



# BIWA Summit 2008 Kickoff

## Business Intelligence, Warehousing and Analytics - Special Interest Group

Dec 2, 2008

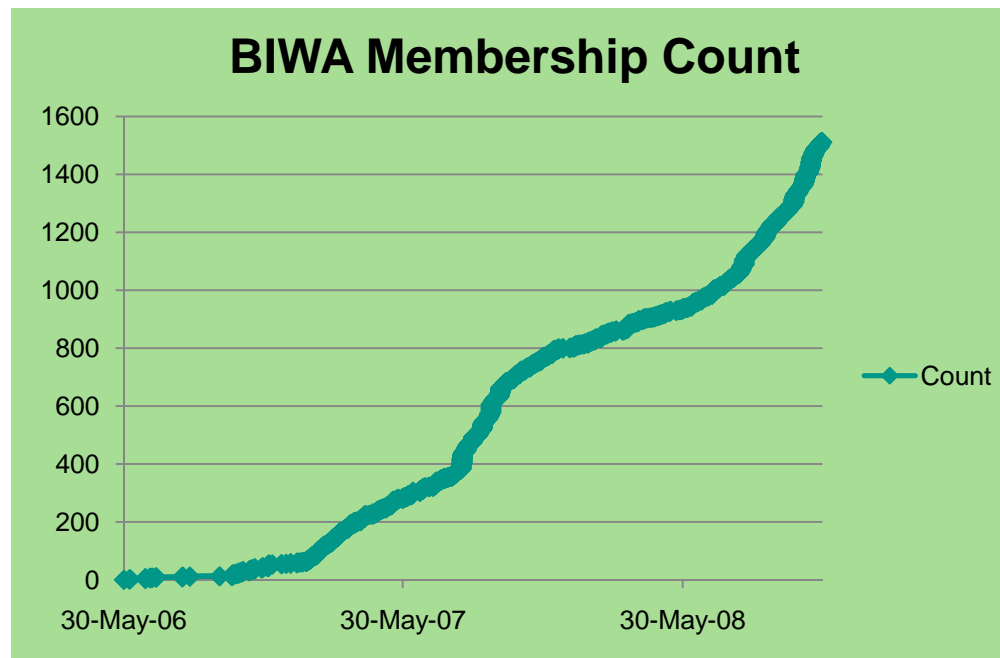


# Agenda

- Welcome – Dan Vlamis (Conference Chair)
- About IOUG and BIWA – Shyam V Nath (President, BIWA)
- About Summit 2008 – Dan Vlamis
- Introduction to keynote speaker – Charlie Berger – BIWA Oracle Liaison
- Keynote – Jeanne Harris

# Introduction to IOUG, BIWA

- What is IOUG?
- Relation to Oracle
- What is RUG and SIG?
- What is BIWA SIG?



# BIWA SIG Basics

- Worldwide association of professionals interested in Oracle Database-centric **B**usiness **I**ntelligence, **D**ata **W**arehousing, and **A**nalytical products, features and options.
- Launched informally in summer of 2006, formally launched at OOW 2006
- BIWA Talks in OOW SIG day  
(1 in 2006, 4 in 2007, 7 in 2008)
- See our *Mission Statement* and *Charter* at [oraclebiwa.org](http://oraclebiwa.org)
- Ten member Board in early 2007 to govern BIWA

