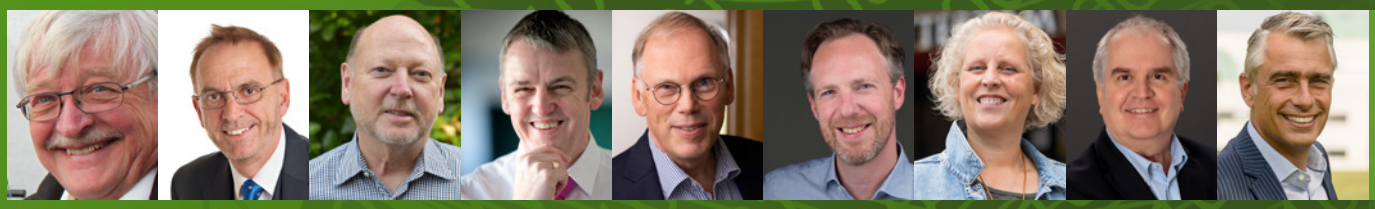

Thomas Frisendal | Nigel Turner | Alec Sharp | Mike Ferguson | Jan Veldsink | Matthijs Stel | Tanja Ubert | Rick van der Lans | Herman Bennema

UTRECHT + LIVE VIDEO STREAM **APRIL 4, 2023**

WORKSHOPS **APRIL 5, 2023**

DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2023

Data Mesh, Analytics & Data Science, Data Observability & Governance, Graph Analytics, Datamodelleren, Data Lakehouse

Acclaimed speakers

Thomas Frisendal, Nigel Turner, Alec Sharp, Mike Ferguson, Jan Veldsink, Matthijs Stel, Herman Bennema and Rick van der Lans

- Data Mesh & Fabric: the Data Quality Dependency
- Building an Enterprise Data Marketplace
- Practical approach to Data Centric AI
- Step by step approach to Data Management at Evides
- The Human Side of Data Modelling
- Data Lakehouse: Marketing Hype or new Architecture?
- Knowledge Graphs – New Perspectives on Analytics
- Is your datamodel fit for purpose?
- Data Observability – What is it and Why is it Important? Includes comparison of tools and vendors

INFORMATION AND REGISTRATION: WWW.DWBISUMMIT.COM

If corona issues prevent us from running on-site or hybrid format on April 4, we will revert to fully virtual delivery.

WORKSHOPS APRIL 5

- A Data Strategy for Becoming Data Driven | Nigel Turner (full day)
- Understanding Graph Technologies | Thomas Frisendal (half day)
- Concept Modelling for Business Analysts | Alec Sharp (half day)

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Event hash tag: **#dwbisummit**

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DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2023

The Data Warehousing & Business Intelligence Summit covers trends, new technologies, emerging paradigms offered to you by thought leaders on these domains. It offers practical guidelines, tools and do's and don'ts to support current and upcoming issues. You will meet well-known speakers and thought leaders from The Netherlands and abroad and representatives of large international organizations. Our line-up includes *Alec Sharp, Thomas Frisendal, Nigel Turner, Mike Ferguson, Jan Veldsink, Tanja Ubert, Matthijs Stel, Herman Bennema and Rick van der Lans.* This top-tier line-up of speakers is eager to share their knowledge and experience with you.

On the first conference day, you can come to our accommodation in Utrecht and present all speakers live in the room. Moreover, this day is in the hybrid format so you can choose between participating in the hall in Utrecht or online via our live video stream. The second conference day consists of three half-day or full-day workshops.

Some topics that will be covered:

- Data Mesh & Fabric: the Data Quality Dependency
- Building an Enterprise Data Marketplace
- Practical approach to Data Centric AI
- Step by step approach to Data Management at Evides
- The Human Side of Data Modelling
- Data Lakehouse: Marketing Hype or new Architecture?
- Knowledge Graphs – New Perspectives on Analytics
- Is your datamodel fit for purpose?
- Data Observability – What is it and Why is it Important? Includes comparison of tools and vendors

This is the tenth edition of DW&BI Summit in The Netherlands. This upcoming edition you can benefit from the expertise of Alec Sharp, Thomas Frisendal, Mike Ferguson, Nigel Turner, Rick van der Lans and many others.

Parallel sessions and video recordings

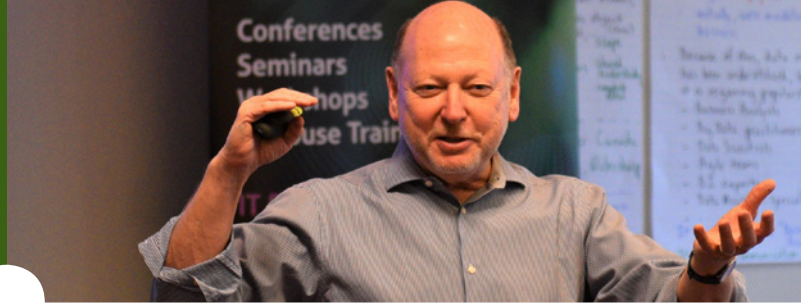
To rig an optimal and full programme, we are working with parallel sessions. Whether you participate in Utrecht or online, you will still have to choose on 4 April. However, since 2020, for understandable reasons, we have been working with video recordings. Conference participants will have access to these video recordings for several months after the congress so whichever parallel session you choose, the other one can always be watched.

