

# E-Business *Intelligence*



September 18-20, 2000  
Bally's Park Place—Atlantic City

## New Directions in *Data Analysis, e-Warehousing & Decision Support*

### E-Business Pioneers and Practitioners Share Their Experience in:

Business Intelligence Strategy ♦ E-Business Architecture and Infrastructure ♦  
XML ♦ E-Data Warehousing ♦ Personalization Technologies ♦ Customer Analysis  
and CRM ♦ Building Extranets ♦ Web Meta Data ♦ Analyzing E-Marketplaces ♦ Data  
Mining ♦ Web Privacy ♦ E-Commerce Data Quality ♦ Knowledge Management ♦  
Enterprise Information Portals ♦ Application Integration ♦ Convergence of the Internet  
and Business Intelligence Systems ♦ *E-Everything!*

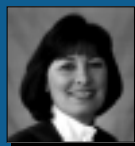
#### Featured Speakers:



**DOUG HACKNEY**  
President  
Enterprise Group, Ltd.



**SANJU BANSAL**  
Co-Founder & COO  
MicroStrategy  
Incorporated



**CLAUDIA IMHOFF**  
Senior Vice President  
Braun Consulting



**KEN GARDNER**  
President & CEO  
Sagent Technology



**DAVID MARCO**  
President  
Enterprise Warehousing  
Solutions, Inc.



**THOMAS C. REDMAN**  
President & Founder  
Navesink Consulting  
Group



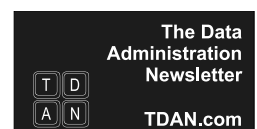
**MICHAEL STONEBAKER**  
Chief Technology Officer  
Informix Corporation &  
Cohera Corporation

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# E-Business Intelligence — *The Future*

## Dear Colleague,

**In the world of E-Business, victory goes to the organization that LEARNS the fastest.**

The Internet changes all the rules. The rules of the business, the rules of the marketplace, and the rules of IT. In a few short years the impact of the 'net has already been dramatic, and most commentators agree that we're only at the beginning of a transition that's going to continue for the next two decades.

What is Business Intelligence? Business Intelligence means learning about your business—both internally and externally. It means learning about customers, suppliers, competitors, employees, and potentially any of the hundreds of factors that affect the organization's success and performance. So, what are the compelling reasons for you to discover e-business intelligence?

- The potential cost savings are huge. For example, the ability to analyze real usage data helps to eliminate enormous waste from web-based marketing channels, or to create new efficiencies for internal systems.
- The revenue and business development opportunities are enormous. Major strategies can respond to market conditions in hours rather than weeks. Real-time feedback mechanisms and personalization technologies enhance the customer experience. Customer relationships evolve from mass-market to being highly focussed on individual preferences.
- It's a competitive necessity. Your organization MUST figure out how to leverage these new technologies because you can be sure your competitors will be doing so. In the e-business world, there are significant early-mover advantages, so you cannot adopt a wait-and-see approach.

We've designed a conference program to address all of these issues. You'll learn what e-business intelligence really is, why it's important to you, and how you can plan for and implement it. As organizers, our objective is to achieve the best and most relevant conference possible. The educational program is authoritative, in-depth and comprehensive. We keep the subject matter focussed, and have a firm policy against commercial sales pitches in the formal conference sessions, so you can be confident of the quality of advice you'll be hearing.

NOW is the time to make the transition to e-business intelligence for your organization, AND for yourself. Any business person or IT professional who fails to make the adjustment to "new economy" ways of thinking is seriously risking their career opportunities. Invest just a few days to keep up with all these exciting developments and make yourself more valuable to your organization.

We look forward to seeing you in Atlantic City this September.

Sincerely,



Andrew Everett  
President  
Wilshire Conferences



Davida Berger  
VP Program, DAMA New Jersey  
VP Conference Services, DAMA International

## ■ STRATEGIC DIRECTIONS

- Revisiting leveraging data resources across e-business value chains
- Maximizing the value of customer data
- Optimizing your supply chain and e-market efficiencies
- Getting users in your organization to make faster and better decisions

## ■ BUSINESS DRIVERS

- What are the compelling business justifications for XML?
- What was the need for e-business at Chubb?
- Using e-business intelligence to attract and retain employees

## ■ DATA WAREHOUSE AND DECISION SUPPORT TECHNOLOGIES

- Convergence of data warehouse and the Internet
- Effectively capturing data warehouse requirements
- E-warehouse implementation challenges and opportunities
- Latest trends in data mining

# of Data Management has Arrived!

## ■ ENTERPRISE ARCHITECTURE FOR E-COMMERCE

- E-Commerce architectural frameworks
- Trade-offs between short-term and long-term architecture options
- Dealing with new business processes and legacy system constraints
- Where to get started

## ■ DATA ADMINISTRATION AND MANAGEMENT

- Dot.com data management
- Web-based integration of technical and business meta data
- What role does data administration play in enterprise portals?
- The future of data administration in an e-business world

## ■ E-BUSINESS INTELLIGENCE IMPLEMENTATION AND INTEGRATION ISSUES

- Understanding the building blocks of web-based analytical applications
- Roadmap for building a scalable intelligence infrastructure
- Mitigating risks during migration and deployment
- The reality of XML implementation

## ■ CUSTOMER ANALYSIS AND CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

- Personalization applications and tools for one-to-one marketing
- Analyzing B2B marketplace data
- Complexity and pitfalls in global customer management
- Improving the customer experience through clickstream analysis

## ■ APPLICATION DEVELOPMENT AND INTEGRATION

- A methodology for business requirements analysis in e-commerce
- Integrating best of breed solutions across the enterprise
- Pros and cons of component software development
- Using XML for application integration
- B2B data sharing with business partners

## ■ INFORMATION QUALITY IN E-BUSINESS SYSTEMS

- Avoiding data architecture defects
- Error correction and information quality assurance in an Internet data warehouse
- Tools and technologies to support and maintain data reliability
- Security and privacy issues

## ■ WEB-BASED DATA MANAGEMENT

- Using Java and XML to facilitate large scale data distribution over the Internet
- Integrating disparate data
- Integrate web databases into your data architecture
- How to build Enterprise Portals

## ■ XML

- What role does XML play in dot-com management?
- Myths and realities of XML
- Using XML for metadata definition and management
- Tips for introducing XML solutions into established IT organizations

