

TECHNOLOGY TRANSFER PRESENTS

JOHN  
O'BRIEN

**BUILDING A BUSINESS-DRIVEN  
ROADMAP FOR  
MODERN CLOUD DATA**

ONLINE LIVE STREAMING

**DECEMBER 3, 2021**

DUE TO TIME ZONES, THIS CLASS WILL TAKE PLACE IN THE AFTERNOON  
FROM 2 PM TO 6 PM ITALIAN TIME



info@technologytransfer.it  
www.technologytransfer.it

## **ABOUT THIS SEMINAR**

Transitioning to Cloud-based or hybrid data and analytics architectures requires a strategy and roadmap to achieve key milestones. As architects with on-prem data environments choose a strategy to replatform or refactor data architecture for the Cloud, they need to understand principles for cCloud-native Architecture, Serverless functions, and automation for new data pipelines and databases. Building a roadmap for Cloud-based Data and Analytics requires new ways of thinking about platforms, pipelines, and services to fully leverage the value the Cloud has to offer.

From BI to Self-service to Data Science, this half-day seminar will help you prioritize enterprise analytic capabilities, to determine optimal modern data integration and data architecture strategies. This includes recent updates on features within AWS, Azure, and Google cloud services for Analytic Architectures.

### **This seminar will cover**

- How to align Business Analytic priorities with architecture needs
- How to develop a migration strategy with milestones to ensure efficiency and progress
- A conceptual Architecture for enterprise Analytic capabilities
- A logical reference Architecture that translates to physical architectures on any Cloud platform
- Examples of Architecture Roadmaps for Cloud migrations

### **Who Should Attend**

- Data and analytics leaders/executives
- Enterprise architects
- Data architects/DBAs
- Data integration architects/engineers
- Cloud architects
- Data Management leaders

# OUTLINE

## 1. The Enterprise Analytics Framework

- Creating a data-driven culture
- The difference between data and Analytics strategies
- Understanding how people work with data
- Analytic capabilities and maturity levels
- Defining categories of Business Analytics
- The Enterprise Analytics Capabilities Framework
  - Enterprise business performance management (DW/BI)
  - Enterprise innovation and Agility with self-service data Analytics
  - Enterprise automation and prediction with Data Science and Machine Learning (ML)
- Processes that relate Analytics capabilities with data and Analytics Governance

## 2. A Business-Driven Roadmap for Impact: aligning Business strategy with Modern Cloud Data Architecture

- Assessing Business priorities and initiatives
- Selecting Analytics projects properly
- The Modern Cloud Data Architecture Target State
- Mapping the architecture current state
- How to create Architecture phases
- Identifying business benefits and Analytics capabilities delivered
- Prioritizing and managing Cloud Data Architecture phases
- Having a hybrid Cloud mindset
- Reimagining the Data Warehouse
- Choosing your Cloud migration strategy
- The Modern Data Infrastructure
- Architecture examples: AWS, Azure, Snowflake

## 3. Resource Planning and Expectations: ensuring the data strategy can be executed

- Role of the modern data Architect
- Plan for upskilling your teams
- Planning people, processes, and technology for each phase
- 3 ways to work with the business better on Modern Cloud Data Architecture
- Architecture becomes business goal drive
- How to avoid frustration traps when working with the business
- Balance Architecture with Delivery Embrace delivery for learning Monitor, don't control
- An Agile Architecture mindset
  - Architecture is always evolving
  - Adopt an MVP mindset
  - Have a core/edge Architecture

# INFORMATION

<p><b>PARTICIPATION FEE</b></p> <p>€ 300 The fee includes all seminar documentation.</p> <p><b>SEMINAR TIMETABLE</b></p> <p>2.00 pm - 6.00 pm (Italian time)</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) Fax +39-06-6871102</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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**BUILDING A BUSINESS-DRIVEN**  
**ROADMAP FOR MODERN CLOUD**  
**DATA ARCHITECTURE**

December 3, 2021

Registration fee:  
€ 300

*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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country .....

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Stamp and signature

Send your registration form with the receipt of the payment to:  
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www.technologytransfer.it



## **SPEAKER**

**John O'Brien** With 30 years of experience delivering value through data strategy, architectures, and analytics John has a unique perspective that comes from key roles as a practitioner, consultant, and vendor CTO in the data analytics industry. As a recognized thought leader, he has been publishing articles, teaching, and presenting at conferences in North America and Europe for more than 15 years.

His knowledge in designing, building, and growing enterprise data systems and teams brings real-world insights to each role and phase within a data program.

John provides research, strategic advisory services, and mentoring to guide companies in meeting the demands of next-generation data management, architecture, analytics, and emerging technologies.