



Donald Farmer

Alec Sharp

Rick van der Lans

Barry Devlin

Lawrence Corr

Jan Henderyckx

Marco Brattinga

Keith McCormick

John O'Brien

Tanja Ubert

Gabriella Obispa

Arjen Bouman

Niels Naglé

Vincent Goris

**UTRECHT + LIVE VIDEO STREAM**

**MARCH 29, 2022**

**LIVE STREAMING ONLY**

**MARCH 30, 2022**

# DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2022

Data Mesh, Analytics & Data Science, Data Governance, Cloud DWH, Data Modelling, DataOps

## Acclaimed speakers

Donald Farmer, Alec Sharp, Rick van der Lans, Barry Devlin, Lawrence Corr, Jan Henderyckx, Marco Brattinga, Keith McCormick, John O'Brien, Tanja Ubert, Gabriella Obispa, Arjen Bouman, Niels Naglé and Vincent Goris

- ▶ Data Mesh and Data Fabric data architecture frameworks and when does it apply?
- ▶ Semantic modeling and data lineage
- ▶ The effect of data minimization on data warehouses, data lakes, and data hubs
- ▶ A practical entry point to embedding ethics into your data team
- ▶ Hybrid modelstorming – starting in-person and completing in the cloud
- ▶ Deep Learning versus traditional machine learning
- ▶ Sharing enterprise data: security, privacy, governance, compliance
- ▶ Moving from a technology centric to an integrated data strategy
- ▶ Concept Modelling: an angst-free framework for developing definitions
- ▶ Building a business-driven roadmap for modern Cloud data architecture
- ▶ DataOps: challenges, best practices and lessons learned

## INFORMATION AND REGISTRATION:

**[WWW.DWBISUMMIT.COM](http://WWW.DWBISUMMIT.COM)**

If corona restrictions prevent us from running in-person at the venue in Utrecht on March 29, we will revert to virtual delivery only.

**MARCH 15, 17, 31 AND APRIL 7**

Pre/Post-conference halfday seminars by Alec Sharp, Donald Farmer, Keith McCormick and John O'Brien

**THE DATA-PROCESS CONNECTION**

**DATA AND ANALYTICS AS A LINE OF BUSINESS**

**PROFITING WITH PRACTICAL SUPERVISED MACHINE LEARNING**

**DATAOPS FOR BETTER AND FASTER ANALYTICS**



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**AdeptEvents**



# DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2022

Adept Events announces the first double hybrid conference. On the first day you can join us in Utrecht at our venue and all speakers will deliver In-Person sessions. On the second day you can only attend Online with all speakers delivering virtual sessions. Secondly, the conference on day-one in Utrecht will be hybrid as well, offering in-person delivery combined with live video streaming so that you can choose.

## Some topics that will be covered these days:

- Data Mesh and Data Fabric data architecture frameworks and when does it apply?
- Semantic modeling and data lineage
- The effect of data minimization on data warehouses, data lakes, and data hubs
- A practical entry point to embedding ethics into your data team
- Hybrid modelstorming – starting in-person and completing in the cloud
- Deep Learning versus traditional machine learning
- Sharing enterprise data: security, privacy, governance, compliance
- Moving from a technology centric to an integrated data strategy
- Concept Modelling: an angst-free framework for developing definitions
- Building a business-driven roadmap for modern Cloud data architecture
- DataOps: challenges, best practices and lessons learned

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 such as APG. Our line-up includes Donald Farmer, John O'Brien, Barry Devlin, Alec Sharp, Keith McCormick, Lawrence Corr, Jan Henderyckx, Marco Brattinga, Tanja Ubert, Gabriella Obispa, Arjen Bouman, Niels Naglé, Vincent Goris and Rick van der Lans. This top-tier line-up of speakers is eager to share their knowledge and experience with you.

## 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 & conference recordings

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). Delegates also gain four months access to the conference recordings so there's no need to miss out on any session.

## Break-out sessions with speakers

Following each presentation, the online participants have the opportunity to talk with the speaker in a separate break-out room. This is done in the well-known 'Zoom format' where everyone can see each other and unmute themselves. This takes place parallel to the conference program, which of course continues according to the schedule. If necessary, you can always review the video recording of (the start of) the next presentation.

