



Mark
Madsen

William
McKnight

Rick
van der Lans

Pieter
den Hamer

Rutger
Rienks

Bart
Baesens

Erik
Fransen

Jos
Kuiper

Kishan
Shri

AMSTERDAM

MARCH 28-29, 2017

DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2017

Transforming to Future Proof BI Systems

Data Lake, Agile Data Strategy, Logical Data Warehouse,
Data Vault, Hadoop, SuperNova, Data Science, Big Data Analytics,
Internet of Things, Fast Data

Acclaimed speakers

Mark Madsen, William McKnight,
Rick van der Lans, Bart Baesens,
Pieter den Hamer, Rutger Rienks,
Erik Fransen, Jos Kuiper and
Kishan Shri

- Processing Fast Data for the purpose of BI
- Agile Project Management for Data Warehouse and Business Intelligence Projects
- Simplifying BI-systems by consolidating data warehouses and data marts
- Information-driven organizations and decision support systems in a smart city
- The lessons we have learned in applying analytics and data science
- Experiences with making Data Vault more flexible through SuperNova
- The importance of the Internet of Data for the semantic web
- Organizing the Data Lake: How to Extend Data Management beyond the Data Warehouse
- The integration of logical data lakes and logical data warehouses.

INFORMATION AND REGISTRATION:

WWW.DWBISUMMIT.COM



Follow us @AdeptEventsNL
Event hash tag: #dwbisummit

AdeptEvents



DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2017

In recent years for developing business intelligence systems, a wealth of new technologies and applications have been introduced, including Hadoop, Spark, data virtualization, in-memory analytics, self-service data preparation, deep analytics, data science, data streaming, SuperNova, and the list goes on. Also, the needs and demands for the BI-systems have evolved considerably. Users want to do more self-service development, yesterday's data is no longer good enough for analysis, integrated analysis of internal and external data is desirable and agile design techniques are the new normal. BI has changed and will continue to change. Many traditional BI-systems that are in place in organizations are becoming too rigid for the new changing world. Therefore, the focus of the fourth edition of this conference is on dealing with these changes and taking benefit from the new technological developments.

The conference offers practical guidelines and do's and don'ts to help you with these current and impending issues. You will meet well-known speakers and thought leaders, including Mark Madsen, William McKnight, Rick van der Lans, Pieter den Hamer, Rutger Rienks, Bart Baessens, Erik Fransen, Jos Kuiper and Kishan Shri. Once again, we managed to set up a very strong line-up with internationally acclaimed speakers who would like to share their knowledge and experience with you.

Attending the Data Warehousing & BI Summit helps organizations to deal with the transition from the traditional BI environment, of which the expiration date may well have passed, to the modern world of BI in which big data, fast data, and data science play a central role.

Some of the main topics that will be discussed these two days:

- Agile Project Management for Data Warehouse and Business Intelligence Projects
- Simplifying BI-systems by consolidating data warehouses and data marts

- Processing fast data for the purpose of BI; the next frontier of big data
- The potential of information-driven organizations and decision support systems in a smart city
- The lessons we have learned in applying analytics and data science
- How can a data virtualization solution be integrated with a BI/data warehouse architecture?
- Experiences with making Data Vault more flexible through SuperNova
- The importance of the Internet of Data for the semantic web
- The design principles for a data lake
- The integration of logical data lakes and logical data warehouses.

Who should attend

The two day DW&BI Summit is geared to for IT Executives, IT Management and Architects, business intelligence and data warehousing professionals who wish to take a detailed and practical look at the latest developments in Data Warehousing and Business Intelligence. The following professionals should attend: Sponsors of BI and DW programs, Business technology managers, IT executives and managers, BI/DW project managers, Data warehousing architects, Business intelligence practitioners, Business analysts, Data scientists, Technology architects, Data architects and data modelers, Project and program managers, Data integrators, Developers of BI and DW systems, Business and IT consultants

Limited time? Join us one day

Can you only attend one day? It is possible to attend only the first or only the second conference day and of course the full conference. The presentations by our speakers have been selected in such a way that they can stand on their own. This enables you to attend the second conference day even if you did not attend the first (or the other way around).