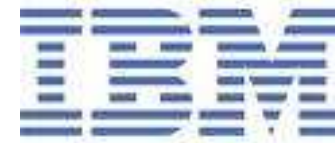
# Oracle BIWA SIG Board of Directors

- How BIWA SIG is managed:
  - Ian Abramson, IAS Inc., [ian@abramson.ca](mailto:ian@abramson.ca) (IOUG President)
  - Alisa Kang, [qk2@Georgetown.edu](mailto:qk2@Georgetown.edu)
  - Shyam Nath, [SNath@Deloitte.com](mailto:SNath@Deloitte.com) (SIG President)
  - Matthew Vranicar, [MVranicar@Piocon.com](mailto:MVranicar@Piocon.com)
  - Karl Rexer, [KRexer@RexerAnalytics.com](mailto:KRexer@RexerAnalytics.com)
  - Len Rosenblum, [LRosenblum@Guident.com](mailto:LRosenblum@Guident.com)
  - Raveen Sharma, [RSharma@Inforsense.com](mailto:RSharma@Inforsense.com)
  - Richard Solari, [RSolari@Deloitte.com](mailto:RSolari@Deloitte.com)
  - Dan Vlamis, [DVlamis@Vlamis.com](mailto:DVlamis@Vlamis.com) (BIWA Conference Chair)

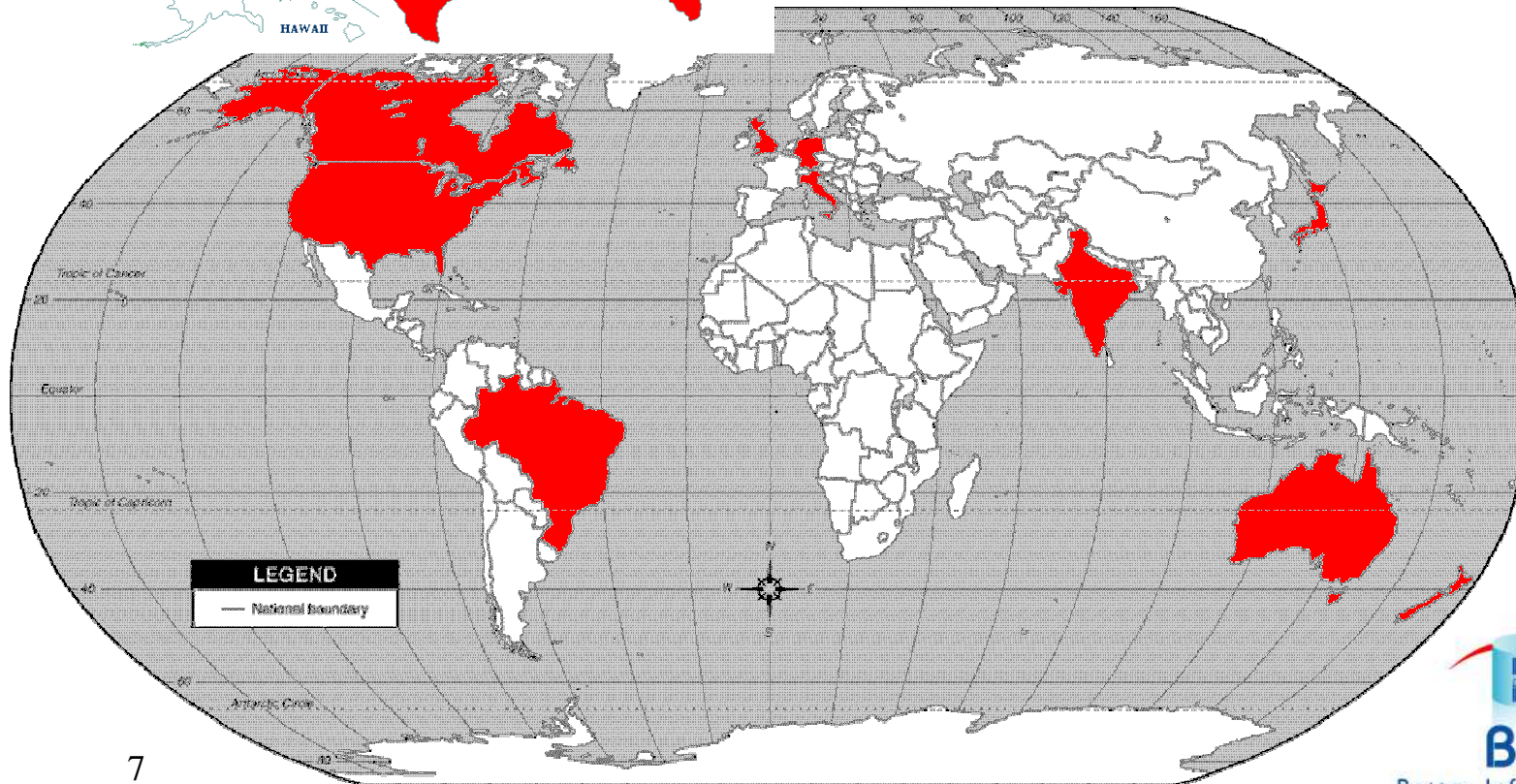
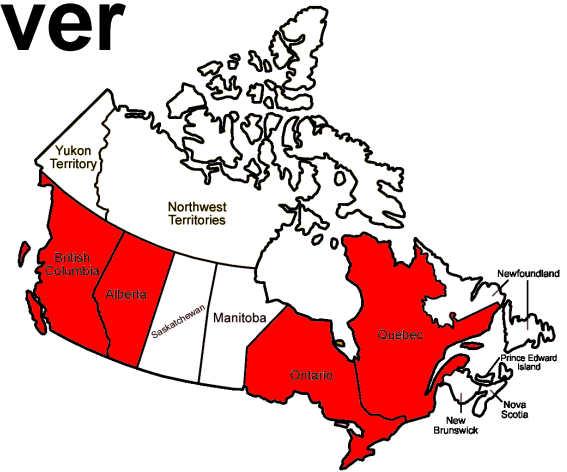
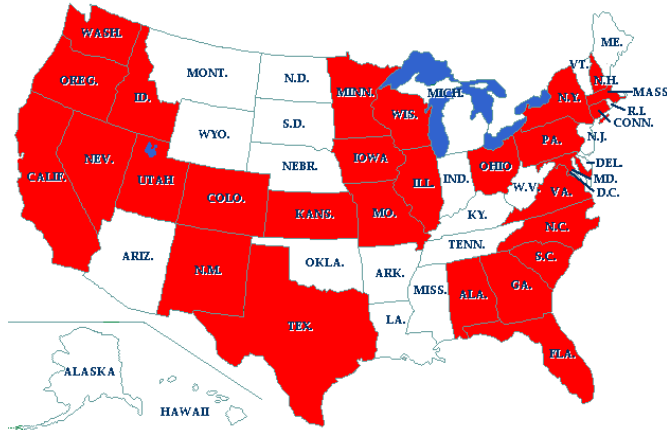
## *Oracle Advisory Board:*