Who should attend

The 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

CONFERENCE OUTLINE



TUESDAY APRIL 4 – LIVE + STREAMING

Session 1
Data Lakehouse: Marketing Hype or New Architecture? (Dutch spoken)
Rick van der Lans, Managing Director, R20/Consultancy

Session 2A
Building an Enterprise Data Marketplace
Mike Ferguson, Managing Director, Intelligent Business Strategies Ltd

Session 2B
Data Modelling: what data model fits your purpose? (Dutch spoken)
Tanja Ubert, Docent and researcher, Hogeschool Rotterdam

Session 3A
Knowledge Graphs – New Perspectives on Analytics
Thomas Frisendal, Founder, TF Informatik

Session 3B
Data Management at Evides – Implementing a succesful data strategy step by step (Dutch spoken)
Matthijs Stel, Manager Datamanagement & Analytics, Evides Waterbedrijf

Session 4A
Data Mesh & Fabric: The Data Quality Dependency
Nigel Turner, Principal Information Management Consultant, Global Data Strategy

Session 4B
Data as a Driver for AI (Dutch spoken)
Jan W. Veldsink, Artificial Intelligence Office, Rabobank

Session 5A
Data Observability – What is it and why is it important?
Mike Ferguson, Managing Director, Intelligent Business Strategies Ltd

Session 5B
Big Data in Health Care – coping with GDPR (Dutch spoken)
Herman Bennema, Managing Director, Vektis

Session 6
The Human Side of Data Modelling
Alec Sharp, Founder, Clariteq Systems Consulting

WEDNESDAY APRIL 5 – WORKSHOPS

9:30 – 17:00
A Data Strategy for Becoming Data Driven
Nigel Turner, Principal Information Management Consultant, Global Data Strategy

9:00 – 12:30
Concept Modelling for Business Analysts
Alec Sharp, Founder, Clariteq Systems Consulting

13:30 – 17:00
Understanding Graph Technlogies
Thomas Frisendal, Founder, TF Informatik

Schedule April 4:

09:00 – 09:15 Opening	13:30 – 14:30 Session 4A and 4B
09:15 – 10:15 Session 1	14:30 – 14:45 Coffee break
10:15 – 11:15 Session 2A and 2B	14:45 – 15:45 Session 5A and 5B
11:15 – 11:30 Coffee break	15:45 – 16:45 Session 6
11:30 – 12:30 Session 3A and 3B	16:45 – 16:50 Closure
12:30 – 13:30 Lunch	

1. Data Lakehouse: Marketing Hype or New Architecture? (Dutch spoken)

Rick van der Lans, Managing Director, R20/Consultancy

This session discusses the data lakehouse, which is the new kid on the block in the world of data architectures. In a nutshell, the data lakehouse is a combination of a data warehouse and a data lake. In other words, this architecture is developed to support a typical data warehouse workload plus a data lake workload. It holds structured, semi-structured, and unstructured data. Technically, in a data lakehouse the data is stored in files that can be accessed by any type of tool and database server. The data is not kept hostage by a specific database server. SQL engines are also able to access that data efficiently for more traditional business intelligence workloads. And data scientists can create their descriptive and prescriptive models directly on the data.

It makes a lot of sense to combine these two worlds, because they are sharing the same data and they are sharing logic. But is this really possible? Is this all too good to be true? This session discusses various aspects of data warehouses and data lakes to determine if the data lakehouse is a marketing hype or whether this is really a valuable and realistic new data architecture.

- The importance of combining the BI use case and the data science use case in one architecture
- The relationship between the data lakehouse architecture and SQL-on-Hadoop engines
- Comparisons of the data warehouse, data lake, and data lakehouse are biased
- Missing components of the data lakehouse
- Storing data in open file formats has practical advantages
- Is the data lakehouse a business pull or technology push?

2A. Building an Enterprise Data Marketplace

Mike Ferguson, Managing Director, Intelligent Business Strategies Ltd

Most firms today want to create a high quality, compliant data foundation to support multiple analytical workloads. A rapidly emerging approach to building this is to create DataOps pipelines that produce reusable data products. However, there needs to be somewhere where these data products can be made available so data to be shared. The solution is a data marketplace where ready-made, high quality data products that can be published for others to consume and use. This session looks at what a data marketplace is, how to build one and how you can use it to govern data sharing across the enterprise and beyond. It also looks at what is needed to operate a data marketplace and the trend to become a marketplace for both data and analytical products.

- The need for a high-quality data foundation to support decision making
- Incrementally building a data foundation using DataOps pipelines to product Data Products
- Using an enterprise data marketplace to share data
- What is the difference between a data catalog and a data marketplace?
- Challenges in establishing a data marketplace
- What processes are needed to operate a data marketplace?
- Governing the sharing of data using a data marketplace
- Trends – publishing analytical products in a marketplace
- Progressively shortening time to value using a marketplace.

2B. Data Modelling: what data model fits your purpose? (Dutch spoken)

Tanja Ubert, Docent and researcher, Hogeschool Rotterdam

In this session we will touch on the most used models. How to apply them in context. Also the need to choose a model fitting the rhythm and purpose of your data.

A lot of discussions are going around about what would be the best data model. Guru's fall over each other to proof their points. Depending on the background of IT professionals, they might not even know that there are several types of models available. Due to the focus on data science the models behind it are ignored or overlooked. What model you choose has implications for your applications down the line. So, you need to choose a model fitting the purpose of your data, through the life cycle of the data.

