BARRY
DEVLIN

From Business Intelligence to Digital Business Architecture and Technologies

MAY 3-4, 2018

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)

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ABOUT THIS SEMINAR

Business intelligence has made data the foundation of decision making since the 1990s. Now, Digital Business is fully reinventing decision making in this decade and the next, by combining the traditional physical and modern digital worlds in transformative ways. Digital Business puts information from every person and data from the entire physical world at decision makers' fingertips. It challenges them to use it to augment or automate every aspect of business, to create anew every existing process, and to reinvent, not just decision making, but the entire enterprise.

The implications span the entire IT environment, reinvent the complete depth of business processes, and recreate the full breadth of the business organisation.

Such a complete makeover demands an inclusive architecture, powerful technologies, and enterprise-wide methods. This architecture incorporates all the technological advances in databases, NoSQL stores, and data preparation, as well as SOA, metadata, distributed access, collaboration, etc. And it directly addresses current issues, such as operational BI, strategic decision making, analytics, information discovery, and enterprise-wide decision management.

Expanding from his comprehensive and respected Business unIntelligence architecture to emerging topics such as the Internet of Things, algorithms, and artificial intelligence, Dr. Barry Devlin charts how business and IT together can design and build a Digital Business from the existing Data Warehouse and BI systems running enterprises today.

WHAT YOU WILL LEARN

• Business drivers and technical rationale for Business unIntelligence
• Structure and components of the new architecture
• Possibilities and challenges of new database and data management technologies, including Hadoop, NoSQL, column stores and other analytic appliances
• Using data virtualization and ETL as tools for integration of all types of content and data
• Positioning and using algorithms and Artificial Intelligence in support of decision making
• The importance of user context and roles in decision processes
• Practical steps to grow and improve your current Data Warehouse to the new architecture

WHO SHOULD ATTEND

• Enterprise, systems, solutions and Data Warehouse architects
• Systems, Strategy and Business Intelligence managers
• Data Warehouse and systems designers and developers
• Data and database administrators
• Tech-savvy business analysts
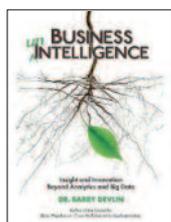
DOCUMENTATION

The delegates will also receive a copy of the book ***Business Intelligence: Insight and Innovation beyond Analytics and Big Data*** by Barry Devlin

*O*UTLINE

1. Digital Business-History and Emergence

- A brief history of decision-making support
- Origins and meaning of Digital Business
- Business examples, drivers and justification

2. The why and how of a new architecture

- The emergence and impact of Big Data, the Internet of Things and Artificial Intelligence
- New, future-proof hypotheses for a new architecture
- A new layering approach-Information, Process, and People
- The pillars of a new architecture that supports multiple storage technologies

3. The Information Resource-the Foundation for Everything

- New classes of information-human-sourced and machine-generated-and how they enter the traditional process-mediated data stores of the business
- Big Data-hype and reality, sources and types, implications for business and IT
- Key considerations-timeliness/consistency, structure/context, and reliance/usage
- Metadata as information-sources and stores, tools and techniques
- Relational database evolution-structures, software and hardware
- NoSQL data stores, Hadoop-based databases, XML, JSON-based and other data stores
- New conceptual and logical architectures for all information and data

4. Business Processes-Getting from Decisions to Actions

- The dimensions of process: Business Effect, Active Scope and Time Span
- How pervasive mobile connectivity, processing and storage combine with the Cloud to reinvent business processes
- The new role of users in "application development"
- Understanding adaptive, closed-loop business processes
- Service Oriented Architecture and Microservices
- A model for decision making and action taking-the adaptive decision loop
- Data Preparation, ETL, Data Warehouse Automation, Wrangling, and Data Virtualisation

5. The People-Understanding Needs and Engaging Innovation

- Motivation and the workings of the human mind in business systems
- Classes of Business Intelligence-information-centric, process-centric and collaborative
- BI, analytic and other decision support tools
- Decision-making and action-taking in a closed-loop, real-time environment
- Augmenting and/or Automating decision making and action taking
- The emergence and importance of Artificial Intelligence

6. Planning and implementation

- Evolution-not revolution
- The Staged Implementation Roadmap
- Organisational considerations; changes in IT culture and responsibilities
- Selected possible first migration steps

7. Building the Digital Future-Key Considerations

- Ethical considerations for analytics and Artificial Intelligence
- The impact of digital business on the economy and social order

MAIN TOPICS

- The Meaning and Implications of Digital Business
- Business unIntelligence Architecture-Business Drivers and Technological Evolution
- Data and Information-the Foundation for Everything
- Formal and Informal Business Processes-Getting from Information to Action
- People-Action-Oriented Decision Making and Engaging Innovation
- Planning and Implementation
- Emerging Ethical and Economic Considerations

INFORMATION

PARTICIPATION FEE

€ 1300

The fee includes all seminar documentation, luncheon and coffee breaks.

VENUE

Residenza di Ripetta
Via di Ripetta, 231
Rome (Italy)

SEMINAR TIMETABLE

9.30 am - 1.00 pm
2.00 pm - 5.00 pm

HOW TO REGISTER

You must send the registration form with the receipt of the payment to:
TECHNOLOGY TRANSFER S.r.l.
Piazza Cavour, 3 - 00193 Rome (Italy)
Fax +39-06-6871102

**within
May 3-4, 2018**

PAYMENT

Wire transfer to:
Technology Transfer S.r.l.
Banca: Cariparma
Agenzia 1 di Roma
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IT 03 W 06230 03202 000057031348
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GENERAL CONDITIONS

DISCOUNT

The participants who will register 30 days before the seminar are entitled to a 5% discount.

If a company registers 5 participants to the same seminar, it will pay only for 4.

Those who benefit of this discount are not entitled to other discounts for the same seminar.

CANCELLATION POLICY

A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.

CANCELLATION LIABILITY

In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.

BARRY DEVLIN

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Architecture and Technologies**

May 3-4, 2018
Residenza di Ripetta
Via di Ripetta, 231
Rome (Italy)

Registration fee:
€ 1300

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name ....

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Stamp and signature

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SPEAKER

Barry Devlin is He is among the foremost authorities on Business insight and one of the founders of Data Warehousing, having published the first architectural paper on the topic in 1988. With over 30 years of IT experience, including 20 years with IBM as a Distinguished Engineer, he is a widely respected analyst, consultant, lecturer and author of the seminal book, **Data Warehouse - from Architecture to Implementation** and numerous White Papers. His 2013 book, **Business unintelligence - Insight and Innovation beyond Analytics and Big Data** is published by Technics Publications and available in both hardcopy and e-book formats. As founder and principal of 9sight Consulting, Mr. Devlin provides strategic consulting and thought-leadership to buyers and vendors of BI solutions. He is currently developing new architectural models for fully consistent Business support - rom informational to operational and collaborative work. Based in Cape Town, South Africa, Barry's knowledge and expertise are in demand both locally and internationally.