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# Agenda at-a-Glance

Monday, September 18

## TUTORIAL PROGRAM

	Business & Strategy	Infrastructure & Integration	Managing the Data
8:30 a.m.	Tutorial 1: <b>Data Architectures for Scalable E-Commerce</b> Michael Stonebraker, <i>Chief Technology Officer</i> , Informix Corporation & Cohera Corporation	Tutorial 2: <b>Business Requirements Analysis in Electronic Commerce</b> Anne Marie Smith, <i>Consultant</i>	Tutorial 3: <b>E-Business Intelligence and Data Warehouse</b> David Marco, <i>Pres.</i> , Enterprise Warehousing Solutions, Inc.
10:00 a.m.	BREAK		
10:30 a.m.	Tutorial 1: <i>Continued</i>	Tutorial 2: <i>Continued</i>	Tutorial 3: <i>Continued</i>
12:00 p.m.	LUNCH		
1:00 p.m.	Tutorial 1: <i>Continued</i>	Tutorial 4: <b>Data Quality for E-Business Intelligence</b> Thomas C. Redman, <i>President and Founder</i> , Navesink Consulting Group	Tutorial 5: <b>XML and Meta Data: Changing The Way We Do Business</b> David Marco, <i>Pres.</i> , Enterprise Warehousing Solutions, Inc.
2:30 p.m.	BREAK		
2:45 p.m.	Tutorial 1: <i>Continued</i>	Tutorial 4: <i>Continued</i>	Tutorial 5: <i>Continued</i>
4:15 p.m.	End of Tutorials		
4:30 p.m.	Special Interest Group Sessions		
5:30 p.m.	End of day		

## CONFERENCE PROGRAM

	Business & Strategy	Infrastructure & Integration	Managing the Data
8:30 a.m.	Keynote: <b>E-Business Intelligence</b> —Doug Hackney, <i>President</i> , Enterprise Group Ltd.		
9:30 a.m.	Keynote: <b>Utilizing Business Intelligence to Develop Next-Generation Narrowcast Networks</b> —Sanju Bansal, <i>Co-Founder and COO</i> , MicroStrategy Incorporated		
10:00 a.m.	BREAK		
10:20 a.m.	<b>Web-Based Customer Relationship Management (CRM): Understanding the Total Customer Experience</b> Ken Gardner, Sagent Technology	<b>Enterprise Information Architecture: A Starter Kit</b> Jane Carbone, Datanomics	<b>Transforming Data Warehousing for the Digital Economy</b> William Lewis, Cambridge Technology Partners
11:20 a.m.	BREAK		
11:30 a.m.	<b>Analyzing the Performance of Your Web Site in Business Terms</b> Mark Zozulia, Kanbay Inc.	<b>EIP: Enterprise Information Portals or Exercise In Pandemonium?</b> Neville Haggerty, Knowledge Partners, Inc.	<b>Reality of XML Dotcom Data Management</b> Ho-Chun Ho, <i>Pointandquote.com (A Division of Kemper Insurance Companies)</i>
12:30 p.m.	LUNCH		
1:30 p.m.	<b>E-Business Intelligence for E-Marketplaces</b> Dave Schrader, NCR E-Business Program	<b>Building the Scalable Data "E-Frastructure"</b> Tim McBreen, Knightsbridge Solutions LLC	<b>Implementing Discovery Data Mining</b> Etienne Roux, DMR Consulting Business Intelligence Team
2:30 p.m.	BREAK		
2:45 p.m.	<b>Chubb's Experience with Building an Extranet—Making Us Easier to do Business With</b> Deb Bronson, Chubb	<b>Enterprise Architecture Planning for E-Commerce</b> Ron Forino, DMR Consulting	<b>Creating an "E-House": Leveraging Data Assets For Success in the Internet Economy</b> Mychelle Mollot, Cognos Corporation
3:45 p.m.	BREAK		
	<i>In Perspectives Sessions</i>		
4:00 p.m.	Leading E-Business Intelligence Vendors Discuss their Latest Technologies		
4:30 p.m.	Exhibits and Reception		
7:30 p.m.	Exhibits close		

Tuesday, September 19

## CONFERENCE PROGRAM

	Business & Strategy	Infrastructure & Integration	Managing the Data
8:30 a.m.	<b>Building Convincing Business Cases for XML</b> John Evdemon, XMLSolutions Corporation	<b>Data Privacy Issues</b> Karen Lopez, InfoAdvisors	<b>A Successful Experience with Web-Based Integration of Business and Technical Metadata</b> Brent Nelson, EDS—E.solutions
9:30 a.m.	BREAK		
9:45 a.m.	<b>The Building Blocks of E-Business Analysis and Its Impact on E-Commerce</b> Bill Wagstaff, AlphaBox	<b>Ensuring Data Quality for E-Commerce Systems</b> Mark Atkins, Vality	<b>The Role of Data Administration in Managing an Enterprise Portal</b> Arvind Shah, Performance Development Corporation
10:45 a.m.	BREAK		
11:00 a.m.	<b>Global Customer Data Management in E-Business</b> Stephen Pappas, Trillium Software	<b>Business Webs and XML</b> Parag Patel, Bowstreet	<b>Web Mining: Why, When and How</b> Ruby Kennedy, Unica
12:00 p.m.	LUNCH		
1:00 p.m.	Keynote: <b>Sustaining Momentum and Business Intelligence Value</b> —Claudia Imhoff, <i>Senior Vice President</i> , Braun Consulting		
2:00 p.m.	PANEL: <b>The Future of Business Intelligence and Data Management</b>		
3:00 p.m.	End of Conference		

Wednesday, September 20

TUESDAY, SEPTEMBER 19

8:30 a.m. – 9:30 a.m.

## E-Business Intelligence



**Doug Hackney**  
President  
Enterprise Group Ltd.

One of the fastest growing areas of analysis and business intelligence is e-business. With requirements that range from e-commerce and “brick and mortar” transaction data integration to real time analysis and extremely large data sets, this subject area has unique prerequisites for success. This presentation examines the key challenges, solution sets, sample architectures and technological capabilities required to deliver timely and powerful e-business intelligence to your organization.

Topics include:

- Prerequisites for success
- Architecture requirements
- Real time & near real time data analysis
- Cultural factors & challenges

### Douglas Hackney

Douglas Hackney is president of Enterprise Group Ltd., a consulting company specializing in business intelligence (BI). EGL helps organizations understand, plan, design, implement and sustain BI systems to better manage and use business information.

Mr. Hackney has over 20 years of experience in business management and in designing and implementing business intelligence solutions for Global 2000 organizations. He offers clients practical knowledge of the challenges and critical success factors involved in building and managing BI systems across a variety of industries and business applications. His approach is distinguished by his ability to discover and understand the business needs of the organization, then answer those needs with information technology solutions. Mr. Hackney’s vast background in business operations, coupled with his years of working “in the trenches” with business intelligence implementers, enables him to speak the language of both business management and the technical community.

Mr. Hackney is the author of *Understanding and Implementing Successful Data Marts*, writes a monthly column for *DM Review*, where he draws on real-world case studies to discuss solutions to common data warehouse implementation issues and challenges, and contributes often to other industry publications.

TUESDAY, SEPTEMBER 19

9:30 a.m. – 10:00 a.m.