- Charlie Berger, [charlie.berger@oracle.com](mailto:charlie.berger@oracle.com)
- John Haydu, [john.haydu@oracle.com](mailto:john.haydu@oracle.com)
- Mark Hornick, [mark.hornick@oracle.com](mailto:mark.hornick@oracle.com)

# BIWA Summit SIG —Sponsors/Partners



# Summit Attendees from All Over





# Program Highlights

- 4 Keynotes
- 65+sessions  
(all sessions are first come first serve, no pre-registration)
  - Data Warehousing track
  - BI track
  - Advanced Analytics track
- 10 hands-on labs
- BI Panel discussion
- Vendors Lightning round
- IBM Welcome Reception – Tuesday 6:30 PM
- Birds of a feather lunch Wednesday lunch
- Feedback Session and Raffle  
(vendor drawings – must be present to win  
\$300 Apple iTouch will be raffled  
to all filling "bingo card")



# Agenda Shows All Sessions

Oracle BIWA Summit 2008		Oracle Business Intelligence Warehousing and Analytics Summit				CO-PARTNERS	
Tuesday, December 2, 2008							
AUDIENCE	Room 102	Room 106	Room 104	Room 105	Room 108	WORK SHOP & Room 202	WORK SHOPS Room 203
7:45 8:30	REGISTRATION						
8:45	Welcome: BIWA SIG & Oracle San Mateo, BIWA Summit Chair						
	Keynote: Competing on Analytics Jeanne Harris, Academic Institute for High Performance						
9:30	TRANSIT						
10:00	Unusual Oracle Data Warehouse Deployment Strategies You Can't Move the Stuff Up Robert Sedgewick, Oracle	Oracle Data Mining Clients Deliver BI and Pattern Next Generation Predictive Applications Charlie Berger, Oracle	Oracle Optimized Warehouse Or Data Warehouse Appliances? Why & Why Not? Chandu Patel, Oracle Consulting	Oracle Test and Test Mining: Let's Add Value to Your Unlimited Data Shyam Varan Hathi, Oracle Consulting	Real World Case Studies Implementing ODI ETL in Different environments Richard Sloan, Teraviva Working, Oracle Consulting	Interactive Executive Insight: Guiding intelligent dashboards with APMX and OLAP Mary Guban, Oracle	ETL for Data Warehousing with ODI Part 1 Antoni Roman, Oracle
11:30	Panel: Most Critical Success Factors for Successful BI Warehousing and Analytics Customer Implementation + Jenna Harms + Lisa Pappas + Juan Lopez + Jacki Myskowski + Joe Thomas	The Use of Cube Organized Warehouses as a Summary View Technique in Data Warehouses Peter Soti, Roman West Consulting	Sustaining Performance (Up & Down) from the browser to the desktop: Introducing Oracle Integration Smart View Ranjith Balakrishnan, Oracle	What can Semantic technologies do for business applications? Bill Beaumont, Oracle	Microsoft SQL 2007 First Tables Supported natively in Oracle 11g Amyn Rajan, Simba Technologies	Advanced Report Printing with Oracle Application Express and Oracle BI Publisher Marc Senit, Oracle	ETL for Data Warehousing with ODI Part 2 Antoni Roman, Oracle
12:00 12:10	TRANSIT						
11:00 14:00	Keynote: From Data Warehousing to Strategic Data Assets -- Case Studies on the Web: Social Networking, Direct-Response Marketing, and Understanding Customer Behavior Usama Fayyad						
	LUNCH						
	Keynote: Oracle Database 11g for Data Warehousing and the HP Oracle Database Machine Ray Roodloff, Oracle						
14:45 15:00	Architecting an OLAP Solution From Out Dut Endresen & Robin Hazel, Oracle	Honey I Shrank the Data Warehouse Shyam Varan Hathi, Oracle Consulting	The Why of Where: Value of maps and spatial analysis in BI dashboards Jayant Sharma, Oracle	Getting to the Right Price: Using BI - Starting to Infinity: Partitioning Data Warehouses on Oracle Wenhua Chen, Oracle	Developing Database Applications via JDEV and ADF Dave Mallon, Oracle	Predictive Analytics with Oracle Data Mining Part 1 Charlie Berger, Oracle	ODI E&H Hands-on Workshop Part 1 Gayl Craplich, Oracle
15:30	Oracle BI Strategy Tobin Gilman, Oracle	Best Practices For Data Warehousing Using Oracle Mark Cohen, Oracle	Save Time and Money with Pre-built Data Warehouses for Retail Cora Daniels, Oracle	Using Cube-Oriented Warehouses for Improving the Query Performance of BI Applications William Endress, Oracle	Having your Business Integrate the Way You Want It Chris Chelverio, VMware Software Solutions, Inc.	Analyzing Analytics Scott Rapoport, SAR Consulting	Predictive Analytics with Oracle Data Mining Part 2 Charlie Berger, Oracle
17:00 17:10	TRANSIT						
18:00 18:30	Lightning Round Presentations BIWA Partners						
	SPONSOR NETWORKING						
	Reception Sponsor Reception						
20:30	ADJOURN						

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Please  
fill out  
session  
evaluations



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# BIWA Summit SIG—Keynotes



**Jeanne Harris**, Co-author of best-seller *“Competing on Analytics”* and Executive Research Fellow and Director of Research **Accenture** Institute for High Performance Business



**Usama Fayyad**, former Chief Data Officer and Executive Vice President, Research & Strategic Data Solutions, **Yahoo!**

