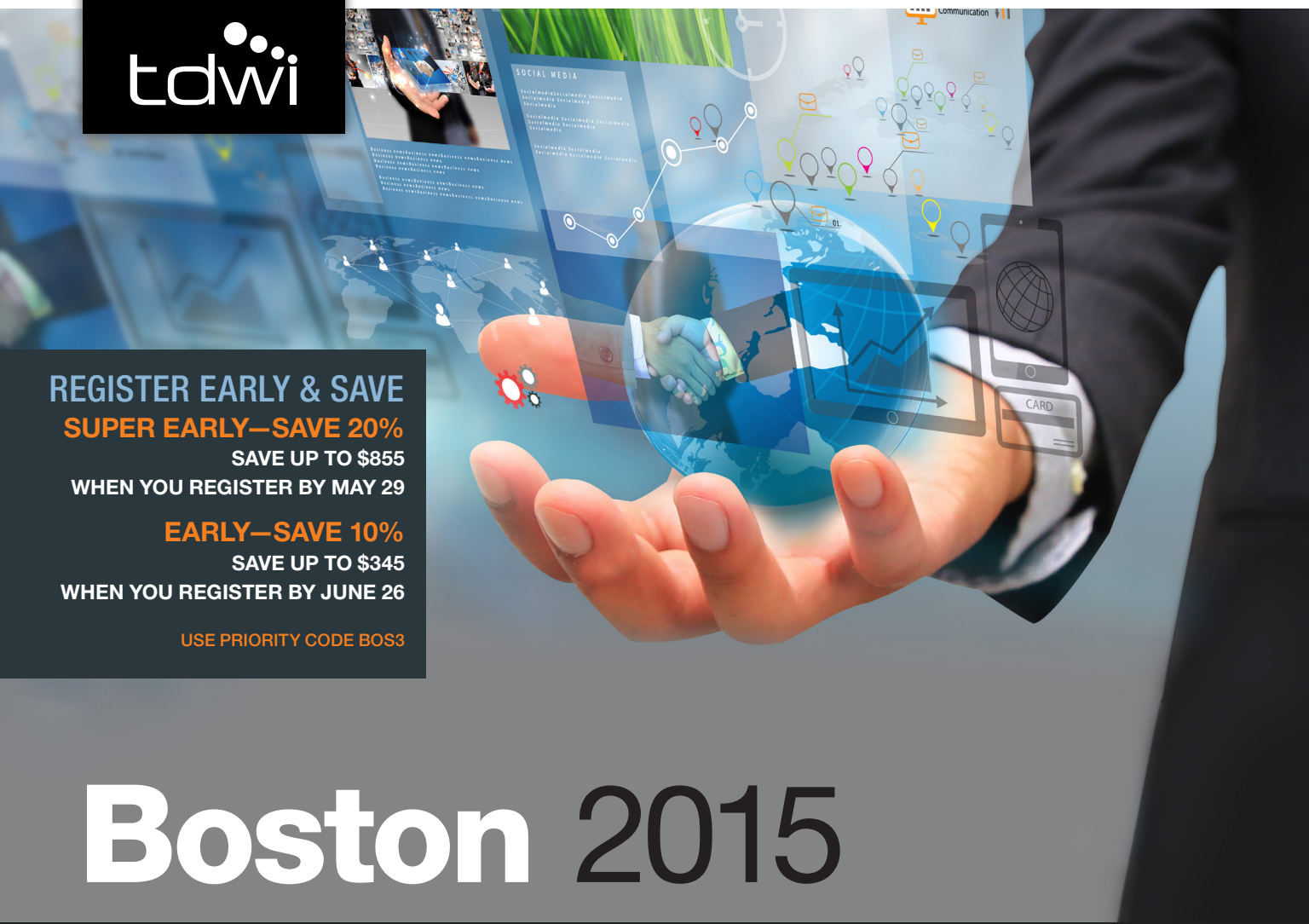
TDWI is your source for in-depth education and research on all things data.

tdwi



REGISTER EARLY & SAVE

SUPER EARLY—SAVE 20%

SAVE UP TO $855

WHEN YOU REGISTER BY MAY 29

EARLY—SAVE 10%

SAVE UP TO $345

WHEN YOU REGISTER BY JUNE 26

USE PRIORITY CODE BOS3

Boston 2015

The Analytics Experience

July 26–31, 2015

In-Depth Education

Hands-on Training

Analytics in Action

Peer-to-Peer Learning

Keynote

Data to Profit: Revenue Growth through Analytics and Monetization

Barbara Wixom, Ph.D.

Principal Research Scientist, MIT Center for Information Systems Research

tdwi.org/BOS2015

Join Us for **The Analytics Experience**

Gain the in-depth education and hands-on experience you need to transform your company into a data-driven organization. Unlike any other event, The Analytics Experience provides comprehensive, end-to-end analytics training on everything you need to build and execute a high-value analytics program. Six action-packed days filled with classes, peer-to-peer sessions, case studies, hands-on training, and networking offer an accelerated learning experience for business and technical leaders and implementers.

Together we're advancing all things data. See you in Boston!

What You'll Find at The Analytics Experience

The Analytics Experience features the in-depth, vendor-neutral training that has set TDWI apart for 20 years, with expanded hands-on training, real-world case studies, and peer learning you've been looking for.

IN-DEPTH EDUCATION

More than 65 full-, half-, and quarter-day courses, from business intelligence basics to big data analytics, data visualization, the evolving data ecosystem, and much more.

HANDS-ON TRAINING

Learn how to use all the latest analytics tools and technologies.

ANALYTICS IN ACTION

Gain in-depth, actionable insights on how leading organizations are transforming data into business value.

PEER-TO-PEER LEARNING

Gain tips and techniques for high-impact and high-value analytics.

Over six days, explore functional applications of analytics across the enterprise (sales, marketing, financial, and so on), and drill down into advanced analytics practices such as prescriptive analytics, visualization, simulation, and much more.

Core Learning Tracks

In addition to our featured hot topics, TDWI offers training in eight core tracks:

- **// BI and Analytics Foundations**
- **// Big Data and Data Management**
- **// Data Visualization and Presentation**
- **// Advanced Analytics Techniques**
- **// Big Data and Analytics Technologies**
- **// Leadership and Management**
- **// Analytics in Action**
- **// Hands-on Training**

Hot Topics

- **// Big Data Analytics**
  From data to technologies to business value
- **// Data Visualization**
  The language of images
- **// Advanced Analytics**
  Predictive, simulation, streaming, social, Internet of things, and more
- **// The Changing World of Data**
  Ecosystems, modeling, technologies
- **// Data Science**
  Algorithms, techniques, working with data scientists

Featured Speakers

Monday, July 27, 8:00–8:45 a.m.

Data to Profit: Revenue Growth through Analytics and Monetization

Barbara Wixom, Ph.D.
Principal Research Scientist, MIT Center for Information Systems Research

In a digital economy, analytics can be used to generate bottom-line revenues or—in the case of non-profit organizations—to realize a firm's mission. In the past several decades, organizations typically had an internal focus whereby they would use analytics to improve business processes and decisions. Increasingly, companies are looking for external revenue-generating opportunities, which MIT CISR refers to as data monetization. More specifically, companies monetize their analytics efforts by 1) selling information offerings or 2) bundling them with core products and services. Information offerings vary from raw or prepared data to reports and analytics, to process design and execution.

This keynote will describe the opportunities and risks associated with monetization. We will also identify some of the competencies and practices that help firms "cash in" on their analytics initiatives.

Thursday, July 30, 8:00–8:45 a.m.

The New BI/Analytics Synergy: How to Align Business and IT around Data

Wayne Eckerson
Principal Consultant, Eckerson Group, LLC

As big data converges with machine learning, analytics has emerged as a new corporate competency and data scientists have become the darlings of data-driven enterprises. Meanwhile, there has been a seismic shift in power from corporate IT to business units, which now dictate or heavily influence information standards and data investments.

Given this new reality, how do organizations align the traditional disciplines of business intelligence (BI) and data warehousing with big data and analytics? Are these mutually exclusive or complementary technologies? What is the relationship between data scientists and BI professionals, data engineers and DW developers?

This keynote will paint a portrait of new business and technology dynamics at work in data-driven organizations today. It will describe the role of BI/DW in the new analytical ecosystem and discuss how to create a robust center of excellence that aligns business and IT and continuously converts data into profitable insights and action.

Who Should Attend

- // **Analytics, big data, and business intelligence sponsors and stakeholders**
- // **Business executives and managers who depend on analytics**
- // **Business analysts, data analysts, and data scientists**
- // **Architects, designers, and developers of analytics systems**
- // **Technology architects, executives, and managers responsible for providing analytics infrastructure**
- // **Data architects, integrators, and modelers who provide data for analytics systems**
- // **Data architects, integrators, and modelers who need to integrate big data into the analytics ecosystem**
- // **Consultants and system integrators with a growing analytics practice**
- // **Program and project managers with analytics and BI responsibilities**
- // **Marketing professionals who depend on analytics**

Why TDWI?

TDWI knows you have a choice when it comes to training. For more than 20 years, TDWI's community of practitioners, analysts, educators, and solution providers has helped data professionals get smarter, so the companies they work for can manage and monetize data more effectively. What sets TDWI's training apart?

- **All things data.** TDWI offers the most comprehensive coverage of data-related topics, including business intelligence, data warehousing, big data, visualization and advanced analytics, and more.
- **In-depth, vendor-neutral education.** Classes of different lengths, taught by seasoned professionals, trusted vendor representatives, and industry thought leaders for new and experienced practitioners.
- **Trusted in the space.** For more than 20 years, our full-time, on-staff research analysts and education directors have tracked technologies and trends to bring you the most comprehensive, timely education available.
- **Immediate impact.** The things you learn in the classroom today can be applied at work tomorrow. The focus is on practical education that you can use.
- **Networking opportunities** at evening receptions and luncheons.
- **Exhibit hall.** See the latest solutions from leading providers of hardware, software, and services for analytics, business intelligence, and related technologies.

TDWI EDUCATION and PHILOSOPHY

TDWI provides individuals and teams with a comprehensive portfolio of business and technical education and research to acquire the knowledge and skills they need, when and where they need them. The in-depth, best-practices-based information TDWI offers can be quickly applied to develop world-class talent across your organization's business and IT functions to enhance analytical, data-driven decision making and performance.

TDWI advances the art and science of realizing business value from data by providing an objective forum where industry experts, solution providers, and practitioners can explore and enhance data competencies, practices, and technologies.

TDWI never endorses any specific products, services, or tools and goes to great lengths to keep course offerings free of bias. To sustain the high standard of quality and product neutrality, we kindly ask your assistance by responding thoughtfully to the objectivity category when completing training evaluation forms.

Meet Our Faculty

TDWI faculty are thoroughly vetted for depth of expertise as well as presentation style to deliver curriculum-based, full-day training. Many are authors and well-known authorities in the space.

Chris Adamson, CBIP
BI Specialist
Oakton Software LLC
COURSES W1A, TH1

Mark Albala
Lead, Thought Leadership, Architecture and Technology, Digital Insights
Cognizant
COURSE TH7P

Stephen Brobst
Managing Partner
Sampo Technologies & Systems
COURSE S5

Andrew Cardno
Data Visualization Expert
AmericanKiwi LLC
COURSE S5

Ted Cuzzillo
Data Intelligence Journalist
Datadoodle
COURSES TH6A, TH6P

Jake Dolezal
Principal Consultant
McKnight Consulting Group
COURSE M5

Wayne Eckerson
Principal Consultant
Eckerson Group, LLC
COURSES W3A, W3P, THURSDAY KEYNOTE

Aaron Fuller, CBIP
Principal
Superior Data Strategies, LLC
COURSES S2, M7

Jonathan Geiger, CBIP
Executive Vice President
Intelligent Solutions, Inc.
COURSES M4, T1A, T1P

Claudia Imhoff, Ph.D.
President and Founder
Intelligent Solutions, Inc.
COURSE M4

Krish Krishnan
CEO
Sixth Sense Advisors, Inc.
COURSES S3, M3, F3A, F3P

Mike Lampa
Managing Partner
Archipelago IS, LLC
COURSES T3A, T3P

Deanne Larson, DM, CBIP
President
Larson & Associates
COURSES TH2, F1

Evan Levy, CBIP
Vice President of Business Consulting
SAS
COURSES M2, TH3

David Loshin
President
Knowledge Integrity, Inc.
COURSE TH7A

Mark Madsen
President
Third Nature, Inc.
COURSE TH5

Keith McCormick
The Modeling Agency
Senior Consultant and Trainer
COURSE TH4

Eileen McDaniel, Ph.D.
Director of Analytics User Experience
Freakalytics, LLC
COURSE M6

Stephen McDaniel
Chief Data Scientist
Freakalytics, LLC
COURSE M6

William McKnight
President
McKnight Consulting Group
COURSE S7P

John Myers
Managing Research Director
Enterprise Management Associates
COURSES W2A, W2P

Ben Olsen
Partner
Fizzy, Inc.
COURSE W1P

Mark Peco, CBIP
Partner
InQvis
COURSE S4

Neil Raden
Founder
Hired Brains Research
COURSE S6P

Tom Redman
The Data Doc
Navesink Consulting Group, LLC
COURSE S6A

Shawn Rogers
President
Analytic Response, LLC
COURSE T2P

John Santaferraro
Chief Marketing Officer
Organomics
COURSE T2A

Dave Wells, CBIP
BI Consultant, Mentor, and Teacher
COURSES M7, TH6A, TH6P, F2

Nancy Williams, CBIP
Vice President and Principal Consultant
DecisionPath Consulting
COURSES S1, M1

Steve Williams
Founder and President
DecisionPath Consulting
COURSE M8

Barbara Wixom
Principal Research Scientist
MIT Sloan Center for IS Research
MONDAY KEYNOTE

Create Your Agenda

An analytics event for business and IT professionals

Use the following daily guides to create a program that meets your unique needs and interests. You will find courses organized by day, and showing the hot topics you will explore in each session. Technology leaders and implementers should turn to page 8.