This is the fourth edition of DW&BI Summit in Amsterdam, The Netherlands. This upcoming edition you can benefit from the expertise of William McKnight, Mark Madsen, Rick van der Lans, Bart Baesens and Pieter den Hamer amongst others. Each year will see key note presentations by the crème de la crème of the international data warehouse and BI community. Internationally acclaimed speakers like Bill Inmon, Claudia Imhoff, Nigel Pendse, Colin White, Mike Ferguson, Wayne Eckerson, Mark Madsen, Richard Hackathorn, John Ladley, Dan Linstedt, Barry Devlin, Krish Krishnan, Daragh O'Brien and Jan Henderyckx have graced the predecessor of this conference with their presence.

INTERNATIONALLY ACCLAIMED SPEAKERS



WILLIAM MCKNIGHT takes corporate information and turns it into a bottom-line producing asset. He's worked with companies like Fidelity Investments, Teva Pharmaceuticals, Scotiabank, Samba Bank,

Pfizer, France Telecom and Verizon -- 17 of the Global 2000 -- and many others.

McKnight Consulting Group focuses on delivering business value and solving business problems utilizing proven, streamlined approaches in information management. His teams have won several best practice competitions for their implementations.

William has hundreds of articles, 25 white papers and multiple books in publication and is a prolific blogger. He is a frequent international keynote speaker and trainer. He provides clients with action plans, architectures, strategies, complete programs and vendor-neutral tool selection to manage information.



RICK VAN DER LANS is an independent analyst, consultant, author, and lecturer specializing in data warehousing, Business Intelligence, and database technology. He is Managing Director of R20/Consultancy and

an internationally acclaimed lecturer. For many years now, he is the chairman of the annual European Enterprise Data and Business Intelligence conference. Rick writes for various websites including the well-known B-eye-Network.com, and he has authored many whitepapers. His popular books, including "Introduction to SQL", have been translated into many languages and have sold over 100,000 copies. Recently, Rick published a new book entitled "Data Virtualization for Business Intelligence Systems".



MARK MADSEN, president and founder of Third Nature, is a well-known consultant and industry analyst. Mark is a former CTO and CIO with experience working for both IT and vendors, including a company used as a

Harvard Business School case study. He now advises companies worldwide on data strategy, technology and management, and designs and builds analytics systems. Over the past decade Mark has received awards for his work in analytics, business intelligence and data strategy from the American Productivity and Quality Center, the Smithsonian Institute and TDWI. He is co-author of several books and lectures and writes frequently on analytics and data topics.



BART BAESENS is a professor at KU Leuven (Belgium), and a lecturer at the University of Southampton (United Kingdom). He has done extensive research on big data & analytics, customer

relationship management, fraud detection, and credit risk management. His findings have been published in well-known international journals (e.g. Machine Learning, Management Science, IEEE Transactions on Neural Networks, IEEE Transactions on Knowledge and Data Engineering, IEEE Transactions on Evolutionary Computation, Journal of Machine Learning Research, ...) and presented at international top conferences.

He is author of the books Credit Risk Management: Basic Concepts, Analytics in a Big Data World and Fraud Analytics using Descriptive, Predictive and Social Network Techniques and teaches E-learning courses on Advanced Analytics in a Big Data World and Credit Risk Modeling. His research is summarized at www.dataminingapps.com. He also regularly tutors, advises and provides consulting support to international firms with respect to their big data, analytics and credit risk management strategy.



RUTGER RIENKS is the author of "Predictive Policing: Taking a Chance for a Safer Future". He holds a PhD in computer science from the University of Twente in The Netherlands and is a well-known

enthusiastic speaker.

Rutger has broad experience in Business Intelligence and Predictive Analytics. To broaden his view he exchanged the Dutch National Police after eight years for the City of Amsterdam in order to contribute in the transformation of Amsterdam becoming a smart city.



PIETER DEN HAMER has 20+ years of experience in the area of big data, analytics and business intelligence, working as consultant, manager and researcher. Currently, he is a strategist at Alliander,

focusing his expertise mostly on themes like the smart grid and the energy transition. He is also associated with the Copernicus Institute at Utrecht University. Having his academic background in artificial intelligence and data science, he has always worked on the interface between science and business: as managing partner at the knowledge center CIBIT, and as research director at DNV-GL Research & Innovation, amongst others. He has gained his international experience with a myriad of organizations, ranging from the public and industrial sector to the energy sector. Pieter is a frequent presenter at conferences and has authored a diversity of publications, including a book on business intelligence and various papers and articles.