# CONFERENCE OUTLINE



## TUESDAY, MARCH 29 IN-PERSON + LIVE STREAMING

### Session 1

**"Connecting the Dots – Creating Data Centric Business Value**  
Jan Henderyckx, Partner, BearingPoint

### Session 2

**The transition to the new pension system – Data management approach and tooling**  
Arjen Bouman, Datamanager, APG

### Session 3

**Enterprise Semantic Data Management**  
Marco Brattinga, Principal Consultant, Ordina

### Session 4

**Responsible Data Science**  
Tanja Ubert, Docent en researcher, Hogeschool Rotterdam  
Gabriella Obispa, Docent en researcher, Hogeschool Rotterdam

### Session 5

**DataOps – best practices and lessons learned**  
Niels Naglé, Data Solution Architect, Info Support  
Vincent Goris, IT Consultant, Info Support

### Session 6

**Data minimization: A new design principle for data architectures**  
Rick van der Lans, Managing Director, R20/Consultancy

## WEDNESDAY, MARCH 30 LIVE STREAMING ONLY

### Session 7

**Cutting Data Fabric and Mesh to Measure**  
Barry Devlin, Founder, 9sight Consulting

### Session 8

**Remote Data Modelstorming with BEAM: Lessons learnt from 2 years of data modeling training and consulting online**  
Lawrence Corr, Chief Data Modelstormer, DecisionOne Consulting

### Session 9

**Driving measurable value in Established Industries with Traditional Machine Learning**  
Keith McCormick, Data Science Consultant

### Session 10

**Building a Business-Driven Roadmap for Modern Cloud Data Architecture**  
John O'Brien, CEO and Principal Advisor, Radiant Advisors

### Session 11

**Openness and ownership – the balancing act of enterprise data**  
Donald Farmer, Director, TreeHive Strategy

### Session 12

**Concept Modelling – Engaging your Executives**  
Alec Sharp, Founder, Clariteq

## TUESDAY, MARCH 15 (13:30-17:00)

**Profiting with Practical Supervised Machine Learning**  
Keith McCormick, Data Science Consultant and Instructor

## THURSDAY, MARCH 17 (13:30-17:00)

**The Data-Process Connection**  
Alec Sharp, Founder, Clariteq

## THURSDAY, MARCH 31 (13:30 – 17:00)

**Data and Analytics as a Line of Business**  
Donald Farmer, Director, TreeHive Strategy

## THURSDAY, APRIL 7 (13:30 – 17:00)

**DataOps for Better and Faster Analytics**  
John O'Brien, CEO and Principal Advisor, Radiant Advisors

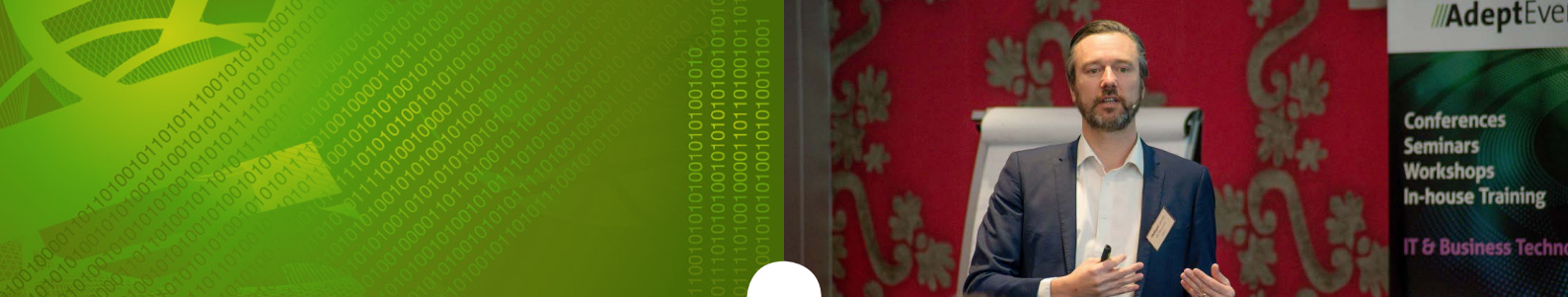
### Schedule March 29:

09:00 – 09:15 Opening  
09:15 – 10:05 Session 1  
10:10 – 11:00 Session 2  
11:00 – 11:20 Coffee break  
11:20 – 12:20 Session 3  
12:20 – 13:20 Lunch  
13:20 – 14:10 Session 4  
14:15 – 14:45 Case study  
14:45 – 15:00 Coffee break  
15:00 – 15:50 Session 5  
15:55 – 16:45 Session 6  
16:45 – 16:50 Closure

### Schedule March 30:

09:30 – 09:45 Opening  
09:45 – 10:35 Session 7  
10:45 – 11:35 Session 8  
11:45 – 12:35 Session 9  
12:35 – 13:30 Lunch  
13:30 – 14:20 Session 10  
14:30 – 15:00 Case study  
15:10 – 16:00 Session 11  
16:10 – 17:00 Session 12  
17:00 – 17:05 Closure





## 1. "Connecting the Dots – Creating Data Centric Business Value" *(Dutch spoken)*

**Jan Henderyckx, Partner, BearingPoint**

It's no longer about convincing management of the value of using data to create business value. The real question has now shifted to ensuring that the value is delivered in a sustainable way. Too many organizations still fail to actually get value from their data initiatives. What are the key elements that need to be put in place to ensure success? How do you move from a technology-centric to an integrated data strategy? How do we improve the data literacy of the stakeholders and ensure that the data products can be used effectively? With the regularity of the clock, we introduce new concepts such as data fabric and data mesh, where the question remains to what extent they solve problems or introduce new problems.

