

JOINTLY HELD PROGRAM FOR IT AND BUSINESS LEADERS

TDWI BI EXECUTIVE SUMMIT

Executing a Data Strategy for Your Enterprise

Las Vegas, NV // February 13–15, 2012

- Learn how to deliver a BI program that generates ROI by aligning with business needs
- Discover the latest best practices, techniques, and technologies
- Meet and compare notes with fellow BI executives who own, shape, or drive BI programs

EARLY REGISTRATION DISCOUNT

Register by January 13
and save \$190
Use priority code EXEC3

tdwi.org/LV2012/ES





The BI Executive Summit is a unique and interactive event focused on analytics, real time, enterprise data strategy, and leading-edge business intelligence.

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EXECUTING A DATA STRATEGY FOR YOUR ENTERPRISE

Data has long been managed in isolated technology and departmental silos, without much alignment to business goals. This isolation has to stop, if organizations are to succeed with enterprise-scale business intelligence (BI), 360-degree views, operational excellence, and compliance. At the upcoming TDWI BI Executive Summit, award-winning users and other industry experts will share their tips for establishing and executing data strategies that advance both BI and the entire enterprise.

JOIN US AND LEARN:

- How to devise a data strategy that serves both the enterprise and local needs
- How to transform your business so it treats data as a corporate asset
- How to create a data management strategy that aligns with business goals
- Techniques and organizational structures for coordinating diverse data management teams
- The role of the data warehouse in data management strategies
- Why real-time data management is critical to BI success today
- The role of enterprise data architecture in data strategies
- Multiple approaches to analytics
- Successful methods for dashboards, real time, and operational BI
- Emerging practices for big data and analytics
- Leading-edge BI practices for mobile BI, agile BI, and social media analytics



Enjoy opportunities for collaborative learning and discussion with your peers.

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WHAT A TDWI BI EXECUTIVE SUMMIT OFFERS YOU

A unique and interactive event focused on analytics, real time, enterprise data strategy, and leading-edge business intelligence.

The TDWI BI Executive Summit is specifically developed for BI directors and sponsors like you who own, shape, and influence their organizations' BI/DW and data management initiatives. All attendees must prequalify to attend. Visit tdwi.org/LV2012/ES.

Multiple opportunities to share insights with peers.

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

Valuable strategies, techniques, and tools.

Keynotes, case studies, panels, a workshop, and networking opportunities will give you a comprehensive understanding of the challenges that all BI executives face, plus solid methods for overcoming them in a rapidly changing business environment.

LAS VEGAS SUMMIT FEATURES

- A full day devoted exclusively to enterprise data strategy
- A dozen BI professionals speaking about BI best practices and lessons learned
- A workshop to meet and share ideas with fellow BI executives
- Several user case studies presented by winners of TDWI Best Practices Awards
- Exclusive Summit lunches where you'll meet senior professionals who share your interests
- A reception to chat with fellow attendees and vendors in a relaxed setting
- Two panels where vendor representatives will describe advances in data management tools and the future of BI

AGENDA

[CLICK HERE](#)

FOR COMPLETE AGENDA ONLINE

MONDAY, FEBRUARY 13 **ANALYTICS AND REAL TIME**

8:00– 8:45 am	CONFERENCE KEYNOTE: What Is True? What Is Real? What Is Good? Questions Business Analysts Should Ask Frank Buytendijk, Beingfrank Keynotes and Research
9:15– 10:00 am	Providing Real-Time BI for a Fast-Paced Business Karen O'Dell, BI Product Director and Director of Business Systems, Stations Casino LLC; Jeffrey Martin, Director of Business Intelligence, Stations Casino LLC
10:15– 11:00 am	Preventing Customer Defection with Business Intelligence and Analytics Roopali Doshi, EBI Principal Lead, Con-way Inc.
11:00 am– 11:45 pm	Analytic Organizations: New Requirements for Competing in the Marketplace Hugh J. Watson, Professor of MIS, Terry College of Business, University of Georgia
1:30– 3:00 pm	CASE STUDY WORKSHOP: Starting and Sustaining Predictive Analytics at ARC Becky Briggs, Director and Data Steward, Office of Strategy Management, ARC
3:15– 4:15 pm	PANEL: Analytics and Real Time Speakers from earlier today, moderated by Hugh J. Watson, University of Georgia
4:15– 5:15 pm	Becoming an Analytic Competitor: Practical Tips and Techniques Claudia Imhoff, President and Founder, Intelligent Solutions, Inc.

TUESDAY, FEBRUARY 14 **ENTERPRISE DATA STRATEGIES**

8:00– 8:15 am	Enterprise Data Management Strategy: What It Is and Why You Need It Philip Russom, Summit Moderator, Research Director for Data Management, TDWI
8:15– 9:05 am	Information Management Strategy from Business and IT Viewpoints Marina Kerbel, Principal Architect and Director of Information Architecture, Thrivent Financial; Mike Myhrom, Director, Research, Analysis and Consulting, Thrivent Financial
9:05– 10:00 am	Real-Time Data Warehousing: Why Choosing to Build Paid Off Steve Brennan, Director of Business Intelligence, Quicken Loans Inc.
10:15– 11:15 am	PANEL: Trends in Vendor Tools Sponsor Representatives, moderated by Philip Russom, TDWI
11:15 am– 12:00 pm	Your Data Strategy for Clouds Shawn Rogers, Vice President of Research, Business Intelligence, and Data Warehousing, Enterprise Management Associates
1:30– 2:15 pm	The eBay Global Directory: How Metadata Enables an Agile Data Warehouse Mark Uksusman, Sr. Manager, Data Architecture, eBay Inc.
2:15– 3:00 pm	ROUNDTABLE: Emerging Technology Strategies for Big Data Analytics Mark Madsen, President, Third Nature, Inc.
3:15– 4:00 pm	PANEL: The Future of BI and Data Management Sponsor Representatives, moderated by David Stodder, TDWI
4:00– 5:00 pm	Implementing a Data Strategy at BlueCross BlueShield of Tennessee Frank Brooks, Director of Data Management and Information Delivery and Chief Data Architect, BlueCross BlueShield of Tennessee