For **business professionals** looking to transform data into insights and impact

Course		Instructor	Highlighted Topics: Big Data Analytics	Advanced Analytics	Data Science	Data Visualization	Changing World of Data	BI & Analytics Basics
Sunday								
Full Day								
S2	**TDWI Data Visualization Fundamentals**	Aaron Fuller				●		●
S4	**Harness the Power of "What-If" Analytics: Shaping Your Future with Simulation**	Mark Peco		●	●			
S5	**Overcoming Information Overload with Best Practices in Data Visualization**	Stephen Brobst, Andrew Cardno				●		
Morning								
S6A	**Thinking Like a Data Scientist: Essential Skills for All Managers**	Thomas Redman			●			
Afternoon								
S6P	**Streaming Analytics: Applying Analytics in Real Time for High Throughput and Low Latency**	Neil Raden		●				
Monday								
Full Day								
M4	**Solving Common Analytics Problems**	Jonathan Geiger, Claudia Imhoff	●					●
M5	**Web Analytics: Uncovering the Business Value of Clicks**	Jake Dolezal	●	●				
M6	**Hands-on Visualization with Point-and-Click Open Source Tools**	Stephen & Eileen McDaniel				●		
M8	**Leveraging Information and Analytics to Drive Business Results**	Steve Williams						●
Tuesday								
Morning								
T1A	**TDWI Business Analytics: Exploration, Experimentation, and Discovery**	Jonathan Geiger						●
T2A	**Choosing the Right Analytic and Data Science Techniques**	John Santaferraro		●	●			
T3A	**Emerging Technology for Advanced Analytics**	Michael Lampa	●	●	●			
T4A	**Case Study Presentations (Four, 45-minute case studies to choose from)**	Various	●	●	●	●	●	●
T5A	**Vendor Hands-on Lab (Three sessions to choose from)**	Various	●	●		●		
Afternoon								
T1P	**TDWI Predictive Analytics Fundamentals**	Jonathan Geiger		●				●
T2P	**Social Analytics in the Enterprise**	Shawn Rogers		●				
T4P	**Case Study Presentations (Four, 45-minute case studies to choose from)**	Various	●	●	●	●	●	●
T5P	**Vendor Hands-on Lab (Three sessions to choose from)**	Various	●	●		●		

Create Your Agenda, continued

For **business professionals** looking to transform data into insights and impact

Course		Instructor	Highlighted Topics: Big Data Analytics	Advanced Analytics	Data Science	Data Visualization	Changing World of Data	BI & Analytics Basics
Wednesday								
Morning								
W3A	**The New Analytical Ecosystem: Bridging the Worlds of BI and Big Data**	Wayne Eckerson	●					●
W4A	**Case Study Presentations (Four, 45-minute case studies to choose from)**	Various	●	●	●	●	●	●
W4A	**Peer to Peer Presentations (Four sessions to choose from)**	Various	●	●	●	●	●	●
W5A	**Vendor Hands-on Lab (Two sessions to choose from)**	Various	●	●		●		
Afternoon								
W1P	**Advanced Topics in Data Visualization**	Ben Olsen				●		
W3P	**Secrets of Analytical Leaders: Insights from Information Insiders**	Wayne Eckerson						●
W4P	**Case Study Presentations (Four, 45-minute case studies to choose from)**	Various	●	●	●	●	●	●
W4P	**Peer to Peer Presentations (Four sessions to choose from)**	Various	●	●	●	●	●	●
W5P	**Vendor Hands-on Lab (Two sessions to choose from)**	Various	●	●		●		
Thursday								
Full Day								
TH1	**TDWI Performance Management: Dashboards, Scorecards and Metrics for Real Business Impact**	Chris Adamson						●
TH4	**Serious Play for Predictive Analytics: What Works, What Doesn't, and Why**	Keith McCormick	●	●				
TH5	**Demystifying Big Data: Designing an Architecture for Data and Analytics**	Mark Madsen	●				●	
Morning								
TH6A	**Data Storytelling: The New Horizon in Business Analytics**	Dave Wells, Ted Cuzzillo				●		
Afternoon								
TH6P	**Data Storytelling Workshop**	Dave Wells, Ted Cuzzillo				●		
TH7P	**The How and Why of Location-Based Analytics: Gaining Insight from Geospatial and Proximity Data**	Mark Albala		●				

ALSO SEE:

Complete event agenda: page 12

Courses organized by topic: page 14

Full course descriptions: page 17

For **technology leaders** and implementers looking to build world-class analytics infrastructure

Course		Instructor	Highlighted Topics: Big Data Analytics	Advanced Analytics	Data Science	Data Visualization	Changing World of Data	BI & Analytics Basics
Sunday								
Full Day								
S1	**TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success**	Nancy Williams						●
S2	**TDWI Data Visualization Fundamentals**	Aaron Fuller				●		●
S3	**Understanding Hadoop**	Krish Krishnan	●				●	
S4	**Harness the Power of "What-If" Analytics: Shaping Your Future with Simulation**	Mark Peco		●	●			
S5	**Overcoming Information Overload with Best Practices in Data Visualization**	Stephen Brobst, Andrew Cardno				●		
Afternoon								
S6P	**Streaming Analytics: Applying Analytics in Real Time for High Throughput and Low Latency**	Neil Raden		●				
S7P	**Introduction to NoSQL for Those Used to SQL: Storing and Managing Operational Big Data**	William McKnight					●	
Monday								
Full Day								
M1	**TDWI Business Intelligence Architecture: Principles of BI Design**	Nancy Williams						●
M2	**Designing Your Company's Data Strategy**	Evan Levy					●	
M3	**Hands-on Hadoop**	Krish Krishnan	●				●	
M4	**Solving Common Analytics Problems**	Jonathan Geiger, Claudia Imhoff	●					●
M5	**Web Analytics: Uncovering the Business Value of Clicks**	Jake Dolezal	●	●				
M6	**Hands-on Visualization with Point-and-Click Open Source Tools**	Stephen & Eileen McDaniel				●		
M7	**Data Modeling in the Age of Big Data**	Dave Wells, Aaron Fuller					●	
Tuesday								
Morning								
T1A	**TDWI Business Analytics: Exploration, Experimentation, and Discovery**	Jonathan Geiger						●
T2A	**Choosing the Right Analytic and Data Science Techniques**	John Santaferraro		●	●			
T3A	**Emerging Technology for Advanced Analytics**	Michael Lampa	●	●	●			
T4A	**Case Study Presentations (Four, 45-minute case studies to choose from)**	Various	●	●	●	●	●	●
T5A	**Vendor Hands-on Lab (Three sessions to choose from)**	Various	●	●		●		
Afternoon								
T1P	**TDWI Predictive Analytics Fundamentals**	Jonathan Geiger		●				●
T2P	**Social Analytics in the Enterprise**	Shawn Rogers		●				
T3P	**Innovative Techniques for Advanced Analytics**	Michael Lampa		●	●			
T4P	**Case Study Presentations (Four, 45-minute case studies to choose from)**	Various	●	●	●	●	●	●
T5P	**Vendor Hands-on Lab (Three sessions to choose from)**	Various	●	●		●		

Create Your Agenda, continued

For **technology leaders** and implementers looking to build world-class analytics infrastructure

Course		Instructor	Highlighted Topics: Big Data Analytics	Advanced Analytics	Data Science	Data Visualization	Changing World of Data	BI & Analytics Basics
Wednesday								
Morning								
W1A	**TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets**	Chris Adamson	●					●
W2A	**Selecting the Right Analytics Tools for Your Organization**	John Myers	●	●				
W4A	**Case Study Presentations (Four, 45-minute case studies to choose from)**	Various	●	●	●	●	●	●
W4A	**Peer to Peer Presentations (Four sessions to choose from)**	Various	●	●	●	●	●	●
W5A	**Vendor Hands-on Lab (Two sessions to choose from)**	Various	●	●		●		
Afternoon								
W1P	**Advanced Topics in Data Visualization**	Ben Olsen				●		
W2P	**Selecting Tools for Your Hybrid Data Ecosystem**	John Myers					●	
W4P	**Case Study Presentations (Four, 45-minute case studies to choose from)**	Various	●	●	●	●	●	●
W4P	**Peer to Peer Presentations (Four sessions to choose from)**	Various	●	●	●	●	●	●
W5P	**Vendor Hands-on Lab (Two sessions to choose from)**	Various	●	●		●		
Thursday								
Full Day								
TH1	**TDWI Performance Management: Dashboards, Scorecards and Metrics for Real Business Impact**	Chris Adamson						●
TH2	**Hands-on: Data Mining with R**	Deanne Larson		●	●			
TH3	**Tactics from the Data Trenches: Tackling the Diverse Challenges of New Data**	Evan Levy						●
TH4	**Serious Play for Predictive Analytics: What Works, What Doesn't, and Why**	Keith McCormick	●	●				
TH5	**Demystifying Big Data: Designing an Architecture for Data and Analytics**	Mark Madsen	●				●	
Morning								
TH6A	**Data Storytelling: The New Horizon in Business Analytics**	Dave Wells, Ted Cuzzillo				●		
TH7A	**Information Strategy and Architecture for Big Data**	David Loshin	●				●	
Afternoon								
TH6P	**Data Storytelling Workshop**	Dave Wells, Ted Cuzzillo				●		
TH7P	**The How and Why of Location-Based Analytics: Gaining Insight from Geospatial and Proximity Data**	Mark Albala		●				
Friday								
Full Day								
F1	**TDWI Data Governance Innovations: Adapting for Agile, Big Data, and Cloud**	Deanne Larson						●
F2	**Measuring Intangibles: Breaking Down Analytic Barriers**	Dave Wells						●
Morning								
F3A	**Internet of Things: Finding Opportunity in a Continuum of Changes**	Krish Krishnan		●				

TDWI is your source for in-depth education and research on all things data.

tdwi
Advancing all things data.

TDWI ONSITE EDUCATION

Your Team, Your Location, Our Instructors

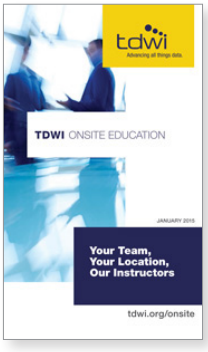
TDWI Onsite delivers the highest quality business intelligence (BI) and data warehousing (DW) education directly to your office so each member of your team learns the same best practices, methodology, and strategy directly from the industry gurus. **Maximize your training budgets today. Schedule a free consultation.**

Core Tracks:

- Data Asset Management
- Core Business Intelligence Skills
- Data Analysis and Design
- Big Data
- Agile BI and DW Development
- Leadership and Management
- CBIP Certification

Contact:

Yvonne M. Baho
Director, Onsite Education
978.582.7105
ybaho@tdwi.org



Download the Onsite brochure today

tdwi.org/onsite

Vendor Exhibition

EXHIBIT HALL HOURS

Tuesday		Wednesday
Exhibit Hall Open and Lunch 11:15 a.m.–2:15 p.m.	**Exhibit Hall Open and Reception** 5:00–7:00 p.m.	**Exhibit Hall Open and Lunch** 11:15 a.m.–2:15 p.m.

The TDWI Exhibit Hall features leading providers of hardware, software, and services for analytics, business intelligence, and related technologies demonstrating their latest solutions. Time is set aside for visiting with these solution providers without missing any courses.

Visit tdwi.org/BOS2015 for more information about exhibitors at TDWI Boston.

View all past exhibitors at tdwi.org/BOS2015/exhibitors.

RECENT TDWI EXHIBITORS:

Actian Corporation
Actuate
Adaptive Planning
Alteryx
Altosoft, A Kofax Company
Analytix Data Services LLC
Attivio
Birst
Blue Star Infotech
CA Technologies
CBIG Consulting
CirrusPoint
Cisco
Cloudera
Collibra
Compact Solutions
Composite Software, Inc.
Damaka
Datasource Consulting
Datawatch
Dell Software
Denodo Technologies
Domo Technologies
Esri
EXASOL
GoodData
Halo BI
Hortonworks
HP
HP Vertica
IBM
iceDQ
Impetus Technologies
Infogix, Inc.
Information Builders
Intel
iOLAP, Inc.
Jaspersoft
Kalido by Magnitude Software
L&T Infotech
Liaison
Logi Analytics
Looker
MapR
MarkLogic
MemSQL
Microsoft
MicroStrategy
Neudesic
Neutrino Concepts Ltd.
Oracle
ParAccel, Inc.
Pentaho
RedPoint Global
Rocket Software
SAP
SAS Institute Inc.
Sisense
SnapLogic, Inc.
Solace Systems
Splunk
Tableau Software
Talend
Tamr
Teradata Corporation
TIBCO Spotfire
TimeXtender
Treasure Data
Trillium Software
ValueMomentum
VelociData, Inc.
WebAction
WhereScape
YarcData
Yellowfin

TDWI PARTNERS

For 2015, the following companies have joined the TDWI Partner program. These solution providers share the TDWI commitment to quality education, research, and knowledge transfer for business intelligence, analytics, and data warehousing.

PLATINUM PARTNERS

IBM
TERADATA

PARTNERS

Actian
cloudera
DATAWATCH
DELL Software
Information Builders
SAP
SAS
+ableau
TREASURE DATA

Agenda

SUNDAY July 26

SCHEDULE

COURSES

Full Day	9:00 a.m.–5:00 p.m.
Half Day A (a.m.)	9:00 a.m.–12:15 p.m.
Half Day P (p.m.)	1:45–5:00 p.m.

EVENTS

Breakfast	8:15–9:15 a.m.
Lunch Break	12:15–1:45 p.m.