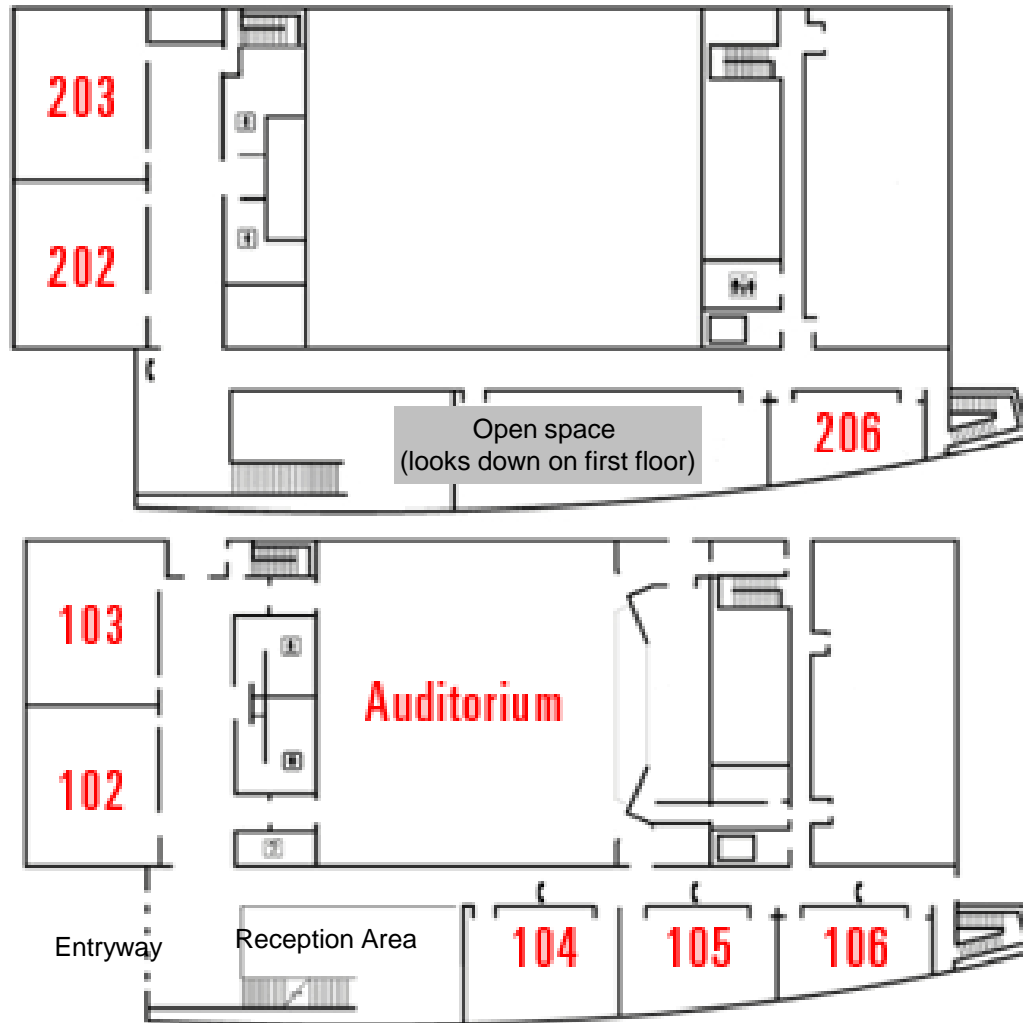


**Ray Roccaforte**, Vice President of Data Warehousing and Business Intelligence Platform, **Oracle** Corporation



**Juan Loaiza**, Vice President of Systems Technology Group, **Oracle** Corporation

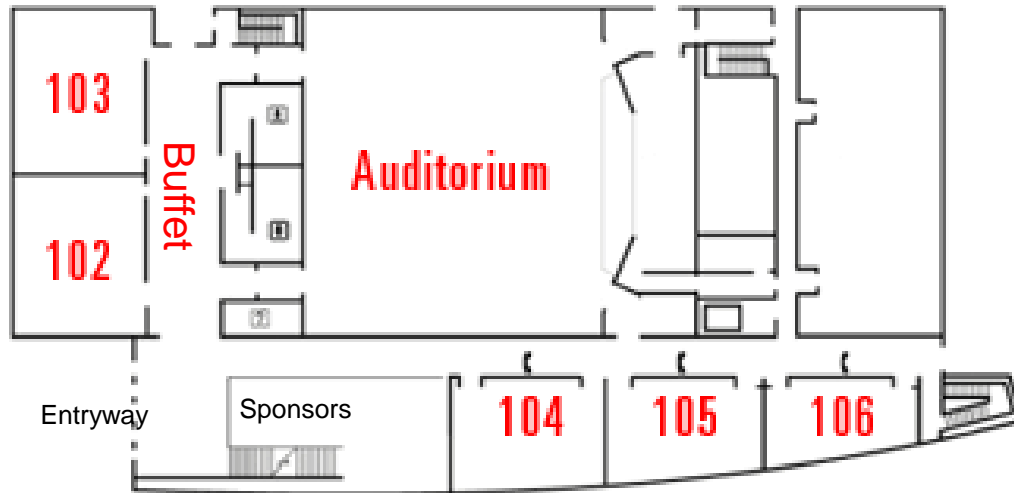
# Location Logistics



Wifi available throughout conference center

1. Connect to SSID clear-guest
2. Open browser
3. Log in  
userid:guest  
pw: changes daily
4. See desk for sheet

# Food



- Snacks at morning and afternoon breaks
- Lunch buffet outside auditorium each day
- Seating in Auditorium
- Visit vendors during lunch
- Reception tonight will have finger food

Birds of a Feather tables lunch Wednesday

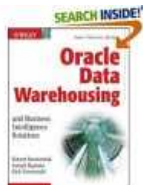
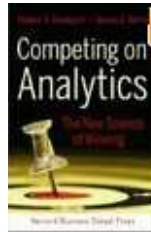
Analytics  
Applications  
Database Machine  
Data Mining  
Hyperion & Essbase

OBIEE  
Oracle OLAP  
Oracle Warehouse Builder  
Warehousing and Design



# Authors attending BIWA

- Jeanne Harris
- Mark Hornick
- Bob Stackowiak
- Ian Abramson
- Others?



# Blog and Network

## <http://OracleBIWASIG.blogspot.com>

**BIWA  
Summit  
2008  
is just the  
beginning...**



**oracle business intelligence,  
warehousing and analytics -  
biwa sig**

897

LOOKING FOR A BUSINESS INTELLIGENCE SOLUTION? NOT SURE WHAT TECHNOLOGY TO USE, OR NEED JUST A LITTLE HELP, COME TO THIS PEER SUPPORT GROUP.

