

TECHNOLOGY TRANSFER PRESENTS

RICK VAN DER LANS

DATA MINIMIZATION

THE NEW CHALLENGE FOR DATA ARCHITECTURES

ONLINE LIVE STREAMING

APRIL 6, 2022



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ABOUT THIS SEMINAR

Organizations store more and more data in ever-larger volumes. However, most of that data is not new or original, but copied. Companies excel at duplicating data. For example, information about a customer is stored in a CRM system, a staging area, a Data Warehouse, several Data Marts, and a Data Lake. Even within one database, data is stored multiple times to support different users. In addition, copies of data are stored in development and test environments. And don't forget the users who copy data from central databases to private files and spreadsheets. There is also data redundancy between organizations when exchanging data. Usually, the receiving organization stores the data in its own systems, resulting in even more copies.

The unrestrained duplication of data has many disadvantages and challenges:

- Higher data latency
- Missed opportunities
- Complex data synchronization
- More complex data security
- More complex data privacy
- Higher development costs
- Higher maintenance costs
- Higher technology costs
- More complex database administration
- More complex metadata administration
- Reduced data quality

Data minimization is therefore one of the most important preconditions for existing and new data architectures. During this masterclass, Rick van der Lans explains how you can work towards a data-on-demand architecture and with which solutions and technologies this becomes a reality. He will discuss, among other things, what data minimization is, what influence it has on data architectures and how data virtualization enables you to reduce redundant data.

WHO SHOULD ATTEND

- Business Intelligence Specialists
- Data Analysts
- Data Warehouse Designers
- Business Analysts
- Data Scientists
- Technology Planners
- Technical Architects
- Enterprise Architect
- IT Consultant
- IT Strategists
- Systems Analysts
- Database Developers
- Database Administrators
- Solutions Architects
- Data Architects
- IT Managers

ABOUT THIS SEMINAR

WHAT YOU WILL LEARN

- How the design principle called data minimization is related to simpler data architectures
- What the two pillars of data minimization mean: data-on-demand and accessing original data
- What the real drawbacks are of creating too many copies of the data are, including higher data latency, complex data synchronization, more complex data security and privacy, and higher development and maintenance costs
- How new database, integration, and Cloud technology can help to design simpler data architectures that contain less copied data
- What the effect is of applying data minimization to Data Warehouse and Data Lake Architecture
- How managed-file-transfer can be replaced data-on-demand, and how the number of data flows between organizations can be reduced
- How data architectures should be designed from the perspective of data processing specifications and not data stores

OUTLINE

1. Introduction

- What is data minimization?
- The influence of data minimization on data architectures
- Pillars of data minimization
- From data-by-delivery to data-on-demand
- From copied data to original data
- Reasons why data minimization is important
- Risks of unrestrained copying and repeated storage of data
- The business advantages of data minimization

2. New technologies can simplify data architectures

- Analytical SQL database servers and their distributed, share-based architecture
- Translytical database servers: combining transactions and analysis
- Data virtualization enables reduction of redundant data
- Messaging technology

3. Applying data minimization to current data architectures

- From traditional Data Warehouse architectures to logical Data Warehouse architectures
- From physical Data Lake with zones and tiers to virtual Data Lakes
- From Data Lakehouses to logical Data Lake houses
- From data fabrics to logical data fabrics

4. Data track diagrams for designing data architectures

- What are data track diagrams?
- Designing a data architecture based on data processing specifications
- From data track diagrams to data minimization
- Do not design from a database-centric point of view

5. From data-by-delivery to data-on-demand

- Disadvantages of data exchange using files (data-by-mail)
- Advantages of data-on-demand
- Accessing geographically dispersed data sources
- What can we learn from Netflix?

6. Closing remarks

- General recommendations for implementing data minimization
- 'Youtubing' your data

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 600</p> <p>The fee includes all seminar documentation.</p> <p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p>HOW TO REGISTER</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>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Credit Agricole Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p>GENERAL CONDITIONS</p> <p>DISCOUNT</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>CANCELLATION POLICY</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>CANCELLATION LIABILITY</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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THE NEW CHALLENGE FOR DATA
ARCHITECTURES

April 6, 2022

Registration fee:
€ 600

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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SPEAKER

Rick van der Lans is a highly-respected independent analyst, consultant, author, and internationally acclaimed lecturer specializing in data warehousing, business intelligence, big data, and database technology.

He has presented countless seminars, webinars, and keynotes at industry-leading conferences. He also helps clients worldwide to design their data warehouse, big data, and business intelligence architectures and solutions and assists them with selecting the right products. He has been influential in introducing the new logical data warehouse architecture worldwide which helps organizations to develop more agile business intelligence systems.

Over the years, Rick has written hundreds of articles and blogs for newspapers and websites and has authored many educational and popular white papers for a long list of vendors. He was the author of the first available book on SQL, entitled including Introduction to SQL, which has been translated into several languages with more than 100,000 copies sold. More recently, he published his book **Data Virtualization for Business Intelligence Systems**.

He presents seminars, keynotes, and in-house sessions on Big data and analytics, data virtualization, the logical data warehouse, data warehousing and business intelligence.