



DW2.0 ASIA PACIFIC SUMMIT

ARCHITECTURE FOR THE NEXT GENERATION OF DATA WAREHOUSING & ANALYTICS
21st - 23rd October 2008, Sydney Hilton

FEATURING THE "FATHER OF DATA WAREHOUSING" – WILLIAM H INMON



Enterprise IQ is proud to bring you the DW 2.0 Asia Pacific Summit – Architecture for the Next Generation of Data Warehousing & Analytics.

DW 2.0 has its roots in classical data warehousing. Within DW 2.0 some important new architectural features are intertwined – the life cycle of data within the data warehouse, the need to bring unstructured data into the data warehouse and integrate it with structured data, the need to tightly intertwine metadata with the warehouse, the need for an enterprise metadata repository – all these features are vitally important for the next generation of data warehousing.

Don't miss this rare opportunity to hear from the world's foremost authority on Data Warehousing.

- 2 Days of Keynote Presentations, panel discussion sessions and award winning case studies from Australia, New Zealand and around the world, along with an interactive technology exhibition from the leading DW and BI solution providers
- 1 Full Day, separately bookable practical and interactive workshop on DW2.0 presented by Bill Inmon



FEATURING AN INTERNATIONAL KEYNOTE PRESENTATION AND FULL DAY WORKSHOP FROM:



William H Inmon *Principal*
Inmon Associates (USA)
"The Father of Data Warehousing"

WITH INTERNATIONAL CASE STUDIES FROM:

Peter Simcock *Business Systems & Information Manager*
Meridian Energy (New Zealand)

Graeme Gallagher *Senior Business Analyst*
Fletcher Aluminium (New Zealand)

PLUS CASE STUDIES & PRACTICAL INSIGHTS FROM:

NSW Health
Suncorp
ING Direct
Hutchison 3
Victoria Police
TDWI Australia
Sydney Water
Australian Taxation Office
Teradata
IBM
UTelco Systems
Management Information Principles (MIP)

For more information, please visit www.enterpriseiq.com.au

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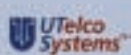
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0800 - 0900 **Registration, coffee and visit the Exhibition**

0900 - 0910 **Introduction from the Chair**
Phil Considine Head of Consulting
MIP

0910 - 1010 **SESSION ONE - INTERNATIONAL KEYNOTE PRESENTATION**
DW2.0 – Architecture for the next generation of data warehousing
 DW 2.0 - architecture for the next generation of data warehousing – has its roots in classical data warehousing. Within DW 2.0 , some important new architectural features are intertwined – the life cycle of data within the data warehouse, the need to bring unstructured data into the data warehouse and integrate it with structured data, the need to tightly intertwine metadata with the warehouse, the need for an enterprise metadata repository – all these features are vitally important for the next generation of data warehousing.

This presentation by Bill Inmon describes what you need to know about DW 2.0™ to get started. In addition, this presentation will point you to where you can go for further in depth material. There is a special emphasis on the unstructured component of DW 2.0. This introductory presentation is designed for the data architect, the systems manager, the application developer, and the data warehouse professional who has to get the most out of today's information processing environment and those professionals who have to prepare for tomorrow.

William H Inmon Principal
Inmon Consulting Services
"The Father of Data Warehousing"

1010 - 1050 **SESSION TWO – KEYNOTE PRESENTATION**
The Future of Data Warehousing

This session presents best practices for deployment of a next generation Data Warehouse as the realisation of BI for a real-time enterprise. A true enterprise DW needs to export decision-making capabilities throughout an organisation. Alec will discuss the use of service-oriented architecture (SOA) to deploy decisioning services both within an organisation and to users outside of traditional organisational boundaries.