You will learn:

- Which aspects are really relevant to get value from your data
- How to increase the "data literacy" of your employees
- How more accurate data can contribute to better algorithms
- Why it is important to look not only at internal but also at external data
- Which technological solutions are needed to set up good data management
- Which data governance model can lead to the best results.

## 2. The transition to the new pension system – Data management approach and tooling *(Dutch spoken)*

**Arjen Bouman, Datamanager, APG**

With the arrival of the new pension system in The Netherlands, APG is facing a serious challenge: How to convert the pension rights of millions of participants to the new pension scheme? Datamanagement plays an important role in this transition. Arjen Bouman offers a look behind the scenes at this huge operation and shares his experiences and learnings that he has experienced during this process.

## 3. Enterprise Semantic Data Management *(Dutch spoken)*

**Marco Brattinga, Principal Consultant, Ordina**

The interest in the meaning of data is increasing. Data lineage – the traceability of data to its meaning and the reason for which the data is used – is becoming a critical success factor. Additionally, the increasing variety of data calls for a grip on the individual data sources. The lack of available data specialists makes it necessary to make available knowledge explicit. The introduction of a

distributed data architecture provides the final push to "clean up the attic of data".

The processing of data is therefore not only a logistical challenge, but also requires a reliable approach to map the meaning of data. This approach goes beyond the traditional description of the structure of the data warehouse: a semantic approach is required.

This semantic approach takes the *problem space* as the starting point for the description: the domain for which data is acquired. An accurate analysis and model of the domain is the basis for a translation to a model of the data itself as it manifests in the solution space. The result can be seen as a knowledge graph: a network of connected (linked) data, including the definition of this data and the lineage to the basis for this data in legislation, compliance guidelines and company definitions.

Such an approach is not only relevant for the data warehouse: the result is an explicit, unambiguous recording of the knowledge about the relevant data in an organization. Marco Brattinga takes you into the world of *enterprise semantic data management* through the following topics:

- The relevance of semantics for the data warehouse
- The knowledge graph: linking data by and with metadata
- The *problem space* versus the *solution space*
- Semantic modeling and data lineage
- The importance of an augmented data catalog
- Best-practices to implement data lineage.

## 4. Responsible Data Science *(Dutch spoken)*

**Tanja Ubert, Docent and researcher, Hogeschool Rotterdam**

**Gabriella Obispa, Docent and researcher, Hogeschool Rotterdam**

As data scientists, our impact on the world is growing more significant every day. But what are the concrete steps we can make to become more responsible data scientists? In this session, we introduce you to the realm of responsible data science and how to embed ethics into your technology. Tanja Ubert and Gabriella Obispa will share their vision on how we need to include responsibility into our work with data. What questions do we need to ask, what responsibility do we, as specialists, have to take on collecting, using and implementing data solutions in our world?

- Why responsible data science?
- A practical entry point to embedding ethics into your data team and organization
- Value sensitive design – values in your technology innovations



- Workshop self-assessment current projects, the data ethics framework: how to start implementing transparency, accountability and fairness: design the first version of a (redefined) guideline to start towards responsible data science
- Ethical dialogue: share insights in groups – the start of a community.

## 5. DataOps – best practices and lessons learned *(Dutch spoken)*

**Niels Naglé, Data Solution Architect, Info Support**  
**Vincent Goris, IT Consultant, Info Support**

Having the right data in the right place at the right time with the right quality, is becoming increasingly important for supporting business decisions, optimizing, automating and powering AI models. Just like with software development, you want to deliver new functionalities with premium quality much faster. You don't want to make new data, new insights, new AI models available to the user every month, but when it is ready for deployment. That is what DataOps can achieve in theory. But in practice one faces serious challenges that make it a lot more difficult to effectuate the DataOps process in an organization. For example, how to deal with development sandboxes and representative test data across systems.

In this session Niels Naglé en Vincent Goris will show what DataOps is and that it is not just DevOps for data. They will discuss the unique challenges, solutions for these challenges and their lessons learned.

- How does DataOps relate to DevOps and what are the differences?
- A roadmap to implement DataOps in your organization
- The effect on your teams and organization
- The importance of metadata, the data catalog and automation
- The challenges and practical solutions.

## 6. Data minimization: A new design principle for data architectures *(Dutch spoken)*

**Rick van der Lans, Managing Director, R20/Consultancy**

We've all seen studies that showed the enormous amounts of data that are created on this planet every day. However, a large part of this data is not new but copied data. In existing data architectures, such as data warehouses, a lot of copying is taking place. But modern architectures, such as data lakes and data hubs, also rely heavily on copying data. This rampant copying must be reduced. We don't always think about it, but copying data has many disadvantages, including higher data latency, complex

forms of data synchronization, more complex data security and data privacy, higher development and maintenance costs, and degraded data quality. It is time to apply the data minimization principle when designing new data architectures. This means that the aim is to minimize copied data. In other words, users gain more access to original data and move from data-by-delivery to data-on-demand. The latter corresponds to what has happened in the movie industry: from collecting videos at a store to video-on-demand. In short, data minimization means that we are going to 'Netflix' our data.

