

CO-LOCATED EVENT FOR IT AND BUSINESS LEADERS

## TDWI BI EXECUTIVE SUMMIT

# Big Data Analytics for Better Customer Intelligence

San Diego, CA // July 30–August 1, 2012

- Apply big data analytics to accelerate the path to becoming a customer-focused organization
- Tap the power of social media, data visualization, geospatial analysis, and predictive analytics
- Learn from real-world case studies and expert sessions how to undertake big data analytics that meet business and marketing objectives

### EARLY REGISTRATION DISCOUNT

Register by June 29  
and save \$195  
Use priority code EXEC3

[tdwi.org/SD2012/ES](http://tdwi.org/SD2012/ES)





## Don't Miss This Opportunity!

TDWI has a 15-year track record of delivering in-depth, high-quality education, training, and research to the BI, analytics, and data warehousing community. We've built our reputation on delivering objective, vendor-neutral advice to business and IT professionals who need to deliver positive results quickly. The TDWI BI Executive Summit: Big Data Analytics for Better Customer Intelligence continues this tradition by providing superb content in an interactive setting, all of which is designed to maximize your time out of the office. So why wait? Register now!

### EARLY REGISTRATION DISCOUNT

Register by June 29  
and save \$195  
Use priority code EXEC3

## REALIZE THE POWER OF BIG DATA FOR CUSTOMER INSIGHT

Becoming “customer centric” is a top priority today. Leading organizations know that by improving their knowledge of customer preferences and behavior, they can provide more exceptional products and services—and achieve higher profits. Analytics play a key role in enabling organizations to detect patterns, understand influences, market more effectively, and use data insights to enable predictive and proactive operations. Big data, including unstructured social media data, is full of potential for customer intelligence.

At the TDWI BI Executive Summit, you will learn how to apply the right methods and technologies to accelerate customer knowledge and turn big data analytics into a competitive advantage.

### JOIN US AND LEARN

- How to apply big data analytics to support critical strategic objectives for customer centricity
- Best practices for implementing big data analytics to understand and anticipate customer behavior
- Successful use cases for new and evolving big data technologies being deployed across business operations and industries
- Where and when to use geospatial analysis for improving marketing and resource allocation decisions
- Steps for gaining predictive insight into customer behavior by analyzing data from multiple channels, including social media
- Guidelines for choosing the right analytic database to match your big data and customer analytics needs
- Tips for integrating and consolidating data from multiple sources to achieve single views of customer data
- Real-world advice for extending enterprise data warehousing to embrace Hadoop and big data technologies
- How to apply cutting-edge data visualization and visual analysis to deliver insights from big data to nontechnical users
- Methods for improving marketing and personalization across multiple Web sites through smarter and faster Web analytics



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

Your BI Executive Summit registration includes access to the TDWI Exhibit Hall at the San Diego TDWI World Conference, 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.

## EARLY REGISTRATION DISCOUNT

Register by June 29  
and save \$195  
Use priority code EXEC3

## TDWI BI EXECUTIVE SUMMIT OFFERS YOU

**A unique and interactive peer knowledge-sharing event focused on big data, customer analytics, social media analytics, and more.**

The TDWI BI Executive Summit program is specifically developed for business and IT executives, managers, BI and analytics directors, customer intelligence specialists, and project sponsors like you who own, shape, and influence BI, analytics, customer intelligence, 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, customer analytics, social media analytics, and cutting-edge BI and data warehousing who can address your most challenging questions and issues.

### Valuable strategies, techniques, and tools.

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

## SUMMIT FEATURES

- Experience-driven insights to help you deliver business value from big data analytics sooner
- Case studies and expert sessions designed to give you practical takeaways for meeting your objectives
- Real-world examples of implementing big data analytics for richer customer intelligence
- Focused sessions on how to productively use Hadoop and other big data technologies alongside existing BI and data warehouse systems
- Best practices for using data insights to enable your entire organization to be more customer focused
- Executive leadership sessions to help you overcome barriers to investment in technologies for analyzing big data and enhancing customer knowledge
- Panel sessions and technology exhibits to help you choose which products are best suited to your objectives
- Monday evening networking reception where you can bond with peers and enjoy relaxed interaction with speakers

## San Diego, CA // July 30–August 1, 2012

[CLICK HERE](#)

FOR COMPLETE AGENDA ONLINE

## MONDAY, JULY 30

8:15–9:00 AM	<b>World Conference Keynote</b> Tom Fastner, Senior Member of Technical Staff and Architect, eBay
9:15–10:00 AM	<b>Delivering Customer Analytics Solutions at Comcast</b> George Vigil, Manager, BI Systems & Analytics and Jiten Kelshiker, Principle BI Fusion Architect, Comcast
10:15–11:00 AM	<b>Driving Competitive Advantage with Advanced Analytics</b> Glenn Wegryn, Associate Director, Analytics, Procter & Gamble Co.
11:00–11:45 AM	<b>Connecting the Stars: Applying Social Media Understanding to a Structured Marketing Data Environment</b> Theresa Kushner, Director of Customer Intelligence, Strategic Marketing, Cisco Systems
11:45 AM–12:00 PM	<b>Sponsor Introductions</b> David Stodder, Director of Research for Business Intelligence, TDWI; Sponsor Representatives
1:30–3:00 PM	<b>Case Study Workshop: Visual Analysis of Big Data from the World's Airlines</b> Andrew Cardno, Data Visualization Expert
3:15–4:15 PM	<b>Predictive Analytics on Big Data</b> Stephen Coggeshall, Chief Technology Officer, ID Analytics; and Guowei Wu, Fixed Income Quant
4:15–5:15 PM	<b>A Multi-Channel Approach to Retail Customer Analytics</b> Michael Gold, COO, and Ryan McClaren, Chief Science Officer, Farsite Group
5:15–7:00 PM	<b>Reception</b>