JOS KUIPER is an experienced Enterprise Architect. He has been working in the financial industry for more than 30 years, in the IT domain since 1990. In april 2016 he joined Volkswagen Pon Financial Services in

Amersfoort, the Netherlands.

He has vast experience in setting up agile Business Intelligence and data warehouse architectures. Jos' drive is to innovate in order to improve agility.

In his spare time, Jos is board member of the Dutch association for Information Architects (GIA).



KISHAN SHRI has a background in Data Warehousing and Business Process Management and is currently advisor Business Intelligence at Erasmus MC.

In this position he is involved in the many uses of BI within the organization. In the last few years he also serves as a Scrum Master. He is committed in making Erasmus MC more agile and data driven, with the ultimate goal of improving patient care.



ERIK FRANSEN has been responsible, within Centennium, for business development, innovation, account management and sales regarding Data & Analytics, including Business Intelligence,

Enterprise Data Warehousing, Big Data and Data Virtualization since 2007. His customers typically are in the Mid Market and Big Business category, both profit and non-profit.

Erik has over 20 years of experience in management consultancy, (academic) training and is a frequent speaker at international conferences on various Data & Analytics topics. With over 35 consultants, Centennium has been active in the Data & Analytics business since 1998. Centennium is an early adopter of the Data Vault methodology and built many data warehouses using data vault and automation tools.

CONFERENCE OUTLINE



TUESDAY MARCH 28

The programme starts at 9:30 am and ends at 5:15 pm on both conference days. Registration commences at 8.30 am.

Session 1

Fast Data: The Next Frontier of Big Data – Rick van der Lans

Session 2A

Organizing the Data Lake: How to Extend Data Management beyond the Data Warehouse – Mark Madsen

Session 3A

Rocking Analytics in a Data Flooded World – Bart Baesens

Session 4

Agile Project Management for Data Warehouse and Business Intelligence Projects – William McKnight

Session 2B

The Road to the Amsterdam Smart City Infrastructure – Rutger Rienks

Session 3B

Agility through Data Virtualisation: from Data Vault to SuperNova to a Logical Data Warehouse – Jos Kuiper

WEDNESDAY MARCH 29

Session 5

Logical Data Lake and Logical Data Warehouse: two sides of the same coin – Rick van der Lans

Session 6A

Strategies for Consolidating Enterprise Data Warehouses and Data Marts into a Single Platform – William McKnight

Session 7A

IoD: Internet of Data – Pieter den Hamer

Session 8

Beer, Diapers and Correlation: a Tale of Ambiguity – Mark Madsen

Session 6B

The renewed BI-landscape of the Erasmus MC using the Scrum Framework and Data Virtualization – Kishan Shri

Session 7B

Implementing the Enterprise Data Delivery Platform using Data Vault Modelling – Erik Fransen

Daily schedule:

09:30 – 09:45 Opening by Conference Chairman

09:45 – 11:00 Session 1

11:00 – 11:15 Coffee break

11:15 – 11:45 Case study

11:45 – 13:00 Session 2A en Session 2B

13:00 – 14:00 Lunch

14:00 – 15:15 Session 3A en Session 3B

15:15 – 15:30 Coffee break

15:30 – 16:00 Case study

16:00 – 17:15 Session 4

On the 28th of March, there will be a reception after the final session

1. Fast Data: The Next Frontier of Big Data

(Dutch spoken)

Rick van der Lans, Managing Director, R20/Consultancy

In the first generation of big data systems, the focus was primarily on storing and analyzing very large amounts of data. The focus was entirely on volume. Currently, organizations have entered the second phase of big data: fast data. Fast data is about streaming and instant analysis of large amounts of data. This is the world of the Internet of Things (IoT), where interconnected devices communicate with each other over the Internet, but also of machine-generated sensor data and weblogs. Everything revolves around speed. Fast data is clearly the next frontier of big data systems. And most organizations will have to deal with this now or in the future, from the most traditional financial institutions to manufacturers and online gaming companies. In this massive flow of data, valuable business insights are often deeply, very deeply hidden. The business value of fast data is in the analysis of all this streaming data. Unfortunately, the analysis of fast data is different from the analysis of enterprise data stored in data warehouses, in that it is using data visualization tools. For example, fast data can be very cryptic in nature, so it often has to be combined with enterprise data, which in turn is stored in the data warehouse. And to be able to do something useful with it, this data should be analyzed in real-time, because an immediate response is expected. Sometimes the data has to be analyzed even before it is stored. The world of fast data is a new world. This session discusses the architectural aspects of fast data, provides guidelines for adopting fast data and explains how fast data can be integrated within the existing BI environment.