- The effect of data minimization on data warehouses, data lakes, and data hubs
- The network becomes the database
- Use of translytical databases, analytical databases, and data virtualization to apply data minimization
- Focus on business rules and not on data storage
- Examples of applying data minimization to existing data architectures.

## 7. Cutting Data Fabric and Mesh to Measure

**Barry Devlin, Founder, 9sight Consulting**

The data warehouse is over thirty years old. The data lake just turned ten. So, is it time for something new? In fact, two new patterns have recently emerged—data fabric and data mesh—promising to revolutionise the delivery of BI and analytics.

Data fabric focuses on the automation of data delivery and discovery using artificial intelligence and active metadata. Data mesh has a very novel take on today's problems, suggesting we must take a domain driven approach to development to eliminate centralised bottlenecks. Each approach has its supporters and detractors, but who is right? More importantly, should you be planning to replace your existing systems with one or the other?

In this session, Dr. Barry Devlin will explore what data fabric and mesh are, what they offer, and how they differ. We will compare them to existing patterns, such as data warehouse and data lake, data hub and even data lakehouse, using the Digital Information Systems Architecture (DISA) as a base. This will allow us to clearly see their strengths and weaknesses and understand when and how you might choose to move to one or the other.

What You Will Learn:

- Why we are seeing new patterns emerge
- What are data fabric and data mesh and how they differ
- Why you would want to use them
- What the roadblocks are to each



- Under what circumstances would you use them and where would you start.

## 8. Remote Data Modelstorming with BEAM: Lessons learnt from 2 years of data modeling training and consulting online

**Lawrence Corr, Chief Data Modelstormer, DecisionOne Consulting**

In this interactive session Lawrence Corr shares his thoughts and experiences on using visual collaboration platforms such as Miro and MURAL for gathering BI data requirements remotely with BEAM (Business Event Analysis and Modeling) for designing star schemas. Learn how visual thinking, narrative, a simple script with 7Ws and lots of real and digital Post-it™ notes can get your stakeholders thinking dimensionally and capturing their own data requirements with agility in-person and at a distance.

Attendees will have the opportunity to vote visually on a virtual whiteboard and should have their smartphones ready to send Lawrence some digital notes to play the '7W game' using the Post-it app.

This session will cover:

- Using BEAM (Business Event Analysis and Modeling) remotely to discover key business activity and define rich dimensional data sets
- Playing the 7W game as an icebreaker and introduction to BEAM
- Comparisons of key virtual whiteboard features in Miro, MURAL, InVision Freehand and LucidSpark
- Hybrid modelstorming – starting in-person with real Post-its, capturing work digitally and completing in the cloud
- BEAM modelstorming templates available in Miro and MURAL which you can use straight away

## 9. Driving measurable value in Established Industries with Traditional Machine Learning

**Keith McCormick, Data Science Consultant**

Deep Learning is so dominant in some discussions of AI and machine learning that many organizations feel that they need to try to keep up with the latest trends. But does it offer the best path for your organization? What is this technology all about and why should both executives and practitioners understand its history?

All business leaders know that they have to embrace analytics or be left behind. However, technology changes so rapidly that it is difficult to know who to hire, which technologies to embrace, and

how to proceed. The truth is that traditional machine learning techniques are a better fit for more organizations than chasing after the latest trends. The hyped techniques are popular for a reason so leaders with a responsibility for analytics need to have a high-level understanding of them.

Learning objectives

- Learn what makes Deep Learning so powerful and what are its limitations
- Understand why for many use cases traditional machine learning continues to be a much better option
- Learn the use cases in established industries where machine learning is driving measurable value
- Learn the industries and use cases where Deep Learning has made recent revolutionary progress and why
- Discuss the implications of these approaches for hiring and managing your analytics teams
- Learn how to maximize the value of your analytics portfolio by choosing the right projects and assigning the ideal resources.

## 10. Building a Business-Driven Roadmap for Modern Cloud Data Architecture

**John O'Brien, CEO and Principal Advisor, Radiant Advisors**

Companies rely on modern cloud data architectures to transform their organizations into the agile analytics-driven cultures needed to be competitive and resilient. The modern cloud reference architecture applies data architecture principles into cloud platforms with current database and analytics technologies. However, many organizations quickly get in over their head without a carefully prioritized and actionable roadmap aligned with business initiatives and priorities. Building such a roadmap follows a step-by-step process that produces a valuable communication tool for everyone to deliver together.

This session will cover the four significant steps to align the data strategy and roadmap with the business. We'll start with translating business strategy into data and analytics strategies with the Enterprise Analytics Capabilities Framework. This is followed with a logical modern cloud reference data architecture that can leverage agile architecture techniques for implementation as a modern data infrastructure on any cloud, hybrid or multi-cloud environment. This will provide the basis for drilling deeper into architecture patterns and developing proficiency with DataOps and MLOps.