- Data acquisition and delivery
 - The real-time enterprise
 - Multi-temperature Data Warehousing
 - Data lifecycle and architecture
 - Analytic applications architecture
- Alec Gardner** Industry Consulting Director, South Pacific Area
Teradata

1050 - 1120 **Morning Refreshments**

1110 - 1150 **SESSION THREE – AWARD WINNING CASE STUDY**
Data Warehouse Architecture Regeneration at NSW Health
"The project is definitely a success. We've been able to improve our users' experience with queries as well as improve our operational efficiency. This helps us meet our stated goals and preserve our IT resources" Peter Brandt
 NSW Department of Health recently was awarded a laureate of the 21st Century Achievement Awards presented as part of the Computerworld Honours Program in the US, for improving the performance of its critical healthcare information system and data warehouse. The solution took around four months to implement and was delivered on budget. No additional staff were required and data storage costs decreased as a result of the solution. In this session, Lee Marshall will share insights from the project which has radically improved the performance of the Department's Health Information Exchange, resulting in:

- A decrease in load times from over 40 hours to 8-10 hours, while simultaneously accommodating an increase in tables
- An increase in compression for the new configuration to 73% of the previous storage requirement – saving both hardware and administration expenses
- Improved query processing time from 5 minutes to 45 seconds as well as enhanced access to larger data sets
- Generating greater than 100% ROI

Lee Marshall Senior Solutions Architect
Sybase Australia & New Zealand

Media Partner



1200 - 1240 **SESSION FOUR – KEYNOTE PRESENTATION**
Dynamic data warehousing – the next generation of data warehousing and business intelligence

IBM has unveiled a strategy to enable dynamic warehousing, a new generation of business intelligence capabilities that enable organisations to gain real-time insight and value from their business information. IBM's new dynamic warehousing strategy enables customers to use advanced analytics as part of a real-time business process and to unlock knowledge buried in both structured and unstructured information (free form text, email, audio files, Web pages, etc.). This approach will also provide instant access to reliable and trusted business information in the context of activities being performed, whether it is supporting a customer, processing a claim or handling a transaction. The foundation of IBM's dynamic warehousing initiative is a new, enhanced version of the DB2 warehouse - based on the DB2 9 "Viper" data server - which includes a unique set of features and capabilities that support growing customer demand for analytics and information on demand. DB2 warehouse provides data movement and transformation capabilities to reduce the complexity and lower the costs typically associated with loading data into the warehouse and preparing that data so that it can be leveraged more effectively. It also offers performance optimisation capabilities that enable the warehouse to address broad enterprise warehousing requirements, such as advanced data partitioning and workload management to ensure that the most critical applications are serviced accordingly.

Phil Downey WW Program Manager, IBM InfoSphere Warehouse Technical Marketing
IBM

1240 - 1340 **Lunch**

1340 - 1420 **SESSION FIVE – EXPERT TESTIMONY**
From source to solution - The intelligence continuum

There is no need to explain the importance of data warehousing to executives, whether they understand or just want to match competition, the first iteration is being approved. But what next, how do you get the enterprise to engage in the journey and what do you need to do? To survive you need to understand

- What is the stage of maturity of my organisation? The TDWI maturity Model
- What are the next steps and how do I achieve them?
- Where is the ROI? How do I deliver more?
- What are other companies doing?

Paul Ormonde-James President
The Data Warehouse Institute Australia TDWI

1420 - 1500 **SESSION SIX – KEYNOTE PRESENTATION**
Data Warehousing Lifecycle Management (DWLM) – The new approach
 Data Warehousing has recently gone through a paradigm shift in both agility and cost. Current data warehousing development styles and techniques still adopted by the majority of organisations are now outdated, time consuming and expensive.