## Utilizing Business Intelligence To Develop Next-Generation Narrowcast Networks



**Sanju Bansal**  
Co-Founder and COO  
MicroStrategy Incorporated

The emergence of wireless combined with the need to utilize one to one marketing to retain customers is pushing the technology envelope. While it is becoming increasingly clear that business intelligence provides organizations the most complete understanding of their customers, the

difficult question remains how do organizations reach customers to provide a unified view of their product or service offering. The answer is Narrowcast Networks—networks that deliver personalized, timely information to customers via web, wireless, and voice technology, and then enable them to transact directly from the information. Developing a narrowcast network on top of a customer centric data warehouse provides the foundation for e-business everywhere.

- The technology requirements for developing a narrowcast network that delivers information via web, wireless, and voice
- The most effective techniques for utilizing a customer centric database to attract and retain employees
- Techniques for making wireless communication channels and voice networks as important as the web for e-business

### Sanju Bansal

Sanju Bansal is the co-founder and Chief Operating Officer of MicroStrategy. As COO, he is responsible for MicroStrategy’s sales, consulting, customer education, and technical support operations. He is also a member of the MicroStrategy Board of Directors.

Mr. Bansal is an accomplished author and speaker. He has authored several data warehousing white papers and has keynoted industry business intelligence and e-business conferences. He founded the Indian CEO Council and serves on the Board of the Tower Club of Northern Virginia. His work and ideas have been featured in *Fortune*, *Forbes*, *Economic Times of India*, *Virginia Business* and the *Washington Post*.

Prior to co-founding MicroStrategy, Mr. Bansal was a consultant for Booz•Allen & Hamilton, specializing in strategy planning for both the telecommunications and semiconductor industries. He holds a degree in Electrical Engineering from the Massachusetts Institute of Technology and a Master of Science in Computer Science from Johns Hopkins University.

WEDNESDAY, SEPTEMBER 20

1:00 p.m. – 2:00 p.m.

## Sustaining Momentum and Business Intelligence Value



**Claudia Imhoff**  
Senior Vice President  
Braun Consulting

Many organizations have success with their initial data warehouse project. But many have difficulty sustaining the momentum and associated business intelligence value to their organization. Now that you have implemented your data warehouse and data marts, are you and your business community getting the full benefit of your investment? Is this environment being utilized to its fullest capacity? Has the business community incorporated these processes into their everyday functions? Why does it seem that there is something lacking in your decision support environment? Claudia Imhoff will explain how to improve your ability to sustain a successful business intelligence program.

### Claudia Imhoff

Claudia Imhoff is Senior Vice president of Braun Consulting. Dr. Imhoff has a strong background in application development, database design, facilitation and decision support implementation. She is a nationally and internationally recognized speaker and lecturer on the Corporate Information Factory. She has co-authored two books with Bill Inmon entitled *Building the Operational Data Store* and *The Corporate Information Factory*, John Wiley & Sons, publishers, and is a columnist for *DM Review*. She also serves as an advisor to several technology companies and DAMA international.

8:30 a.m. – 4:15 p.m.

(Full-day Tutorial)

## T1. Data Architectures for Scalable E-Commerce



**Michael Stonebraker**  
*Chief Technology Officer*  
 Informix Corporation  
  
*Chief Technology Officer*  
 Cohera Corporation

Business-to-business e-commerce requires solutions to a variety of data management problems in order to operate effectively. These include:

- 1) managing a collection of unstructured or semi-structured content
- 2) managing a catalog of attribute data about items for sale
- 3) engaging in business transactions and
- 4) performing after-the-fact data analysis.

In this presentation we describe the possible architectures for effective data management, including aggregating all data in one place, using a data federation system, and using a messaging system to exchange data among sites. In all cases we describe how to handle a mix of static data (product descriptions) and dynamic data (price and availability). Additionally, we describe how to support a range of relationships with suppliers from arms-length (go to my web site) to trusted (directly access my ERP system). We also indicate how XML fits into this data access picture.

Obviously, any data architecture must be scalable. We discuss tactics for ensuring that a solution can scale over many orders of magnitude and deal effectively with peaks and valley in its load pattern.

- Learn how to manage the various kinds of e-commerce data
- Learn how to build scalable e-commerce solutions
- Learn how XML fits into the data access picture

### Michael Stonebraker

Michael Stonebraker has been a pioneer of data base research and technology for more than a quarter of a century. He was the main architect of the INGRES relational DBMS, the object-relational DBMS, POSTGRES, and the federated data system, Mariposa. All three prototypes were developed at the University of California at Berkeley where Stonebraker was a Professor of Computer Science. He is the founder of three successful Silicon Valley startups, whose objective was to commercialize these prototypes. At the present time he is the Chief Technology Officer of Informix Corporation and Cohera Corporation.

Professor Stonebraker is the author of scores of research papers on data base technology, operating systems and the architecture of system software services. He was awarded the prestigious ACM System Software Award in 1988, for his work on INGRES. Additionally, he was awarded the first annual Innovation award by the ACM SIGMOD special interest group in 1992, and has been recognized by Computer Reseller News as one of the top five software developers of the century. Moreover, Forbes magazine named him one of the 8 innovators driving the Silicon Valley wealth explosion during their 80th anniversary edition.

8:30 a.m. – 12:00 p.m.

(Half-day Tutorial)

## T2. Business Requirements Analysis in Electronic Commerce



**Anne Marie Smith**  
*Consultant*

Requirements analysis (data and process) is a vital part of successful project management and application development, especially in electronic commerce. Although there is some recognition of the importance of business analysis for traditional application development, not enough has been done to explain the underlying need for an information analysis process in electronic commerce development. Moreover, it has been common in the IT industry to blame the victim: in other words to blame the customers for not being sufficiently clear about their business requirements, instead of performing rigorous analysis of the business and its goals. You can be guided through a process that elicits valuable business requirements and facilitates accurate application development, but the analyst must be well versed in both understanding the concepts of e-commerce, the methods for gathering and analyzing the information needs of the organization AND the process that will best document them to be used in electronic commerce application development.

This tutorial will offer a methodology for discovering and analyzing information in an electronic commerce environment, based upon actual experiences of the presenter at several companies. The attendee will gain an understanding of the importance of business data and process analysis at the start of any e-commerce effort and will see a plan for instituting business requirements analysis within their e-business organization.

You will learn:

- The differences and similarities between e-commerce and traditional business application development
- Reasons for failure of many e-commerce applications
- Methodology for successful e-commerce business analysis and application development

### Anne Marie Smith

Anne Marie Smith has been an IS professional since 1983, concentrating in the areas of Data Administration, Data Architecture, methodology, and metadata management. Anne Marie has lectured on topics such as: evaluating and implementing repositories, instituting a data administration function, developing a corporate metadata strategy, data warehouse methodology, implementing data quality processes and various data modeling/data analysis tutorials.