This session will cover:

- How to identify and translate business priorities into analytic capabilities





- How the Enterprise Analytics Capabilities Framework guides architecture roadmaps
- Modern data architecture components: data lake, DW, data hubs, and sandboxes
- Modern architecture patterns: polyglot persistence, data lakehouse, data fabric, data mesh
- Modern integration architecture components: ingestion, data pipelines, event streaming
- Modern data infrastructure on AWS, Azure, and GCP.

## 11. Openness and ownership – the balancing act of enterprise data

### Donald Farmer, Director, TreeHive Strategy

The role of data in business processes has never been more critical. But as we develop new technologies and new skills it feels like we meet new dilemmas at every turn. Concerns about governance and compliance seem to conflict with demands for agility and collaboration. The expanding scope of the data we work with brings new ethical concerns to light.

So, are we doomed to a constant struggle for control of our data assets? I don't think so. In this session, I'll sketch out a provocative, but hopefully useful idea – that we have confused ownership and accountability, governance and compliance, openness and collaboration. We'll look at some potentially new approaches, which aim to resolve some of the complex puzzles of enterprise data.

- Getting to know your enterprise data – do you really know what you have?
- Why would anyone share enterprise data?
- Security, privacy, governance, compliance – the essential differences
- The process of data sharing
- Catalogs vs Warehouses vs Lakes
- Roles and responsibilities in data ownership.

## 12. Concept Modelling – Engaging your Executives

### Alec Sharp, Founder, Clariteq

We have all heard “This is the golden age of data” and “Data is the new oil” but that does not necessarily mean your senior executives are anxious to participate in Conceptual Data Modelling / Concept Modelling. The speaker recently had an interesting exception to the reluctance of senior executives to participate in data modelling. Led by the Chief Strategy Officer, a group of C-level executives and other senior leaders at a mid-size financial institution asked Alec to facilitate three days of Concept Modelling sessions.

Fundamentally, a Concept Model is all about improving communication among various stakeholders, but the communication often gets lost – in the clouds, in the weeds, or somewhere off to the side. This is bad enough in any modelling session, but is completely unacceptable when working at the C-level. Drawing on forty years of successful consulting and modelling experience, this presentation will illustrate core techniques and necessary behaviors to keep even your senior executives involved and engaged,

Key points in the presentation include:

- What got the executives interested in the first place
- How we prepared for and structured the sessions
- How we communicated with the executives before, during, and after the sessions
- An angst-free framework for developing definitions
- The evolution of the Concept Model evolved, and the crucial findings
- The executives' reaction during the retrospective.



# INTERNATIONALLY ACCLAIMED SPEAKERS



**DONALD FARMER**, principal of TreeHive Strategy, is an internationally-known advisor to analytics vendors, investors and enterprises. His background is very diverse, having applied data analysis techniques in scenarios ranging from fish farming to archaeology. He worked in

award-winning start-ups in the UK and Iceland and spent 15 years at Microsoft and at Qlik leading teams designing and developing new enterprise capabilities in data integration, data mining, self-service analytics, and visualization. Donald specializes in helping his clients to develop advanced strategies for analytics, innovation and design, especially taking advantage of new technologies and techniques.



**ALEC SHARP**, a senior consultant with Clariteq Systems Consulting, has deep expertise in a rare combination of fields – business analysis and requirements specification, data modelling, strategy development, facilitation, and, of course, business process modelling, analysis,

and design. His 35 years of hands-on consulting experience, practical approaches and global reputation in model-driven methods have made him a sought-after advisor in locations as diverse as Ireland, Illinois and India.

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 – he is the author of the second edition of “Workflow Modeling: Tools for Process Improvement and Application Development.” (Artech House, 2009) The book is popular with professionals in the field of process improvement, business analysts, and consultants, is a continuing bestseller in the area of business process improvement, 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 popular workshops “Working With Business Processes,” “Advanced Business Process Techniques,” “Business-Oriented Data Modelling,” “Advanced Data Modelling,” and “Requirements Modelling” are conducted on four or five continents each year, at many of the world’s best-known organisations. His classes are practical and energetic, 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-analyst worldwide on the Analytica Influencer List.



With 30 years of experience delivering value through data strategy, architectures, and analytics **JOHN O'BRIEN** has a unique perspective that comes from key roles as a practitioner, consultant, and vendor CTO in the data analytics industry. As a recognized thought

leader, he has been publishing articles, teaching, and presenting at conferences in North America and Europe for more than 15 years. His knowledge in designing, building, and growing enterprise data systems and teams brings real-world insights to each role and phase within a data program. John provides research, strategic advisory services, and mentoring to guide companies in meeting the demands of next-generation data management, architecture, analytics, and emerging technologies.