- Breaking the age old "siloes" of data warehousing development
- Achieving Agile data warehousing through new tools and techniques
- Addressing the No1 problem of data warehousing - Business requirements gathering
- Substantially reducing the largest DW cost - The extract, transform and load (ETL) fixation
- Building a DW environment 10-100 faster using DWLM rather than Software Development Life Cycle (SDLC)

Steve Hitchman Managing Director
Management Information Principles (MIP)

1500 - 1530 **Afternoon Refreshments**

1530 - 1630 **SESSION SEVEN - PANEL DISCUSSION SESSION**
Migrating to a second-generation data warehouse – challenges, opportunities and critical success factors

- Planning for data warehouse regeneration or integration – identifying the need, building the business case and gaining buy-in
- Reviewing and selecting vendors and technology requirements
- Managing the people side of change
- Implementation – tips and tactics for making a smooth transition
- Pitfalls and challenges – lessons from early adopters

Lee Marshall Senior Solutions Architect **Sybase Australia & New Zealand**
Glenn Mead Solution Architect **Suncorp**
Paul Ormonde-James President **TDWI Australia**
Ralph Mackey Enterprise Data Architect **Sydney Water**

1630 - 1830 **Cocktail Party – Hosted by Teradata** 

Proudly Supported by:



0800 - 0900 **Coffee and visit the Exhibition**

0900 - 0910 **Introduction from the Chair**
Hanne Breddam Director
BusinessMinds

0910 - 0950 **SESSION ONE – INTERNATIONAL CASE STUDY**
Managing the Data Warehouse and Business Intelligence Lifecycle – Upgrading for the future

"Businesses are now crunching a lot more data and complex data, so BI tools have evolved to reflect that. You shouldn't give everyone access to the data source, because not everyone needs a lot of data to do their job. They just need information and the two are not the same thing." Peter Simcock – Meridian Energy

- Considering the lifecycle of DW and BI tools and capabilities
- Developing a methodology that connects BI tools with business needs
- Confronting the human element – recognising the impact of staff turnover and organisational change
- Identifying and appointing the project champions and senior advocates
- Factoring in future needs – ensuring agility and longevity of the solution

Peter Simcock Business Systems & Information Manager
Meridian Energy (New Zealand)

0950 - 1030 **SESSION TWO – CASE STUDY**

Australian Taxation Office – Living the DWH Vision

The ATO Data Warehouse started in 1995 as a point solution, in particular to profile return form information to support compliance activity. In about 2003 the ATO commenced work on a major new information management strategy and this work came under the guidance of the new Chief Knowledge Officer in 2004. Now 5 years on the journey, the ATO has used the opportunity of its' major Change Program to implement an Enterprise Data Warehouse (EDW) based on a logical view of the data coming from its new systems. The EDW has become as critical piece of infrastructure as the mainframe, with the EDW being used as the platform for enterprise reporting, operational analytics and intelligence support. This is consistent with the themes for DWH 2.0 and beyond. Hear the learning's first hand and what might be next on the horizon for the Data Warehouse in ATO.

Rhonda Bradford Senior Data Architect, Office of the CKO
Australian Taxation Office

1030 - 1100 **Morning refreshments**

1100 - 1140 **SESSION THREE – CASE STUDY & LIVE DEMONSTRATION**
Data warehouse rejuvenation at Victoria Police - enabling "intelligence-led policing"

The development of a second generation data warehouse has helped Victoria Police reduce crime rates and has delivered \$2 million dollars in productivity benefits.

VicOPS, which has been in operation for two years, has provided data access via a series of dashboards to senior police, making it easier to identify trouble areas and develop crime prevention strategies. In this session, Brian Rowland and Martyn Cox will share some insights into the challenges Victoria Police faced when upgrading the data warehouse and provide a live demonstration of the system at work.

- Building the business case and gaining buy-in
- Overcoming budget and planning challenges
- Organisation change management – integrating and aligning people and processes
- Tackling legacy system challenges
- Live demonstration

Brian Rowland Project Manager VicOPS
Sergeant Martyn Cox Policing Operations
Victoria Police

1140 - 1220 **SESSION FOUR – CASE STUDY**
Delivering the Future of Enterprise Business Intelligence Today! A Telstra Case Study

The design and development of a fully integrated Future Generations Enterprise Data Warehouse (EDW), known as the Wholesale Data Repository (WDR) which enables Telstra Wholesale (TW) to manage all aspects of its business information with a single, consistent and complete view of its data. This innovative implementation provides real-time access to the entire TW business' data that is fully integrated and of the highest level of data quality. This case study provides insight into all of the capabilities required to support true Enterprise Business Intelligence. These capabilities are based on providing a "one solution fits all" approach which covers more than just the information requirements of an organisation. This EDW implementation is the basis of future generation business intelligence, incorporating all the best features of the first and second generation data warehouses plus a number of features not yet considered to be part of an EDW. These features guarantee never having to throw away any existing investments in previous generation data warehouses while providing capabilities never before seen in data warehousing.