- What is the relationship between fast data and the classic world of business intelligence and data warehousing?
- A new architecture is necessary for processing fast data
- Technologies and products are needed for analyzing fast data
- How should fast data be integrated in the enterprise data warehouse?
- The challenge of real-time responding to incoming fast data
- What is the relationship between big data and the IoT?

2A. Organizing the Data Lake: How to Extend Data Management beyond the Data Warehouse

Mark Madsen, President and founder of Third Nature

Building a data lake involves more than installing and using Hadoop. The focus in the market has been on all the different technology components, ignoring the more important part: the data architecture that the code implements, and that lies at the core of the system. In the same way that a data warehouse has a data architecture, the data lake has a data architecture. If one expects any longevity from the platform, it should be a designed rather than accidental architecture.

What are the design principles that lead to good functional design and a workable data architecture? What are the assumptions that limit old approaches? How can one integrate with or migrate from the older environments? How does this affect an organization's data management? Answering these questions is key to building long-term infrastructure.

This talk will discuss hidden design assumptions, review some design principles to apply when building multi-use data infrastructure, and provide a conceptual architecture. Our goal in most organizations is to build a multi-use data infrastructure that is not subject to past constraints. This conceptual architecture has been used across different organizations to work toward a unified data management and analytics infrastructure.

You Will Learn:

- Data architecture alternatives that are able to adapt to today's data realities
- New ways of looking at technology that can be applied to address new problems inherent in today's uses and scale of data
- Methods and techniques to migrate from older data architecture to new ones that resolve today's problems and prepare for the future

2B. The Road to the Amsterdam Smart City Infrastructure (Dutch spoken)

Rutger Rienks, Program Manager Datapunt, Gemeente Amsterdam.

This session will be about one of the most modern data infrastructures in the world. Using open source components and a scrum/agile way of working the Amsterdam smart city infrastructure is realized.





The hurdles that need to be taken in a huge governmental organization as well as the personal and technical challenges will be covered. Also, given actual smart city cases the potential of information led decision making and decision support in the smart city will be discussed.

- Why a local government should transform into an intelligence driven organisation?
- How to influence an organization to kick-start the movement?
- Some examples of increased well-being of citizens and improved governmental activity.
- How to mobilize city workers to abide by advice presented by theoretical models
- Insights in the ambitions of the smart city data infrastructure

3A. Rocking Analytics in a Data Driven World

(Dutch spoken)

Bart Baesens, professor at the KU Leuven and lecturer at the University of Southampton (UK)

Companies are being flooded with tsunamis of data collected in a multichannel business environment, leaving an untapped potential for analytics to better understand, manage and strategically exploit the complex dynamics of customer behavior. In this presentation, we will start by providing a bird's eye overview of the analytics process model and then illustrate how to fully unleash its power in some example settings. We will review data as the key ingredient of any analytical model and discuss how to measure its quality. We will zoom into the key requirements of good analytical models (e.g. statistical validity, interpretability, operational efficiency, regulatory compliance etc.) and discuss emerging applications. Throughout the presentation, the speaker will extensively report upon his research and industry experience in the field. Attendees will learn:

- The impact of data quality on analytical model development
- The key requirements for building successful analytical applications
- The trade-off between accurate and interpretable analytical models
- Emerging analytics applications and accompanying challenges
- State-of-the art research and industry insights on Big Data & Analytics.

3B. Agility through Data virtualization: from Data Vault to SuperNova to a Logical Data Warehouse (Dutch spoken)

Jos Kuiper, IT Enterprise Architect, Volkswagen Pon Financial Services

How can we improve agility in preparing data for end-users and for information products, like reports, dashboards etc.? For this purpose a proof of concept with a data virtualization solution was performed.

