

TWO-DAY, INTENSIVE EDUCATION EVENT

A TDWI FORUM

BIG DATA ANALYTICS FOR BUSINESS INSIGHT

Orlando, FL
October 31–November 1, 2011

- Learn from real-world case studies and expert sessions how to undertake big data analytics projects that meet business objectives
- Realize the potential of social media analytics, data visualization, and predictive analytics
- Discover how you can bring together Hadoop, MapReduce, and big data warehousing to expand the breadth, depth, and value of business intelligence and analytics

SPECIAL OFFER

**Register by September 19
and save up to \$200!**

USE PRIORITY CODE ORFB13

tdwi.org/bigdataforum

tdwi
THE DATA WAREHOUSING INSTITUTE



The TDWI Big Data Analytics Forum will deliver information focused on enabling you to achieve your goals in developing and deploying analytics, business intelligence, data discovery, and more.

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Get Smarter with Big Data

Data volumes are growing fast. Customers, partners, and now even sensor-based systems are generating data so quickly that organizations across all industries need new technologies to stay ahead. Whether structured or unstructured, organizations must analyze this data to understand customer behavior, detect fraud, improve processes, and accelerate performance. Demand for big data expertise has never been higher.

TDWI is presenting a special forum to help you get on top of big data. Expert speakers and carefully selected case study presentations will deliver insights focused on enabling you to achieve your goals in developing and deploying analytics, business intelligence, data discovery, and more.

JOIN US AND LEARN:

- Practical guidelines for choosing whether to extend existing BI and data warehouse systems or deploy new technologies for big data analytics
- How to gain a predictive understanding of customer behavior through analysis of social networking big data
- What you can achieve with deep analytics that would be impossible using standard methods and limited data extracts
- How to harness the power of Hadoop, MapReduce, and other innovative methods of exploring big data
- Best practices for integrating Hadoop access with data warehouses and other data sources and services
- How you can improve data quality and speed up data migration and loading to support high-performance, real-time analytics
- What you need to know to use analytics against data streams, real-time data feeds, and high-velocity data
- How to apply cutting-edge data visualization and visual analysis to deliver insights to nontechnical users
- Best practices for increasing the value of predictive analytics and modeling with big data
- Success factors and lessons learned from experienced peers to help you avoid mistakes and reach your goals with big data analytics

WHAT A TDWI FORUM OFFERS YOU

A unique and interactive peer knowledge-sharing event focused on big data analytics, visualization, and discovery.

The TDWI Forum program is specifically developed for executives, managers, BI and analytics directors, and sponsors like you who own, shape, or influence their organizations' BI, analytics, and data warehousing initiatives.

Multiple opportunities to share insights with peers.

Professionals learn best by talking directly with one another and sharing what they've learned from experience. TDWI Forums unite professionals from various industries for collaborative learning and discussion. The program is designed to connect you with your peers as well as thought leaders in big data analytics, social media and predictive analytics, and cutting-edge BI who can address your most challenging questions and issues.

Valuable strategies, techniques, and tools.

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

ORLANDO FORUM FEATURES

- Experience-driven insights to help you quickly gain value from big data analytics
- Case studies tailored to provide practical takeaways for reaching your objectives
- Focused sessions on how to use tools and methods for predictive analytics, social networking analytics, and customer analytics
- Tips on applying data visualization and visual analysis for more dynamic interaction with big data for nontechnical users
- Real-world examples of using analytics, business intelligence, and data discovery tools and methods
- Thought leadership to guide integration of Hadoop, MapReduce, and external data with your current data warehouse architecture
- Monday evening networking reception where you can bond with peers and enjoy relaxed interaction with speakers
- Executive leadership sessions to help you overcome strategic and operational challenges in gaining analytical value from big data, social media, data streams, and more



Enjoy opportunities for collaborative learning and discussion with your peers.

