

TECHNOLOGY TRANSFER PRESENTS

# BARRY DEVLIN

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## How to Revamp

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# your Data Warehouse and Lake

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## for Digital Business

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JUNE 24-25, 2020



info@technologytransfer.it  
www.technologytransfer.it

## ABOUT THIS SEMINAR

Digital Business transforms industries and reinvents entire enterprises. Vast volumes of up-to-the-minute data and novel technologies unleash new, instant business value. Or so we are told.

But why do so many companies struggle with Digital Transformation? Why is success so elusive?

The short answer is that architects and implementers are too focused on new technologies and ignore the lessons and value of existing systems. And yet, most enterprises have a wealth of existing infrastructure, technologies, and skills that can be reused and repurposed. What's needed is new architectures and new thinking.

As with Digital Business, Business Intelligence (BI) began with data. The architectures, methods, and tools of Data Warehousing and Data Lakes can kickstart digital business, speed implementation, and deliver early value. Revamping existing, (even partly) successful Data Management systems instead of reinventing the same wheels offers a faster and surer route to Digital Transformation.

In this seminar, Dr. Barry Devlin shows how a modern architectural foundation, based on his book "Business un-intelligence," can transform and extend your existing systems to support a fully functioning Digital Business. An elegant and powerful conceptual architecture forms the basis for meaningful requirements and design discussion between business and IT about what a Digital Business can really do... and cannot.

An adaptable and extensible logical architecture integrates every aspect of data preparation and management as well as information delivery, from traditional reporting to analytics and Machine Learning systems.

Existing and emerging technologies for data preparation and storage, information understanding and use, and insightful decision making, both on-premises and Cloud, are positioned and explained.

A variety of organisational issues are explored, and methodologies and implementation approaches proposed.

A one-day, associated seminar, "**How to Revamp your BI and Analytics for AI-based Digital Business**" details the important role that "game-changing" Artificial Intelligence technology plays in all types of decision-making support. See the corresponding brochure for more information.

### WHAT YOU WILL LEARN

- The Meaning and Implications of Digital Business
- How you can reuse and rework your Data Warehouse or lake for Digital Business
- Business drivers, technical rationale, structure and components of new conceptual and logical architectures
- Data and Information as the foundation for Digital Transformation
- Possibilities and challenges of new database and Data Management technologies
- The central role of context-setting information and metadata
- Adaptive Processes as the basis for data preparation, information creation, and insight discovery
- Using data virtualization and preparation as tools for integration of all types of content and data
- Positioning and using algorithms, analytics and AI in support of decision making
- How people adopt action-oriented decision making and drive innovation
- The importance of user context and roles in decision making
- Legal and ethical issues with data collection and surveillance
- Practical planning and implementation steps from Data Warehouse/Lake to a Digital Business

# OUTLINE

## 1. Digital Business - History and Emergence

- A brief history of decision-making support
- Origins and meaning of Digital Business
- Relationship between Data Warehousing & Marts and 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
- Modern, future-proof hypotheses for a new architecture
- Overview of conceptual and logical architecture structures
- A new conceptual approach - Thinking Spaces: Information, Process, and People
- A new logical approach - from layers to pillars - that supports multiple storage and processing technologies

## 3. The Information Resource - the Foundation for Digital Business

- New classes of information - human-sourced and machine-generated - and how they interact with the traditional process-mediated data stores of the business
- Big Data - hype and reality, sources and types, implications for business and IT
- Data Warehouse, Data Lake, and now... Lakehouse
- Key considerations – timeliness/consistency, structure/context, and reliance/usage
- Metadata as context-setting information - sources and stores, tools and techniques, including Data Glossary, Data Dictionary, and Data Catalog
- Managing data in a GDPR world
- Relational database evolution - structures, software and hardware
- NoSQL data stores, Hadoop-based databases, XML, JSON-based, graph and other data stores

## 4. The Processes-Getting from Data to Decisions to Actions

- Merging of business and IT processes
- Defining adaptive, closed-loop processes across business and IT
- The new role of users in “application development” - opportunities and dangers

- The dimensions of process: business effect, active scope and time span
- Service Oriented Architecture and Microservices
- Data Preparation, ETL, Replication, Data Warehouse Automation, Wrangling, and Data Virtualisation
- Data pipelines and data ops
- Batch, real-time and Lambda architectures
- Streaming, messaging, immutable logs and Kappa architecture
- A model for Decision Making and Action Taking-the adaptive decision loop

## 5. The People - Understanding Needs and Engaging Innovation

- Motivation and the workings of the human mind in business systems
- Classes of Analytics and Business Intelligence-information-centric, process-centric and collaborative
- BI, analytic and other decision support tools, including self-service and customer-driven BI
- 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 - a methodology for Digital Transformation success
- The Corporate Information Atlas (CIA) and Staged Implementation Roadmap (SIR)
- Organisational considerations; changes in IT culture and responsibilities
- Hybrid Cloud/on-premises implementation considerations
- Technical, legal, and ethical issues with data collection, anonymisation and surveillance
- Selected possible first migration steps

## WHO SHOULD ATTEND

- Enterprise, systems, solutions and Data Warehouse architects
- Systems, strategy and Business Intelligence managers
- Data Warehouse, Data Lake and IT systems designers and developers
- Data and database administrators
- Tech-savvy business analysts

# INFORMATION

<p><b>PARTICIPATION FEE</b></p> <p>€ 1100</p> <p>The fee includes all seminar documentation</p> <p><b>HOW TO REGISTER</b></p> <p>You must send the registration form with the receipt of the payment to: info@technologytransfer.it</p> <p>TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy)</p>	<p><b>PAYMENT</b></p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p><b>GENERAL CONDITIONS</b></p> <p><b>DISCOUNT</b></p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4.</p> <p>Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p><b>CANCELLATION POLICY</b></p> <p>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.</p> <p><b>CANCELLATION LIABILITY</b></p> <p>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.</p>
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## BARRY DEVLIN

### How to Revamp your Data Warehouse and Lake for Digital Business

June 24-25, 2020

Registration fee:  
€ 1100

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

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Stamp and signature

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**Technology Transfer S.r.l.**  
Piazza Cavour, 3 - 00193 Rome (Italy)  
Tel. +39-06-6832227 - Fax +39-06-6871102  
info@technologytransfer.it  
www.technologytransfer.it



## **SPEAKER**

**Barry Devlin** is Founder and Principal, 9sight Consulting. Dr. Barry Devlin is among the foremost authorities on Business Insight and one of the founders of Data Warehousing, having published the first architectural paper in 1988.

With almost 40 years of IT experience, including 20 years with IBM as a Distinguished Engineer, he is a widely respected industry analyst, consultant, speaker 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 available in both hardcopy and e-book formats.

As founder and principal of 9sight Consulting, Dr. Devlin provides strategic consulting and thought-leadership to buyers and vendors of BI solutions. He is continuously developing new architectural models for all aspects of decision-making and action-taking support.

Now returned to Europe since 2018, Barry’s knowledge and expertise are in demand internationally.