 97403-1277

CLEARLY TYPE OR PRINT YOUR INFORMATION

Priority Code: EXEC2

_____
LAST NAME

_____
FIRST NAME *(for attendee badge)*

_____
TITLE

_____
COMPANY OR INSTITUTION

_____
DEPARTMENT

_____
INDUSTRY

_____
MAILING ADDRESS

_____
CITY, STATE / ZIP / COUNTRY

_____
TELEPHONE

_____
E-MAIL (Required!)
(Please print this address clearly. We send last-minute confirmations and announcements via e-mail.)

HOTEL AND TRAVEL

TDWI has reserved a block of rooms at reduced rates for Summit attendees at the Sheraton Boston Hotel. Discounted rates are also available for air travel and car rental. Visit tdwi.org/BOS2014/ES for more details.

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CALCULATE YOUR PAYMENT

Your registration fee includes all TDWI Executive Summit sessions, breakfasts, lunches, networking receptions, and entrance to the TDWI World Conference Exhibit Hall. Pricing also includes complimentary TDWI Premium Membership. Current TDWI Premium Members get a $275 discount off the Summit price (in lieu of complimentary Premium Membership).

REGISTRATION FEES

Priority code: EXEC2

☐ **EARLY REGISTRATION** (Through June 20, 2014) **$2,235**

☐ **REGULAR REGISTRATION** (June 21–July 18, 2014) **$2,430**

FEE FROM TABLE ABOVE $ _____

CURRENT MEMBER DISCOUNT $ _____
(Deduct $275 from above)
Premium Membership status will be validated when your registration is processed.

TEAM DISCOUNT $ _____
(Deduct 10% from total price when 3 or more
people from the same company register at the same time)

LATE FEE (After July 18, 2014, add $50) $ _____

TOTAL FEE $ _____

☐ **CHECK ENCLOSED** (payable to TDWI)

☐ **PURCHASE ORDER #** _____

Credit Card: ☐ AMEX ☐ Diners Club
☐ Discover Card ☐ MasterCard
☐ VISA

_____
NUMBER

_____
EXPIRATION DATE

_____
CVV2 *(number on back of card)*

_____
YOUR SIGNATURE *(for credit card)*

_____
NAME ON CREDIT CARD

_____
CREDIT CARD BILLING ADDRESS

_____
CITY, STATE / ZIP / COUNTRY

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