WEDNESDAY, FEBRUARY 15 **LEADING-EDGE BI**

8:00– 8:15 am	Emerging Technologies and Practices for BI Philip Russom, Summit Moderator, Research Director for Data Management, TDWI
8:15– 9:05 am	Lean Techniques for Cost-Effective BI Wayne Hixson, Manager, Boeing Research and Technology, The Boeing Company; Kay Vandevanter, BI Competency Center, Enterprise BI Architect, The Boeing Company
9:05– 10:00 am	Increasing the Success of Your BI Strategy by Deploying Mobile BI Guillermo M. Ramas, PMP, VP of Strategy and Product Development, Information and Data Services, Novation LLC
10:15– 11:15 am	Social Media Analytics: Revolutionizing Marketing Campaign Management James G. Kobiulus, Senior Analyst, Forrester Research, Inc.
11:15– 11:30 am	Concluding Remarks and End of Summit



Stay on top of the latest technologies in BI and DW.

Your BI Executive Summit registration includes access to the TDWI World Conference Exhibit Hall, where the leading providers of hardware, software, and services for BI, data warehousing, and related technologies will be demonstrating their latest solutions. Time will be set aside for you to visit these solution providers without missing any BI Executive Summit sessions.

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TWO WAYS TO EXPERIENCE THE TDWI BI EXECUTIVE SUMMIT

1. Short on time?

The BI Executive Summit is a unique and interactive event focused on analytics, real time, enterprise data strategy, and leading-edge business intelligence, all packed into two-and-a-half days and designed to maximize your time out of the office.

2. Want to dive deeper into certain topics?

In addition to attending the Summit, you can take advantage of more TDWI education by adding Las Vegas World Conference courses the remainder of the week. The TDWI Education Department recommends certain courses that best complement the BI Executive Summit. See course recommendations below or visit tdwi.org/LV2012/EScourses for more information.

PRE- AND POST-SUMMIT CONFERENCE COURSES

Enhance your BI Executive Summit experience by attending the TDWI World Conference. Below are some recommended courses that complement the Summit. Visit tdwi.org/LV2012/EScourses for more information.

PRE-SUMMIT FEBRUARY 12, 2012

- S2** Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
- S3** TDWI Design Techniques for Dashboards and Scorecards
- S4** BI from Both Sides: Aligning Business and IT
- S5P** Social Network Analysis: Practical Uses and Implementation
- S6A** Agile Data Warehousing 201: Agile Project Leadership
- S6P** Agile Analytics: Value-Driven Data Warehousing and Business Intelligence

POST-SUMMIT FEBRUARY 15, 2012

- W4P** Values, Culture, and Behavior: The True Drivers of Business Performance
- W5P** Organizational Readiness for Business-Oriented Analytics: A Manager's Guide
- W7P** SaaS, the Cloud, and BI

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REGISTRATION INFORMATION

THREE EASY WAYS TO REGISTER

- 1. Online:** tdwi.org/LV2012/ES-register
- 2. Phone:** 800.280.6218 or 541.346.3537
(M–F, 8:00 am–5:00 pm PT)
- 3. Submit this form:**
Fax: 541.346.3545 or 541.346.3509
Mail: TDWI BI Executive Summit:
 Las Vegas 2012 Registration
 1277 University of Oregon
 Eugene, OR 97403-1277

CLEARLY TYPE OR PRINT YOUR INFORMATION

Priority Code: EXEC3

LAST NAME

FIRST NAME *(for attendee badge)*

TITLE

COMPANY OR INSTITUTION

DEPARTMENT

INDUSTRY

MAILING ADDRESS

CITY, STATE / ZIP / COUNTRY

TELEPHONE

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

HOTEL AND TRAVEL

TDWI has reserved a block of rooms at reduced rates for Summit attendees at the Caesars Palace in Las Vegas. Discounted rates are also available for air travel and car rental. Visit tdwi.org/LV2012/ES-hotel for more details.

CALCULATE YOUR PAYMENT

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

REGISTRATION FEES

Priority code: EXEC3

- EARLY REGISTRATION** (Ends January 13, 2012) **\$2,190**
- REGULAR REGISTRATION** (January 14–February 10, 2012) **\$2,380**

FEE FROM TABLE ABOVE \$ _____

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

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

LATE FEE (After February 10, 2012, add \$50) \$ _____

TOTAL FEE \$ _____

- CHECK ENCLOSED** (payable to TDWI)
- PURCHASE ORDER #** _____

Credit Card: AMEX Diners Club
 Discover Card MasterCard
 VISA

NUMBER

EXPIRATION DATE

CVV2 *(number on back of card)*

YOUR SIGNATURE *(for credit card)*

NAME ON CREDIT CARD

CREDIT CARD BILLING ADDRESS

CITY, STATE / ZIP / COUNTRY