Anne Marie holds the degrees Bachelor of Arts and a Master's of Business Administration, both from La Salle University in Philadelphia, PA. She is active in the Philadelphia area chapter of the Data Management Association (DAMA) and has served on the Board of DAMA International. Anne Marie is also an adjunct professor of Management Information Systems at Rowan University in Glassboro, NJ, and is a frequent contributor to the Data Administration Newsletter (<http://www.tdan.com>). Currently, Anne Marie is a consultant.

8:30 a.m. – 12:00 p.m.

(Half-day Tutorial)

**T3. E-Business Intelligence and Data Warehouse**

**David Marco**  
*President*  
 Enterprise Warehousing Solutions, Inc.

This practical seminar provides you with an overall understanding of data warehousing and its application to business intelligence. You will learn the concepts necessary to build a successful data warehouse to implement your business intelligence program on the first implementation. In addition, the seminar covers how the business intelligence arena is changing the way companies do business, how the data warehouse provides corporations with the backbone to their e-business solutions and is critical for making better strategic decisions. Real-world case studies of business intelligence and data warehousing implementations are cited to leverage the lessons learned on these projects.

Dave Marco will discuss how to integrate your e-business solution with your data warehouse, how to define requirements that yield positive ROI, and how to build an e-business solution that doesn't become the central theme for a "what-not-to-do" article. You will walk away with a solid understanding of the challenges of implementing business intelligence systems and how to build a data warehouse and e-business solution that is flexible to the changing technical marketplace.

**Outline**

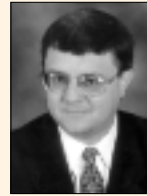
- The current state of the data warehousing industry
- Implementing a data warehouse and an e-business solution
- Creating the right architecture
- Create a data integration strategy for your company
- Clickstream analysis
- Understanding the key business intelligence vendors
- Understand the trends in business intelligence

**David Marco**

David Marco is an internationally recognized expert in the field of data warehousing, e-business, XML, business intelligence, and is the industry's leading authority on meta data. He is an established writer and author of the book *"Building and Managing the Meta Data Repository"* (John Wiley & Sons, July 2000, ISBN: 0471-355232) and editor of Real-World Decision Support a free electronic newsletter [www.EWSolutions.com/newsletter.asp](http://www.EWSolutions.com/newsletter.asp). Mr. Marco is also a columnist for Application Development Trends magazine, Database Trends magazine, DM Review magazine and is a judge in multiple industry solutions awards. In addition, his keynote addresses and courses can be heard at all of the major business intelligence conferences throughout the world. Mr. Marco is the founder of the Chicago-based Enterprise Warehousing Solutions, Inc. a strategic partner and systems integrator dedicated to providing clients with best-in-class business intelligence solutions using decision support technologies.

1:00 p.m. – 4:15 p.m.

(Half-day Tutorial)

**T4. Data Quality for E-Business Intelligence**

**Thomas C. Redman**  
*President and Founder*  
 Navesink Consulting Group

It is evident that data customers, those who depend on data in one way or another, use data most effectively when they trust them. Historically, the data used by most businesses has been of poor quality. And the "cost of poor data quality" may be ten percent of revenue or more. Interestingly, most current accounting systems hide these costs.

E-business exacerbates problems of poor data quality in at least two ways. First, proprietary data are now made available for all to see. And, since the new data customers (i.e., John Q. Public) aren't trained, they are more easily victimized by bad data. They can "take it out" on the company by taking their e-business to a better site. Second, the data these same customers supply about themselves are the only source of intelligence about customers. Poor customer data compromises this intelligence.

Fortunately many organizations now have excellent data quality. The lessons they have learned provide a roadmap for e-businesses. Tom Redman will describe what these organizations have done. In particular, those with the best data focus not on finding and fixing errors, but at preventing them at their sources. And, since most data originate outside the Technology Department, excellent data quality requires involvement of the entire company.

**Thomas C. Redman**

Dr. Tom Redman is the pioneer in the field of data quality; having led AT&T's data program in AT&T's Chief Information Office, founded the first data quality practice at Bell Laboratories, written the seminal books on the subject, and helped numerous Fortune 500 firms achieve strategic advantage through the design and implementation of sound data quality programs.

Tom is world-renowned for his innovations and proven applications of data quality tools and techniques, and is often sought for his advice and leadership. He holds a patent in Data Quality and is widely published, including: *Data Quality for the Information Age* (Artech, 1996); *Opinion: Improve Data Quality for Competitive Advantage* (Sloan Management Review, 1995); and *Data as a Resource: Properties, Implications, and Prescriptions* (Sloan Management Review, 1998).

1:00 p.m. – 4:15 p.m.

(Half-day Tutorial)

## T5. XML and Meta Data: Changing The Way We Do Business



**David Marco**  
President  
Enterprise Warehousing Solutions, Inc.

XML (eXtensible Markup Language) and meta data are two of the hottest areas in all of technology today. Corporations have found that building a meta data repository that is accessible and relevant to its users is no longer an option, but a requirement. In this session we will look at how XML is impacting the meta data industry and the reasons why XML will impact every corporation in the world.

This session will use real-world examples of meta data implementations and leverage the lessons learned on these projects to provide attendees with best practices, XML applications, return on investment (ROI) metrics, and the current trends that are rapidly changing meta data and XML.

- Analyze the current state of the meta data industry
- XML fundamentals
- XML development realities
- Selling the concept of building a meta data repository to management (ROI)
- XML's uses in data warehousing
- XML development challenges
- Walkthrough a meta data project plan
- Future direction of meta data & XML

### David Marco

David Marco is an internationally recognized expert in the field of data warehousing, e-business, XML, business intelligence, and is the industry's leading authority on meta data. He is an established writer and author of the book *"Building and Managing the Meta Data Repository"* (John Wiley & Sons, July 2000, ISBN: 0471-355232) and editor of Real-World Decision Support a free electronic newsletter [www.EWSolutions.com/newsletter.asp](http://www.EWSolutions.com/newsletter.asp). Mr. Marco is also a columnist for Application Development Trends magazine, Database Trends magazine, DM Review magazine and is a judge in multiple industry solutions awards. In addition, his keynote addresses and courses can be heard at all of the major business intelligence conferences throughout the world. Mr. Marco is the founder of the Chicago-based Enterprise Warehousing Solutions, Inc. a strategic partner and systems integrator dedicated to providing clients with best-in-class business intelligence solutions using decision support technologies.

