

TOOLS AND TECHNIQUES FOR BUILDING WEB FARMING SYSTEMS

Holiday Inn Brussels Airport (Diegem), 19 October 1999 (14-21h)

Full Programme:

13.30-14.00h *Registration and Coffee/Tea*

14.00h *What is Web Farming ?*

- A Definition
- Examples of Web Farming
- Why Farming and not Mining?
- Covering Your Info-Rear
- Pivotal Role of Data Warehousing
- Toward Knowledge Management
- Information Refining
- Four-Stage Methodology
- Business Justification and Business Drivers

Stage One - Getting Started

- Steps in Getting Started
- Architecture for Getting Started
- The Business Drivers in Detail
 - Customer Relationships
 - Supply Chain Relationships
 - Demand Chain Relationships
 - Competitive Awareness
 - Technology Trends
 - Market Micro-Dynamics
 - Deregulation and Privatization
 - Global Politics and Economics
- Compiling the Business Case
- Selling to a Skeptical Management
- Legitimizing the WF Function
- Secrets of Information Detectives
- The Terrain of WebScape
- The Hidden Web
- The Detective Process
- Search Query Formulation
- Survey: General Discovery Services
 - About.com (MiningCo) • Alta Vista
 - Excite • Google
 - Hotbot • Infoseek
 - Magellan • Northern Light
 - Web Crawler • Yahoo
 - plus Lycos, Snap, Fast, MSN
- Joys of Web Surfing
- Survey: Meta-Discovery Services
 - BigHub (formerly iSleuth)
 - DogPile (plus MetaFind)
 - Go2Net (Metacrawler)
 - InferenceFind • Mamma.com
 - Savvysearch
 - Daily Diffs from InGenius
 - CompanySleuth, Infonautics
 - Xcentral, jCentral from IBM
 - TwURL Analysis from ROI
- Refining Your Search
- Recall versus Precision
- Survey: Discovery Tools
 - Alexa from Amazon/Alexa
 - BullsEye from IntelliSeek
 - Copernic from Agents Tech
 - Enfish Tracker Pro, Enfish
 - Liveagent Pro from Agentsoft
 - Odyssey from General Magic
 - Webcompass, Quarterdeck
 - Webforia Organizer

- Survey: Content Providers
 - Dialog Information Services
 - Dow Jones Business Info
 - Electric Library • Galenet
 - Hoover's, Inc. • and many more

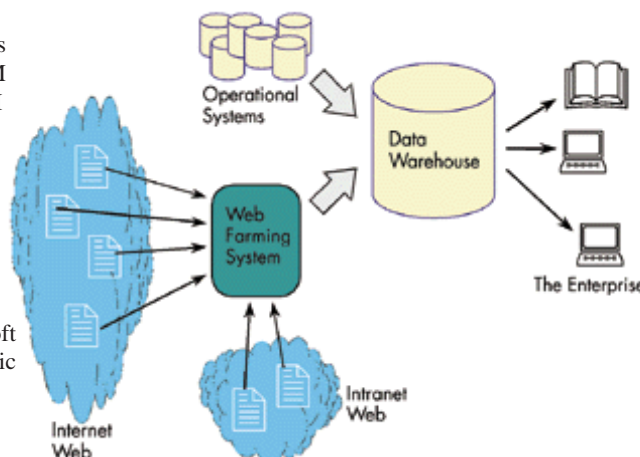
Stage Two - Getting Serious

- Steps in Getting Serious
- Architecture for Getting Serious
- Selling to a Skeptical Management
- Legitimizing the WF Activity
- Role of Information Analyst
- Competitive Intelligence
- Survey: Acquisition Tools
 - Dexter from Liaison Tech
 - WebL from Compaq/Digital
 - WIDL from webMethods
 - W4F from Univ of Penn
- Web Crawling and Indexing
- Survey: Web Search Engines
 - Compass Server, Netscape
 - Excite for Web Servers
 - Index Server from Microsoft
 - Search'97 from Verity
 - Search Intranet from AltaVista
 - Searchserver from Fulcrum
 - SmartCrawl from Inktomi
 - Ultraseek Server, Infoseek

17.30h *Dinner*

18.45h *Stage Three - Getting Smart*

- Steps in Getting Smart
- Architecture for Getting Smart
- Hypertext Analysis Techniques
- Survey: Hypertext Analysis Tools
 - Integrity from Vality Inc.
 - Intelligent Miner/Text, IBM
 - Linguistx from Inxight
 - Netowl Intelligence, Isoquest
 - Retrievalware from Excalibur
 - Webinarator from Thunderstone
- Information Structuring
- Survey: Info. Visualization Tools
 - SemioMap from Semio Corp
 - SmartContent from Perspecta
 - ThemeScape from Cartia
 - UMAP from TriVium
 - VizControls from Inxight
- Dissemination and Collaboration



- Survey: Enterprise Information Portals
 - Deliverymanager from VIT
 - Information Advantage
 - Plumtree Software • Powerize Server
 - SageWave from SageMaker
 - ServicePort from Portera
 - SQRIBE (now Brio) • Viador Inc.
 - X-Ray from InfoRay

XML In-Depth

- XML Explained
- Meta Data Chaos on the Web
- Up the Meta-Foodchain
- XML Documents and Namespaces
- Survey: XML Authoring Tools
 - Visual-XML from Bluestone
 - XML Authority, Extensibility
 - XML Notepad from Microsoft
- Resource Definition Framework
- XML/RDF Vocabularies
 - BizTalk • Dublin Core
- Survey: XML Servers