Why is it relevant now? GDPR, the new EU Data Act and AI Act ask organisations to know what data they have got, with what purpose, when they started collecting the data and how long are they going to keep it. And those are just the minimal demands. In a lot of industries data is recorded as an asset in the balance sheets. Data has moved from a supporting role to the main act.

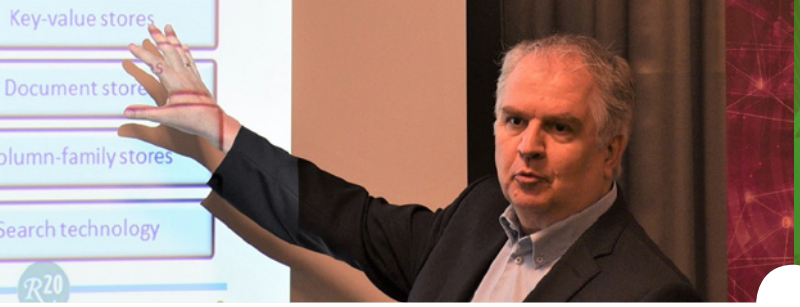
A data model determines how data elements relate to each other. If data can be combined, how it can be retrieved. When designing a system most of the time it is overlooked that data is not just saved for registration purposes, but also for analysis.

With the rise of Data Science, Artificial Intelligence and Machine Learning data quality is not a minor concern anymore. There are no people interpreting the registered data. Data is interpreted on a large scale by (mathematical) models in computers. Computers are used for what they do best: calculation. If data is stored in the wrong way, the models will give wrong results, often with disastrous consequences.

The main types of models, relational, dimensional, ensemble and graph are explained.

The focus when choosing a model is: which concern of the organisation needs to be addressed. Is it important to register as accurately as possible what happened in interactions with a customer? Is it necessary to look back at how business was run to improve? Or should we look forward to the future, based on historical data?

Based on the objectives, we discuss the advantages and disadvantages of each type of model. There is no 'one size fits all' in data modelling. Choices made during development have long-term consequences for the possible applications of the data.



These concerns have implications for the data architecture. In this session we focus on data models.

- Why data and data models are moving from a supporting role to a leading role
- Type of data model, relational, dimensional, ensemble and graph
- Relationship between data model and organizational objective
- Rhythm and purpose of the data captured in a model
- Capture history in a model.

3A. Knowledge Graphs – New Perspectives on Analytics

Thomas Frisendal, Founder, TF Informatik

Since Google announced its Knowledge Graph solution in 2012 the paradigm has found its way into many real-world use cases. These are mostly in the analytics space. The graph database market has exploded over the last 10 years with at least 50 brand names today. International Standardization is coming – very soon SQL will be extended by functionality for property query queries. A full international standard for property graphs, called GQL, will surface in late 2023.

The inclusion of graph technology dramatically enlarges the scope of analytics by enabling semi-structured information, semantic sources such as ontologies and taxonomies, social networks as well as schema-less sources of data. At the same time graph databases are much better suited for doing complex multi-joins analyzing large networks of data, opening up for advanced fraud detection etc. The Panama papers is the best-known example. Finally graph theory is a mathematical discipline with a long history, which among other things have created graph algorithms for many complex analytics, such as clustering, shortest path, page rank, centrality and much more.

This presentation will cover what a Knowledge Graph is, how it is different and yet complementary to other technologies. Furthermore, Thomas will cover:

- Why do semantics and relations matter?
- What kinds of data architectures and pipelines?
- Which are the vendors and the products?
- Which standards exist?

3B. Data Management at Evides – Implementing a succesful data strategy step by step (Dutch spoken)

Matthijs Stel, Manager Datamanagement & Analytics, Evides Waterbedrijf

Data management encompasses a broad spectrum of dimensions and focal areas which come to play when an organization needs to adapt to an environment that becomes more and more digital. But where to start? And how do you develop a successful strategy that will be adopted throughout the organization?

Evides is already 5 years underway in rolling out a data management program to grow towards a data conscious and mature data driven company. In retrospect there are a few lessons to draw which proved of key importance. And with that, the future perspective becomes more clear every day. From the perspective of people, process, technology and organization a few insights will be further elaborated:

- One single truth in data: one can speed up growth in data maturity, but one cannot skip steps towards growth
- Align data management on the appropriate organizational level and ensure proper sponsorship
- Continually show the value of data for stakeholders and grow active data management from the inside
- How to design and develop a sustainable BI-platform which delivers value from the start
- What is required for your workforce to make the data strategy work in terms of skills?
- How does one know when it's the right time to invest in data governance tooling?

4A. Data Mesh & Fabric: The Data Quality Dependency

Nigel Turner, Principal Information Management Consultant, Global Data Strategy

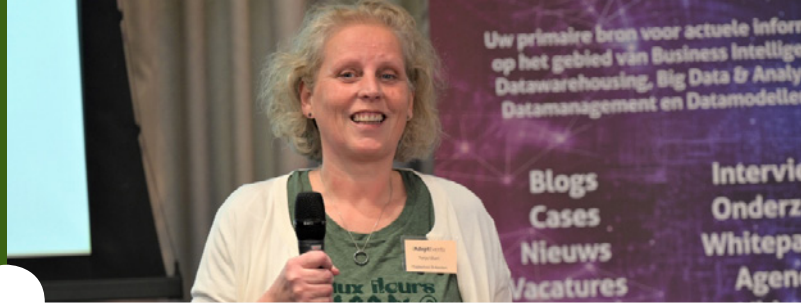
The concepts and practices of Data Mesh and Data Fabric are data management's new hot topics. These contrasting yet complementary technology and organisational approaches promise better data management through the delivery of defined data products and the automation of real time data integration.