## About the Organizers

### Wilshire Conferences, Inc.

Wilshire Conferences was founded in 1999 by former executives of Technology Transfer Institute, with the objective of bringing high-quality educational conferences to information technology professionals. In particular, Wilshire focuses on programs in the areas of data management and application development. The company's philosophy is to provide educational environments that allow a high degree of interaction between instructor and participant, and between participants. Wilshire believes that shared experience amongst peers provides the most cost-effective learning opportunity for IT professionals. [www.wilshireconferences.com](http://www.wilshireconferences.com)

### DAMA New Jersey

DAMA New Jersey is a non-profit, vendor-independent professional organization dedicated to furthering understanding of information by providing and supporting an open forum addressing issues related to our field. We meet on the second Thursday of each month. [www.dama-nj.org](http://www.dama-nj.org)



DAMA New Jersey is affiliated with DAMA International, [www.dama.org](http://www.dama.org)





10:20 a.m. – 11:20 a.m. (Concurrent Sessions)

## Web-based Customer Relationship Management (CRM): Understanding the Total Customer Experience

**Ken Gardner**

*President and CEO*  
Sagent Technology

Mass marketing is out. Personal marketing is in. In an intensely competitive marketplace, understanding the total customer experience becomes the key to successful CRM. By tracking every customer and every transaction, companies are accumulating massive amounts of valuable information. By drilling into data, companies can access, analyze and report on the customer information in real-time via the Web. By understanding total customer behavior, companies are able to carefully target sales and marketing efforts to specific customer needs—making customers feel well taken of while delivering a far better return on the marketing investment.

- How to maximize the value of customer data
- Benefits of incorporating external, third-party data in real-time for successful CRM
- How to leverage the Internet to access and analyze mission-critical corporate data instantly for improved customer service

## Enterprise Information Architecture: A Starter Kit

**Jane Carbone**

*Director of Information Architecture Services*  
Datanomics

What do e-business, EAI, and CRM all have in common? They all make the need for a well-thought out enterprise information architecture even more important. This presentation reflects the speaker's experience in using frameworks and strategies for creating, "selling", and implementing target information architectures. This presentation focuses on beginning with a simple or "starter" architecture framework. It includes definitions for framework cells. Example cell content is provided for Principles, Models, Inventory and Standards for data, but can be applied to functions and business rules. A single-dimensional framework is used, but multiple dimensions are illustrated. Examples demonstrate integration of e-Business, EAI, and CRM.

- How to link business strategies and architecture
- How to use architecture framework components—"starter kit"
- How to integrate e-business, EAI and CRM into architecture
- How to implement target via projects

## Transforming Data Warehousing for the Digital Economy

**William J. Lewis**

*Associate Director, Analytic Business Solutions Practice*  
Cambridge Technology Partners

A decade or more of data-warehouse and data-mart development by business organizations has strongly positioned many of them for successful entry into the digital economy. This presentation will describe how data warehousing and e-business technologies complement and leverage each other. Methods will be described by which companies can use data warehousing technologies such as data transformation, advanced storage, and business intelligence to establish and strengthen their competitive position in the digital economy. Important associated concepts including value chains, e-marketplaces and supply/delivery channels will be explored and correlated.

- How data warehousing techniques and technologies can be used to leverage data resources across the multiple channels of the digital economy.
- How a business can establish and maintain a presence across multiple channels, through the implementation of an Integrated Value Chain.
- How the broad component building blocks of data-warehousing technology can form crucial supporting links in an integrated data architecture, in turn enabling an Integrated Value Chain.
- How to adapt data consolidation architectures to provide many-to-many, transactional, near-real-time synchronization between data stores.
- How to enable continuous monitoring of channels, customers and products to allow companies to remain competitive.

11:30 a.m. – 12:30 p.m. (Concurrent Sessions)

## Analyzing the Performance of Your Web Site in Business Terms

**Mark Zozulia**

*Vice President, Business Intelligence Practice*  
Kanbay Incorporated

Companies are racing to create their e-business strategy and deploy a web-site. But, how effective is your web site and are you achieving the return on investment that you expected. Do you even know what business metrics to use to measure the effectiveness of your web-site? Or, is it just a series of reports on clicks, hits, cookies and cache requests that do not correlate to your customers and core business functions?

This presentation focuses on how to analyze the performance of your web site in business terms. You will learn how to measure the effectiveness of on-line promotions and understand customer behaviors and preferences. Leverage this information to create site designs that are more responsive to visitor's interests and as a result increase customer loyalty. You will also see newly released technology from a top Business Intelligence vendor that provides the analytical capabilities and scalability to support continued e-business growth and resulting web-site traffic.

After attending this session you will learn how to:

- Measure the success of your web-site investment in business terms
- Measure the effectiveness of on-line promotions and understand customer behaviors and preferences
- Leverage new technology solutions to consolidate massive volumes of web-log data into meaningful and manageable information
- Provide a single view of all electronic customer interactions or "touchpoints"
- Integrate e-business data with "brick and mortar" data

## EIP: Enterprise Information Portal or Exercise In Pandemonium?

**Neville Haggerty**

*Consultant*

Knowledge Partners Incorporated

Enterprise Information Portals offer the opportunity to deliver business performance information to users in ways that can have a very positive impact on their ability to make decisions and take action. However, EIPs bring something old and something new to the relationship they consecrate between IT and business users. The old includes the difficulties involved in gathering and validating user information requirements and the effects of less than perfect data quality. The new includes the difference between “supply side” and “demand side” information delivery and the difficulties involved in negotiating service level agreements with users. Since everything in the world seems to be both good news and bad news, the objective of this presentation is to offer lessons learned during the implementation of EIPs so you can get the benefits of the EIP good news and avoid being blindsided by the bad.

Attendees will gain an understanding of:

- How an EIP changes the world of all stakeholders including information consumers and IT providers
- How the corporate culture impacts adoption of new EIP-based information delivery capabilities
- How an EIP exacerbates the effects of poor data quality
- The risks involved in EIP implementation and how to mitigate them

## Reality of XML in Dotcom Data Management

**Ho-Chun Ho**

*Director of Information Systems*

PointandQuote.Com (A Division of Kemper Insurance Companies)

This presentation will explore the reality and current state of XML in e-commerce by examining a real-life case study of a start-up dot.com company—PointandQuote.Com. The presentation covers:

- PointandQuote.com Business Requirements
  - B2B data sharing and transformation
  - B2C data delivery over the World Wide Web
  - Internal Enterprise Application Integration (EAI) via XML
  - Data and meta data management with XML

- Advantages of using XML vs. traditional data management
  - Alternatives and Options
  - Everything They Say about XML
- Challenges of Using XML
  - Market Reality: tools, user base, standards, etc.
  - Maturity of XML
  - Disciplines of XML
  - Camps of Theories
- Data Management and XML
  - “There is nothing new about XML.”
  - “XML is totally different.”
  - Methodology of XML Design
    - Data Storage Design vs. Data Interface Design vs. Data Presentation Design
    - Conceptual, Logical, Physical DB, Logical Interface, Physical Interface, Presentation, etc.
  - XML and Meta Data Repository
- Waiting for Prime Time...What to do now?

1:30 p.m. – 2:30 p.m. (Concurrent Sessions)

## E-Business Intelligence for E-Marketplaces

**Dave Schrader**

*Strategist*

NCR E-Business Program

The most fundamental change underway in e-business is the rapid increase in the number and types of E-Marketplaces, or Exchanges. Dave Schrader focuses on the evolution of these from simple information exchange and OLTP-based marketplaces to richer forums for interactions. The data from all these activities can be put into a data warehouse and mined for Exchange insights. Samples include insights into auction types and activities, insights into supply/demand price elasticity, as well as insights into which Exchanges are worthwhile joining. Merging insights from e-marketplaces with insights from physical marketplaces will be described with a case study.