tuesday, november 4, 2008

### Oracle BIWA Summit 2008 (Dec 2-3)

Now we stand 4 weeks from the Summit, 4 keynotes, 50+ sessions, ~ 10 hands on Labs.  
Attend a Webcast on Wed Nov 5, 2008 to learn why you should attend the BIWA Summit.  
See details at <http://OracleBIWA.org>

Learn about Oracle BI, Data Warehousing. Learn about Optimized Data Warehouse,  
Learn about Exadata (Oracle HP Database Platform)

Still time to grap good flight deals, or the hotel near the Oracle Head Quarters.  
Spend 2 days at the conference, speand some time visiting San Francisco Downtown or the nearby beaches.

biwa logo



**BIWA SIG**  
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[www.oraclebiwa.org](http://www.oraclebiwa.org)

Better Information Better Results

blog archive  
▼ 2008 (20)

# Questions

- Feel free to talk to any BIWA Board member in case of any questions
- Contact info:

<http://OracleBIWA.org> Or

<http://BIWASummit08.org>

Conference@OracleBIWA.org



# Main Event

Thank you, Oracle, for sponsorship and providing meeting space

Charlie Berger Introducing Jeanne Harris



**Jeanne Harris**, Co-author of best-seller "*Competing on Analytics*" and Executive Research Fellow and Director of Research **Accenture** Institute for High Performance Business