But to succeed both depend on getting their Data Quality foundations right. To work, Data Mesh requires high quality, well curated data sets and data products; Data Fabric also relies on high quality, standardised data and metadata which insulates data users from the complexities of multiple systems and platforms.

This session will briefly recap the main concepts and practices of Data Mesh and Data Fabric and consider their implications for Data Quality Management. Will the Mesh and Fabric make Data Quality easier or harder to get right? As a foundational data discipline how should Data Quality principles and practices evolve and adapt to meet the needs of these new trends? What new approaches and practices may be needed? What are the implications for Data Quality practitioners and other data management professionals working in other data disciplines such as Data Governance, Business Intelligence and Data Warehousing?

This session will include:

- A brief overview of the main concepts of Data Mesh and Data Fabric
- A review of the current state of Data Quality Management – its successes and failures
- An analysis of the impact of Data Mesh and Data Fabric on Data Quality Management – will they improve or worsen the Data Quality status quo?
- Practical guidance on how Data Quality Management needs to evolve to support these new data management approaches
- A suggested roadmap of actions which Data Quality practitioners and other data management professionals should implement to ensure they remain relevant in the new world of Data Mesh and Data Fabric.



4B. Data as a Driver for AI (Dutch spoken)

Jan W. Veldsink, Artificial Intelligence Office, Rabobank

We come from a world of algorithms and the focus of AI is still largely on optimizing models. In this contribution by Jan Veldsink, we are going to focus on data centricity, putting the data in the centre and turning it into multiple analyses/reports and applications.

Datacentric AI is a form of artificial intelligence that focuses on working with and using data to solve problems. This type of AI typically involves using machine learning algorithms and other techniques to analyze large amounts of data and extract actionable insights from it.

Some key points of datacentric AI are:

1. Datacentric AI focuses on working with and using data to solve problems.
2. This type of AI usually includes the use of machine learning algorithms and other techniques.
3. Datacentric AI can be used to analyze large amounts of data and extract actionable insights from it.
4. This type of AI is often used in a wide range of applications, such as image and speech recognition, natural language processing and predictive analytics.
5. Datacentric AI is an important tool for businesses, organizations and individuals who need to understand large amounts of data to make better decisions and improve their operations.

5A. Data Observability – What is it and why is it important?

Mike Ferguson, Managing Director, Intelligent Business Strategies Ltd

This session looks at the emergence of Data Observability and looks at what it is about, what Data Observability can observe, vendors in the market and examples of what vendors are capturing about data. The presentation will also look at Data Observability requirements, the strengths and weaknesses of current offerings, where the gaps are and tool complexity (overlaps, inability to share metadata) from a customer perspective. It will explore the link between Data Observability, data catalogs, data intelligence and the move towards augmented data governance and discuss how Data Observability and data intelligence can be used in a real-time automated Data Governance Action Framework to govern data across multiple tools and data stores in next generation Data governance.

- What's happening with data in business today and why there may be problems ahead
- Requirements to avoid problems and strengthen data governance
- What is data observability and what is it trying to help you do?
- What is it that can be observed?
- The data observability process – what are the steps and how does it work?
- Vendors in the market and what they are capturing
- The link between data observability and data catalogs
- Data observability, prescriptive analytics, and real-time automated data governance.

5B. Big Data in Health Care – coping with GDPR (Dutch spoken)

Herman Bennema, Managing Director, Vektiss

After a brief introduction of Vektis, Herman Bennema will use practical examples to show what kind of information can be extracted from the claims data (with a total value of over 850 billion euros) managed by Vektis. He will also discuss the legal bounderies within which Vektis operates and outline the dilemma we face in the Netherlands: how do we ensure a sound balance between, on the one hand, the privacy risk when using healthcare data and, on the other, the potential to keep healthcare affordable, accessible and of high quality based on data analysis.

- Introduction Vektis
- Data architecture
- Examples of information based on claims data
- Dilemma: what is possible versus what is allowed
- Practical approach for navigating between GDPR and Data exploration.

6. The Human Side of Data Modelling

Alec Sharp, Founder, Clariteq Systems Consulting

Engaging Stakeholders and Other Mere Mortals

Interest in Data Modelling, especially Concept Modelling (Conceptual Data Modelling) has increased dramatically in recent years. That's great news, but our modelling can still be improved. When it's done well, Concept Modelling is a powerful enabler of communication among different stakeholders including senior leaders, subject matter experts, business analysts, solution architects, and others. Unfortunately, the communication often gets lost – in the clouds, in the weeds, or somewhere off to the side. Sometimes the modeller has drifted too quickly into abstraction, sometimes the modeller has taken the famous "deep dive for detail," but the outcome is the same – confusion, frustration, and detachment. The result – inaccurate,

incomplete, or unappreciated models. It doesn't have to be this way! Drawing on over 40 years of successful modelling, this session describes core techniques, backed by practical examples, for helping people appreciate, use, and possibly even want to build data models.

- Topics include:
- Unclear on the concept – how to think about concept modelling
- "Role induction" for clients – skip the "tutorial" on data modeling and Just Do It!
- Get a sense of direction – guidelines for data model graphics
- "Scripts" for extending the model – the value of consistency
- "Plays well with others" – make data modelling vital for analysis and design.