## Building the Scalable Data “E-Frastructure”

**Tim McBreen**

*Senior Principal and E-Business Practice Leader*

Knightsbridge Solutions LLC

Today’s e-business world continues to focus on scalable infrastructures that support the high transaction volumes generated through e-commerce—not on the complex data integration issues that arise once the transaction problem has been solved. But neglecting legacy data creates an e-business silo and compromises the powerful synergy now possible with an integrated data solution. These questions must be considered:

- How do you solve the information side of the equation—i.e., how do you integrate the new e-business customer, product, and service information with the existing corporate information sources so that you have an enterprise view of your customer and associated products/services?
- How do you build an active self-service data warehouse, sourced by all the transaction systems, that is used by your customers to answer their questions and service needs without forcing them to rely on legacy service channels (call centers, in-store resolution).

The purpose of this presentation is to show how a scalable data e-frastructure delivers the cross-channel data integration that supports e-business strategies, including a single view of the customer and self-service options in the e-channel. Organizations are awash in data, and it’s growing exponentially with the expansion into e-business. At the same time, CRM strategies are unraveling because the siloed e-channel is not integrated with legacy data sources. The solution is an integrated data e-frastructure that uses high-performance tools and technologies to deliver extreme scalability, massive throughput, robust performance, and low cost of ownership. Such architectures are based upon the principle of “Build it once, build it right, scale often,” so that the solution can scale as required to meet current and future terabyte-class data requirements.

Attendees will take away a presentation showing what a scalable e-frastructure looks like and a roadmap that will aid in prioritizing activities and building a development plan.

- Business case for building a scalable data e-frastructure
- Case studies of companies who have responded to the problem

- The scalable solution e-frastructure
  - Data sources
  - Platforms
  - Frameworks
  - Putting the pieces together
- Prioritization of activities
- The challenges and opportunities of integrating data across all channels
- The characteristics and benefits of a scalable data e-frastructure
- Evaluate the applicability of real-world e-frastructure solutions to your environment
- A roadmap to build your own data e-frastructure plan

## Implementing Discovery Data Mining

### Unlocking knowledge in the fast-changing enterprise

**Etienne Roux**

*Director of Data Mining and Analytics*  
DMR Consulting Business Intelligence Team

Why is e-business like a moon mission? What is discovery data mining? How do you apply discovery data mining in the e-business moonscape? And what is the latest in the stormy data mining and e-business relationship? Business case examples including web-mining (Internet activity, clickstream pattern recognition and behavior prediction). How to marry discovery data mining and e-business, and get web-mining. How to realize the business benefits of this union. Case examples, with emphasis on marketing opportunities and customer relationship. The analytical culture and data mining. How to build both the culture and the infrastructure to support discovery data mining in the fast growing new e-business. Gaining management commitment, setting up the architecture and planning for realizing the benefits of discovery and verification data analysis. What are the pitfalls and risks to avoid?

Within the context of e-business:

- What is discovery data mining?
- What are the latest trends and developments?
- What are the steps to successfully getting the benefits of discovery data mining?
- Identify the opportunities in your own organization

2:45 p.m. – 3:45 p.m. (Concurrent Sessions)

## Chubb's Experience with Building an Extranet—Making Us Easier to do Business With

**Deb Bronson**

*Senior Vice President*  
Chubb

E-business at Chubb has been around for a couple of years and is changing its focus and scope almost on a daily basis. This presentation will describe the development and evolution of e-business at Chubb, including what it means to customers, where is it currently in the business plan, and where will it take the company in the near future.

The presentation will include:

- A look at the business drivers that created the need for e-business at Chubb
- The vision, objectives and processes that emerged
- A discussion of the high level architecture that was developed at Chubb
- A discussion of how Chubb dealt with the immediate e-business needs and how the various departments (Underwriting, Claims, and I/T) resolved them
- What Chubb learned from its first endeavors and what they are currently doing based on that knowledge
- Thoughts on what Chubb expects in the near future

## Enterprise Architecture Planning for E-Commerce

**Ron Forino**

*Director of Business Intelligence*  
DMR Consulting

Commerce in the 21st century is changing at lightning speed. Business processes to find and retain customers continues to evolve. The Internet now provides a means for today's businesses to sell to customers in real-time in the comfort of their homes. The same technology also provides a low-cost means for businesses to place orders with other businesses to manage inventory levels within the supply-chain. E-commerce will require a new enterprise model that will answer the following issues:

- What new business processes will be needed in the e-business of the 21st Century?
- What back-office processes will be needed in the e-business?

- What customer interfaces will be created to support e-commerce?
- How will these interfaces interact with existing customer "touch-points"?
- What will be the requirements for inter e-business processes to communicate?

## Creating an "E-House": Leveraging Data Assets For Success in the Internet Economy

**Mychelle Mollot**

*Director, Platform Business Strategy*  
Cognos Corporation

The winners of the New Economy will be companies who are nimble at managing and using data. A data warehouse, the "e-house", is a gold mine in the Internet economy. Enterprise business intelligence (EBI) creates the "e-data warehouse" by linking end users within and outside the enterprise to mission-critical business information via intranets and extranets. Organizations benefit from fast, high-quality decisions and stronger, information-driven e-business relationships with customer, partners and suppliers, resulting in improved customer retention and supply chain efficiencies.

In this presentation, Mychelle Mollot will describe how Web-based EBI leverages existing data assets and quickly establishes a collaborative, information-sharing environment. The presentation will include details on how enterprise business intelligence empowers business users to see and understand e-warehouse data from their desktops via the web. She will examine how EBI transforms large volumes of e-business data into meaningful, actionable information through reporting, multidimensional analysis and data mining. This presentation will also discuss the importance of uniting data from different sources and systems and providing a unified, coordinated view of the organization's brick-and-mortar and e-business processes.

- How to transform the data warehouse into a "e-data warehouse"
- How to unite information from brick & mortar and e-commerce operations to provide a single context to the information consumer
- How to use the e-house to develop e-business relationships with customers, partners and suppliers
- How EBI extranets optimize supply chain efficiencies
- Using the e-house to get users across your organizations making faster and better decisions

8:30 a.m. – 9:30 a.m. (Concurrent Sessions)

## Building Convincing Business Cases for XML

**John Evdemon**

*Chief Architect*

XMLSolutions Corporation

This presentation examines possible scenarios for utilizing XML within your company. It is intended for project managers and decision makers in corporate management and will be more strategic than technical in nature. The following topics will be covered:

- How XML is being used today
- Brief (non-technical) overview of XML
- Lowering internal costs via XML
- Systems and network management
- Systems integration
- Corporate communications standards
- XML as a strategic advantage
- XML and extranets
- Trading partner integration
- Other scenarios
- Additional benefits of XML
- Best practices for defining and implementing an XML strategy for your company

## Data Privacy Issues

**Karen Lopez**

*Principal Consultant*

InfoAdvisors

Privacy is viewed as one of the critical success factors leading to consumer acceptance of e-commerce. Europe has extensive data privacy laws in effect, and in Quebec there exists a private sector data protection scheme for personal information. These are likely to be just the beginning.