Given a number of challenges in a traditional BI architecture, Jos will dive into the merits of a data virtualization solution. In a proof of concept a data virtualization solution was tested, on top of a Data Vault Data Warehouse. Also, the capability of the data virtualization solution to combine historic data, stored in the Data Vault, with live data stored in back-office systems, was subject of investigation. In this presentation there will also be a brief introduction to the data modelling methods Data Vault and SuperNova. This session will provide insights on:

- What is the occasion for data virtualization?
- How the proof of concept was conducted, with a brief introduction to the data modelling methods Data Vault and SuperNova
- The benefits of a data virtualization solution
- The fit of data virtualization in a BI/data warehouse architecture
- And an unexpected benefit ...

4. Agile Project Management for Data Warehouse and Business Intelligence Projects

William McKnight, President McKnight Consulting Group

Learn from Success: Deliver success leading your data warehouse, MDM, big data, business intelligence or CRM project. Making effective use of information is a central focus of organizations both large and small in our contemporary competitive landscape. Information is an asset to exploit without restrictions on accessing new data and using it to provide better insight on overcoming business challenges. The use of agile techniques accelerates development, drives collaboration between IT and end users and ultimately conserves and maximizes budget. SCRUM, a form of agile, can maximum utilization of resource towards the important tasks. This session, from an instructor with several active Information Management project SCRUMS, outlines the modern components of information project project management and helps participants understand how



these innovations can be put to work in today's ever more complex IT environment.

- When Does Agile Apply to DW&BI Projects
- Getting Set Up for Agile
- Agile Terms to Use and Do
- DW&BI Agile Roles
- Implications & Challenges of Moving to Agile
- Organizational Change Management and Agile

5. Logical Data Lake and Logical Data Warehouse: two sides of the same Coin (Dutch spoken)

Rick van der Lans, Managing Director, R20/Consultancy

Many definitions exist for the popular concept of data lake. Many of these definitions look like this: "A data lake is a storage repository that holds a vast amount of raw data in its native format, including structured, semi-structured, and unstructured data."

Of course, it can be very useful to have one environment in which all of the data in their original (raw) form can be found. A data lake is certainly very useful for data science and investigative analytics. But the main question is whether it really needs to be a physical data store as suggested by the experts? Is it not sufficient that users can access a system that gives them access to all the data in their original form? Or, why not a logical (or virtual) data lake? The technology is available, such as data virtualization servers, and is mature enough to develop logical data lakes. It would greatly reduce the copying of massive amounts of big data from its source to the data lake.

But what is the difference between a logical data lake and a logical data warehouse? Don't they work in the same way? Aren't they actually the same? Both present a heterogeneous set of data sources as one large logical database. This session discusses how the two concepts, logical data lake and logical data warehouse, can be integrated, and how they can still support the typical data lake and data warehouse workloads. We are talking about two sides of the same coin here. One integrated architecture is shown that supports both modern concepts.

- What are the restrictions of a physical data lake and what are the advantages of a logical data lake?
- The differences between a data lake and a data warehouse: schema-on-read, highly agile, unstructured and semi-structured data, low-cost storage
- What are the practical advantages of the logical data

warehouse architecture and what are the differences compared to the classic data warehouse architecture?

- Guidelines for setting up one integrated architecture for a logical data lake and a logical data warehouse
- Several real-life experiences with implementing logical data lakes and logical data warehouses.

6A. Strategies for Consolidating Enterprise Data Warehouses and Data Marts into a Single Platform

William McKnight, President McKnight Consulting Group

As companies grow in their realization of the value of information as a strategic asset, a re-evaluation of information architecture maturity and capabilities becomes essential. This has led many to corral their unwieldy, expensive environment into a more manageable and cost-effective infrastructure that produces the elusive bankable company numbers and metrics. During this session, industry expert William McKnight will highlight key strategies leading-edge companies have adopted to reduce the complexity of their data warehouse environment for maximum efficiency.

- Inefficient Information Architecture
- Methods of Data Mart Consolidation
- Databases and data warehouse continued relevance
- Many data warehouses, 1 data warehouse
- Columnar orientation to databases
- Keys to Data Mart Consolidation Success.

6B. The renewed BI-landscape of the Erasmus MC using the Scrum Framework and Data Virtualization (Dutch spoken)

Kishan Shri, Advisor Business Intelligence and Scrum Master at Erasmus Medical Center (MC)

The Erasmus MC is facing some huge challenges in the coming years. Work is underway on a completely new hospital with single-patient rooms while at the same time a new Electronic Health Record system is being implemented. Besides the impact this will have on the way people work, it will also have huge implications on how information will be provided for patient care, education, research and hospital management. How will the Erasmus MC improve its information delivery? How does the Scrum Framework fit in and what is the role of data virtualization?