COURSE OFFERINGS

○ **S1** BI p. 17
TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success
N. Williams

○ **S2** DV p. 17
TDWI Data Visualization Fundamentals
A. Fuller

○ **S3** BD BA p. 17
Understanding Hadoop
K. Krishnan

○ **S4** AT p. 17
Harness the Power of "What-If" Analytics: Shaping Your Future with Simulation
M. Peco

○ **S5** DV p. 18
Overcoming Information Overload with Best Practices in Data Visualization
S. Brobst, A. Cardno

○ **S6A** NEW! LM p. 18
Thinking like a Data Scientist: Essential Skills for All Managers
T. Redman

○ **S6P** NEW! AT p. 18
Streaming Analytics: Applying Analytics in Real Time for High Throughput and Low Latency
N. Raden

○ **S7P** NEW! BD BA p. 19
Introduction to NoSQL for Those Used to SQL: Storing and Managing Operational Big Data
W. McKnight

MONDAY July 27

SCHEDULE

COURSES

Full Day	9:00 a.m.–5:00 p.m.
Half Day A (a.m.)	9:00 a.m.–12:15 p.m.
Half Day P (p.m.)	1:45–5:00 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Keynote Presentation (see p. 3)	8:00–8:45 a.m.
Lunch Break	12:15–1:45 p.m.
Welcome Reception	5:00–6:30 p.m.

COURSE OFFERINGS

○ **M1** BI p. 19
TDWI Business Intelligence Architecture: Principles of BI Design
N. Williams

○ **M2** BD p. 19
Designing Your Company's Data Strategy
E. Levy

○ **M3** BD BA HO p. 20
Hands-on Hadoop
K. Krishnan

○ **M4** NEW! AA p. 20
Solving Common Analytics Problems
J. Geiger, C. Imhoff

○ **M5** NEW! AT p. 20
Web Analytics: Uncovering the Business Value of Clicks
J. Dolezal

○ **M6** NEW! DV BA HO p. 21
Hands-on Visualization with Point-and-Click Open Source Tools
S. McDaniel, E. McDaniel

○ **M7** NEW! BD p. 21
Data Modeling in the Age of Big Data
D. Wells, A. Fuller

○ **M8** NEW! LM p. 21
Leveraging Information and Analytics to Drive Business Results
S. Williams

TUESDAY July 28

SCHEDULE

COURSES

Full Day	8:00 a.m.–5:30 p.m.
Half Day A (a.m.)	8:00–11:15 a.m.
Half Day P (p.m.)	2:15–5:30 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Exhibit Hall Open and Lunch	11:15 a.m.–2:15 p.m.
Premium Membership Briefing	1:40–2:00 p.m.
Exhibit Hall Open and Reception	5:00–7:00 p.m.

COURSE OFFERINGS

○ **T1A** BI p. 22
TDWI Business Analytics: Exploration, Experimentation, and Discovery
J. Geiger

○ **T1P** BI p. 22
TDWI Predictive Analytics Fundamentals
J. Geiger

○ **T2A** NEW! AT p. 23
Choosing the Right Analytic and Data Science Techniques
J. Santaferraro

○ **T2P** AT p. 23
Social Analytics in the Enterprise
S. Rogers

○ **T3A** BA p. 23
Emerging Technology for Advanced Analytics
M. Lampa

○ **T3P** AT p. 23
Innovative Techniques for Advanced Analytics
M. Lampa

○ **T4A** NEW! AA p. 24
Case Study Presentations*

○ **T4P** NEW! AA p. 24
Case Study Presentations*

○ **T5A** NEW! AA HO
Hands-On Lab: Real-Time Stream Analytics Applications: Correlate Multiple Data Streams with Rich History and Context Using the WebAction Platform**

○ **T5P** NEW! AA HO
Hands-On Lab: BI Made Easy - Data to Dashboards in Minutes!**

○ **T6A** NEW! AA HO
Hands-On Lab: Dashboard Design Practices with Cognos BI on Cloud**

○ **T6P** NEW! AA HO
Hands-On Lab: Predictive Analytics and Data Visualization with Tableau and R**

○ **T7** NEW! AA HO
Hands-On Lab: Microsoft Power BI - Dashboard in a Day**

COURSE TOPICS KEY

- BI BI and Analytics Foundations
- BA Big Data and Analytics Technologies
- BD Big Data and Data Management
- DV Data Visualization and Presentation
- AT Advanced Analytics Techniques
- LM Leadership and Management
- AA Analytics in Action
- HO Hands-on Training

Some classes cover more than one topic. Primary focus is listed first.

* Check online for up-to-date session information

** Check online for full course descriptions

WEDNESDAY July 29

SCHEDULE

COURSES

Full Day	8:00 a.m.–5:30 p.m.
Half Day A (a.m.)	8:00–11:15 a.m.
Half Day P (p.m.)	2:15–5:30 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Exhibit Hall Open and Lunch	11:15 a.m.–2:15 p.m.

COURSE OFFERINGS

W1A BD p. 24
TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets
C. Adamson

W1P NEW! DV HO p. 24
Advanced Topics in Data Visualization
B. Olsen

W2A NEW! BA AT p. 24
Selecting the Right Analytics Tools for Your Organization
J. Myers

W2P BD BA p. 25
Selecting Tools for Your Hybrid Data Ecosystem
J. Myers

W3A LM p. 25
The New Analytical Ecosystem: Bridging the Worlds of BI and Big Data
W. Eckerson

W3P LM p. 25
Secrets of Analytical Leaders: Insights from Information Insiders
W. Eckerson

W4A NEW! AA p. 26
Case Study Presentations/Peer-to-Peer Presentations*

W4P NEW! AA p. 26
Case Study Presentations/Peer-to-Peer Presentations*

W5A NEW! AA HO
Hands-On Lab: Big Data Analytics: Preparing to Swim in the Data Lake**

W5P NEW! AA HO
Hands-On Lab: Big Data Analytics: Deep Diving in the Data Lake**

W6A NEW! AA HO
Hands-On Lab: Insight Discovery and Voice of the Customer with Luminoso**

W6P NEW! AA HO
Hands-On Lab: Text Analytics and Visualization with Attensity Analyze**

THURSDAY July 30

SCHEDULE

COURSES

Full Day	9:00 a.m.–5:00 p.m.
Half Day A (a.m.)	9:00 a.m.–12:15 p.m.
Half Day P (p.m.)	1:45–5:00 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Keynote Presentation (see p. 3)	8:00–8:45 a.m.
Lunch Break	12:15–1:45 p.m.

COURSE OFFERINGS

TH1 BI p. 26
TDWI Performance Management: Dashboards, Scorecards and Metrics for Real Business Impact
C. Adamson

TH2 BA AT HO p. 26
Hands-on: Data Mining with R
D. Larson

TH3 BD p. 27
Tactics from the Data Trenches: Tackling the Diverse Challenges of New Data
E. Levy

TH4 NEW! AT p. 27
Serious Play for Predictive Analytics: What Works, What Doesn't, and Why
K. McCormick

TH5 BD p. 27
Demystifying Big Data: Designing an Architecture for Data and Analytics
M. Madsen

TH6A DV p. 28
Data Storytelling: The New Horizon in Business Analytics
D. Wells, T. Cuzzillo

TH6P NEW! DV p. 28
Data Storytelling Workshop
D. Wells, T. Cuzzillo

TH7A BD p. 28
Information Strategy and Architecture for Big Data
D. Loshin

TH7P NEW! AT p. 29
The How and Why of Location-Based Analytics: Gaining Insight from Geospatial and Proximity Data
M. Albala

FRIDAY July 31

SCHEDULE

COURSES

Full Day	8:00 a.m.–3:30 p.m.
Half Day A (a.m.)	8:00–11:15 a.m.
Half Day P (p.m.)	12:15–3:30 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Lunch Break	11:15 a.m.–12:15 p.m.

TDWI has arranged the Friday schedule to finish earlier than the other days of the week yet still provide a full day of instruction.

COURSE OFFERINGS

F1 LM p. 29
TDWI Data Governance Innovations: Adapting for Agile, Big Data, and Cloud
D. Larson

F2 LM p. 30
Measuring Intangibles: Breaking Down Analytic Barriers
D. Wells

F3A BA p. 30
Internet of Things: Finding Opportunity in a Continuum of Changes
K. Krishnan

F3P BD p. 30
Big Data Maturity: Measuring Your Journey
K. Krishnan

SEE PAGES 14–16 FOR COURSE OFFERINGS BY TOPIC.
SEE PAGES 6–9 FOR BUSINESS/TECHNOLOGY GUIDES.

* Check online for up-to-date session information

**Check online for full course descriptions

THE ANALYTICS EXPERIENCE

Over six days, explore functional applications of analytics across the enterprise (sales, marketing, financial, and so on), and drill down into advanced analytics practices such as prescriptive analytics, visualization, simulation, and much more.

USE THIS GUIDE TO CHOOSE YOUR COURSES BY TOPIC.

AA ANALYTICS IN ACTION

Sometimes the best learning comes from exploring the experiences of others. This track is anchored by a class that illustrates many common analytics problems and their solutions. It also offers several case studies and a variety of peer-to-peer presentations with lessons learned, mistakes to avoid, and useful in-the-trenches analytics techniques.

- ○ **M4** — p. 20
  Solving Common Analytics Problems
- ○ **T4A/T4P/W4A/W4P** — p. 24
  Case Study Presentations: 16 case study presentations* provide in-depth, actionable insights on how leading organizations are transforming data into business value.
- ○ **T5A/T5P/W5A/W5P** — p. 24
  Hands-on Labs: 10 Hands-on labs* on all the latest analytics tools and technologies.
- ○ **W4A/W4P** — p. 26
  Peer-to-Peer Presentations: 8 peer-to-peer sessions* to gain tips and techniques for high-impact and high-value analytics.

* Check online for latest session information.

HO HANDS-ON TRAINING

The field of analytics is rich with new and emerging technologies. What better way to learn to use tools and technologies than to get hands on with the products? With four open source-based Hands-on classes covering data mining, data visualization, and Hadoop, complemented by a variety of product-specific sessions, this conference offers abundant opportunity to work with some of the most advanced analytics tools available.

- ○ **M3** — p. 20
  Hands-on Hadoop
- ○ **M6** — p. 21
  Hands-on Visualization with Point-and-Click Open Source Tools
- ○ **T5A/T5P/W5A/W5P** — p. 24
  Hands-on Labs*
- ○ **W1P** — p. 24
  Advanced Topics in Data visualization
- ○ **TH2** — p. 26
  Hands-on Data Mining with R

AT ADVANCED ANALYTICS TECHNIQUES

Advanced analytics is the cutting edge of today's analytics going well beyond statistical analysis. Advanced analytics courses cover topics such as streaming, clickstream, geospatial, and social analytics as well as data science and technology perspectives.

BI BI AND ANALYTICS FOUNDATIONS

Business intelligence and analytics are closely related fields, both focused on quantifying business activities, behaviors, and results. Courses covering BI, performance management, and predictive analytics help to lay a strong foundation upon which you can build increasingly advanced analytics capabilities.

BD BIG DATA AND DATA MANAGEMENT

Big data is among today's hottest topics, and it is rich with opportunities. But with opportunities come challenges for data and analytic ecosystems. Courses in big data technologies and applications, and in data strategy and management help you meet these challenges head on.

BA BIG DATA AND ANALYTICS TECHNOLOGIES

With big data comes an onslaught of new and different technologies including many open source tools. These courses are designed to help you understand the variety of new technologies and determine if and how they fit into your technical architecture and infrastructure.

DV DATA VISUALIZATION AND PRESENTATION

Getting value from data, especially massive volumes of big data, requires concise and clear visual presentation. Good data visualization is much more complex than simple development of bar charts and line graphs. These courses teach the skills of data visualization and presentation from the basics to advanced techniques and data storytelling.

LM LEADERSHIP AND MANAGEMENT

Analytics is more a business endeavor than a technical undertaking. Valuable and high-impact analytics begin with effective leadership of analytics efforts. Courses in this area are designed to strengthen leadership capabilities and help you build a successful analytics program.

S1 Sunday, July 26, 9:00 a.m.–5:00 p.m.
BI and Analytics Foundations

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

Nancy Williams

The BI life cycle spans a continuum that begins with large amounts of disparate data and stretches to encompass people, technology, information, analysis, and decision making. The benefits of BI are substantial: new business capabilities for insight, forecasting, planning, agility, and strategy execution.

Realizing benefits is challenging. With many moving parts—infrastructure, technology, data, integration, analytics, applications, metrics, reports, dashboards, scorecards—putting the pieces together in the most effective way is difficult. Learn the basics of BI from end to end, with special attention on two of the most important factors for BI success: planning and collaboration. You are most able to chart a course for BI success when teams and stakeholders share common concepts, use consistent terminology, and contribute collectively to the BI vision.

YOU WILL LEARN

- Meaningful and actionable definitions of BI
- Effective ways to deliver BI: Web, mobile, desktop, etc.
- Common kinds of BI reporting: ad hoc, published, enterprise, operational
- Performance management principles: dashboards, scorecards, KPIs
- Business analyst principles: OLAP, analytic modeling, data visualization
- Advanced analytics concepts for data mining, predictive analytics, and text analytics
- Data management practices: profiling, cleansing, quality management
- Data integration practices: consolidation, virtualization, data warehousing

GEARED TO

Anyone with a role in BI/DW programs who needs to understand the concepts and the full life cycle of BI; BI/DW managers and leaders seeking to increase the value and business impact of a BI program; business and technical people who need to work together to implement BI; teams that need to develop a common base of concepts and terminology for BI

S2 Sunday, July 26, 9:00 a.m.–5:00 p.m.
Data Visualization and Presentation

TDWI Data Visualization Fundamentals

Aaron Fuller

Data visualization has rapidly become a critical part of business analytics and business communications. Without visualization, the numbers and statistics of analytics are difficult to interpret and incomprehensible to many who need to turn data into knowledge. The advent of big data, with increasing volume and velocity of data, emphasizes visualization as a technique to compress large volumes of data into digestible presentations and observe streaming data in motion.