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AGENDA

[CLICK HERE](#)
 FOR UPDATED LISTING ONLINE

MONDAY, OCTOBER 31

8:00–8:45 am	Conference Keynote: The End of the Beginning: Looking Beyond Today's BI Mark Madsen, President, Third Nature, Inc.
9:00–10:00 am	Hadoop and Big Data Warehousing for High-Velocity Business: Real-World Experiences Paul Mackles, Senior Manager Architecture, Adobe/Omniture
10:00–10:15 am	Break
10:15–11:00 am	Case Study: Supporting Large-Scale Analytics at the World's Largest Tax Agency Jeff Butler, Director, Research Databases, Internal Revenue Service
11:00–11:45 am	Big Data Analytics: The View from TDWI Philip Russom, Director, Data Management, TDWI Research
11:45 am–12:00 pm	Sponsor Introductions
12:00–1:15 pm	Peer Networking Lunch
1:15–2:15 pm	Big Data Visualization: Rapid Returns on Your Big Investment Stephen McDaniel, Cofounder, Freakalytics, LLC, and Faculty, American Marketing Association
2:15–3:00 pm	Panel: Competing on Intelligence: How to Succeed with Big Data Analytics Various Sponsor Representatives
3:00–3:15 pm	Break
3:15–4:15 pm	Case Study: Real-Time Data for Proactive Business Decisions at LinkShare Michael D. Brandt, Manager, Business Intelligence, LinkShare Corp.
4:15–5:15 pm	Roundtable Discussion: Emerging Technology Strategies for Big Data Analytics Featuring Marc Demarest, CEO and Principal, Noumenal; Mark Madsen, President, Third Nature, Inc.
5:15–7:00 pm	Networking Reception

TUESDAY, NOVEMBER 1

8:00–9:00 am	Morning Keynote: Putting Analytics in a Business Context Piyanka Jain, CEO and Cofounder, Aryng.com
9:00–10:00 am	Case Study: Hadoop and the Development of Analytical Data Services Casey Kiernan, Director, Data Architecture, Apollo Group, Inc.
10:00–10:15 am	Break
10:15–11:00 am	Panel Session: Finding the Right Big Data Analytics Solution for Your Company Sponsor Representatives; Moderated by David Stodder, Director, Business Intelligence, TDWI Research
11:00 am–12:00 pm	Big Data Use Cases: Matching the Technology to Business Requirements Colin White, President, Database Associates
12:00–1:30 pm	Peer Networking Lunch
1:30–2:30 pm	Social Data Analytics: Realizing the Potential for Business Intelligence Shawn Rogers, VP of Research for BI and Data Warehousing, Enterprise Management Associates
2:30–3:30 pm	Case Study: Building a Petabyte-Scale, Real-Time Cloud Application Vineet Tyagi, Principal Architect, Impetus Technologies; Second speaker TBA
3:30–3:45 pm	Break
3:45–4:30 pm	Using the Power of In-Database Analytics to Improve Data Quality Thomas Tileston, Independent In-Database Analytics Expert
4:30–5:15 pm	Closing Keynote: The Promises and Perils of Streaming Data and Big Data Analytics Marc Demarest, CEO and Principal, Noumenal

CO-LOCATED WITH THE TDWI WORLD CONFERENCE

Enhance your TDWI Forum experience by also attending the TDWI World Conference in Orlando, focused not only on big data analytics, but on all emerging technologies for 2012.

The range of BI/DW technologies and approaches is exploding almost as fast as our data volumes. We have agile methodology, cloud computing, text analytics, virtualization, open source, software-as-a-service, cool BI, social media, and mobile BI. We have Hadoop and MapReduce and deep analytics for big data. What does it all mean for your BI program? It's been difficult enough to implement effective and valuable BI/DW solutions with existing technologies—and these days, you're being asked to do more with less. Will these emerging technologies make your job easier or harder?

TDWI is offering six days of in-depth education from industry thought leaders on how these technologies work, how you can deploy them, and the benefits they can bring to your organization. For more information on the conference, visit tdwi.org/OR2011.



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

Your TDWI Forum 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 Forum sessions.

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REGISTRATION INFORMATION

THREE EASY WAYS TO REGISTER

- 1. Online:** tdwi.org/bigdataforum/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 Big Data Forum:
Orlando 2011 Registration
1277 University of Oregon
Eugene, OR 97403-1277

CLEARLY TYPE OR PRINT YOUR INFORMATION

Priority Code: ORFB13

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 Forum attendees at the Renaissance Orlando Hotel at SeaWorld. Discounted rates are also available for air travel and car rental. Visit tdwi.org/bigdataforum for more details.

CALCULATE YOUR PAYMENT

Your registration fee includes all TDWI Forum sessions, breakfasts, lunches, networking receptions, and entrance to the TDWI World Conference Exhibit Hall. Current TDWI Premium Members get a \$180 discount off the Forum price.

REGISTRATION FEES

Priority code: ORFB13

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|--|----------------|
| <input type="checkbox"/> BEST RATE (Ends Sept. 16, 2011) | \$1,247 |
| <input type="checkbox"/> EARLY REGISTRATION (Sept. 17–Oct. 7, 2011) | \$1,350 |
| <input type="checkbox"/> REGULAR REGISTRATION (Oct. 8–28, 2011) | \$1,467 |

FEE FROM TABLE ABOVE \$ _____

CURRENT MEMBER DISCOUNT \$ _____

(Deduct \$180 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 Oct. 28, 2011, 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