INTERNATIONALLY ACCLAIMED SPEAKERS

ALEC SHARP, a senior consultant with Clariteq Systems Consulting, has deep expertise in a rare combination of fields – business-oriented data modelling, business process analysis and redesign, and business analysis and requirements specification. Increasingly, his work involves facilitation, organisational change, and project recovery. His 40 years of hands-on consulting experience, practical approaches, and global reputation in model-driven methods have made him a sought-after resource around the world. Alec is also a popular speaker at conferences related to Business Process Management, Business Analysis, and Data Management, mixing content and insight with irreverence and humour.
Alec literally wrote the book on business process modelling, "Workflow Modelling: Tools for Process Improvement and Application Development, Second Edition." Popular with process improvement specialists, business analysts, consultants, and business professionals, it is consistently a top-selling title on business process modelling, analysis, and design, and is widely used as an MBA textbook.

He was awarded DAMA's Professional Achievement Award, a global award given to one professional a year for contributions to the Data Management profession.
Alec's educational workshops are conducted virtually and in-person at many well-known organisations. These include *Business-Oriented Data Modelling, Business-Oriented Data Modelling – Masterclass, Working With Business Processes, Advanced Business Process Techniques*, and *Model-Driven Business Analysis Techniques*. His classes are practical, energetic, and fun, consistently earning "excellent" ratings.

RICK VAN DER LANS is a highly-respected independent analyst, consultant, author, and internationally acclaimed lecturer specializing in data warehousing, business intelligence, big data, and database technology.
He has presented countless seminars, webinars, and keynotes at industry-leading conferences. For many years, he has served as the chairman of the annual *European Enterprise Data and Business Intelligence Conference* in London and the annual *Data Warehousing and Business Intelligence Summit* in The Netherlands.
Rick helps clients worldwide to design their data warehouse, big data, and business intelligence architectures and solutions and assists them with selecting the right products. He has been influential in introducing the new logical data warehouse architecture worldwide which helps organizations to develop more agile business intelligence systems.
Over the years, Rick has written hundreds of articles and blogs for newspapers and websites and has authored many educational and popular white papers for a long list of vendors. He was the author of the first available book on SQL, entitled including *Introduction to SQL*, which has been translated into several languages with more than 100,000 copies sold. More recently, he published his book *Data Virtualization for Business Intelligence Systems*. In 2018 Rick ranked sixth place as most influential BI-analist worldwide on the Onalytica Influencer List.

NIGEL TURNER is Principal Information Management Consultant for EMEA at Global Data Strategy Ltd. and Vice-Chair of the Data Management Association of the UK. Nigel has worked in Information Management for over 25 years, both as an in-house deliverer of Information Management solutions at British Telecommunications plc and subsequently as an external consultant to more than 150 clients, including British Gas, UK Environment Agency, Intel US and others. He also works as a part time project manager at Cardiff University's National Software Academy. Nigel is a sought after speaker at conferences on information management and is based in Cardiff, UK.

MIKE FERGUSON is Managing Director of Intelligent Business Strategies Limited. As an analyst and consultant he specialises in business intelligence / analytics, data management, big data and enterprise business integration. With over 40 years of IT experience, Mike has consulted for dozens of companies on business intelligence strategy, technology selection, enterprise architecture, and data management. He has spoken at events all over the world and written numerous articles. Formerly he was a principal and co-founder of Codd and Date Europe Limited – the

inventors of the Relational Model, a Chief Architect at Teradata on the Teradata DBMS and European Managing Director of Database Associates. Mike teaches in Data Warehouse Modernisation, Big Data Architecture & Technology, Centralised Data Governance of a Distributed Data Landscape, Practical Guidelines for Implementing a Data Mesh, Embedded Analytics, Intelligent Apps & AI Automation, Migrating Data Warehouse to the Cloud, Modern Data Architecture and Data Virtualisation.

THOMAS FRISENDAL is an experienced database professional with more than 30 years on the IT vendor side and as an independent consultant. He has worked with databases and data modeling since the late 70s. Since 1995 he primarily worked on data warehouse projects, but today he works mostly with graph database technology. Thomas has a strong urge to visualize everything as graphs – also datamodels.
What drives him most is turning data into information and knowledge. His approach to information-driven analysis and design can be called "New Nordic" in the sense that he aims to exploit traditional Nordic ambitions such as superior quality, functionality, reliability and innovation; looking for new ways of communicating the structure and meaning of the business context. Thomas provides consulting, reviews and recommendations to data-driven projects in areas like data architecture, data modeling, metadata recycling (transform legacy data models into new), business information analysis, incl. metadata and business vocabularies and database technologies, not least graph models. He is the author of *Graph Data Modeling for NoSQL and SQL*.

JAN VELDSINK MSC is a creative energetic new thinker, with passion for technology and people. He is speaker, senior advisor, trainer and coach specialized in Artificial intelligence and Interventions in organizations. His mission is to contribute to a secure and endurable environment within teams and organizations and teams. Working with AI since the last AI winter. At his work with some of the large banks in the Netherlands he applies AI within different Compliance and Fraud related topics. His expertise areas are Artificial Intelligence, Cyber security, Systems thinking, Serious gaming and Innovation.
Jan Veldsink is working as consultant and teacher on the subjects of Cybercrime, Artificial Intelligence, digital transformation, organizational development and innovation at Rabobank and Nyenrode Business Universiteit.
Jan is Lead Artificial Intelligence and Cognitive Technologies within Global FEC and Compliance department of the Rabobank. Working on MPC (Multi party secure computation), Machine Learning, Causal reasoning, XAI (Explainable AI), Case Based Reasoning, Neural Symbolic reasoning and AI Ethics.
At Nyenrode Jan is responsible for the MBA module AI and Digital Security program at Nyenrode. Other academic programs: Digital Transformation, Leadership and Change, System Thinking, Applying and organizing AI/ML.

