



BUILDING THE UNSTRUCTURED DATA WAREHOUSE

A master class/work shop taught by Bill Inmon

April 30 – May 2, 2008 at Genesee Academy, Golden Colorado

For years organizations have built data warehouses based on structured, transaction based data. And those data warehouses have been the backbone of corporate Business Intelligence.

However, organizations have a plethora of textual data – medical records, human resource, insurance claims, contracts, patents, reports, articles, warranties, and so forth. Traditionally this textual data has not found its way into a data warehouse. As a consequence, textual data has never been a part of the analytical environment. And that is a shame, because some of the most important data in the corporation resides in these documents in a textual format.

Many organizations have stored their textual documents in ECM technology, such as Documentum. But once stored in ECM technology, the information contained in those documents is locked away. Doing analytical processing against data stored in ECM technology is very awkward and difficult to do. Now, important textual information can be freed and made available for textual analytical processing.

With recent advances, you can easily and quickly go from textual data to standard relational data bases. Once in a standard relational data base, you can then use Business Intelligence tools to do analysis. You can leverage the Business Intelligence environment that you already have in place.

There are many reasons why textual data has traditionally not fit into a relational data base. One of the problems with textual, unstructured data is that unstructured data does not fit well with standard data base management systems. With textual data there is no repeatability of data found in a structured data base. And there are other problems as well. Textual data is full of terminology, is full of redundant words, is full of irrelevant information, is written in many languages and so forth.

But now we can build unstructured data warehouses. Now we can read text, integrate the text, and build the text into a standard relational data base. And we can integrate and populate a standard relational data base with textual data and place the data in a standard data warehouse built on a DB2, Oracle, NT SQL Server or Teradata platform.

This three day workshop is a hands on, practical course on how to build an unstructured data warehouse. The attendee will leave having actually built several unstructured data warehouses in classroom exercises. There is 20% lecture and 80% hands on work shop/development in this course.

This course is for the analyst/developer that wishes to know how to build unstructured data warehouses. This is a highly practical/non theoretical course that teaches you all you need to know about building the unstructured data warehouse and integrating the unstructured data warehouse with the structured data warehouse

Attendees are encouraged to bring their own samples of textual data – medical records, contracts, patents, reports, etc. – to use in class. Please bring them on flash disk or Cdrom.

Please do not bring corporate sensitive information. All hardware and software will be provided in the class. There is a requirement that the attendee sign a nondisclosure agreement before attending that class with regard to the technology – hardware and software - that is used. No attendee will be allowed to attend without first signing the non disclosure agreement.

Although not required reading, it is helpful to have read the recently published book TAPPING INTO UNSTRUCTURED DATA, Prentice Hall, December, 2007. Many of the concepts found in the book will be illustrated in the class.

The cost of the three day course is \$1200. The course will be taught by Bill Inmon.

Accommodations are nearby. We recommend The Quality Suites in Golden/Evergreen Colorado. Their phone is 303-526-2000. Other accommodations can be found in Denver West. If you make plans to stay in Denver, make sure you specify Denver West, which is near Genesee Academy. If you don't, you may end up in downtown Denver or elsewhere, and that will make your commute to the class less than enjoyable.

To register for the course, contact Lynn Inmon at 303-681-0474 or email Lynn at linmon@inmondatasystems.com.

Genesee Academy has partnered with Bill Inmon to bring you this course. Genesee Academy's goal is to bring you the industry thought leaders for high quality and educational purposes within new topics that have an impact on your business. Genesee Academy is nestled in the foothills of the Rocky Mountains, just 40 minutes from world-class skiing and mountain hiking. You can find out more about Genesee Academy at: <http://www.GeneseeAcademy.com>