

What the data management professional needs to know about the latest trends and technologies

If your job functions include data architecture, analysis, or modeling, you need to understand the latest trends and technologies and their impact on our world. This one day seminar explores each of these trends and technologies along with the challenges and opportunities it presents for the data management professional. Topics include cloud computing, mashups, unstructured data, columnar databases, XML, and agile. In each section there are a number of challenges that we will tackle as a group which will prepare you for handling these challenges on the job.

You will learn

- ☑ The value of the Cloud Computing Data Model
- ☑ The difference between SaaS, PaaS, and IaaS
- ☑ The real unpublished concerns with cloud computing
- ☑ The proactive and reactive ways we will be involved in cloud computing
- ☑ How you could become the next Cloud Cowboy Liaison or Cloud Mapper
- ☑ Why enterprise mashups have the potential to rock our world more than any Enterprise Resource Planning (ERP) package
- ☑ The analysis and design challenges with creating Bashups
- ☑ How to clearly distinguish structured from semi-structured from unstructured data
- ☑ The extra responsibility unstructured data requires from the data analyst, architect, and modeler
- ☑ Why columnar databases will lead to the return of normalization and 5NF
- ☑ How XML industry standards can facilitate an enterprise data modeling effort
- ☑ About the agile framework and how it can be used for good (or evil)
- ☑ The two critical factors that need to accompany Scrum for organization success

Who should attend

- Analysts
- Architects
- Data modelers
- Database administrators
- Developers
- Project managers
- Testers

Speaker

Steve Hoberman is a world-recognized innovator and thought-leader in the field of data modeling. He has worked as a business intelligence and data management practitioner and trainer since 1990, and is a popular and frequent presenter at industry conferences, both nationally and internationally. Steve is a columnist and frequent contributor to industry publications, as well as the author of **Data Modeler's Workbench**, **Data Modeling for the Business**, and **Data Modeling Made Simple**. He is the founder of the Design Challenges group and inventor of the Data Model Scorecard®.