



TDWISM
CHAPTER
FINLAND

From Business Intelligence to Fully Integrated Enterprise IT

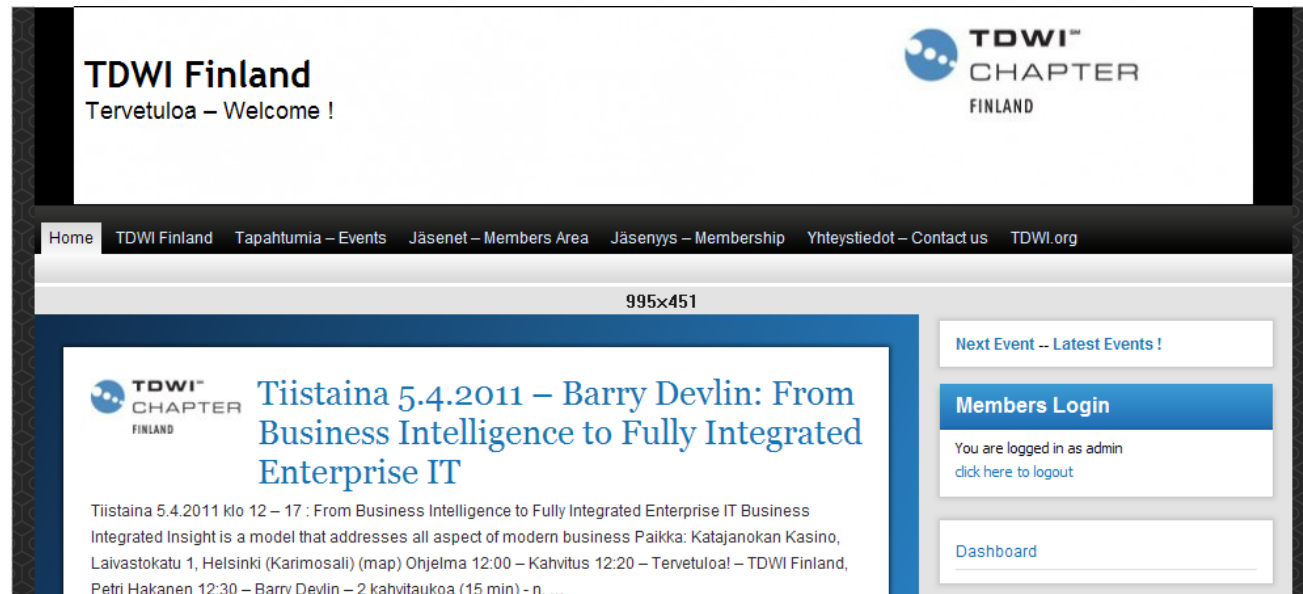
TDWI Finland, 5.4.2011

Agenda

- 12.00-** Coffee
- 12.20-** **Welcome! – TDWI Finland, Petri Hakanen**
- 12.30-** Barry Devlin
- 14.00-14.15** Coffee Break
- 15.30-15.45** Coffee Break
- ~16.30** Barry's presentation ends
- ~16.30-17.00** Networking, discussions, coffee+refreshments
- 17.00** The Event to End

TDWI Finland - Tuoreita

- Verkkosivusto – <http://www.tdwi.fi>
- Seuraava jäsentapahtuma - Yhdistyksen kevätkokous tiistaina 24.5. iltapäivällä



The screenshot shows the TDWI Finland website homepage. The header includes the TDWI Finland logo and the text "Tervetuloa – Welcome!". The navigation menu contains links for Home, TDWI Finland, Tapahtumia – Events, Jäsenet – Members Area, Jäsennyys – Membership, Yhteystiedot – Contact us, and TDWI.org. The main content area features a large blue banner for an event titled "Tiistaina 5.4.2011 – Barry Devlin: From Business Intelligence to Fully Integrated Enterprise IT". The event details include the date and time (5.4.2011 klo 12 – 17), the location (Katajanokan Kasino, Laivastokatu 1, Helsinki), and the program (12:00 – Kahvitauko, 12:20 – Tervetuloa!, 12:30 – Barry Devlin – 2 kahvitaukoa (15 min) - n...). The right sidebar contains a "Next Event -- Latest Events!" section, a "Members Login" section with a "You are logged in as admin" message and a "click here to logout" link, and a "Dashboard" section.

Johdantoa

From Business Intelligence to Fully Integrated Enterprise IT

The original Data Warehouse separated decision-support from day-to-day operations. However, decision-making and action-taking are now tightly bound; business cycles are much shorter and span company boundaries. The Business Integrated Insight (BI2) architecture thus **reintegrates all the processes and information of the business**, starting from the DW and incorporating SOA, distributed access, web technologies, content management and specialised databases and more. BI2 is designed to evolve to full enterprise IT integration. It also addresses current BI issues: operational and executive BI, information discovery and innovation, and enterprise-wide decision management.

- Technical and business rationale for a new architecture
- Structure and components of BI2
- A new layered framework: People, Process, Information
- Implications of new database technologies – Hard and Soft information together, Big Data
- The role of SOA in ETL and metadata delivery
- Integrating unstructured and structured data
- Use of Web / Enterprise 2.0
- Practical steps to move from your current data warehouse to BI2

Barry Devlin, bloggauksia liittyen tämän päivän esitykseen:

BI for the People :

http://www.b-eye-network.com/blogs/devlin/archives/2011/03/bi_for_the_peop.php

“Traditional BI typically sees people in two roles. First, they are the largely passive and individual receivers of information via reports or even dashboards. Once that information is delivered, the classic BI tool bows out; even though the real value of the process comes only when the decision is made and the required action initiated. Furthermore, the traditional BI process fails to link the action taken to results that can be measured in the real world...”

From BI to Process Integration :

http://www.b-eye-network.com/blogs/devlin/archives/2011/03/from_bi_to_proc.php

“While BI departments and practitioners invariably focus on the information of the enterprise, my experience is that business people pay little attention to information in itself. They focus almost entirely on the activities they need to fulfill their responsibilities and the sequence and linkage between these tasks.”

From BI to Enterprise IT Integration :

http://www.b-eye-network.com/blogs/devlin/archives/2011/03/from_bi_to_ente.php

“Pre-defined reports have become even less interesting in the face of innovative data mining and predictive analytics in the big data environment. And the information we can use to gain analytic value has expanded in variety and volumes beyond our wildest dreams.”

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