Kishan Shri, Business Intelligence Consultant and Scrum Master at the Erasmus MC, will explain the hospital's approach and the strategic choices that were made along the way as well as lessons learned. These include:

- A vision on a data-driven hospital
- The renewed BI-architecture of the Erasmus MC, including the positioning of a data virtualization platform
- Lessons learned regarding:
 - Vendor selection for data virtualization
 - Implementing data virtualization
- Adopting and implementing the Scrum Framework in relation to data virtualization.

7A. IoD: Internet of Data (Dutch spoken)

Pieter den Hamer, Lead Big Data, Business Intelligence & Analytics, Alliander

Is the 'Internet of Data' the answer to the question how we will in effect reap the fruits of the 'Internet of Things'? For how else do we avoid drowning in more and more data, more types of data and in more and more real-time data? If integrating the data from your known internal data sources on a daily basis is difficult as it is, then how will you manage when the Internet of Things will flood your organization with much more data from numerous and varying external sources, that you will continuously want to integrate, enrich, analyze and translate into meaningful decisions and actions? The Internet of Data - as a pragmatic reincarnation of the semantic web - promises to behave better. Concepts and techniques, such as linked (open) data, ontologies, OWL, RDF and SPARQL can help to link data in an 'agile' way, but then, focused towards domain specific applications, instead of on a global scale.

Nevertheless, the Tower of Babel continues to interfere - fortunately AI and (deep) machine learning seem to be increasingly capable to overcome differences in semantics and language. We can observe The Internet of Data in real world initiatives like smart city and smart society. And who knows, might the 'Intranet of Data' invoke the end of the trusted enterprise data warehouse?

- How the 'Internet of Things' leads to the 'Internet of Data': the growing need for agile data sharing and integration
- Beyond the semantic web: from idealism to pragmatism
- State-of-the-art technology & tools

- The problem of semantics: why IoD may fail (as well) and how AI may come to the rescue
- From enterprise data warehouses to enterprise linked data networks: the Intranet of Data
- IoD in the public sector and smart cities.

7B. Implementing the Enterprise Data Delivery Platform using Data Vault Modelling (Dutch spoken)

Erik Fransen, Management consultant bij Centennium

Organizations continue to struggle with the challenges they face in delivering Data and Analytics solutions to their customers. Many still have the classic reporting factory in place, originating from the 90's datawarehouse and business intelligence architectures. And let's face it: although it did deliver value in creating the standard reports, delivering data in a fast, integrated and bespoke way for interactive analysis was never its true intention. This is where these data architectures now fail in the new era of Data & Analytics where instant analysis, any data access, data integration, fast and easy delivery is crucial in satisfying the user demands. Users demand real time delivery of both enterprise data and data from other sources, fast implementations, big data access, BI and ETL self service, impact analysis and lineage insights. These next generation Enterprise Data Delivery Platforms (EDDP) should make use of modern ensemble modelling methods like Data Vault to become more agile, flexible and transparent in adapting to any data source, in a uniform, consistent way while using data virtualization technology for fast delivery to the user.

- Data & Analytics challenges: more, faster, better, cheaper and easier
- Trimodal Data & Analytics streams: innovative predictability versus predictable innovation
- Short history of Data Vault: from modelling the classic EDW to modelling the next generation EDDP
- Data Vault and the Enterprise Data Delivery Platform: implementing the logical datawarehouse
- Data Vault Use cases



8. Beer, Diapers and Correlation: A Tale of Ambiguity

Mark Madsen, President and founder of Third Nature

The story of the correlation of beer and diaper sales is a common one, still used to discuss the value of analytics in retailing and marketing. Rarely does anyone ask about the origin of this story. Is it true? Why is it true? What does “true” actually mean?

The latter question is the most interesting because it challenges beliefs about the usefulness and accuracy in analytic models. Many people believe that data is absolute rather than relative, and that all analytic models produce an answer rather than a range of answers.

This is the history of the beer and diapers story, explaining its origins and truth (or falsehood), based on repeated analysis of retail data over the intervening decades. It will explain how one can have multiple, contradictory results and how they can all be simultaneously true. This brings up the real question: how does one apply analytics in business when the data does not give you an unambiguous answer?