Elegant and well-designed data visuals often appear to be easy because skilled visual developers are able to hide the complexities and hard work behind the scenes. Business intelligence and business analytics professionals need to communicate as effectively in visual forms as they do with their verbal and written communications skills. Get started by learning the fundamentals of data visualization.

YOU WILL LEARN

- Visualization as a communication medium
- Preparing data for visualization
- Components of visualization
- Choosing and using charts and graphs
- Visual exploration and analysis
- Visual design techniques
- Extending visualization with infographics
- Visual storytelling
- Data visualization tools

GEARED TO

Business analysts and data analysts; data scientists and analytics modelers; business analytics leaders and managers; BI leaders and managers; anyone who develops charts and graphs to communicate about data

S3 Sunday, July 26, 9:00 a.m.–5:00 p.m.
Big Data and Data Management,
Big Data and Analytics Technologies

Understanding Hadoop

Krish Krishnan

The advent of big data has changed the world of analytics forever. Big data challenges scalability and big data platforms reshape BI and analytics infrastructure. Hadoop has taken center stage in the big data revolution, and we'll all need to understand the platform, its ecosystem, and how to work with it. The enterprise adoption of Hadoop is met with mixed responses. Join us to learn the basics of Hadoop, understand the realities, sort out the conflicts, and find out where and how Hadoop fits into your BI and analytics future. We will discuss the ecosystem and its intricacies, look at where it will help, and discuss how companies have embraced its usage.

YOU WILL LEARN

- The what and why of Hadoop
- Hadoop components
- Technical architecture
- Core components (MapReduce, HDFS, YARN)
- Hadoop tools (Hbase, Hive, Pig, Mahout, Impala)
- Hadoop setup and configuration
- Hadoop administration and management
- Using Hadoop: applications and examples

GEARED TO

Architects, developers, anyone interested in Hadoop

S4 Sunday, July 26, 9:00 a.m.–5:00 p.m.
Advanced Analytics Techniques

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

Mark Peco

It is feasible, practical, and prudent to explore new ideas, evaluate alternatives, and peek into the future using what-if analytics. Common analytics techniques focus on statistics, but business managers often need more decision-making guidance and fewer statistics. Simulation techniques help to identify, analyze,

and compare various decision-making scenarios, and to evaluate a range of options by playing the what-if game.

A well-rounded analytics organization includes analysts who are skilled with simulation, and these people often become the most in-demand analysts.

Combining models, assumptions, and decision variables yields insights helpful when choosing the best path into the future. Simulation models enhance understanding of key behavior patterns, leading to increased confidence and ability to define and achieve key business objectives. Implementing simulation as a core part of business analytics practice simply makes sense. Business questions starting with "why" and extending to "what if" can be answered with certainty and clarity.

This course provides an introduction to simulation analytics. Topics include definitions, general system concepts, modeling techniques, and application areas. Pragmatic examples are provided throughout the course. A framework to position simulation in the broader BI program is also provided.

YOU WILL LEARN

- Key capabilities of simulation
- Categories of simulation models
- Domains of applicability
- How to build and implement simulation models
- Data management requirements for simulation
- How business problems can be defined and solved
- The role of experimental design
- How insights can be generated
- How to explore and discover routes to successful outcomes
- How analytics, simulation, and BI are interconnected disciplines

GEARED TO

Business analytics leaders, BI program leaders; BI architects and project managers; business analytics team members; business managers and decision makers; functional analysts; operations managers; process improvement specialists

---

S5 Sunday, July 26, 9:00 a.m.–5:00 p.m.
Data Visualization and Presentation

Overcoming Information Overload with Best Practices in Data Visualization

Stephen Brobst, Andrew Cardno

It is well known that human understanding is more effective with pictures than with rows and columns of numbers. However, much of the output from business intelligence environments remains trapped in traditional reporting formats.

In this workshop, we explore best practices for deriving insight from vast amounts of data using visualization techniques. We will examine visualization for reporting with drill-downs and real-time business activity monitoring, and leverage data visualization in connection to data mining algorithms.

A key theme is exposing actionable decisions through the use of visualization techniques. Examples from a variety of industries will be employed. This workshop will describe advanced visualization algorithms, including the use of organic shapes to convey high-density information, how animation of data increases data density, and an experiment demonstrating the data absorption rate of the human mind. The workshop will also cover the relationship between data warehousing and data visualization, showing how metadata can be used to leverage the power of highly detailed data to create insightful data visualizations.

YOU WILL LEARN

- How visualization can be used to overcome information overload
- Best practices in the use of visualization for BI
- Common pitfalls in the use of visualization for BI
- Next-generation visualization techniques using mashups, geospatial data, and animation
- The differences in using visualization for strategic BI versus operational BI
- Critical success factors for implementation of scalable solutions

GEARED TO

Business and IT leaders; managers; analysts; end users; BI application developers

---

S6A NEW! Sunday, July 26, 9:00 a.m.–12:15 p.m.
Leadership and Management

Thinking like a Data Scientist: Essential Skills for All Managers

Thomas Redman

All things "data" are invading every nook and cranny of every company, department, and work team. Managers need to become more facile with data, and quickly. The forward-thinking want to fully engage with data scientists, making both themselves and the scientists more effective—and the less proactive don't want to be left behind. In this highly interactive course, we'll explore some simple steps managers can take to teach themselves to think like a data scientist.

YOU WILL LEARN

- The basics of collecting data and how to understand what it reveals
- To understand the distinction between causation and correlation
- Some simple steps for making effective graphics
- How to explore more data more deeply
- How to make data-driven predictions

GEARED TO

All managers, especially those for whom statistics was their least favorite subject; those finding the need to bring more analytic discipline into their jobs; and those interacting with data scientists

---

S6P NEW! Sunday, July 26, 1:45–5:00 p.m.
Advanced Analytics Techniques

Streaming Analytics: Applying Analytics in Real Time for High Throughput and Low Latency

Neil Raden

In the past, streaming data from machines, sensors, and equipment was analyzed only for immediate use and then discarded. Telemetry from airliner engines was used during the flight, then flushed instead of kept for finding useful patterns that could predict important events. The economics and performance of today's technology make it possible to analyze all of the data, make decisions in real time, and store the massive amounts of event data for further analysis.

YOU WILL LEARN

- The difference between stream processing and complex event processing
- The types of applications that are reasonable and those that are still hype

- How much "history" is worth considering in these kinds of applications
- What architecture is required and what pieces you already have
- How to determine if streaming analytics make sense in your organization, and how to get started

GEARED TO

Business and IT leaders, managers, analysts, and end users; application developers. No technology prerequisites to get value from this class

---

S7P NEW!

Sunday, July 26, 1:45–5:00 pm
Big Data and Data Management,
Big Data and Analytics Technologies

Introduction to NoSQL for Those Used to SQL: Storing and Managing Operational Big Data

William McKnight

In this informative session, learn about the emerging class of NoSQL technologies that can be used to manage operational big data. Understand the ideal workloads for NoSQL in managing enterprise data, and where NoSQL adds value to an enterprise information strategy.

Find out how to get projects started and how to drop the "not in production" label to position NoSQL as part of your production toolbox for data management.

This "code-lite" session addresses the NoSQL community as well as the key user community, providing guidance on how NoSQL technologies work and how to position them in the enterprise. This practical session will help you add a significant class of technologies into consideration to ensure information remains an unparalleled corporate asset.

YOU WILL LEARN

- Big data basics
- Enablers for NoSQL
- NoSQL data models: key-value, document, graph
- NoSQL usage patterns
- NoSQL database architectures

GEARED TO

Anyone with SQL background who is interested, curious, or even skeptical about the role and value of NoSQL technologies

---

M1

Monday, July 27, 9:00 a.m.–5:00 p.m.
BI and Analytics Foundations

TDWI Business Intelligence Architecture: Principles of BI Design

Nancy Williams

Business intelligence architecture is a set of frameworks to organize the data, management, and technical components used to build BI systems. Architecture plays an important role in BI programs and projects, ensuring that the development efforts of multiple projects fit neatly together as a cohesive whole. Comprehensive architecture addresses data, technology, integration, business rules, processes, projects, and more. Multifaceted, multidimensional, and complex—BI architecture is clearly a team job that involves data architects, integration architects, technology architects, and more. With the right knowledge and skills, your BI architects become an effective team able to handle the many complexities of BI systems.

YOU WILL LEARN

- The full scope of architectural objectives—structural integrity, standardization, reusability, environmental fit, aesthetics, and sustainability
- A framework to ensure architectural completeness—business, organization, data, integration, and process views
- A framework to organize BI components—access, analysis, presentation, storage, integration, and data source tiers
- A framework to organize the information management stack—data, integration, rules, tools, teams, reports, analysis, and application
- A framework to organize architectural requirements—functional, data, operations, environment, and structural requirements
- A framework to organize technology requirements—data access, data manipulation, data analysis, reporting, visualization, security, portability, and accessibility
- Technology trends and BI architecture—cloud, SaaS, open source, appliances, advanced visualization
- Organizational options for best fit of BI into your culture—conglomerate, cooperative, and centralized
- Data integration options in BI architecture—bus, hub and spoke, hybrid, federation, and virtualization

GEARED TO

Anyone who has a role in defining, documenting, or applying architecture in BI and data warehousing programs, including business architects, data architects, integration architects, and technology architects

---

M2

Monday, July 27, 9:00 a.m.–5:00 p.m.
Big Data and Data Management

Designing Your Company's Data Strategy

Evan Levy

Companies are dealing with exploding amounts of data; and a common belief is that volumes are doubling every two years. While most people agree that data is a corporate asset, there's little discussion about how companies can ensure that data is being managed and used effectively. With the continued growth of IT budgets, it has become commonplace to challenge the value (and ongoing cost) of retaining data assets. Although most IT organizations are prepared to discuss their strategy with technology platforms, tools, and methodologies, few are equipped to discuss their goals and strategy for corporate data.

A successful data strategy isn't just about data management, naming standards, or governance methods. It must support the goals and the execution details for ensuring the effective adoption and use of data assets. In this class, Evan Levy discusses the details and reviews the activities that go into building a comprehensive data strategy.

YOU WILL LEARN

- The key components of an enterprise data strategy
- Aligning the strategy with your company's goals and priorities
- The key tactical enablers that can elevate the visibility of a data strategy initiative
- Understanding the alternatives and determining the best fit for your company
- The analysis and construction activities involved in building your company's data strategy
- Identifying the stakeholders and determining their roles in supporting the strategy

- Suggested approaches and techniques for conducting stakeholder interviews, along with sample questions
- Building sample strategy artifacts based on real-world scenarios

GEARED TO

CIOs and chief data officers, IT program managers, business sponsors and end users, BI program management, and data management staff

---

M3 Monday, July 27, 9:00 a.m.–5:00 p.m.
Big Data and Data Management,
Big Data and Analytics Technologies,
Hands-on Training

Hands-on Hadoop

Assumes completion of Understanding Hadoop course (S3) or equivalent knowledge. You will need a laptop computer with specific software installed prior to the session. When you register for the class, you will receive detailed instructions for software download and installation.

Krish Krishnan

Hadoop has created a lot of buzz. From data warehousing to advanced analytics, our enterprise data and processing infrastructure is being reshaped by Hadoop technology. The question is no longer if you'll have Hadoop, but how best to approach it for both business and technical value.

This class offers a hands-on learning experience working with the Hadoop ecosystem. Using a series of examples and exercises for each topic, you'll experience the Hadoop tools firsthand and strengthen your learning with discussion about how to implement them.

YOU WILL LEARN

- Hadoop components and architecture
- Configuration of Hadoop
- Configuration of core components (MapReduce, HDFS, Yarn)
- Usage of Hadoop tools (HBase, Hive, Pig, Mahout, Impala)
- ZooKeeper setup and configuration
- Hadoop administration and management

GEARED TO

Anyone with an interest in Hadoop, ranging from "Hadoop curious" to those who are actively involved in implementation

Attendance is limited to 40.

M4 NEW! Monday, July 27, 9:00 a.m.–5:00 p.m.
Analytics in Action

Solving Common Analytics Problems

Jonathan Geiger, Claudia Imhoff

It seems like everyone in the business world is talking about analytics, but what does that really mean? More important, how do you use analytics to create business value? This course provides several common examples of how companies in multiple industries are using analytics to understand business drivers, establish meaningful goals, and execute successfully against those goals.

Following a brief introduction of business analytics concepts, the session describes use cases with practical applications of business analytics. The use case descriptions include the business scenario, anticipated business value, type of analytics involved, information needs, technology needs, skill needs, and results. The challenges that are frequently encountered are also explored, along with ways to overcome them. Looking across all use cases, we'll summarize common characteristics of successful analytic organizations, identify essential key roles, and describe areas that should be assessed to develop a road map to introduce or expand the use of analytics.

Use cases that are addressed:

- Customer relationship management (personalization, churn analysis and reduction)
- Financial risk reduction (fraud detection, expense analysis, regulatory compliance)
- Sales and marketing (leveraging loyalty programs, converting browser to buyer, cross-selling)
- Operational analysis (productivity analysis and improvement, quality improvement)
- Supply chain optimization (inventory optimization, logistics)

YOU WILL LEARN

- Real-world examples of business analytics at work
- Common characteristics of successful business analytics applications
- Common challenges in deploying business analytics and how to address them
- Steps to help an organization prepare for effective business analytics use

GEARED TO

Business managers seeking analytics opportunities; technical managers and developers who need deeper understanding of the business value of analytics; everyone who needs to understand the importance of analytics in a competitive business environment

---

M5 NEW! Monday, July 27, 9:00 a.m.–5:00 p.m.
Advanced Analytics Techniques

Web Analytics: Uncovering the Business Value of Clicks

Jake Dolezal

The Web analytics practice has evolved rapidly as the landscape of Internet usage and devices continues to broaden. Today businesses collect an unprecedented amount of data about customers to seek deeper, more actionable insights. Many companies are integrating their Web analytics data with data from other sources and performing analytics to understand customer behavior and enable highly individualized marketing. This course provides an overview of Web analytics, as well as analytics techniques and applications that are suitable to the context of Web data. Theory and practice are illustrated by several real-life cases and demonstrations.