TANJA UBERT is Lecturer at Rotterdam University of Applied Sciences at the CMI department, regarding all sorts of methodology, Design, Data engineering and Business Intelligence. She is co-author of the new Bachelor Applied Datascience & Artificial Intelligence (with Gabriella Obispa and Tony Busker). In addition, Tanja is Researcher in the Research team for Education and Learning Technology (called WOLT) as an expert on digital education design as well as advisor for the Datalab for Datascience/AI and Ethics. She has been lecturing for more than 15 years and still loving every second of it.
Tanja specializes in: Data Engineering/ Business Intelligence, Data and Data Warehouse Design (UML, Chen, Kimball, Nijssen), digital education design.
Tanja Ubert has been a speaker at the Data Modelling Zone Europe, The Knowledge Gap Munich, several talks for the KNVI Special Interest Group (SIG) Business Intelligence & Analytics. She has been lecturer for 12+ years at several universities of applied sciences in The Netherlands: Inholland, The Hague and Rotterdam.

HERMAN BENNEMA is CEO of Vektis, the leading healthcare information provider in the Netherlands. Mr Bennema is an experienced executive with an inherent strength of improving businesses based on analytical insight. Under his leadership, Vektis evolved from an organization focused on collecting healthcare claims-data to an information provider for the entire healthcare system in the Netherlands. Prior to Vektis, Mr Bennema was boardmember of Solera Netherlands, specializing in automobile related claims. Herman started his career as a technical officer in the Royal Netherlands Airforce after finishing his education at the Royal Military Academie. He also holds a graduate degree in business economics.

MATTHIJS STEL holds the position of manager Data Management & Analytics at Evides Water Company and brings over 18 year of experience in the energy and water sector in various managerial roles. After graduating Industrial Engineering and Management at the University of Twente and first jobs in telecom and consultancy, he joined Nuon (currently Vattenfall) in 2004. In 2017 he moved to Evides Water Company. In his current role of Manager Data Management & Analytics he is responsible for developing and executing the data strategy and leads the department Data Management & Analytics.

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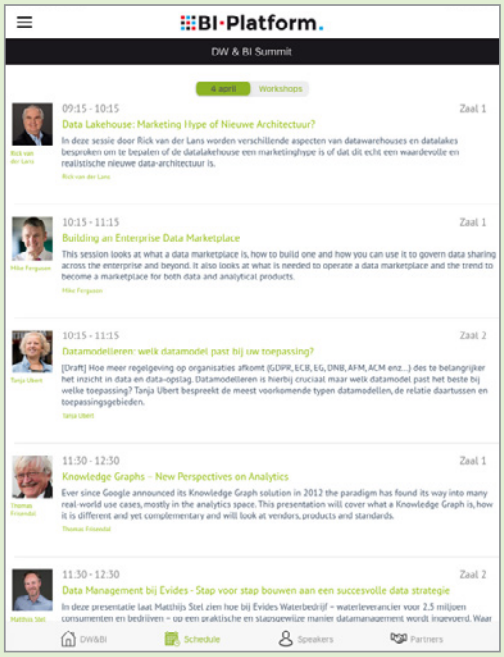


WORKSHOP APRIL 5

9:30 – 17:00

A DATA STRATEGY FOR BECOMING DATA DRIVEN

Becoming data driven will not be achieved by acquiring new technologies and tools alone. This seminar by Nigel Turner will outline the practical steps needed to produce an achievable data strategy and plan, and how to ensure that it becomes a living and agile blueprint for digital change.

In this digital world, it is becoming clear to many organisations that their success or failure depends on how well they manage data. They recognise that data is as a critical business asset which should be managed as carefully and actively as all other business assets such as people, finance, products etc. But like any other asset data does not improve itself and will decline in usefulness and value unless actively maintained and enhanced.

For any organisation a critical first step in maintaining and enhancing its data asset is to understand two critical things:

- How well does data support our current business model?
- How do we need to improve and develop it both to better sustain our current business and to enable our future business strategies and goals?

The primary purpose of a data strategy is to answer these two critical questions. For any data driven organisation a data strategy is essential because it serves as a blueprint for prioritising and guiding current and future data improvement activities. Without a data strategy, organisations will inevitably try to enhance their data assets in a piecemeal, disconnected, unfocused way, usually ending in disappointment or even failure. What's needed is a well crafted and coherent data strategy which sets out a clear direction which all data stakeholders can buy into. And as the famous US baseball player Yogi Berra once said, "If you don't know where you are going, you'll end up somewhere else."

This seminar will teach you how to produce a workable and achievable data strategy and supporting roadmap and plan, and how to ensure that it becomes a living and agile blueprint for change.

The seminar

In this full day seminar Nigel Turner will outline how to create and implement a data strategy. This includes:

- How data strategy and business strategy interrelate
- What a data strategy is (and is not) and what it should contain
- Building & delivering a data strategy – the key components and steps
- Managing and implementing a data strategy to ensure it continually aligns with changing business priorities and needs.

