BARRY
DEVLIN

How to build
the Digital Business using
Intelligent Information and
Adaptive Technology

NOVEMBER 20-21, 2017
RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)

info@technologytransfer.it
www.technologytransfer.it

ABOUT THIS SEMINAR

Digital Business combines the traditional physical and modern digital worlds in transformative ways. In the process, it creates innovative opportunities as well as insidious threats to old ways of doing business. From finance to fashion, telecommunications to transport, businesses that reinvent their processes will survive and thrive; those that ignore this major shift will wither and die. The keys to process reinvention are Intelligent Information and Adaptive Technology.

Old approaches, such as BI and DW are the foundation for evolution to the Digital Business, but are also only table stakes for survival. From data lakes to predictive analytics, algorithms to cognitive computing, social media to the Internet of Things, the technology underlying business is changing rapidly. The implications span the entire IT environment, reinvent the complete depth of business processes, and recreate the full breadth of the business organisation.

Digital Business demands a new IT architecture that reintegrates all decision making and action across all its processes. This architecture incorporates all the technological advances in databases, NoSQL stores, data integration and delivery, as well as the old challenges of spreadsheets, SOA, metadata, distributed access, collaboration, etc. It provides a comprehensive structure for the full enterprise IT integration needed by modern businesses. And it directly addresses current issues, such as operational BI, strategic decision making, information discovery and enterprise-wide decision management.

This new approach has evolved from current technologies and systems to facilitate easier adoption. Learn how your IT environment and organisation can succeed and become a real partner with business in driving change and managing the introduction of fully integrated, real-time processes, closely linking information and activities from all areas of the enterprise. As decision making and action taking become ever more tightly bound, you need a new business vision and architecture to reap the very real business benefits promised by new technologies. Business and IT must work closely together in a tightly-integrated Digital Business.

WHAT YOU WILL LEARN

• Business drivers and technical rationale for a new architectural approach
• The 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 Web, Enterprise 2.0 and collaboration in support of Decision-Making
• The importance of user context and roles in decision processes
• Structure and components of the new architecture
• 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
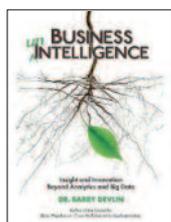
DOCUMENTATION

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

1. Digital Business—What is that?

• Origins and meaning of the term
• Business examples, drivers and justification
• New, future-proof hypotheses for Digital Business and the biz-tech ecosystem

2. The Why and How of a New Architecture

• Historical overview of data warehousing and its old assumptions about business and technology
• The emergence and impact of Big Data, the Internet of Things and Artificial Intelligence
• 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
• Formal and informal information–gathering the wisdom of meetings and more
• Big Data–hype and reality, sources and types, implications for Business and IT
• Timeliness–from in-flight data to historical information, the life cycle of information
• Structure–much more than structured vs. unstructured, a continuum of data types
• Metadata as information–sources and stores, tools and techniques
• Reliability–enabling innovation, and the need for certified and uncertified information
• Relational database evolution–column, row and hybrid stores, in-memory databases, analytic appliances
• Uses, pros and cons of NoSQL databases, Hadoop and Hadoop-based databases, XML, JSON-based and other semi-structured data stores
• Loosely structured information and content stores
• A new conceptual and logical architecture for all information, recognising the importance of Internet of Things

4. The Business Processes–Getting from Decisions to Actions

• How pervasive Mobile connectivity, processing and storage combine with the Cloud to reinvent Business processes
• Effect–from simple transactions and queries to process construction
• The new role of users in "application development"– mashups are only the beginning
• Service Oriented Architecture, Business Process Management, Enterprise Service Bus and Enterprise Application Integration
• Scope–activities and workflows, where *each and every* action is part of a process
• Understanding adaptive, closed-loop Business processes
• A model for Decision Making and Action Taking–the adaptive decision loop
• Data Integration, ETL and ELT, Data Warehouse automation, and the growing role of the DBMS in Data Integration
• Federation, Data Virtualisation, Enterprise Information Integration

5. The People–Understanding Needs and Engaging Innovation

• The axes of people: Motivation, Attitude and Role
• Where Business Intelligence misses the mark–for users and Business
• Understanding motivation and the workings of the human mind in Business systems
• Business Activity Monitoring, Scorecards and Dashboards, Enterprise Portals
• Query, reporting and other decision support tools
• Business, process and application modelling
• Decision-Making and Action-Taking in a closed-loop, real-time environment
• Automating user knowledge and activities
• Business, Predictive and Operational Analytics and how they differ from BI
• Enterprise 2.0 and the central role of collaboration and informal information in innovation
• Information modelling considerations in a rapidly changing environment
• Loosely structured content – tagging, ontologies and taxonomies

6. Planning and Implementation

• Evolution–not revolution
• The Staged Implementation Roadmap
• Organisational considerations; changes in IT culture and responsibilities
• Tackling the "spreadmart" problem
• From query and reporting to enabling deep analytics
• Executive decision support and how it must evolve
• Bridging the operational-informational boundary– the promise and reality of in-memory databases

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
November 6, 2017**

PAYMENT

Wire transfer to:
Technology Transfer S.r.l.
Banca: Cariparma
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BIC/SWIFT: CRPPIT2P546

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.

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Stamp and signature

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*Piazza Cavour, 3 - 00193 Rome (Italy)
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info@technologytransfer.it
www.technologytransfer.it*

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.