Dr John Brudenell
 Joint CEO & Director Research & Innovation and Business Consulting
UTelco Systems

1220 - 1320 **Lunch**

1320 - 1400 **SESSION FIVE – INTERNATIONAL CASE STUDY**

The quest for one version of the truth – consolidating and integrating data warehouse and business intelligence capabilities

Faced with a move deeper into the export market, ageing business intelligence tools, 14 different data systems and one main ERP system, New Zealand's Fletcher Aluminium sought a BI system that would incorporate new reporting features and integrate multiple sources to gain a single vision of the truth. The goal was to create reports that ensured delivery of customer orders in full, on time, and in line with specifications. In this session, Graeme Gallagher will share lessons learnt from the project which has yielded considerable business benefits.

- Working with the business to achieve optimal results
- Taking a balanced approach to engaging with BI and data warehouse vendors
- Overcoming legacy system and integration challenges

Graeme Gallagher Senior Business Analyst
Fletcher Aluminium (New Zealand)

1400 - 1440 **SESSION SIX – EXPERT TESTIMONY**

Decision Performance Management – Building the empirical measurement framework for effective decision making

Can decision makers be held accountable for the directions they set, just as they are for the successful execution of initiatives? Most performance management systems measure delivery outcomes, holding managers to account for the attainment of targets. But what about the strategic decisions that established those targets? Decision Performance Management has important implications for all organisations. This session covers:

- Selecting the BI projects most relevant and valuable to senior management
- Understanding how BI can be used to measure decision making effectiveness
- Understanding the political drivers and consequences of the increased accountability and transparency brought by effective BI
- Quantifying and communicating the value of BI innovation to users and sponsors

Eugene Dubossarsky Head of NSW Chapter
Institute of Analytics Professionals of Australia (IAPA)

1440 - 1510 **Afternoon refreshments**

1510 - 1610 **SESSION SEVEN - PANEL DISCUSSION SESSION**
Next generation Business Intelligence and analytics – getting smarter

- Upgrading and reinvigorating your BI capability – identifying the need and building the business case
- Finding the right solution – assessing and evaluating available tools and technologies
- Exploring the role of predictive analytics
- Managing the human element – gaining buy-in from the end users
- Getting smarter – maximising your intelligence

Graeme Gallagher Senior Business Analyst **Fletcher Aluminium**
Peter Simcock Business Systems & Information Manager **Meridian Energy**
Neil Fraser General Manager Business Intelligence **Hutchison 3G**
Steve Bennett Head of Business Intelligence and Analytics **ING Direct**

Why you should attend:

In general, first generation data warehouses were those that contained integrated transaction data. Typical of first generation warehouses was the approach where the data warehouse contained everything – all data, all data marts, all ETL processing was contained in a single environment. But first generation data warehouses have failed to take into account many important requirements that are now recognised as legitimate aspects of data warehousing such as the life cycle of the data.

Today, we have second generation data warehouses - or DW 2.0 – that are much more sophisticated. The technology has advanced to meet the changing needs of end users and increasing business expectations of what the data warehouse can enable the enterprise to do.

This Summit is the first in the Asia Pacific Region to showcase the next generation of data warehousing, business intelligence and analytics. Don't miss this rare opportunity to hear from the world's most respected authority on Data Warehousing with business-critical information to help you get the most from your DW architecture now, and for the years to come.