## TUESDAY, JULY 31

8:00–8:15 AM	<b>Welcome to Tuesday at the Summit</b>
8:15–9:00 AM	<b>Big Data Use Cases for the Front Office</b> Colin White, Founder, BI Research
9:00–10:00 AM	<b>Orbitz Case Study: Integrating Hadoop with the Data Infrastructure</b> Rob Lancaster, Solution Architect, Orbitz Worldwide
10:15–11:15 AM	<b>Panel Session: Realizing the Power of Big Data for Customer Insight</b> Moderated by David Stodder, Director of Research for Business Intelligence, TDWI
11:15 AM–12:00 PM	<b>Living on Potential: Case Study of the World's Largest Healthcare Data Warehouse</b> Dan Sherman, Director, Business Intelligence, BHI, BlueCross BlueShield Association
1:30–2:15 PM	<b>Customer Data Integration in a Big Data World</b> Philip Russom, Director of Research for Data Management, TDWI
2:15–3:00 PM	<b>Gilt Groupe Case Study: Big Data Analytics for Digital Marketing Optimization</b> Geoffrey Guerdat, Director of Data Engineering, Gilt Groupe
3:15–4:15 PM	<b>Panel Session: Peering into the Future: What's Next for Tools and Technologies?</b> Moderated by Philip Russom, Director of Research for Data Management, TDWI
4:15–5:15 PM	<b>Social Media Sentiment: Uncovering Hidden Insights at USC Annenberg Innovation Lab</b> Jonathan Taplin, Professor, Annenberg School for Communication, University of Southern California
5:15–7:00 PM	<b>Exhibit Hall Reception</b>

## WEDNESDAY, AUGUST 1

8:00–8:15 AM	<b>Welcome to Wednesday at the Summit</b>
8:15–9:00 AM	<b>Dataville: Helping Customers Better Know Themselves</b> Tim Piatenko, Manager of Analytics, Badgeville
9:00–10:00 AM	<b>Actionable Customer Analytics: Big Data Meets Big Math</b> Ted Westerheide, Chief Architect, Aginity
10:15–11:15 AM	<b>The Data Warehouse: Does It Have a Future?</b> Krish Krishnan, CEO, Sixth Sense Advisors
11:15–11:30 AM	<b>Concluding Remarks</b> David Stodder, Director of Research for Business Intelligence, TDWI



## Bring Your Team to TDWI

You can bring your entire BI, analytics, and customer intelligence team with you, because the BI Executive Summit is co-located with the highly respected TDWI World Conference in San Diego. While you strengthen connections with your peers at other companies, your team members can attend several of our 50+ training courses that run the entire week. Then you and your team can catch up in the evenings to compare notes and share in some fun by visiting the TDWI Exhibit Hall and hospitality suites.

## 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 big data analytics, social media, data visualization, geospatial analysis, and predictive analytics, 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 San Diego World Conference courses during 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/SD2012/EScourses](http://tdwi.org/SD2012/EScourses) for more information.

## PRE- AND POST-SUMMIT CONFERENCE COURSES

Enhance your BI Executive Summit experience by attending the San Diego TDWI World Conference. Below are some recommended courses that complement the summit.

### PRE-SUMMIT JULY 29, 2012

- S1** TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
- S2** BI from Both Sides: Aligning Business and IT
- S3** TDWI Performance Management: Measurement, Metrics, and Monitoring
- S4** TDWI Data Quality Fundamentals
- S5** Designing a Data Warehouse for High Performance
- S6A** Agile Analytics: Value-Driven Data Warehousing and Business Intelligence
- S6P** Agile Data Warehousing 201: Agile Project Leadership

### POST-SUMMIT AUGUST 1, 2012

- W6P** New Methods for Dealing with Complex Data
- W7P** SaaS, the Cloud, and BI

Visit [tdwi.org/SD2012/EScourses](http://tdwi.org/SD2012/EScourses) for more information.

## EARLY REGISTRATION DISCOUNT

Register by June 29  
and save \$195  
Use priority code EXEC3

## TDWI BI EXECUTIVE SUMMIT

San Diego, CA // July 30–August 1, 2012

## REGISTRATION INFORMATION

## THREE EASY WAYS TO REGISTER

1. **Online:** [tdwi.org/SD2012/ES-register](http://tdwi.org/SD2012/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:  
San Diego 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 Manchester Grand Hyatt in San Diego. Discounted rates are also available for air travel and car rental. Visit [tdwi.org/SD2012/ES-hotel](http://tdwi.org/SD2012/ES-hotel) for more details.

## EARLY REGISTRATION DISCOUNT

Register by June 29 and save \$195  
Use priority code EXEC3

## 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

<input type="checkbox"/> <b>EARLY REGISTRATION</b> (Ends June 29, 2012)	<b>\$2,235</b>
<input type="checkbox"/> <b>REGULAR REGISTRATION</b> (June 30–July 27, 2012)	<b>\$2,430</b>

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 July 27, 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 \_\_\_\_\_