

Data Warehousing Applications in Private and Public Sector Organizations



HALF-DAY WORKSHOP

Friday, May 18, 2007
8:30 a.m. - 12 p.m.

University of Illinois
at Springfield

How do real companies decrease costs, increase effectiveness, improve cross-organizational resource management, and provide active analytical decision-making information to all levels of management and customer contact personnel through Data Warehousing?

Join workshop leader Ronald S. Swift as he describes with business models and frameworks, the actions required to put the DW-DSS-BI theory into practice. Key areas to be covered include:

- Understanding the maturation cycles and events that change what you do with information – “seeing the future, now”
- Managing integration and synchronization of cross-organizational business needs: financial, services, supply, risk, assets, capital management, regulatory reporting, and active decisioning
- Increasing the value of IS by using “data mart consolidation”
- CSF’s of successful implementations and uses of enterprise data warehouses
- How “Enterprise Intelligence” fosters new actions and significant results and stakeholder value
- How organizations are increasing the value of cross-functional data
- Developing focus points for executives and CxO’s
- Using data warehousing for managing customer services and satisfaction
- Enhancing DW with Financial Management and Risk management
- Discuss successes in creating enterprise data warehouses and active data warehouses
- The new world of visualization, real-time versus post-action
- Several methods of ROI which have been successfully utilized
- Many Best Practice Case Studies from government and industries
- New teaching and educational resources available to assist you

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Location: University Hall Building
University of Illinois at
Springfield

Date: Friday, May 18, 2007
8:30 a.m. - 12 p.m.

Cost: \$95

Hosts: Midwest Association for
Information Systems & the
University of Illinois at
Springfield

Attendees will receive numerous models, diagrams, frameworks, and significant articles related to the subjects of DW, DSS, ERM, EDW, BI, CRM, SCM, and the Visualizations. (Please bring a memory stick.)

About Workshop Leader Ronald S. Swift

Mr. Swift is an internationally-known strategist, luminary, consultant, and author in the areas of business intelligence, action-based marketing, enterprise data warehousing, executive information systems and dashboards for decision-making, customer relationship management, e-commerce, and business performance management. For more than 30 years, he has assisted hundreds of clients on six continents to achieve their strategies and goals. Mr. Swift is a speaker at numerous conferences and at management forums within the world's leading corporations and governmental organizations.

Mr. Swift is vice-president, Cross Industry Solutions marketing at Teradata, a division of NCR Corporation. Prior to joining NCR in 1996, he was a senior partner with an international consulting firm, following a successful 22-year career at IBM. His professional experiences include many industries such as: banking, financial services, brokerage, insurance, retail, communications, transportation, and government.

Mr. Swift has been a guest lecturer in executive and graduate programs at many leading business schools worldwide, and is the author of the popular book *Accelerating Customer Relationships* in addition to writing numerous articles in many business and technology magazines. You can find dozens of hallmark articles by searching on www.google.com (using his full name) or at: www.teradata.com.

Recently, he published a new article on the future of marketing and using analytical customer information to drive profitability in DM Review online. Ron can be reached directly at 1-772-834-9930 or ron.swift@ncr.com or ron.swift@adelphia.net.

Register by phone at (217) 206-6073 or by faxing the registration form to (217) 206-6511. The registration form is available at <http://mis.uis.edu/workshop.pdf>



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WORKSHOP REGISTRATION

Deadline for registration is May 16. Credit cards, agency purchase orders, and personal checks payable to UIS are accepted. Register by phone at (217) 206-6073, by faxing registration form to (217) 206-6511, or by mailing registration form and payment to Conference Services, PAC MS-563, UIS, One University Plaza, Springfield, IL 62703-5407.

COMPANY/AGENCY:

NAME _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

TELEPHONE NUMBER _____

ATTENDEES:

NAME _____ EMAIL _____

NAME _____ EMAIL _____

NAME _____ EMAIL _____

NAME _____ EMAIL _____

PAYMENT AMOUNT: Total # Of Attendees: _____ x \$95 per person = _____

PAYMENT METHOD:

Check Enclosed Credit Card (*Circle Type*): Discover Mastercard Visa

Purchase Order Name on Card: _____

Card Number: _____

Expiration Date: _____