A systematic review of the privacy requirements within an IT methodology minimizes the likelihood of contravening the privacy codes when systems are implemented. Contravention results in public embarrassment and potential liability, and negatively impacts the strategic directions of the organization. Retrofitting the privacy requirements is more costly than incorporation in the original project design. How can the requirements of these privacy codes be incorporated into an organization's IT methodology?

This presentation will examine the nature of privacy and information systems, the privacy principles, and how privacy reviews can be implemented at various stages throughout a methodology. It will discuss privacy trends, recent legislation, what's going on around the world and what this all means to IT professionals.

- Defining privacy
  - Legal requirements and penalties around the world
- Privacy policies
- Examples of collecting privacy meta data
- Short evaluation of some tools' ability to manage this meta data
- Ensuring conformance to privacy policies
- Future of privacy issues

## A Successful Experience with Web-Based Integration of Business and Technical Metadata

**Brent Nelson**

*Senior Information Specialist, Business*

*Intelligence Practice*

EDS—E.solutions

Designing and delivering information-based solutions that add business value is a significant challenge in the health care industry. Health care payers have complex transactions and complex relationships with multiple types of customers, including physicians, employers, plan members and hospitals. Many payers have built data warehouses to manage data about these relationships. Integrated metadata management facilitates business understanding and information discovery, making this complex data accessible and useful. Consider the following end-user statement in the context of business intelligence: "One of our challenges is a constant need to learn about various data sources, enabling us to produce valid information. Our metadata is the source that enables us to deal with that challenge more efficiently and effectively. Our metadata saves the company resources."

This presentation describes a successful experience integrating business and technical metadata delivered to knowledge workers via the web.

- Key metadata issues that should be considered
- A metadata teamwork process
- A design that integrates business and technical metadata
- A publication approach that provides users with easy access to the metadata
- Metadata Issues Guiding Requirements Gathering
- Systems Architecture
- Metadata Strategy, Tactics, & Architecture for Data Warehouse Project

9:45 a.m. – 10:45 a.m. (Concurrent Sessions)

## The Building Blocks of E-Business Analysis and Its Impact on E-Commerce

**Bill Wagstaff**

*Vice President Research and Development  
AlphaBlox*

The speed at which organizations are moving into e-B2B is exceeded only by the rapid evolution of e-commerce processes and applications. Although e-commerce has been heralded as making marketplaces more efficient, the focus on e-business applications is still on the actual exchange of goods rather than transaction analysis. But as with any business, data analysis is crucial for understanding trends from both the supply and sales sides in order to maximize efficiencies and opportunities.

This presentation will explore the challenges surrounding the dissemination of information among e-marketplace participants. He will discuss the barriers to practical information exchange, such as scalability, security, firewall deployment, and systems interoperability, and examine the technical details of how to integrate and distribute disparate data. The material covered here offers a practical method for achieving closed loops in analytical systems, and enabling seamless interfacing of relational databases, multidimensional databases, and legacy systems. This session demonstrates how applied e-business analysis can make information actionable for better cost efficiencies and increased value of e-business transactions.

Attendees will learn:

- Importance of applying data analysis to e-business
- The basics for building analytical applications
- Pros and cons of component software development
- How to leverage application servers and web servers for distribution of information

## Ensuring Data Quality for E-Commerce Systems

**Mark Atkins**

*President and CEO  
Vality*

Today's cutting-edge businesses are launching e-commerce initiatives with an eye towards working smarter, better, and faster. However, what needs to be addressed first is a severe data quality problem in data entered through e-commerce that puts front-end as well as back-end operations in jeopardy.

This presentation will lay out the imperatives of data quality in e-commerce, and outline the market for corresponding technology solutions. Attendees will learn:

- Why e-commerce data is particularly prone to error:
  - Even the most carefully designed web form can't prevent misspellings, keying errors, name and other variants (Dave, David, DJ), or site visitors putting data in the wrong fields.
  - Heavily trafficked e-commerce sites have millions of users; the larger the number of visitors, the higher the frequency of erroneous data entry.
  - For B2B sites: when e-commerce involves the use of disparate applications and systems used by multiple businesses—consolidated, uniform data grows even more elusive.
- How erroneous e-commerce data can wreak havoc on back-end databases:
  - As e-commerce competition accelerates, companies must rely on their information systems to succeed. Not surprisingly, companies often conduct extensive data quality projects on back-end systems as a precursor to an e-commerce initiative.
  - The internet leaves back-end operational systems wide open and vulnerable to faulty web data.
- How faulty e-commerce data diminishes the accuracy of front- AND back-end business transactions
  - For example, companies are severely hindered in their ability to identify individual customers, which undermines efforts to understand individual and “customer cluster” buying trends; to meaningfully conform product/service offerings to customer demand; and to deliver to customers special discounts and privileges.

- Technology solutions that address data quality in e-commerce
  - “Best of Breed” products versus custom code programmers.
  - Need to address real-time data quality on the front end—having a “clean” data repository only lasts as long as you maintain some level of quality control on the inbound data.
- How such solutions can enhance e-commerce ROI and overall business success:
  - Enable one-to-one marketing and improved customer service.
  - Improve accuracy of front- AND back-end business transactions.
  - Protect a company's investment in its critical back-end systems.

## The Role of Data Administration in Managing an Enterprise Portal

**Arvind Shah**

*Principal*

*Performance Development Corporation*

The Enterprise Portal is a central gateway to the processes, databases, systems and workflows of an enterprise. When personalized to the job responsibilities of employees via the Intranet, the enterprise portal provides a seamless, single point of access to all of the resources that employees need to do their jobs. When further personalized securely via the Internet and Extranets to the interests of suppliers, customers and business partners, the enterprise portal becomes the integrating conduit of the many disparate databases, systems and workflows each enterprise uses to carry out business with others. It also becomes a single place to manage rapid enterprise change.

Implementation of an enterprise portal requires interfaces with legacy systems and data warehouses. The portal architecture planning and modeling are required for the portal design. The configuration of the portal continuously changes as the e-business changes. The metadata, therefore, will play a key role in maintaining and managing an enterprise portal on an ongoing basis. The presentation addresses the issues the data administration has to address in order to assure successful functioning of an enterprise portal.