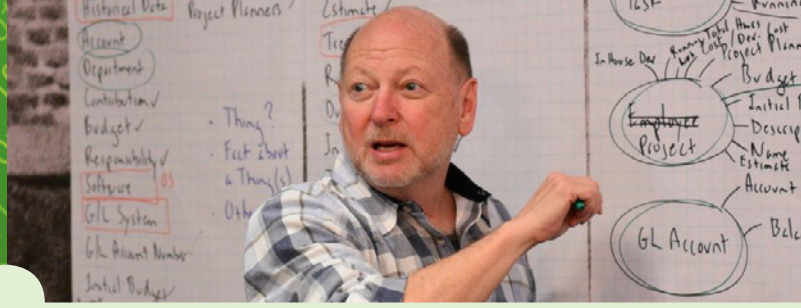
The seminar will take you through a simple and proven four step process to develop a data strategy. It will also include practical exercises to help participants apply the approach before doing it for real back in their own organisations, as well as highlighting some real world case studies where the approach has been successful.

Learning Objectives

- Know what a data strategy is, and why it is a 'must have' for digital organisations
- Understand the mutual relationship between business and data strategies
- Identify what a data strategy needs to include
- Understand and be able to apply a simple approach to developing a data strategy
- Analyse business goals and strategies and their dependence on data
- Highlight current data problems and future lost opportunities
- Make an outline business case for strategic action
- Assess current data maturity against required data capabilities
- Focus in on business critical data areas
- Identify required new or enhanced data capabilities
- Define and create an actionable roadmap and plan
- Secure stakeholder support and buy in
- Manage change and communication across the organisation
- Understand the crucial role of data governance in implementing and sustaining a data strategy
- Track data strategy deliverables and benefits
- Be aware of case studies of successful implementation of the approach
- Highlight software and other tools that can help to support and automate the delivery of the data strategy.

FOR DETAILED INFORMATION PLEASE VISIT WWW.ADEPTEVENTS.NL/DAS-EN

WORKSHOP APRIL 5



9:00 – 12:30

CONCEPT MODELLING FOR BUSINESS ANALYSTS

Concept Modelling (or Conceptual Data Modelling) has seen an amazing resurgence of popularity in recent years, and Alec Sharp illustrates the many reasons for this along with practical techniques and guidelines to ensure useful models and business engagement.

Whether you call it a conceptual data model, a domain model, a business object model, or even a "thing model," the concept model is seeing a worldwide resurgence of interest. Why? Because a concept model is a fundamental technique for improving communication among stakeholders in any sort of initiative. Sadly, that communication often gets lost – in the clouds, in the weeds, or in chasing the latest bright and shiny object. Having experienced this, Business Analysts everywhere are realizing Concept Modelling is a powerful addition to their BA toolkit. This session will even show how a concept model can be used to easily identify use cases, user stories, services, and other functional requirements.

Realizing the value of concept modelling is also, surprisingly, taking hold in the data community. "Surprisingly" because many data practitioners had seen concept modelling as an "old school" technique. Not anymore! In the past few years, data professionals who have seen their big data, data science/AI, data lake, data mesh, data fabric, data lakehouse, etc. efforts fail to deliver expected benefits realise it is because they are not based on a shared view of the enterprise and the things it cares about. That's where concept modelling helps. Data management/governance teams are (or should be!) taking advantage of the current support for Concept Modelling. After all, we can't manage what hasn't been modelled!

The Agile community is especially seeing the need for concept modelling. Because Agile is now the default approach, even on enterprise-scale initiatives, Agile teams need more than some user stories on Post-its in their backlog. Concept modelling is being embraced as an essential foundation on which to envision and develop solutions. In all these cases, the key is to see a concept model as a description of a business, not a technical description of a database schema.

This workshop introduces concept modelling from a non-technical perspective, provides tips and guidelines for the analyst, and explores entity-relationship modelling at conceptual and logical levels using techniques that maximise client engagement and understanding. We'll also look at techniques for facilitating concept modelling sessions (virtually and in-person), applying concept modelling within other disciplines (e.g., process change or business analysis,) and moving into more complex modelling situations.

Drawing on over forty years of successful consulting and modelling, on projects of every size and type, this session provides proven techniques backed up with current, real-life examples.

Topics include:

- The essence of concept modelling and essential guidelines for avoiding common pitfalls
- Methods for engaging our business clients in conceptual modelling without them realizing it
- Applying an easy, language-oriented approach to initiating development of a concept model
- Why bottom-up techniques often work best
- "Use your words!" – how definitions and assertions improve concept models
- How to quickly develop useful entity definitions while avoiding conflict
- Why a data model needs a sense of direction
- The four most common patterns in data modelling, and the four most common errors in specifying entities
- Making the transition from conceptual to logical using the world's simplest guide to normalisation
- Understand "the four Ds of data modelling" – definition, dependency, demonstration, and detail
- Tips for conducting a concept model/data model review presentation
- Critical distinctions among conceptual, logical, and physical models
- Using concept models to discover use cases, business events, and other requirements
- Interesting techniques to discover and meet additional requirements
- How concept models help in package implementations, process change, and Agile development

Learning Objectives:

- Understand the essential components of a concept model – things (entities) facts about things (relationships and attributes) and rules
- Use entity-relationship modelling to depict facts and rules about business entities at different levels of detail and perspectives, specifically conceptual (overview) and logical (detailed) models
- Apply a variety of techniques that support the active participation and engagement of business professionals and subject matter experts
- Develop conceptual and logical models quickly using repeatable and Agile methods
- Draw an Entity-Relationship Diagram (ERD) for maximum readability
- Read a concept model/data model, and communicate with specialists using the appropriate terminology.