- Lessons learned with applying analytics and data science
- Is the notorious beer diaper example really true?
- Data science is one half of the solution, interpreting the results is the other half
- There is no single version of the truth
- It’s not the insight, but what you do with it, that matters.

INFORMATION

DATA WAREHOUSING & BUSINESS INTELLIGENCE

SUMMIT 2017

DATE AND TIME

The conference will take place on March 28 - 29, 2017 and the programme starts at 9:30 am and ends at 5:15 pm on both conference days. Registration commences at 8.30 am and we recommend that you arrive early.

VENUE

The conference will be held at the Mercure Amsterdam City Hotel. Always check our website prior to your departure to ensure you have the exact location and directions.

Mercure Hotel Amsterdam City
Joan Muyskenweg 10
1096 CJ Amsterdam

Contact details hotel:

Tel. (+31)20 7219176

Fax. (+31)20 6948735

E-mail: H1244@accor.com

Website hotel

On the hotel website you can find a **full itinerary** and directions on the Hotel website. The hotel is located on a 15 minutes drive from Amsterdam Schiphol Airport and is also easily accessible by public transport.

THE CITY OF AMSTERDAM

Are you considering to prolong your stay in Amsterdam to Friday or even the weekend? A wise thing to do when you are traveling from abroad. Things to do and see in and around Amsterdam are countless but you can use the website page "**I amsterdam**" as a starting point.

HOW TO REGISTER

Please register online at www.dwbisummit.com. For registering by print, please scan the completed registration form and send this to customerservice@dwbisummit.com. You can also fax the completed form to +31 (0)172 742680. We will confirm your registration and invoice your company by e-mail therefore please do not omit your e-mail address when registering.

REGISTRATION FEE

| | Full conference | One Day |
|--|-----------------|----------|
| Best rate (ends December 31, 2016)*: | € 1139 | € 586,50 |
| Early registration (January 1 – Februari 21, 2017): | € 1206 | € 621 |
| Regular registration (February 22 – March 28, 2017): | € 1340 | € 690 |

*)Invoice will be sent in year 2017. Upon request we can send the invoice in year 2016.

Members of the the Dutch NGI BI&A as well as DAMA are eligible for 10 percent discount on the registration fee. All prices are VAT excluded.

Team discounts

Discounts are available for group bookings of two or more delegates representing the same organization made at the same time. Ten percent off for the second and third delegate and fifteen percent off for all delegates when registering four or more delegates (all delegates must be listed on the same invoice).

This cannot be used in conjunction with other discounts.

PAYMENT

Full payment is due prior to the conference. An invoice will be sent to you containing our full bank details including BIC and IBAN. Your payment should always include the invoice number as well as the name of your company and the delegate name.

For Credit Card payment please contact our office by e-mail mentioning your phone number so that we can obtain your credit card information.

Cancellation Policy

Cancellations must be received in writing at least three weeks before the commencement of the conference and will be subject to a € 75,- administration fee. It is regretted that cancellations received within three weeks of the conference date will be liable for the full conference fee. Substitutions by other persons can be made at any time and at no extra charge.

INFORMATION DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2017

Cancellation Liability

In the unlikely event of cancellation of the conference for any reason, Adept Events' liability is limited to the return of the registration fee only. Adept Events will not reimburse delegates for any travel or hotel cancellation fees or penalties. It may be necessary, for reasons beyond the control of Adept Events, to change the content, timings, speakers, date and venue of the conference.

RECORDINGS AND PHOTOGRAPHY

Please be aware that still photography, video, and audio recording may occur at this event. By attending this event, you consent to have your image, photograph, likeness, picture, rendering, or audio recording utilized for Adept Events educational, marketing, and sales purposes. You hereby grant Adept Events the right to unrestricted use, reproduction, display, dissemination, publication, and distribution in any medium, provided that Adept Events will take measures on behalf of attendees against infringement and/or inappropriate use of your image, photograph, likeness, picture, rendering, and audio recording.

MORE INFORMATION



+31(0)172-742680



<http://www.dwbisummit.com>



customerservice@dwbisummit.com



@AdeptEventsNL | #dwbisummit



<http://www.linkedin.com/company/adept-events>



Visit our Business Intelligence and Data Warehousing website www.biplatform.nl and download the App

SPONSORS AND MEDIA

We thank our sponsors for supporting our conference and providing media exposure.

 **BI Platform.**