YOU WILL LEARN

- Gain a deep understanding of Web analytics as well as data about customer interactions with your organization online
- Identify and interpret conventional and emerging Web analytics measurements
- Understand the Web data collection and integration techniques and their potential applications and limitations
- Distinguish useful data from the "noise"
- Gain actionable insights for online marketing efforts with visitor-centric techniques such as profiles, patterns, goals, and outcomes
- Learn what tools are needed on a Web analytics workbench

GEARED TO

BI professionals or data analysts with experience in other areas of customer data who are in the process of incorporating Web data into their warehouses or models, or developing custom BI for Web analytics; CRM, marketing, sales and other business leaders who want to improve their understanding of Web analytics data and how actionable insights can be gleaned from it; technology and information leaders, managers, and professionals who want to learn more about current trends and broaden their understanding of Web analytics

M6 NEW!

Monday, July 27, 9:00 a.m.–5:00 p.m.
Data Visualization and Presentation, Big Data and Analytics Technologies, Hands-on Training

Hands-on Visualization with Point-and-Click Open Source Tools

Assumes an interest in data visualization using open source point-and-click tools. You will need to bring to the session a laptop computer with specific software installed. You will receive detailed instructions for software download and installation when you register.

Stephen McDaniel, Eileen McDaniel

Data visualization has created a lot of buzz in both the popular media and the minds of business decision makers. Although there are many tools for charting, new open source tools that are purposely designed for building high-quality data visualizations are opening new possibilities for developing and sharing highly-stylized data visualization content. The underpinnings of these tools are advanced Web technologies powering many of the most compelling data visualizations for top newspapers and on leading websites. The tools in this session will enable you to create high-quality content that can be embedded in websites or shared in presentations.

This class offers a hands-on learning experience in data visualization with point-and-click interfaces in both Lyra (which is based on the now famous D3 JavaScript library) and R. In a series of case studies, you will experience the power of these tools first hand for solving real-world data presentation problems.

YOU WILL LEARN

- Lyra, a point-and-click interface for detailed data visualization
- R packages that enable data visualization methods that complement Lyra
- How to share your results in dynamic Web content and business presentations
- Data visualization best practices to keep in mind as you create content for decision makers

GEARED TO

Anyone with an interest in finding better ways to communicate key data insights with new technology capable of creating high-end data graphics to impress and inform

M7 NEW!

Monday, July 27, 9:00 a.m.–5:00 p.m.
Big Data and Data Management

Data Modeling in the Age of Big Data

Dave Wells, Aaron Fuller

The big data phenomenon expands the purpose and changes the role of data modeling. The level of uncertainty about data modeling in today's data ecosystems is high. Most practitioners have more questions than answers. Has data modeling become obsolete? Does unstructured data make modeling impractical? Does NoSQL imply no data modeling? What are the implications of schema-on-read vs. schema-on-write for data modelers? Do entity-relationship and star-schema data models still matter?

Data modeling is still an important process—perhaps more important than ever before. But data modeling purpose and processes must change to keep pace with the rapidly evolving world of data. This course examines the principles, practices, and techniques that are needed for effective modeling in the age of big data.

YOU WILL LEARN

- To distinguish between data store modeling (schema on write) and data access modeling (schema on read) and when each is useful
- The elemental characteristics of data that provide a common denominator for data modeling for all types of data
- How the common denominator is used to map various kinds of databases including relational, dimensional, NoSQL, NewSQL, graph, and document
- When traditional logical-to-physical modeling works and when it makes sense to reverse the process as physical-to-logical
- Trade-offs between methodological rigor and discovery-driven exploration in data modeling

GEARED TO

Data architects; data modelers; database developers; data integrators; data analysts; report developers; anyone else challenged with the need to make structured enterprise data and non-traditional data sources work together

M8 NEW!

Monday, July 27, 9:00 a.m.–5:00 p.m.
Leadership and Management

Leveraging Information and Analytics to Drive Business Results

Steve Williams

For nearly 20 years, organizations have been investing in modern information technology tools that deliver better information and more robust analytical capabilities. Positioned by technology vendors and their consulting partners under such names as data warehousing, business intelligence, reporting, big data, and analytics, these tools have been sold with the promise of "out-of-the-box" capabilities that purportedly deliver competitive advantages and other business benefits.

Although there are certainly success stories from which we can learn, the consensus of seasoned professionals in the field is that we have only begun to tap into the potential of business intelligence and analytics. Put simply, most organizations haven't even leveraged the information they've had for years, let alone leveraging "big data."

Course Descriptions

The key to truly leveraging BI is creating a tight alignment between business strategy, the core business processes that determine business results, and BI applications that can be used to improve those core business processes—and thereby generate increased revenues, reduced costs, or both.

This practical course will help you sort through the confusion about BI and analytics so you can define high-value BI opportunities and deploy them to positively impact business results. We'll use a mix of lecture and engaging class exercises that develop skills you can apply at your organization.

YOU WILL LEARN

- How to determine the strategic importance of BI in your industry and to your company
- How to identify BI and analytics uses in your business that can improve processes and profits
- How to communicate business requirements for BI and analytics to IT professionals
- How to use BI and analytics to improve key business processes
- How to use BI and analytics for enterprise business performance management
- How to identify and avoid barriers to success
- How BI and analytics are used in different industries and business functions

GEARED TO

Managers and executives charged with leading a major BI or analytics initiative; profit-center or cost center executives, managers, directors, or analysts; chief financial officers or chief information officers; marketing, sales, or customer service managers and executives; supply chain, operations, or procurement executives and managers; BI program or project managers; financial executives and managers in charge of performance management systems

---

T1A Tuesday, July 28, 8:00–11:15 a.m.
BI and Analytics Foundations

TDWI Business Analytics: Exploration, Experimentation, and Discovery

Jonathan Geiger

Analytics is at the forefront of business intelligence. The promise of BI is found in data analysis that provides insight and drives innovation. Data-driven investigation, exploration, and experimentation lead to the kinds of discoveries that uncover opportunities and help to answer future-looking questions. Analytics is a hot topic in business management, and quantitative analysis has rapidly become the in-demand skill for data management. What was once a specialty field exclusive to statisticians and mathematicians has become mainstream. Today's business analysts combine understanding of business, data, statistics, math, visualization, and problem solving to meet business-critical needs for information, understanding, and insight.

YOU WILL LEARN

- How models are used to define and frame analytic needs
- Model development techniques including influence diagramming, spreadsheet engineering, and parameterization
- Model refinement techniques including sensitivity analysis, strategy analysis, and iteration
- Discovery-oriented techniques including heuristic analysis, subjective probability, and hypotheses and experimentation
- Statistical foundations of data analysis including histograms, standard deviation, and regression
- The data side of analytics—data preparation, data cleansing, data visualization
- The human side of analytics—communication, conversation, collaboration
- A bit about analytics tools from free and open source to advanced analytics technology

GEARED TO

Practicing business analysts and those who aspire to become business analysts; business functional managers responsible to analyze performance and risk; BI program managers, architects, and project managers; BI and IT professionals seeking to know more about business analytics

---

T1P Tuesday, July 28, 2:15–5:30 p.m.
BI and Analytics Foundations

TDWI Predictive Analytics Fundamentals

Jonathan Geiger

Predictive analytics is a set of techniques used to gain new knowledge from large amounts of raw data by combining data mining, statistics, and modeling. Predictive analytics goes beyond insight (knowing why things happen) to foresight (knowing what is likely to happen in the future). Predictive models use patterns in historical data to identify and quantify probabilities of future opportunities and risks. Virtually every industry—insurance, telecommunications, financial services, retail, healthcare, pharmaceuticals, and many more—uses predictive analytics for applications such as marketing, customer relationship management, fraud detection, collections, cross-sell and up-sell, and risk management.

This course introduces predictive analytics skills, which encompass a variety of statistical modeling techniques, including linear and logistic regression, time-series analysis, classification and decision trees, and machine-learning techniques. Beyond statistics skills, predictive analytics requires knowledge of problem framing, data profiling, data preparation, and model evaluation.

YOU WILL LEARN

- Definitions, concepts, and terminology of predictive analytics
- Common applications of predictive analytics
- How and where predictive analytics fits into a BI program and the relationships with business metrics, performance management, and data mining
- To distinguish among various predictive model types and understand the purpose and statistical foundations of each
- Organizational considerations for predictive analytics, including roles, responsibilities, and the need for business, technical, and management skills

GEARED TO

Practicing business analysts and those who aspire to become business analysts; business functional managers responsible to analyze performance and risk; BI program managers, architects, and project managers; BI and IT professionals seeking to know more about business analytics

T2A NEW! Tuesday, July 28, 8:00–11:15 a.m.
Advanced Analytics Techniques

Choosing the Right Analytic and Data Science Techniques

John Santaferraro

New data and modern data platforms create new opportunities for businesses every day. The challenge is figuring out how to unlock the value hidden in massive data stores. Companies that gain expertise in data science and analytics will outpace their competitors with new insight. Individuals who acquire that same knowledge will find themselves in high demand.

This introductory course in analytics and data science will give you the framework you need to understand and immediately begin using your analytics skillset. You will understand the fundamental principles of data science and analytics and lay a foundation to take the right steps toward value. Determine when to use predictive, preventive, prescriptive, and descriptive analytics. Understand the business value and applications for clustering, classification, association, sequencing, graph, simulation, forecasting, optimization, and other algorithms.

YOU WILL LEARN

- The fundamental principles of data science and analytics
- How to apply the different classes of analytics
- An overview of types of algorithms and how they apply to business processes
- Examples of how different kinds of algorithms apply to customer analytics

GEARED TO

BI, DW, and IT directors; BI, DW, and IT executives; business analysts; business executives

T2P Tuesday, July 28, 2:15–5:30 p.m.
Advanced Analytics Techniques

Social Analytics in the Enterprise

Shawn Rogers

Big data comes in all shapes and sizes. Social data is at the forefront of big data innovation for companies who need to power deeper and richer analytics. Social data analytics enables better understanding of customer sentiment, brand awareness, purchasing habits, and more. Integrating, sharing, and leveraging this data across your analytic environment opens the door to a new world of business insight. This class explores the various social data sources, data structures, integration strategies, and benefits of social analytics in your enterprise.

YOU WILL LEARN

- Why you can't afford to ignore this growing trend and innovative data source
- How leading companies achieve a competitive edge using social analytics
- To understand the five social media data types and how to leverage them
- Mistakes to avoid in your social analytics strategy
- Essential tools for social analytics
- How to integrate and utilize social data within your enterprise

GEARED TO

Those with experience on prior BI projects; those who are tasked with adding value to existing BI implementations with new data sources; anyone getting started with big data and/or social media strategy; anyone who is curious about social analytics opportunities and value

T3A Tuesday, July 28, 8:00–11:15 a.m.
Big Data and Analytics Technologies

Emerging Technology for Advanced Analytics

Mike Lampa

Moore's Law—the processing power of computers doubles every two years—continues to hold true. For analytics, this means increasing capabilities to crunch more data, more quickly, at reduced costs. Software capabilities are exploding with options to leverage increased processing power and capitalize on the big data buzz. From little known start-ups to the mega-stacks, many new capabilities exist to acquire, integrate, manage, consume, analyze, and visualize data. These technologies enable increasingly complex data mining, pattern detection, machine learning, predictive modeling, and workflow collaboration. They create new opportunities to expand beyond traditional BI solutions into hyper-integrated advanced analytics that will ultimately blur the line between business operations and business analytics.

YOU WILL LEARN

- How hardware layers are evolving at all levels from chipsets to supercomputers supporting advanced analytics workloads
- How software providers are removing barriers to entry for advanced analytics
- How emerging technologies in hardware and software combine to address complex and demanding advanced analytics workloads
- Where big data finds its niche in the world of analytics-enabling technologies

GEARED TO

Chief information officers; chief analytics officers; chief technology officers; BI and analytics architects; enterprise architects; data scientists

T3P Tuesday, July 28, 2:15–5:30 p.m.
Advanced Analytics Techniques

Innovative Techniques for Advanced Analytics

Mike Lampa

The world of advanced analytics is about developing solutions that closely simulate the way humans think. The key is capability to assimilate massive volumes of diverse information, observe countless permutations of data points, and discover meaningful patterns and trends. Discovery is a typical goal, with specific questions to be answered frequently unknown. Original hypotheses may morph many times along the path to real business insight. Traditional BI practices struggle to realize "the art of the possible" that is the promise of advanced analytics. In this session, we'll look at proven innovative processes to enable the fast-paced, dynamic, and sometimes chaotic nature of advanced analytics projects. We'll explore creative ways to weave advanced analytics into the fabric of enterprise decision making, both strategic and tactical.

YOU WILL LEARN

- How project management evolves to support advanced analytics
- How to augment systems methodologies to embrace advanced analytics without compromising systems audit points
- How to leverage new technologies, reference architectures, and design patterns to bring advanced analytics to the masses
- How to develop the talent needed to become an advanced analytics enterprise
- How to drive adoption of advanced analytics throughout the enterprise

Course Descriptions

GEARED TO

Chief analytics officers, data scientists, business strategists, business analysts, functional line-of-business owners (chief marketing officers, sales executives, supply chain executives, chief operations officers, etc.)

T4A/T4P Tuesday, July 28
Analytics in Action

Case Study Presentations

Choose from 16 Case Study Presentations. Learn from the best practices of others with real-world case studies. Check tdwi.org/bos2015 often as session details may change.

T5A/T5P Tuesday, July 28
Analytics in Action,
Hands-on Training

Hands-on Labs

Choose from 10 Hands-on Labs. Learn how to use the latest analytic tools to improve data-driven decision making across the enterprise. Check tdwi.org/bos2015 for participating vendors.