FOR DETAILED INFORMATION PLEASE VISIT WWW.ADEPTEVENTS.NL/CMB-EN

WORKSHOP APRIL 5

13:30 – 17:00

UNDERSTANDING GRAPH TECHNOLOGIES

In this half-day workshop Thomas Frisendal will showcase what and how graph technologies imply from practical perspectives. He will also demonstrate how graph solutions are different as well as how traditional databases and graphs are complementary to each other. The combination of the two is really powerful, and, fortunately, relatively easy to implement.

Since Google announced its Knowledge Graph solution in 2012 graph database technologies have found their way into many organizations and companies. The graph database market has exploded over the last 10 years with at least 50 brand names today. International Standardization is coming – very soon SQL will be extended by functionality for property graph queries. A full international standard for property graphs, called GQL, will surface in late 2023 (from the same ISO committee that maintains the SQL standard).
Graph databases are generally quite easy to understand – the paradigm is intuitive and seems straightforward. In spite of that, the breadth and power of the solutions, one can create, are overwhelmingly impressive. The inclusion of graph technology dramatically enlarges the scope of analytics by enabling semi-structured information, semantic sources such as ontologies and taxonomies, social networks as well as schema-less sources of data. At the same time graph databases are much better suited for doing complex multi-joins analyzing large networks of data, opening up for advanced fraud detection etc. The Panama papers is the best-known example.
Finally graph theory is a mathematical discipline with a long history, which among other things have created graph algorithms for many complex analytics, such as clustering, shortest path, page rank, centrality and much more.

Learning objectives

- Understand graph parlance and paradigms
- Understand the principles of graph data modeling
- Understand "schema on read" approaches and use cases
- Investigate examples on the database language level

- Get a feel for the scope of graph solutions
- Get an overview of the vendors and technologies
- Get an understanding of the tools available
- Get a good feel for investigative analytics, graph algorithms and graphs in the ML context
- Get advice on how to get to play with graph tools
- Get references to good resources.

Who is it for?

- People, who architect, design and manage analytical solutions, looking for additional analytics power for complex business concerns
- People, who implement analytics
- People, who use analytics applications, tools and data to resolve business issues
- People, who have some experience with database query languages and/or query tools
- Business analysts
- Data and IT consultants.

Although code examples (in graph database query languages) will be used frequently, the audience is not expected to be proficient database developers (but even SQL experts will benefit from the workshop).

Workshop Course Outline

- Graph Models
  - Graph Theory, Property Graphs and data paradigms
  - Graph models compared to classic (relational) models
  - Schema less, first, last or eventually
  - The Flight Data Model as a property graph
- Graph Queries
  - Graph traversals and paths
  - Query languages, incl. international standards work in progress and a market overview
  - Loading, modifying and deleting Data
  - Profiling graph data
- Graph Analytics
  - Investigative analytics (Cypher examples)
  - Graph Algorithms
  - Graphs and Machine Learning
- Best Practises
- Resources
  - Literature
  - Websites
  - Getting started with a prototype.

It is a somewhat technical workshop, focusing on what and how, using examples. Business and architectural level information can be found in the knowledge graph session on the DW&BI Summit on April 4th.

FOR DETAILED INFORMATION PLEASE VISIT WWW.ADEPTEVENTS.NL/UGT-EN

INFORMATION
DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2023

DATE AND TIME
The conference will take place on April 4 and 5. On April 4 the programme starts at 9:00 am and ends at 4:45 pm. Registration commences at 8.00 am. On April 5 the workshops starts at different times, please check the website.

VENUE
The conference will be held at:
Van der Valk Hotel Utrecht
Winthontlaan 4-6
3526 KV Utrecht

Contact details hotel:
Tel. (+31)30 8000800
E-mail: utrecht@valk.nl
Website hotel: www.vandervalkhotelutrecht.nl.
On the hotel **website** you can find a full itinerary and directions. The hotel is located on a 35 minutes drive from Amsterdam Schiphol Airport and is also easily accessible by public transport.

HOW TO REGISTER
Please register online at **www.dwbisummit.com**. For registering by print, please scan the completed registration form and send this to **seminars@adeptevents.nl**. We will confirm your registration and invoice your company by e-mail therefore please do not omit your e-mail address when registering.

Please notice: If corona issues prevent us from running on-site or hybrid format, we will revert to fully virtual delivery.

REGISTRATION FEE
Early registration can save a significant amount. Below are the registration deadlines to obtain discount.

Options	On-premise April 4	Online
Best rate (ends January 31, 2023)	€ 520	€ 440
Early registration (Feb. 1 – Feb. 28, 2023)	€ 585	€ 495
Regular registration (starts March 1, 2023)	€ 650	€ 550

The registration fee for the full day workshop by **Nigel Turner** is only € 650 if combined with the conference. The fee for the half day workshops with **Alec Sharp** and with **Thomas Frisendal** is only € 370 if combined with the conference. On the **Adept Events** website you can register for these workshops separately if desired.

Delegates also gain four months access to the conference recordings so there's no need to miss out on any of the sessions that we run in parallel. Members of KNVI section BI&A as well as DAMA-members are eligable for 10 percent discount on the registration fee. All prices are VAT (21%) 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. Payment by credit card is also available for attendees. Please mention this in the Comment-field upon registration and find further instructions for credit card payment on our customer service page.

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.

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