Stage Four - Getting Dirty

- Steps in Getting Tough
- Architecture for Getting Tough
- Rendezvous with the Warehouse
- Star Schema Design
- The ERP Connection
- Data Quality and Reliability
- Creating Info-Markets
- Survey: Knowledge Mgt. Systems
 - Agentware I3 from Autonomy
 - Dataware II from Dataware
 - Folio Suite, Open Markets
 - Infomagnet, Compassware
 - Knowledge Server, Intraspect
 - KnowledgeX from IBM
 - Livelink Intranet, Open Text
 - Wisdombuilder

Deeper / Societal Issues

- Privacy and Confidentiality
- Intellectual Property Rights
- Industrial Espionage
- Information Warfare
- Suggested Code of Ethics

Action Plans and Conclusions

- Recap of WF Methodology
- Requirements for a Business Analyst
- Making Money with Web Farming
- So, what are you going to do?

21.00 h *End of the Seminar*

**Seminar
Researched and
Produced
by I.T. Works**

Presented by Dr. Richard Hackathorn

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Introduction:

This seminar offers *a unique perspective on business intelligence* through the blending of data warehousing systems and web resources.

In the past, data warehousing was based upon the database contents of internal operational systems. Now, with Web Farming, the focus shifts to an external and more global perspective of the enterprise. This unique seminar will allow you to *see how you can use the Web for gathering business intelligence*.

Web Farming is the systematic discovery and acquisition of business-relevant Web content as input to your data warehouse. This seminar focuses on the evolving implementation of a system to *discover, acquire, transform, and maintain Web content* that is highly selective and relevant to your company.

Based on a recently published book, this is the only seminar that fully covers the emerging area of web farming, balancing a solid business perspective with the key technology issues. In particular, this seminar is uniquely at the intersection of data warehousing, information analysis, library science, and web technology.

Seminar Objectives:

Upon completion of this seminar, attendees will:

- **EXAMINE** the tools available to *maximize your data warehouse with Web Farming*
- **TAKE HOME** in-depth product information of OVER 50 tools and services, and *save your company months of research*
- **LEARN** how to apply *a practical methodology* for impl. business intelligence
- **LEARN** to *build a production infrastructure* for supporting this system

Who Should Attend ?

This seminar is targeted to anyone who wants to exploit the potential of web resources for business intelligence:

- Technical managers
- Technology architects
- Business planners and analysts
- Data Architects
- Data Warehouse Designers
- Independent Information Brokers
- Competitive Intelligence Analysts

Price:

The price of this seminar is **19.500 BEF (+ 21 % VAT)**, which includes participation to the seminar, handouts, dinner, coffee/tea and selected extracts from his forthcoming book.

Discounts:

For simultaneous registrations, the second participant of the same company receives **10 %**, the third **20 %**, and all further participants **30 % discount**. A 20 % discount is given to participants from educational institutions (schools, universities, ...).

Cancellation:

Cancellation is possible up to one week before the seminar, if received in writing. In this case, 20 % of the total amount is charged for administration. Otherwise, the full registration fee is due, regardless of the reason of cancellation. Of course, *replacement* is always possible at no extra charge.

Seminar Language:

The seminar language is *English*, and will be used for all presentations and discussions.

Your Instructor:

Dr. Richard Hackathorn is a well-known technology innovator and internat'l educator with over 30 years of experience in the IT industry.

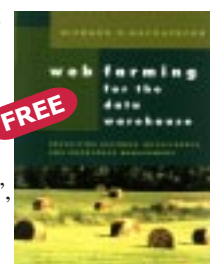


As a university professor at Wharton School and at the University of Colorado, he pioneered the early foundations for enterprise systems, database management, decision support, and data warehousing. He founded *Micro Decisionware*, an early middleware vendor which was acquired by Sybase in 1994.

He then founded *Bolder Technology, Inc.* to provide premier consulting and education services related to data warehousing systems. Recently, he founded *WebFarming.com* to provide system integration services for corporate clients. He has published three books, written numerous articles, organized major conferences, and conducted professional seminars in 16 countries. The Web site www.webfarming.com contains many articles and former presentations on business intelligence and Web farming.

His list of clients includes *many leading corporations*, such as Lockheed Martin, Chemical Bank, Shell Oil, Microsoft, 3M, Sybase, and Baxter Healthcare.

All participants will receive an autographed copy of the *recently published book* "Web Farming for Data Warehousing: Gathering Business Intelligence in Turbulent Environments", available from MKP Inc. (ISBN 1-55860-503-7).



REGISTRATION FORM

Fax to: (09) 241.56.56 or backup fax (09) 220.34.57 - Questions ? Call (09) 241.56.13 or Email seminars@itworks.be

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Name: _____ First Name: _____

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Registers for:

Building Web Farming Systems (19 October, 14-21 h)

Please send the invoice for 19.500 BEF (+21% VAT) to:

Company Address

Personal Address: _____

Date _____ Signature _____

Please complete and return this form by mail or fax to: I.T. Works, Innovation Center, Technologiepark 3, 9052 Gent, fax: (09) 241.56.56, or our backup fax (09) 220.34.57. After receipt of the registration form, you will automatically receive a confirmation, invoice and a detailed access plan.