W1A Wednesday, July 29, 8:00–11:15 a.m.
Big Data and Data Management

TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets

Chris Adamson

Big data is a hot topic in BI and analytics. Yet it is a complex topic that is still in the early stages of evolution. Successful big data projects that deliver real business value are challenged by multiple definitions and rapidly shifting technologies. Achieving good return on your big data investment requires strategy that focuses on purpose, people, and process before exploring data and technologies. Strategy drives planning and architecture to ensure that big data complements and does not disrupt the existing BI and analytics environment. To prepare for success with big data, start by understanding all of the pieces and how they fit together.

YOU WILL LEARN

- Common definitions of big data and the implications of each
- Key characteristics of big data and why size is not among the top five
- The structures that can be found in "unstructured" data
- Types of big data sources—streaming data, social data, sensor data, etc.
- Value opportunities and common applications for big data
- Considerations when adapting architectures, organizations, and cultures to incorporate big data
- The scope of big data processes, tools, and technologies

GEARED TO

Business and data analysts; BI and analytics program and project managers; BI and data warehouse architects, designers, and developers; data governance and data quality professionals getting started with big data; anyone seeking to cut through the hype to understand the opportunities, challenges, and realities of the big data phenomenon

W1P NEW! Wednesday, July 29, 2:15–5:30 p.m.
Data Visualization and Presentation,
Hands-on Training

Advanced Topics in Data Visualization

You will need a laptop computer with specific software installed prior to the session. When you register for the class, you will receive detailed instructions for software download and installation.

Ben Olsen

The bar is being raised throughout the world when it comes to data visualization. We are all adopting tools that make visualization easier and more cost-effective, and more people are becoming familiar with the work of luminaries such as Edward Tufte and Stephen Few.

However, for those of us who know the fundamentals and want to accelerate our visualization techniques, it is not always easy to find the path forward.

This course will bring your practical visual methods and your operating paradigms to the next level. We will be leveraging a combination of advanced analytical patterns, the newest tools, and proven approaches to sharpen your analytical toolkit.

YOU WILL LEARN

- Advanced visual artifacts: icebergs, horizons, butterflies
- Leveraging open source for rapid insight
- The "chart" chart: a guide for uncharted charting
- Data science meets visual science
- Visual economies of pattern

GEARED TO

Analysts; data scientists; analytics professionals, leaders, and managers; BI professionals, leaders, and managers

Attendance is limited to 35.

W2A NEW! Wednesday, July 29, 8:00–11:15 a.m.
Big Data and Analytics Technologies,
Advanced Analytics Techniques

Selecting the Right Analytics Tools for Your Organization

John Myers

If you don't know the trick, there is little difference between magic and science. Modern organizations push the envelope of business analytics to the point where analytical insights must be both magical and scientific—not just as a technological concept, but also as a business requirement. Organizations must develop competitive advantage via new (aka, magical) insights, and they must get results into the field with precision and speed (aka, science).

The ability to meet expectations depends on having the right platform. But how do you choose the correct platform? Business analytics spans a wide range of capabilities, from multi-dimensional analysis to advanced analytics techniques with platform capabilities progressing from data visualization and exploration platforms to advanced analytical modeling and processing engines.

This course describes product evaluation criteria and processes to help you select the tools that best match your organization's business analytics strategy. You'll be able to deliver on both the magic and the science of business

analytics with tools that meet today's requirements and readily adapt to tomorrow's changes.

YOU WILL LEARN

- The composition of the EMA Business Analytics Pyramid
- The impact of on-premises, cloud (private, hybrid, public), and managed services choices
- An overview of the marketplace and vendor product positioning
- Vendor and product evaluation criteria to best match your business analytics strategy
- The common challenges of implementing business analytics tools and technologies

GEARED TO

Business managers and end users; BI directors; business analysts; BI application owners; data management staff; program and project managers; all non-IT business audiences

---

W2P

Wednesday, July 29, 2:15–5:30 p.m.
Big Data and Data Management,
Big Data and Analytics Technologies

Selecting Tools for Your Hybrid Data Ecosystem

John Myers

Big data presents exciting opportunities to gain customer insights, supercharge analytics, and drive innovation throughout your organization. To take advantage of these opportunities you must understand the available technology options. This session describes the hybrid data ecosystem (HDE), discusses current technical solutions, and shares in-depth market research on how solutions enable the adoption of big data use cases, such as the Internet of things. Failure to manage your HDE vendor and product portfolio will waste time, capital, and staff resources; discourage project sponsors and data consumers; and keep you from finding the full potential of your big data environment.

Understanding the strategic and functional differences between the components of the HDE and the impact of various implementation avenues (on-premises, cloud, managed service) is critical to developing an HDE strategy. Instead of knee-jerk investing in a platform or homegrown solution that will require eventual replacement, organizations should invest in platforms and vendors with the flexibility and adaptability to meet future business requirements. This course includes a discussion of standard approaches and how to evaluate various platforms within the EMA HDE.

There is a wide range of solution costs, and the differences between "low end" and "high end" products are often hidden in the features or in how the product works. The course presents effective product evaluation processes that empower your organization to recognize the critical details of your HDE environment and what you need to achieve.

YOU WILL LEARN

- The composition of the hybrid data ecosystem and its platforms
- The impact of on-premises, cloud (private, hybrid, public), and managed services implementation avenues as well as an overview of the marketplace and vendors' product positioning
- Top technological vendor evaluation criteria to improve the probability of succeeding with an HDE
- Common challenges to the implementation of HDE platforms

GEARED TO

Business managers and end users; BI directors; business analysts; BI application owners; data management staff; program and project managers; all non-IT business audiences

---

W3A

Wednesday, July 29, 8:00–11:15 a.m.
Leadership and Management

The New Analytical Ecosystem: Bridging the Worlds of BI and Big Data

Wayne Eckerson

For too long, organizations have tried to shoehorn all analytical users and activities into a single, monolithic architecture. Forward-thinking organizations are now augmenting their classic report-centric data warehouses with real-time, analytical, and content-based engines to support multiple types of users, data, and applications. This presentation describes the fundamental business forces at work that make it difficult to deliver successful BI programs. It then describes a new organizational architecture, data architecture, and analytical architecture that enable organizations to optimize business dynamics and reap value from their data analytics assessments. In short, the presentation shows how to create a new analytical ecosystem for the twenty-first century.

YOU WILL LEARN

- The business dynamics that rip most BI programs apart
- The elements of a federated organizational architecture
- How to evolve your current architecture into an analytical ecosystem leveraging big data
- How to create an analytical architecture that supports the complete range of users and information requirements

GEARED TO

CxOs who want to create data-driven organizations with a strong analytical culture; business unit heads and data analysts who want better data and tools to drive insights and more business-savvy IT people; CIOs and VPs of IT who want to design business-centric data and analytical architectures and form robust BI or analytical centers of excellence; directors of BI, advanced analytics, and data warehousing who want to align more closely with business unit leaders, managers, and analysts; data architects, requirements analysts, and BI/ETL tools developers who want to maximize their effectiveness and improve their career opportunities

---

W3P

Wednesday, July 29, 2:15–5:30 p.m.
Leadership and Management

Secrets of Analytical Leaders: Insights from Information Insiders

Wayne Eckerson

How do you bridge the worlds of business and technology? How do you harness big data for business gain? How do you deliver value from analytical initiatives? Based on Wayne's book, *Secrets of Analytical Leaders: Insights from Information Insiders*, this session will unveil the success secrets of top information leaders from companies such as Zynga, Netflix, US Xpress, Nokia, Capital One, Kelley Blue Book, and Blue KC, among others. The session will cover both the "soft stuff" of people, processes, and projects and the "hard stuff" of architecture, tools, and data required to create and sustain a successful analytics program.

Course Descriptions

YOU WILL LEARN

- How to organize a BI and analytics team for optimal performance
- How to deliver value quickly and earn credibility among business sponsors
- Translating insights into business impact
- Creating and deploying analytical models
- Creating an agile data warehouse

GEARED TO

CxOs who want to create data-driven organizations with a strong analytical culture; business unit heads and data analysts who want better data and tools to drive insights and more business-savvy IT people; CIOs and VPs of IT who want to design business-centric data and analytical architectures and form robust BI or analytical centers of excellence; directors of BI, advanced analytics, and data warehousing who want to align more closely with business unit leaders, managers, and analysts; data architects, requirements analysts, and BI/ETL tools developers who want to maximize their effectiveness and improve their career opportunities

---

W4A/W4P

Wednesday, July 29
Analytics in Action

Case Study Presentations

Choose from 16 Case Study Presentations. Learn from the best practices of others with real-world case studies. Check tdwi.org/bos2015 often as session details may change.

Peer-to-Peer Presentations

Choose from eight Peer-to-Peer sessions. Get tips and techniques for high-impact, high-value analytics directly from your peers.

W5A/W5P

Wednesday, July 29
Analytics in Action,
Hands-on Training

Hands-on Labs

Choose from 10 Hands-on Labs. Learn how to use the latest analytic tools to improve data-driven decision making across the enterprise. Check tdwi.org/bos2015 for participating vendors.

TH1

Thursday, July 30, 9:00 a.m.–5:00 p.m.
BI and Analytics Foundations

TDWI Performance Management: Dashboards, Scorecards, and Metrics for Real Business Impact

Chris Adamson

Performance management (PM) is a core practice in business management today, and it ranks high among the value opportunities of business intelligence. Using data to set goals and measure performance is a proven key to business success. Performance management strengthens the connection of tactics with strategy, and of operations with tactics—enabling feedback, monitoring, and accountability across all levels of business activity.

Dashboards and scorecards are the most effective ways to deliver business intelligence that drives performance management. A top-quality dashboard or scorecard looks deceptively simple, but creating simple and effective interfaces is surprisingly difficult. A powerful dashboard or scorecard involves the right indicators and metrics, the right visual elements, attention to relationships among visual elements, and the right kinds of click-through and user interaction. Further complexity arises when you work with groups of related scorecards and dashboards that must fit together to form an integrated performance management system.

YOU WILL LEARN

- Techniques to identify high-impact performance indicators and business metrics
- How measurement and feedback are applied to increase business effectiveness and improve business efficiency
- How to define and design performance management architecture
- How to foster a performance management culture
- When to use scorecards and when to use dashboards
- Design techniques for dashboards and scorecards
- How to integrate dashboards and scorecards including cascading and drill-in
- How to choose the right indicators, metrics, and visual elements for dashboards and scorecards
- Data management techniques for scorecards and dashboards

GEARED TO

BI program and project managers; BI and performance management architects, designers, and developers; business executives and managers seeking performance improvements; dashboard and scorecard designers and developers; anyone with a role in defining, creating, or applying business metrics

---

TH2

Thursday, July 30, 9:00 a.m.–5:00 p.m
Big Data and Analytics Technologies,
Advanced Analytics Techniques,
Hands-on Training

Hands-on: Data Mining with R

Attendees should have some coding experience, basic statistics, and will need to bring a laptop computer with RStudio installed prior to the session. When you register for the class you will receive detailed instructions for download and installation of RStudio.

Deanne Larson

With the advent of big data, there is an increased focus on data mining and the value that can be derived from large data sets. Data mining is the process of selecting, exploring, and modeling large amounts of data to uncover previously unknown information for business benefit.

R is an open source software environment for statistical computing and graphics and is very popular with data scientists. R is being used for data analysis, extracting and transforming data, fitting models, drawing inferences, making predictions, plotting, and reporting results. Learn how to use R basics, working with data frames, data reshaping, basic statistics, graphing, linear models, non-linear models, clustering, and model diagnostics.

YOU WILL LEARN

- How to configure the RStudio environment and load R packages
- How to use R basics such as basic math, data types, vectors, and calling functions
- How to use advanced data structures such as data frames, lists, and matrices

- How to use R base graphics
- How to use R basic statistics, correlation, and covariance
- How to use linear models such as simple linear regression, logistic regression
- How to use non-linear models such as decision trees and Random Forests
- How to apply clustering using K-means
- How to complete model diagnostics

GEARED TO

Anyone interested in learning to use data mining techniques to find insights in data and who has at least some statistical and programming experience. **Attendance is limited to 30.**

TH3 Thursday, July 30, 9:00 a.m.–5:00 p.m.
Big Data and Data Management

Tactics from the Data Trenches: Tackling the Diverse Challenges of New Data

Evan Levy

The idea that data is the critical ingredient to running our companies by the numbers is nothing new. We've developed methods to move data between our application systems and data warehouses in a fast and scalable manner. We've delivered business intelligence (BI) solutions to enable users to become knowledge workers. And it's still not enough. It's not enough because the sources of data and the needs of users continue to grow.

Many corporate data ecosystems are based on a vision that is 20 years out of date. Our methods and tactics for managing and processing data must expand to support data outside the company's four walls. Business decisions require access to data outside the traditional IT infrastructure: cloud application platforms, social media feeds, third-party data providers, and business partner systems. We need to be able to support adding and managing new data sources and content more quickly and efficiently. If data is truly a corporate asset, it needs to be accessible and usable by anyone in the company.

In this session, Evan Levy will discuss the challenges within our corporate data ecosystems and the issues associated with supporting the enormous growth of new and diverse data content and sources. He will review various approaches and methods to tackling these challenges and how leading companies are succeeding in addressing their companies' data objectives.

YOU WILL LEARN

- The business data ecosystem and the changes in data usage and sharing inside today's companies
- The most common data challenges in the era of big data and cloud computing
- The methods and infrastructure changes required to support the enormous growth in new data sources and alternative data content
- Tactics for managing data movement within (and outside) of your company; for reviewing tooling to simplify and automate data access and usage; for positioning users as stakeholders in data improvement processes (quality, correction, monitoring, etc.); for delivering (or deferring) data self-sufficiency; and for managing data content at the enterprise, organization, and user levels
- Aligning your company's data needs with their tactical business priorities

GEARED TO

CIOs and chief data officers; IT program managers; business sponsors and end users; BI program management; and data management staff

---

TH4 NEW! Thursday, July 30, 9:00 a.m.–5:00 p.m.
Advanced Analytics Techniques

Serious Play for Predictive Analytics: What Works, What Doesn't, and Why

Keith McCormick

This one-day vendor-neutral session will prepare analytic practitioners and functional managers to make sense of predictive modeling and take control of the analytic process. We'll introduce the foundation for data-intensive analytic projects that deliver insight, clarity, confidence, and actionable decision support.