**DR. BARRY DEVLIN** is among the foremost authorities on business insight and one of the founders of data warehousing, having published the first architectural paper in 1988. With over 30 years of IT experience, including 20 years with IBM as a Distinguished Engineer, he is a widely respected analyst, consultant, lecturer and author of the seminal book, "Data Warehouse—from Architecture to Implementation" and numerous white papers. His 2013 book, "Business unIntelligence—Insight and Innovation beyond Analytics and Big Data" is available in both hardcopy and e-book formats.

As founder and principal of 9sight Consulting, Barry provides strategic consulting and thought-leadership to buyers and vendors of BI solutions. He is continuously developing new architectural models for all aspects of decision-making and action-taking support. Now returned to Europe, Barry's knowledge and expertise are in demand both locally and internationally. Barry was one of the speakers at a previous edition of our yearly conference, the Data Warehousing & Business Intelligence Summit.



**LAWRENCE CORR** is a leading international BI consultant and former Ralph Kimball Associate. He is the author of *Agile Data Warehouse Design: Collaborative Dimensional Modeling, from Whiteboard to Star Schema*, an Amazon #1 bestseller in data warehousing and database design. Lawrence has worked on data warehousing projects in the US, Europe, the Middle East and Africa within healthcare, telecoms, broadcasting, higher education, financial services and retail, helping organizations benefit from simpler, more inclusive requirements modeling techniques. Lawrence is working on his new book *Data Modelstorming: Using BEAM to Design the Data Everyone Wants*.



**JAN HENDERYCKX** is trusted advisor, speaker and author who has been active in the field of Information Management and Information Governance and strategy since 1986. He has presented, moderated and taught workshops at many international conferences and User Group meetings worldwide. Jan's experiences, combined with information architecture and management expertise, have enabled him to help many organisations to optimise the business value of their information assets.

Jan is partner at BearingPoint, a Belgian based consultancy company focusing exclusively on information management and data insight. BearingPoint is not tied to specific vendors and cares for delivering vendor neutral advice. The teams distinctive experience and no nonsense approach, quickly enables businesses to make the most out of their data.

Jan is also Director of the Belgium and Luxembourg chapter of DAMA (Data Management Association) and is a DAMA International Board member being the Chair of the Presidents Council. He has published articles in many leading industry journals, and has been awarded numerous best speaker awards. Jan holds the DAMA-I Certified Data Management Professional and Data Governance and Stewardship certificates at the mastery level. He was one of the speakers at a previous edition of our yearly conference, the Data Warehousing & Business Intelligence Summit.



**IR. MARCO BRATTINGA, MSC**, is Ordina's senior principal expert for intelligent data-driven organizations. Marco studied Information Technology at the University of Twente. He has more than 20 years of experience as a data architect and consultant in the public sector. Since 2011 he has been working on semantic technology for data management challenges, such as the modeling and exchange of information between organizations, in particular the semantic description of datasets and the understanding of legal texts. Marco is a well-known speaker at national and international conferences and is actively involved in various communities that stimulate semantic technology in the public sector. He is the co-founder of the Dutch citizen's initiative "slimmer-met-regelgeving", that stimulates the use of digital innovation in the execution of legislation.



**KEITH MCCORMICK** is a highly accomplished professional senior consultant, mentor, and trainer, having served as keynote and moderator at international conferences focused on analytic practitioners and leadership alike. Keith has leveraged statistical software since 1990 along with deep expertise utilizing popular industry advanced analytics solutions such as IBM SPSS Statistics, IBM SPSS Modeler, KNIME Analytics Platform, popular open source and other tools involving text and big data analytics. Keith McCormick has guided organizations to establish highly effective analytical practices across industries, to include public sector, media, marketing, healthcare, retail, finance, manufacturing and higher education. He holds a very unique blend of tactical and strategic skill along with the business acumen to ensure superior project design, oversight and outcomes that align with organizational targets.



**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

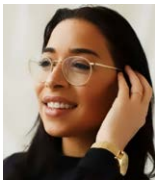


Intelligence (with Gabriella Obispa and Tony Busker). In addition, Tanja is Researcher in the Research team for Education and Learning Technology (called WOLT) as an expert on digital education design as well as advisor for the Datalab for Datascience/AI and Ethics. She has been lecturing for more than 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.

on utilizing modern data platforms and delivering training at the Info Support knowledge center.



**VINCENT GORIS** is a Young Professional with a passion for Data & AI. From his Business Informatics background with a focus on Data Science, he sees the possibilities to make an impact for the business. Mainly experienced with data exchange in the healthcare domain.



**GABRIELLA OBISPA** is a lecturer in Technology Law & Ethics at Rotterdam University of applied sciences at the CMI department. Co-developer for the new Bachelor Applied Data Science & AI. She is Lecturer – Researcher: gender & technology for the programme Responsible

Technology at Rotterdam University of applied sciences at the CMI department.