FULL DAY WORKSHOP

DW 2.0™ - architecture for the next generation of data warehousing – has its roots in classical data warehousing. But some important new architectural features are intertwined – the life cycle of data, the need to connect unstructured data with structured data, the need to tightly intertwine metadata with the warehouse, the need for an enterprise metadata repository – all these features are vitally important for the next generation of data warehousing.

This one day tutorial by Bill Inmon describes what you need to know about DW 2.0 to get started. In addition, this tutorial will point you to where you can go for further in depth material.

The topics for this seminar include:

DW 2.0 – what is it

- an overview
- components
- the interactive sector
- the integrated sector
- the near line sector
- the archival sector

The Interactive sector

- where ETL fits
- application orientation
- integrity of data

The Integrated sector

- the role of ETL
- the role of data quality

The Near Line sector

- what is near line storage
- an extension of online storage

The archival sector

- restructuring archival data
- passive indexing
- accessing archival data
- metadata – where it resides
- building “time capsules”
- the storage media

The metadata infrastructure

- master data management
- enterprise metadata
- local metadata
- business metadata
- technical metadata

Unstructured data

- the gap between structured and unstructured data
- building the unstructured data bridge
- integrating unstructured data
- the challenge of integration
- building the unstructured data warehouse
- linking the unstructured data warehouse with the structured data warehouse

SCHEDULE

0800-0900	Registration & Coffee
1030-1100	Morning Refreshments
1230-1330	Lunch
1500-1530	Afternoon Refreshments
1630	Workshop Ends

ABOUT THE WORKSHOP PRESENTER:



William H. Inmon, “The Father of Data Warehousing”

Bill Inmon, world-renowned expert, speaker and author on data warehousing, is widely recognised as the “father of data warehousing.” He is creator of the Corporate Information Factory and more recently, creator of the Government Information Factory. He has over 35 years of experience in database technology management and data warehouse design, and he is known globally for his seminars on developing data warehouses. He has been a keynote speaker for many major computing association and many industry conferences, seminars, and tradeshow.

As an author, Bill has written more than 650 articles on a variety of topics about building, using and maintaining the data warehouse and the Corporate Information Factory. His works have been published in major computing journals including Data Management Review and The Business Intelligence Network where he continues to be a featured columnist. He has written 46 books, many of which have been translated into nine languages; one has sold over one-half million copies.

As entrepreneur, Bill founded and took public Prism Solutions in 1991. In 1995, Bill went on to found Pine Cone Systems, later named Ambeo. In 1999, Bill created this Web site to educate professionals and decision makers about data warehousing and the Corporate Information Factory. This popular and easy-to-use Web resource, www.inmoncif.com, contains much of Mr. Inmon’s written work and related material, including methodologies, technical white papers, articles, and data models. In 2003, Bill cofounded Inmon Data Systems, Inc. and created the Government Information Factory, an architectural blueprint for building government information systems. This “go-to” portal for government IT systems can be found at www.inmongif.com

Bill consults with a large number of Fortune 1000 clients, offering data warehouse design and database management services. He has worked for American Management Systems, Inc. and Coopers & Lybrand. Bill received his Bachelor of Science degree in Mathematics from Yale University, and his Master of Science degree in Computer Science from New Mexico State University. He makes his home in Colorado.

For further information, please contact:

Enterprise IQ Pty Ltd

Email: info@enterpriseiq.com.au

Phone: +61 (0)2 9977 7302

Fax: +61 (0)2 9977 7332

Web: www.enterpriseiq.com.au

AUTHORISATION DETAILS

Organisation

Address

State Postcode

Contact Name Signature

Email Address

Phone Fax

ATTENDEE DETAILS

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- 3 Day Single Ticket (Members) = \$2080 pp
- 3 Day Group Discount (Non-Members – 3 or more) = \$2340 pp
- 3 Day Group Discount (Members – 3 or more) = \$1872 pp
- Day 1 & 2 Only OR Day 3 Only – Single Ticket (Non-Members) = \$1600 pp
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