Live demonstrations will illustrate how organizational practitioners can effectively maneuver the natural messiness of advanced analytics. Attendees will realize that true impact with predictive analytics has far more to do with the overall management of a project team and strategic process than with the tactical skills of a data scientist.

If you are a business or public sector practitioner or leader seeking to propel your organization's analytic maturity and put predictive analytics to work for measurable gain, then this session is designed for you.

YOU WILL LEARN

- To develop a business-aligned strategy for applying high-value data-driven decisions
- To identify, qualify, and prioritize viable and actionable analytic opportunities
- To implement a standardized process development model across your team
- To acquire both tactical and strategic skills required to stand out in the analytics practice
- Why most analytics projects fail and the main pitfalls to avoid
- To standardize a methodology for predictive analytics
- About resources, contacts and plans to reduce your project preparation time, costs, and risks

GEARED TO

IT executives and big data directors; line-of-business directors and functional managers; data scientists; technology planners; consultants

---

TH5 Thursday, July 30, 9:00 a.m.–5:00 p.m.
Big Data and Data Management

Demystifying Big Data: Designing an Architecture for Data and Analytics

Mark Madsen

The problem we designers need to solve isn't "big data" or "small data" --it's all data. The data warehouse is sufficient for a portion of the data we manage, but not for all of it.

The requirements we have today are to accept any data, not just rigidly structured data in rows and columns; to accept that data at any speed, not just what the database can keep up with; to deliver via any means, not just SQL-based BI tools; and to support any process, not just queries but also algorithms and transformations.

The technology we use is problematic because it constrains and sometimes prevents necessary activities. We don't need more technology and bigger

machines. We need different technology that does different things. More product features from the same vendors won't solve the problem.

The big data market has set itself up as an alternative to the data warehouse, not realizing the new technologies solve different problems and aren't appropriate for some of the original problems. This is really a confusion of technology with architecture.

Architecture is more than just software. Architecture starts from use, and includes the data, methods of building and maintaining, organization of people, as well as the software. We are also in an emerging technology space when it comes to data. This requires exploratory design practices, something we've largely discarded over the last 10 years as data warehousing and BI matured.

YOU WILL LEARN

- Data architecture alternatives to those of the past that can adapt to today's data realities
- New technologies that can be applied to address new problems inherent to the scope and scale of data today
- Methods and techniques to migrate from old data architecture of the past to new data architectures that resolve today's problems and prepare for the future

GEARED TO

BI and analytics leaders and managers; data architects, modelers, and designers; big data architects, designers, and implementers; anyone with data management responsibilities who is challenged by recent and upcoming changes in the data landscape

---

TH6A Thursday, July 30, 9:00 a.m.–12:15 p.m.
Data Visualization and Presentation

Data Storytelling: The New Horizon in Business Analytics

Dave Wells, Ted Cuzzillo

Stories are powerful. We've used them throughout history to capture attention, convey ideas, fire the imagination, and stir the soul. Data can be persuasive, but stories are much more. A well-told story is inspirational.

On the surface, storytelling appears to be the opposite of analytics: anecdotal instead of quantitative. But quantities aren't the only way, or even necessarily the ideal way to convey information. We know that not everyone is a quant who thinks natively in numbers. Some think in pictures, thus the popularity of data visualization: "Show me the shape of things, not the quantities. ..." Visualization is powerful, but even more powerful is the ability to connect visuals to tell a story with data.

Storytellers are the next generation of business and data analysts. They don't dismiss the value of the quants—quantification is the foundation. Neither do they devalue the importance of visualization; in fact, they amplify it by scripting a story through visuals to communicate the what, when, where, who, and why of business circumstances and business behaviors.

YOU WILL LEARN

- Four reasons to pursue the art of storytelling
- The differences between explanatory and exploratory stories
- How to find the stories in data
- How to choose visualizations for storytelling
- How to compose captivating and compelling stories

GEARED TO

BI and analytics designers and developers; anyone interested in learning new and highly effective ways to communicate and share information

---

TH6P NEW! Thursday, July 30, 1:45–5:00 p.m.
Data Visualization and Presentation

Data Storytelling Workshop

Dave Wells, Ted Cuzzillo

Data storytelling is a recent and important contribution to analytics, going beyond data visualization to complement visuals with narrative. A well-told story that is interesting and convincing may appear quite easy on the surface, but crafting a good data story is challenging. In this interactive workshop setting, you'll work with a team and gain experience blending the science of statistics, the art of data visualization, and the talent of verbal narrative to develop and deliver compelling data stories.

A laptop computer is recommended, but not required, for this course. You'll be provided with collections of data visualizations for story crafting. The visualizations are provided both in print and digital form. Those who work with the digital versions will get greatest value from the workshop.

YOU WILL LEARN

- To find the story line in a collection of data
- To craft a story that combines data visuals with verbal narrative
- To choose the best visuals for your story and filter those that just add noise
- To understand and connect with the audience when telling a data story

GEARED TO

BI and analytics designers and developers; anyone interested in learning to effectively communicate information using data storytelling techniques

---

TH7A Thursday, July 30, 9:00 a.m.–12:15 p.m.
Big Data and Data Management

Information Strategy and Architecture for Big Data

David Loshin

As major organizations begin considering big data techniques for information management and analytics, it is worth recalling the past issues that have emerged with innovative technologies brought rapidly into production. In those cases, the need to quickly mainstream technology may have side-stepped existing organizational best practices and oversight, leading to point solutions and data islands that don't scale or fit into the enterprise.

Evolving a data management, reporting, and analytics environment that blends existing data warehousing uses and business intelligence investments with the emerging techniques of big data suggests a need for due diligence that both articulates a value proposition and provides a framework for collaborative development to take advantage of the synergies yielded by a hybrid analytics environment. This approach means developing an information strategy such that design and development are fully integrated within the organization's project, IT, and information governance frameworks.

In this course, we consider fundamental ideas for developing an information strategy and architecture for agility in big data adoption, continuing the existing EDW investment, and other innovative techniques, while retaining a

line of sight to corporate mission and corresponding business objectives. We consider the information demands and dependencies, look at the evolution of an information architecture, and build an implementation plan that will allow for flexible future development.

YOU WILL LEARN

- Complementing existing technologies with innovative approaches
- Maximizing opportunities for data reuse and repurposing
- Integrating big data into the information architecture
- Overseeing innovation with data and project governance
- Assembling and managing a medium- and long-term information vision and strategy

GEARED TO

Business managers; program managers; executive sponsors; and project managers

---

TH7P NEW! Thursday, July 30, 1:45–5:00 p.m.
Advanced Analytics Techniques

The How and Why of Location-Based Analytics: Gaining Insight from Geospatial and Proximity Data

Mark Albala

Location-based analytics through GPS and cell towers has gained prominence for a number of reasons. To gain advantage from location-based information you need to understand how it is sourced and commonly used, and the prominent role open data plays in location-based analytics. We'll discuss use cases for location data and explore ways to synthesize intelligence by integrating location intelligence with your digital ecosystem.

Proximity beacons have drawn new attention as very inexpensive devices that track the movement of cellular devices; they have become one of the leading marketing intents of 2015. Integrating the information from this important thread of location-based data with digitally-sourced information (websites, social media, etc.) offers your organization increased insight into customer behavior.

YOU WILL LEARN

- Why the marketing use of location-based analytics is a major trend in 2015
- Why the cohesive view of customers from both their online presence and their visits to physical establishments is gaining prominence
- How to measure the value of efforts to extend the reach and breadth of your location-based analytics

GEARED TO

Anyone interested in geospatial analytics and location intelligence; marketing professionals and marketing analytics specialists who want to understand and apply proximity marketing techniques; customer analytics and predictive analytics professionals seeking greater insight into customer behaviors

---

F1 Friday, July 31, 8:00 a.m.–3:30 p.m.
Leadership and Management

TDWI Data Governance Innovations: Adapting for Agile, Big Data, and Cloud

Deanne Larson

Rapid increases in data variety and data management practices challenge the old model of policy- and enforcement-based data governance. Cloud services bring new issues that go well beyond the obvious concerns of security and privacy. Big data implementation brings substantial changes to the scope and complexity of governance. Many ask if governance and agile can coexist. The answer must be "yes," but making them work together is especially challenging.

Cloud services, big data, and agile BI are here to stay. Data governance programs must modernize and adapt to these realities. A fundamental culture change from control-oriented governance to collaboration is at the core of modern data governance—shifting from enforcement to prevention and intervention as the means to assure data security, privacy, compliance, quality, and value. Beyond cultural change, every data governance participant needs to understand the new issues and the new opportunities that arise from current trends in data management.

YOU WILL LEARN

- The data governance challenges and opportunities that arise from cloud services
- Risks, challenges, and opportunities of big data governance
- How to overcome apparent conflicts between data governance and agile
- Roles, relationships, and complexities of metadata management for data governance
- Data governance challenges that arise from mobile devices and social media
- The importance of ethics as a data governance imperative
- New models, practices, and processes for modern data governance

GEARED TO

Data quality and data governance professionals; CIOs, business leaders, and IT executives facing the realities of agile, big data, or cloud services; managers, architects, designers, and developers of BI, MDM, and data warehousing systems; data stewards, data architects, and data administrators; anyone with a role in data governance or data quality management; anyone needing to modernize a data governance program for agile BI, big data, or cloud services

> "It is helpful for me to hear the experiences of others. I can gain insight to their approaches to problems that we are all facing, which helps me as I prepare our own solutions.
>
> —Rocky Creel
> Hewlett-Packard

F2 Friday, July 31, 8:00 a.m.–3:30 p.m.
Leadership and Management

Measuring Intangibles: Breaking Down Analytic Barriers

Dave Wells

Performance management depends on measurement, and many of the measures are financial. But financial measures have little impact on business performance; they measure the past and tell us little about the future. However, they are comfortable and tangible. We know how to count dollars. Even the common nonfinancial measures are tangible, retrospective, and relatively easy. Many of the things that we need to assess seem to be especially difficult to measure, so we measure what is easy instead of what is needed.

The right things to measure are those that drive goal attainment. This means changing the measurement focus from outcomes to influences—from past to future. Outcome-based measurement uses lagging indicators, which monitor past performance but contribute little to managing future performance. Influence measurement uses leading indicators—predictors of future performance and levers to shape the future.

YOU WILL LEARN

- Why measuring intangibles is central to managing future performance
- The challenges of performance indicators such as customer satisfaction and employee morale
- How to establish scope and quality criteria for intangible measures
- How to identify, select, and define intangible measures
- Measurement techniques for intangibles
- How to apply intangible measures for business leverage

GEARED TO

Business analysts and business managers; analytics designers and developers; BI program and project managers; problem solvers

F3A Friday, July 31, 8:00–11:15 a.m.
Big Data and Analytics Technologies

Internet of Things: Finding Opportunity in a Continuum of Changes

Krish Krishnan

The Internet of things (IoT) is the subject of hype and vast projections. According to McKinsey Global Institute, IoT has the potential to create an economic impact of $2.7 to $6.2 trillion annually by 2025. IoT is not a futuristic, aspirational technology; it is real and it is here today. Companies are already realizing the value of IoT applications and trends in devices, sensors, cloud infrastructure, and existing BI tools.

Don't be overwhelmed by thinking about IoT in terms of billions of devices and sensors. Focus on what matters most to you. Instead of thinking about the massive amount of data being produced, consider how one piece of data can provide value and create business impact. There are many successful use cases in manufacturing, healthcare, pharmacy, transportation, safety, 911 systems, and more.

Interested or intrigued by this wave of transformations? Want to learn how companies view IoT and adapt to it? Attend this session.

YOU WILL LEARN

- A technical perspective of IoT: Machine learning, device data sharing, and more
- A getting-started perspective of IoT: Connecting the dots
- A planning perspective of IoT: Risks and points of failure
- Pragmatic tips and techniques to derive value from IoT

GEARED TO

Business innovators; enterprise architects; data science teams; the IoT curious

F3P Friday, July 31, 12:15–3:30 p.m.
Big Data and Data Management

Big Data Maturity: Measuring Your Journey

Krish Krishnan

As big data evolves from hype to reality, we see a increasing uncertainty and uneasiness about success criteria for big data programs and projects. Implementations span a continuum that ranges from departmental or individual efforts (much like shadow IT) to line-of-business initiatives that capture the attention across the enterprise.

Both of these approaches are right and wrong at the same time. They are right from the perspective that you need to start somewhere and make it happen, but they are wrong because many of the attempts fail for a variety of reasons, including lack of understanding, inadequate planning, incorrect expectations, and inappropriate architecture.

How do you overcome uncertainty in big data programs? How do you minimize risk of failure in big data implementations? How do you determine the best way to get started? These and similar hard questions are exactly what TDWI's Big Data Maturity Model is designed to answer. The goal of the model is to provide a capability assessment focused on critical success areas for big data implementation and evolution. The maturity model is a guiding structure that helps you reach milestones and avoid pitfalls in your big data journey.

YOU WILL LEARN

- Concepts of and contributors to big data maturity
- Components of the TDWI Big Data Maturity Model
- How to measure big data maturity
- Goal-setting techniques for your big data journey
- How to define a road map for your big data journey
- Outcomes achieved at various stages of big data maturity
- How to use the TDWI Big Data Maturity Model to advance your big data program, projects, and processes

GEARED TO

Anyone with planning, execution, or oversight roles and responsibilities for big data programs and projects; anyone in need of tools and techniques to mitigate risk and maximize success of big data implementations.