**ARJEN BOUMAN** is Data Manager at APG, with 4.5 million participants the largest pension administrator in the Netherlands. Arjen has worked in the pension sector for more than 20 years. First in advisory roles, later in management positions where he was

responsible for the implementation of various pension funds. With the rise of Data Management, Arjen made the switch from pension execution to Data Management. Driven by the thought that participants will only receive the pension benefits to which they are entitled if the underlying data is of the right quality and meaning, he and his team at APG laid the foundation for data management. Data quality remains at the core of that.



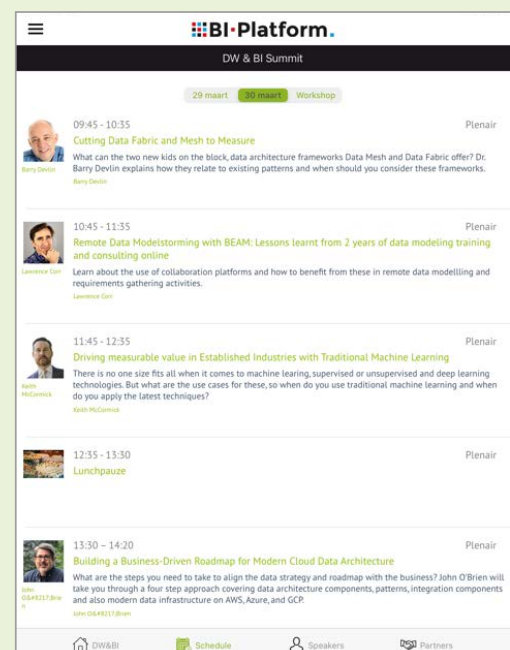
**NIELS NAGLÉ** is an experienced Data & AI Consultant – Architect, Chapter Lead Data & AI, trainer and speaker at Info Support. As a consultant he specializes in data & Analytics solutions, business intelligence, modern data platforms, data mesh, Artificial Intelligence, data management, Machine Learning. Niels has consulted for a wide variety of companies in diverse sectors on enterprise data and analytics, data management, self-service BI etc. He is passionate about data and loves to share his experiences and expertise with like-minded individuals and organizations unlocking their data dividend. Currently working as architect, on designing, implementing and supporting organizations and teams

## CONFERENCE APP



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# HALF DAY SEMINARS

MARCH 15, 2022

## PROFITING WITH PRACTICAL SUPERVISED MACHINE LEARNING

**Practical half day seminar on getting started with Supervised machine learning by Keith McCormick. How do you decide when to use Supervised versus Unsupervised machine learning? How to properly prepare data for different kinds of supervised models and how can data preparation be automated in parallel with the model if deployment is to succeed?**

Regression, decision trees, neural networks—along with many other supervised learning techniques—provide powerful predictive insights. Once built, the models can produce key indicators to optimize the allocation of organizational resources. New users of these established techniques are often impressed with how easy it all seems to be. Modeling software to build these models is widely available but often results in disappointing results. Many fail to even recognize that proper problem definition was the problem. They likely conclude that the data was not capable of better performance.

The deployment phase includes proper model interpretation and looking for clues that the model will perform well on unseen data. Although the predictive power of these machine-learning models can be very impressive, there is no benefit unless they inform value-focused actions. Models must be deployed in an automated fashion to continually support decision-making for residual impact. The instructor will show how to interpret supervised models with an eye toward decisioning automation.

### The seminar

In this half-day seminar, Keith McCormick will overview the two most important and foundational techniques in supervised machine learning, and explain why 70-80% or more of everyday problems faced in established industries can be addressed with one particular machine learning strategy. The focus will be on highly practical techniques for maximizing your results whether you are brand new to predictive analytics or you've made some attempts but have been disappointed in the results so far. Veteran users of these techniques will also benefit because a comparison will be made between these traditional techniques and some features of newer techniques. We will explore that while tempting, the newer techniques are rarely the best fit except in a handful of niche application areas that many organizations will not face (at least not in the short term). Participants will leave with specific ideas to apply to their current and future projects.

### Learning Objectives

- When to apply supervised or unsupervised modeling methods
- Options for inserting machine learning into the decision making of your organization



- How to use multiple models for value estimation and classification
- How to properly prepare data for different kinds of supervised models
- Interpret model coefficients and output to translate across platforms and languages, including the widely used Predictive Modeling Markup Language (PMML)
- Explore the pros and cons of "black box" models including ensembles
- How data preparation must be automated in parallel with the model if deployment is to succeed
- Compare model accuracy scores to model propensity scores that drive decisions at deployment.

FOR DETAILED INFORMATION PLEASE VISIT [WWW.ADEPTEVENTS.NL/SML-EN](http://WWW.ADEPTEVENTS.NL/SML-EN)

MARCH 17, 2022

## THE DATA-PROCESS CONNECTION

**Alec Sharp illustreert de vele manieren waarop conceptmodellen (conceptuele datamodellen) procesverandering en business analyse ondersteunen.**

Whether you call it a conceptual data model, a domain map, a business object model, or even a "thing model," a concept model is invaluable to process and architecture initiatives. Why? Because processes, capabilities, and solutions act on "things" – Settle Claim, Register Unit, Resolve Service Issue, and so on. Those things





# HALF DAY SEMINARS

are usually “entities” or “objects” in the concept model, and clarity on “what is one of these things?” contributes immensely to clarity on what the corresponding processes are.

