

DATA WAREHOUSING

AN OVUM BUTLER GROUP STRATEGY FORUM

Building Trustworthy Data Foundations for Business Insight

Introduction

Although, data warehousing has been an established technology in one guise or another for some 10–15 years it is going through something of a renaissance recently. A number of developments and new approaches to data warehousing are helping to bring the technology within the reach of more organisations as well as address the bigger issues of performance and scalability. The new age of data warehousing enlightenment started with packaged data warehouses and has continued with appliances, analytical databases and more recently with data warehousing and ETL on-demand – thanks to the development of the cloud computing paradigm.

The driver for new data warehousing technology is the desire to reduce the cost, risk and complexity of the process, while still maintaining the significant business value a data warehouse can bring. Large-scale multi-terabyte sized data warehouses are becoming more and more common in today's IT landscape as organisations look to exploit the realms of data for better business effect. Operational data and click-stream analysis are two such examples of warehousing applications that require the storage, management and analysis of extremely high volumes of data. Similarly, the future adoption of RFID applications is expected to further drive requirements for even larger amounts of data storage and analysis.

While large-scale data warehousing can provide significant competitive advantages for organisations, in the past, the high risk factors involved in its implementation became widely talked about. For many, the pain point in large-scale data warehousing boiled down to the considerable cost of acquiring the IT infrastructure, its implementation and ongoing support. Even today, multimillion-dollar investments are not unheard of in data warehousing circles. Often, the success or failure of large-scale data warehousing projects for many companies lies between managing some competing and interrelating factors. It involves balancing the complexity of a large-scale IT project of this nature, managing its cost and risks, while continuing to drive out as much business value as possible. This is an old and recurring problem for many organisations, but a problem that needs to be resolved given the increasing demand to manage and exploit information assets in a more cost-effective way.

Large-scale data warehouses by their very nature are complex; they typically require higher levels of storage and data management; they can be subject to vast amounts of data quality issues, and have a requirement to service large numbers of users with a large number of analysis needs. This complexity causes some familiar problems for data warehousing applications, namely: slow query response times, slow data warehouse processing and load times, higher development, implementation and support costs.

The recent developments in data warehousing technology aim to address some of the challenges that organisations face when building a data warehouse as well as its cost and performance issues. Butler Group's Data Warehousing Strategy Forum will examine these in more detail and will provide thought leading keynote sessions on the subject.

Sarah Burnett
Senior Analyst
OVUM Butler Group



About Strategy Forums

OVUM Butler Group Strategy Forums are a series of half-day conferences and exhibitions, targeted at senior IT and business executives, with 40 to 60 attendees at each event. Focusing on key technologies that our clients are about to adopt, each Strategy Forum offers practical advice on how to incorporate and implement major technologies into IT strategies. This is delivered to delegates through our unique Strategy Forum format that has led to these events becoming widely regarded as the *de facto* platform for both end-users and vendors to participate in a themed technology debate.

Keynote Presentations

Given by Sarah Burnett (Senior Analyst) and Senior representatives from Primary Sponsors to help delegates understand how they might plan to create value through Data Warehousing.

Case Studies

Provided by Primary Sponsors, these help delegates understand how creating value through Data Warehousing can be used to gain business advantage, directly from end-user organisations.

Exhibition

The Sponsors will be joined by a number of additional vendors for the exhibition, providing delegates with an enhanced understanding of major vendors in the Data Warehousing arena.

Key Topics

- Data warehousing fundamentals
- Data quality matters
- Data warehouse appliances
- Analytical databases
- The business benefits of analytics
- Powering the organisation with BI
- Guidance on Data Management strategies
- Green IT developments in data warehousing technology

Examples of vendors who have sponsored previous Strategy Forums:



Sponsorship Package

Primary Sponsor

- 45-minute presentation with the opportunity to introduce a Case Study Presentation presented by the client (optional but preferred).
- Premium position Exhibition Stand space.
- Full Marketing Exposure, including corporate logo on event Web site and collateral.
- Delegate list and contact details – post event.
- PDF of event brochure for own use.

Standard Sponsor

- 30-minute presentation with the opportunity to introduce a Case Study Presentation presented by the client (optional but preferred).
- Exhibition Stand space.
- Full Marketing Exposure, including corporate logo on event Web site and collateral.
- Delegate list and contact details – post event.
- PDF of event brochure for own use.

What Next?

Due to the limited number of sponsorship opportunities, coupled with the popularity of these events, we strongly advise that you contact Butler Group to secure your participation:

Tel: 0800 083 8734

E-mail: interest@ovum.com

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