About TDWI

TDWI provides individuals and teams with a comprehensive portfolio of business and technical education and research to acquire the knowledge and skills they need, when and where they need them. The in-depth, best-practices-based information TDWI offers can be quickly applied to develop world-class talent across your organization's business and IT functions to enhance analytical, data-driven decision making and performance.

TDWI advances the art and science of realizing business value from data by providing an objective forum where industry experts, solution providers, and practitioners can explore and enhance data competencies, practices, and technologies.

TDWI delivers education and research insights in various formats and settings (conferences, summits, on site, and online) with:

- **In-depth, vendor-neutral education:** Classes of different lengths, taught by seasoned professionals, trusted vendor representatives, and industry thought leaders for new and experienced practitioners.
- **Executive-level education:** Focused programs geared toward business and IT executives, featuring award-winning case studies, expert strategy sessions, and opportunities for peer-level learning.
- **Research and publications:** Best practices reports, quick-study checklists, maturity assessment tools, and thought-leading perspectives to accelerate business-critical data projects.

TDWI PREMIUM MEMBERSHIP

tdwi.org/premium-membership

A community of learning where business and technical professionals come together to gain knowledge and skills, network with peers, and advance their careers.

TEAM MEMBERSHIP

TDWI offers a very efficient and cost-effective way to keep your entire team current on the latest trends and technologies. Team Membership provides significant discounts to organizations that register individuals as TDWI Team Members. It is easy to manage and renew!

TDWI CHAPTERS

tdwi.org/chapters

TDWI sponsors chapters throughout the world to foster continued education and networking at the local level. Chapter meetings are open to any BI/DW professional.

TDWI EDUCATION DEPARTMENT

For help with course selection and other conference information, contact the TDWI Education department today.

Phone: 425.277.9181
E-mail: education@tdwi.org

TDWI CONTACT INFORMATION

Phone: 425.277.9126
Fax: 425.687.2842
info@tdwi.org
tdwi.org

More TDWI Conference Benefits

PEER NETWORKING

The network you build with instructors and thought leaders is one of the most valuable aspects of involvement with TDWI. You can develop invaluable industry connections in a specific vertical at our educational events, or network online anonymously or openly through a variety of social network communities.

GURU SESSIONS

Need some free consulting? Many TDWI instructors make themselves available for 30-minute, one-on-one consultative sessions during the conference. This is a great way to get answers to problems you are struggling with, or simply validate your approach and direction.

CBIP

The Certified Business Intelligence Professional (CBIP) program is the industry's most meaningful and credible certification. TDWI will not be offering CBIP exam labs in Boston, but attendees who are pursuing certification can choose from a wealth of great courses to help them prepare for future exams.

tdwi.org/linkedin

tdwi.org/twitter

tdwi.org/facebook

tdwi
Advancing all things data.

Hotel and Travel

Many courses sell out and hotel accommodations fill quickly at TDWI Boston. Register for the conference and reserve your hotel room early to ensure availability, as space is limited.

SHERATON BOSTON HOTEL
39 Dalton Street
Boston MA 02199
617-236-2000

www.sheratonbostonhotel.com

Reservations:
https://www.starwoodmeeting.com/events/start.action?id=1411072084&key=2AAA4684

TDWI has reserved a block of rooms at reduced rates for conference attendees (single or double occupancy).

Use the above URL or contact the hotel directly for reservations. Be sure to reference "TDWI" to get the conference rate. Rooms are limited, so reserve early. If you need special facilities or services, notify the hotel when you make your reservation.

For added convenience, you can book your hotel room and your conference registration with one easy payment. See details on the following page, or visit **tdwi.org/BOS2015/hotel**.

CAR RENTAL DISCOUNTS
Avis is offering discounts on car rental fees for TDWI conference attendees.
Information: tdwi.org/BOS2015/hotel

MEDIA SPONSORS

EMA IT & DATA MANAGEMENT RESEARCH, INDUSTRY ANALYSIS & CONSULTING

DATABASE TRENDS AND APPLICATIONS

IDMA Insurance Data Management Association

IT BRIEFCASE

TechTarget SearchBusiness Analytics

TechTarget SearchData Management

TDAN.com The Data Administration Newsletter Since 1997

TEC Technology Evaluation Centers

For information about media sponsorships or press participation, contact Lesley Nadarski at lnadarski@tdwi.org.

TDWI Event Registration and Hotel Package

For added convenience, TDWI now offers the following hotel packages to add to your conference registration:

3 nights	$735
4 nights	$980
5 nights	$1,225
6 nights	$1,470
7 nights	$1,715

For more information, visit **tdwi.org/BOS2015/register**

ABOUT BOSTON

Boston is a walking city! A unique blend of casual sophistication with quintessential historic New England charm. Walk the famed Freedom Trail to gain a glimpse into the city's revolutionary spirit. Explore the quaint neighborhoods such as Back Bay, the North End (little Italy), and Beacon Hill. Stroll through the beautiful Boston Public Gardens and ride on the famous Swan boats. Visit Boston's renowned art and science museums and sample award-winning restaurants.

Find more at **http://www.cityofboston.gov/visitors/**

BOSTON AREA ATTRACTIONS:

- Museum of Fine Arts Boston, www.mfa.org
- Isabella Stewart Gardner Museum, www.gardnermuseum.org
- The Freedom Trail, www.thefreedomtrail.org
- The Boston Tea Party Museum, www.bostonteapartyship.com
- The USS Constitution Museum, www.ussconstitutionmuseum.org
- The Boston Red Sox and Fenway Park, www.redsox.com

How to Register

STEP 1. SELECT YOUR CLASSES

Check one full-day class or one morning (A) class and one afternoon (P) class for each day that you will attend. Classes without an A or P designation are full-day classes.

SUNDAY, JULY 26	
○S1	TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success
○S2	TDWI Data Visualization Fundamentals
○S3	Understanding Hadoop
○S4	Harness the Power of "What-If" Analytics: Shaping Your Future with Simulation
○S5	Overcoming Information Overload with Best Practices in Data Visualization
○S6A	Thinking like a Data Scientist: Essential Skills for All Managers
○S6P	Streaming Analytics: Applying Analytics in Real Time for High Throughput and Low Latency
○S7P	Introduction to NoSQL for Those Used to SQL: Storing and Managing Operational Big Data

MONDAY, JULY 27	
○M1	TDWI Business Intelligence Architecture: Principles of BI Design
○M2	Designing Your Company's Data Strategy
○M3	Hands-on Hadoop
○M4	Solving Common Analytics Problems
○M5	Web Analytics: Uncovering the Business Value of Clicks
○M6	Hands-on Visualization with Point-and-Click Open Source Tools
○M7	Data Modeling in the Age of Big Data
○M8	Leveraging Information and Analytics to Drive Business Results

TUESDAY, JULY 28	
○T1A	TDWI Business Analytics: Exploration, Experimentation, and Discovery
○T1P	TDWI Predictive Analytics Fundamentals
○T2A	Choosing the Right Analytic and Data Science Techniques
○T2P	Social Analytics in the Enterprise
○T3A	Emerging Technology for Advanced Analytics
○T3P	Innovative Techniques for Advanced Analytics
○T4A	Case Study Presentations
○T4P	Case Study Presentations
○T5A	Hands-on Lab
○T5P	Hands-on Lab

WEDNESDAY, JULY 29	
○W1A	TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets
○W1P	Advanced Topics in Data Visualization
○W2A	Selecting the Right Analytics Tools for Your Organization
○W2P	Selecting Tools for Your Hybrid Data Ecosystem
○W3A	The New Analytic Ecosystem: Bridging the Worlds of BI and Big Data
○W3P	Secrets of Analytical Leaders: Insights from Information Insiders
○W4A	Case Study Presentations and Peer-to-Peer Presentations
○W4P	Case Study Presentations and Peer-to-Peer Presentations
○W5A	Hands-on Lab
○W5P	Hands-on Lab

THURSDAY, JULY 30	
○TH1	TDWI Performance Management: Dashboards, Scorecards, and Metrics for Real Business Impact
○TH2	Hands-on: Data Mining with R
○TH3	Tactics from the Data Trenches: Tackling the Diverse Challenges of New Data
○TH4	Serious Play for Predictive Analytics: What Works, What Doesn't, and Why
○TH5	Demystifying Big Data: Designing an Architecture for Data and Analytics
○TH6A	Data Storytelling: The New Horizon in Business Analytics
○TH6P	Data Storytelling Workshop
○TH7A	Information Strategy and Architecture for Big Data
○TH7P	The How and Why of Location-Based Analytics: Gaining Insight from Geospatial and Proximity Data

FRIDAY, JULY 31	
○F1	TDWI Data Governance Innovations: Adapting for Agile, Big Data, and Cloud
○F2	Measuring Intangibles: Breaking Down Analytic Barriers
○F3A	Internet of Things: Finding Opportunity in a Continuum of Changes
○F3P	Big Data Maturity: Measuring Your Journey

REGISTRATION QUESTIONS?

Phone: 425.277.9201 (M–F, 9:00 a.m.–5:00 p.m. PT)

Fax: 425.687.2842

E-mail: registration@tdwi.org

STEP 2. CALCULATE YOUR PAYMENT

Conference price includes complimentary TDWI Premium Membership. Current TDWI Premium Members get a $275 discount off the conference price (in lieu of complimentary Premium Membership). Multiple-day packages do not require consecutive days.

FEES—SUPER EARLY REGISTRATION (May 29, 2015)	
USE PRIORITY CODE BOS3	
○ Analytics in Action (T/W ONLY)	$1,360
○ Standard Package (3 days)	$2,040
○ Mega Package (4 days)	$2,560
○ Giga Package (5 days)	$3,015
○ Tera Package (6 days)	$3,400

FEES—EARLY REGISTRATION (May 30–June 26, 2015)	
USE PRIORITY CODE BOS3	
○ Analytics in Action (T/W ONLY)	$1,570
○ Standard Package (3 days)	$2,350
○ Mega Package (4 days)	$2,945
○ Giga Package (5 days)	$3,470
○ Tera Package (6 days)	$3,910

FEES—REGULAR REGISTRATION (June 27–July 24, 2015)	
○ Analytics in Action (T/W ONLY)	$1,700
○ Standard Package (3 days)	$2,550
○ Mega Package (4 days)	$3,205
○ Giga Package (5 days)	$3,770
○ Tera Package (6 days)	$4,255

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 above) – $ _____
For 3 or more people from the same company registering at the same time

LATE FEE (After July 24, 2015—add $50) + $ _____

› TOTAL FEE = $ _____

CONFERENCE QUESTIONS?

Phone: 425.277.9181
E-mail: education@tdwi.org

REGISTER EARLY & SAVE

SUPER EARLY—SAVE 20%
SAVE UP TO $855
WHEN YOU REGISTER BY MAY 29

EARLY—SAVE 10%
SAVE UP TO $345
WHEN YOU REGISTER BY JUNE 26

USE PRIORITY CODE BOS3

STEP 3. REGISTER

Online: tdwi.org/BOS2015/register

Phone: 425.277.9201 (M–F, 9:00 a.m.–5:00 p.m. PT)

Rest easy—online registrations are secure. Our secured server environment keeps your information private.

TDWI's Federal Tax ID Number is 20-4583700.
TDWI is a division of 1105 Media, Inc.

REGISTRATION DEADLINES

Super Early Registration Deadline (priority code: BOS3). . May 29, 2015
Early Registration Deadline (priority code: BOS3) . . . . . June 26, 2015
Regular Registration Deadline . . . . . July 24, 2015
After July 24, please register on site. Registration will be limited to space available. You will incur a $50 late registration fee after July 24.

TEAM DISCOUNT

When three or more people from a single company or government agency register at the same time, the entire team receives a 10 percent discount. **All registration forms must be submitted together in order to qualify for the team discount.**

TDWI PREMIUM MEMBERSHIP INCLUDED

All registrations for three or more days include a one-year TDWI Premium Membership. If you are already a current TDWI Premium Member, you will instead be eligible for a $275 discount off the conference price (in lieu of complimentary Premium Membership). See page 31 or visit tdwi.org/premium-membership for more information on TDWI Premium Member benefits. Premium Membership is activated on your conference registration date, so you can begin to enjoy benefits right away.

REFUND AND CANCELLATION POLICY

You may substitute another person in your place by calling 425.277.9201 (M–F, 8:00 a.m.–5:00 p.m. PT) before July 10, 2015.
If you must cancel, your refund request must be e-mailed to registration@tdwi.org no later than July 10. Your fee will be returned, less a 20 percent cancellation fee. No refunds or credits will be issued after July 10.

Please be aware that still photography, video, and audio recording may occur at this event. By attending this event, you consent to have your image, photograph, likeness, picture, rendering, or audio recording utilized for TDWI educational, marketing, and sales purposes. You hereby grant TDWI the right to unrestricted use, reproduction, display, dissemination, publication, and distribution in any medium, provided that TDWI will take measures on behalf of attendees against infringement and/or inappropriate use of your image, photograph, likeness, picture, rendering, and audio recording.

REGISTER EARLY & SAVE

SUPER EARLY—SAVE 20%
SAVE UP TO $855
WHEN YOU REGISTER BY MAY 29

EARLY—SAVE 10%
SAVE UP TO $345
WHEN YOU REGISTER BY JUNE 26

USE PRIORITY CODE BOS3

Attend and Learn:

// Business applications of analytics
// Value creation strategies with analytics
// How business intelligence, performance management, and analytics work together
// Data strategies that enable and sustain advanced analytics
// NoSQL and Hadoop technologies and their roles in analytics
// Data visualization and data storytelling best practices
// Analytics specialties including Web, social, geospatial, and streaming analytics
// Advanced analytics techniques, technologies, and algorithms
// Big data strategies, applications, and technologies
// Data mining, predictive analytics, and simulation methods for high-impact analytics

tdwi
Advancing all things data.

TDWI is your source for in-depth education and research on all things data. TDWI advances the art and science of realizing business value from data by providing an objective forum where industry experts, solution providers, and practitioners can explore and enhance data competencies, practices, and technologies. Learn more at tdwi.org.