After introducing methods to get people, even C-level executives, engaged in concept modelling, we’ll introduce and get practice with guidelines to ensure proper naming and definition of entities/concepts/business objects. We’ll also see that success depends on recognising that a concept model is a description of a business, not a description of a database. Another key – don’t call it a data model!

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

## Topics include:

- Concept modelling essentials – things, facts about things, and the policies and rules governing things
- “Guerrilla modelling” – how to get started on concept modelling without anyone realising it
- Naming conventions and graphic guidelines – ensuring correctness, consistency, and readability
- Concept models as a starting point for process discovery
- Practical examples of concept modelling supporting process work, architecture work, and commercial software selection.

FOR DETAILED INFORMATION PLEASE VISIT [WWW.ADEPTEVENTS.NL/DPC-EN](http://WWW.ADEPTEVENTS.NL/DPC-EN)

MARCH 31, 2022

## DATA AND ANALYTICS AS A LINE OF BUSINESS

**Practical workshop by Donald Farmer on how to leverage on your analytics efforts and developing this into a line of business.**

By the end of this workshop your team will have a sound understanding of how data and analytics can expand, enhance and strengthen your business and your relationships with clients.



You’ll have some practical guidelines for strategy, messaging and design which can get you started on your own analytics journey.

## Learning objectives

- The nature of data as asset
- The importance of analytics to realising that value
- Ways in which data and analytics can be developed as a line of business
- Simple models for data and analytics as a line of business
- The value of benchmarking
- How to encourage and support internal and external communities
- How to be strategically more agile when creating data and analytics lines of business
- Addressing ethics and governance concerns.

FOR DETAILED INFORMATION PLEASE VISIT [WWW.ADEPTEVENTS.NL/DAB-EN](http://WWW.ADEPTEVENTS.NL/DAB-EN)

APRIL 7, 2022

## DATAOPS FOR BETTER AND FASTER ANALYTICS

**In this half day virtual tutorial John O’Brien will explain the benefits of the DataOps methodology to improve on your Analytics.**

Adopting the DataOps Methodology is helping agile teams deliver data and analytics faster and more manageable in modern data infrastructure and ecosystems. DataOps is critical for companies to become resilient with data and analytics delivery in a volatile and uncertain global business environment. Going beyond DevOps for continuous deployments, DataOps leverages principles from other disciplines to evolve data engineering and management.

Companies need data and analytics more than ever to be agile and competitive in today’s fast-changing environment. DataOps can be an enterprise-wide initiative or an independent agile delivery team working to improve how they deliver data analytics for their customer. Gaining traction takes time and ongoing support.

## This seminar will cover:

- The challenges in current data environments and IT
- What DataOps is and how it differs from other approaches
- Which principles and technologies to focus on initially
- How to adopt DataOps to speed analytics development and delivery
- How to continuously engineer, deploy, and operationalize data pipelines with automation and monitoring
- Setting expectations and planning for DataOps maturity.

FOR DETAILED INFORMATION PLEASE VISIT [WWW.ADEPTEVENTS.NL/DOP-EN](http://WWW.ADEPTEVENTS.NL/DOP-EN)

# INFORMATION DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2022



## DATE AND TIME

The conference will take place on March 29-30, 2022. On March 29 the programme starts at 9:00 am and ends at 4:45 pm. Registration commences at 8.00 am. On March 30 the programme starts at 9:30 am and ends at 5:00 pm.

## 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](mailto:utrecht@valk.nl)  
Website hotel: [www.vandervalkhotelutrecht.nl](http://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](http://www.dwbisummit.com). For registering by print, please scan the completed registration form and send this to [seminars@adeptevents.nl](mailto: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.

## REGISTRATION FEE

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

| Options   | On-premise<br>March 29<br>and Online<br>March 30 | On-premise<br>day-1<br>(March<br>29th) | Online<br>both days | Online one<br>day |
|---|--|--|---------------------|-------------------|
| Best rate (ends<br>December 31, 2021)                     | € 680  | € 416                                  | € 480               | € 264             |
| Early registration<br>(January 1 -<br>February 15, 2022)  | € 765  | € 468                                  | € 540               | € 297             |
| Regular registration<br>(16 February -<br>March 29, 2022) | € 850  | € 520                                  | € 600               | € 330             |

The registration fee for each half day virtual seminar by **Alec Sharp, Donald Farmer, Keith McCormick** or **John O'Brien** is only 250 Euros if combined with the conference.

Delegates also gain four months access to the conference recordings so there's no need to miss out on any session. Members of KNVI section BI&A as well as DAMA-members are eligible 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 only available for attendees from countries outside the IBAN region. Please 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.

## 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



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