- What is an enterprise portal
- Enterprise portal in relation with legacy databases and data warehouse
- Key components of an enterprise portal
- Enterprise portal architecture development
- Enterprise portal maintenance issues
- Problems and pitfalls to avoid
- The role of the DA/DBA in managing an enterprise portal

11:00 a.m. – 12:00 p.m. (Concurrent Sessions)

## Global Customer Data Management in E-Business

**Stephen Pappas**

*Director, International Operations*  
Trillium Software

With the proliferation of e-business in the world coupled with the removal of many trade boundaries, the need for quality Global Customer Data Management has never been greater. The complexities of: maintaining quality customer data, adhering to postal standards around the world, multi-lingual and multi-cultural issues and having that data populate some repository for you to be able to make strategic decision from, all require a sound “Global Customer Data Management” plan to be in place. NOW! The costs of implementing a strategy now is far less than implementing once the problems get out of hand. To take this one-step further, imagine building your CRM System or Data Warehouse with information garnered from the web. How can you maintain a core foundational system with customer data from around the world and not have a plan in place. Once you move to enabling your CRM or DW with this data all of the complexities and problems arise.

This presentation will talk about these complexities, strategies for dealing with them and methodologies to prevent discreditation of anything built based on this data. You will learn:

- The complexities and pitfalls of managing customer information in a global marketplace
- To develop a sound strategy to handle these issues
- Preventative measures to take when embarking on a globalization of e-business

## Business Webs and XML

**Parag Patel**

*Vice President of Industry Marketing*  
Bowstreet

For the first time, new technologies are enabling business managers, without any technical handholding, to instantly create dynamic and customized B2B Web marketplaces—business webs—that connect their customers, suppliers and partners. Companies can spin these business webs in minutes instead of months, and at a fraction of the cost of today’s Web development methods. Wrapped in Extensible Markup Language (XML), Web services are the key to solving the enormous time and expense of building custom B2B Web sites from scratch. Web services carry out discrete business processes such as shipping an overnight order, credit card payment, checking a map, querying inventory, etc.

In this session, attendees will learn:

- What a business web is and what types of technologies are involved:
- XML
- Directory services
- Quick-change (parametric) technology
- What Web services are and how you make them
- How you can migrate from the old B2B Web model and start creating instant business webs
- Real-life examples of how companies have succeeded with business webs so far

## Web Mining: Why, When and How

**Ruby Kennedy**

*Co-founder and Vice President of Consulting Services*  
Unica

Learn why, when and how tried and true data mining techniques can be applied for successful web mining. Review the information that your online data can reveal about your customers and how to best use that knowledge to predict future customer behavior. The speaker will also offer a guide for determining when and when not to use real-time analysis.

- Learn the different motivations for mining web data
- Understand the difference between web mining and data mining
- Leverage known best practices and methodologies from data mining domain for web mining
- Key to prediction success is in the representation of web data
- Understand differences and pros/cons and whether or not real-time is required vs. periodic batch scoring

2:00 p.m. – 3:00 p.m.

## The Future of Business Intelligence and Data Management

**PANEL**

The business intelligence environment is evolving at a staggering pace. The flurry of press releases announcing new technologies, new products and new companies is almost impossible to keep up with. Yet, somehow we must all find a way to manage the changes. In this session, our panel of experts will look at where all of these developments are ultimately leading us.

- What key new BI technologies are going to have the biggest impact?
- What are the implications for traditional organizational systems and structures?
- What new skills and knowledge do business and IT people need to cultivate in order to survive?
- What is the future of the traditional data management function?
- Predictions from the experts on future developments in BI and e-business

# General Information

**Conference Location & Hotel Reservations:** The E-Business Intelligence Conference will take place September 18–20, 2000 at Bally's Park Place, Park Place and Broadway, Atlantic City, NJ 08401. Telephone 609-340-2000. Discounted room rates of \$110 per night (Main Building) and \$130 per night (Tower) have been negotiated. To reserve your room, please call the hotel reservations department directly at **1-800-225-5977** by August 15, 2000. Be sure to mention that you are with the "E-Business Intelligence Conference," group code GCB10. Please note that the hotel may sell out prior to the cut off date, so we recommend reserving your room early.

**Airfare Discount:** Significant airfare discounts to Atlantic City or Philadelphia are available through Journeys Abroad. Call 1-800-448-8150 or 310-446-4811 and mention that you are attending the E-Business Intelligence Conference. Journeys Abroad has also arranged discounted car rental rates for EBIC attendees.

**Confirmation:** Your registration confirmation will be sent via US mail within 3 business days of registration. All registrations received by September 12, 2000 will be confirmed by mail. If you have any questions concerning your registration, please call 310-477-4475. Conference materials will be available for pick up on-site at the Conference Registration desk.

**Payment Policy:** All registration fees must be paid in US dollars. Full payment must be made prior to attendance at the conference. No attendee will be admitted into the conference without payment by either check, travelers checks, or credit card. The only exception to the prepayment policy is for government employees with official training authorization documents. Our Federal ID Number is 95-4755805.

**Cancellation Policy:** Should you need to cancel for any reason, please notify us IN WRITING. Substitutions may be made at any time. Cancellations received by August 4, 2000 will be entitled to a full refund. Cancellations received by September 8, 2000 are subject to a \$250 cancellation charge. Cancellations received on or after September 9, 2000 will not be entitled to a credit or refund. Confirmed registrants who do not attend the conference or do not cancel in writing are liable for the entire registration fee.

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## On-Site Registration Hours:

Sunday, September 17, 6:00 p.m. – 9:00 p.m.  
Monday, September 18, 7:30 a.m. – 5:00 p.m.  
Tuesday, September 19, 7:30 a.m. – 5:00 p.m.

## Group Discounts

We encourage you to attend this conference with your colleagues. You will be able to cover concurrent sessions, and compare notes with your co-workers about how to apply new practices and approaches in your organization. Group discounts are available if people from the same organization pre-register at the same time. You **MUST** indicate the names of the additional registrants from your organization when you register.

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Table with 3 columns: Registration Option, Early Bird Price, Regular Price. Rows include Tutorial + Conference, Conference Only, and Tutorial Only.

\*TUTORIAL SELECTION

If you have registered for tutorial day (Monday, September 18) please select the morning and afternoon tutorials of your choice to guarantee your space.

Full-Day Tutorial Selection:

- T1. Data Architecture for Scalable E-Commerce (Michael Stonebraker)

Morning Tutorial Selection:

- T2. Business Requirements Analysis in Electronic Commerce (Anne Marie Smith)
T3. E-Business Intelligence and Data Warehouse (David Marco)

Afternoon Tutorial Selection:

- T4. Data Quality for E-Business Intelligence (Thomas Redman)
T5. XML and Meta Data: Changing The Way We Do Business (David Marco)

CONFERENCE DOCUMENTATION

If you cannot attend the conference, but would like to obtain documentation of the event, you may purchase it separately, by checking the box below.

- \$395

Please Note: Shipping charges will be added to all orders. Sales tax applied to orders shipped to California. Payment MUST be received prior to shipping your order. Documentation orders will be shipped after the conference.

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