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# Web Farming

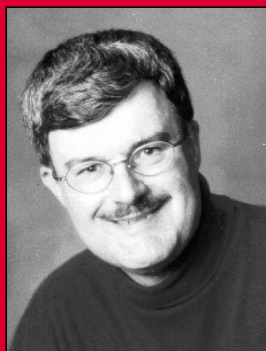
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SEMINAR HAS BEEN  
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## Discovery, Acquisition, Structuring and Analysing of Web Information

London • 30-31 October 2000

*"Absolutely excellent!"*

*"Thought provoking. Significantly exceeded my objectives."*



**Dr Richard Hackathorn**

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**Data  
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**Knowledge  
Management**

**XML**

**Information  
Analysis**

# WEB FARMING

## Discovery, Acquisition, Structuring and Analysing of Web Information

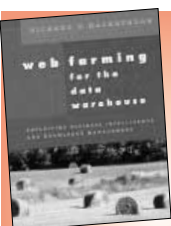
**London**  
**30-31 October 2000**

### VENUE

Radisson Mountbatten Hotel  
20 Monmouth Street  
London WC2H 9HD, UK  
Tel +44 (0)20 7845 8603  
Fax +44 (0)20 7240 2774  
www.RadissonEdwardian.com

### Audience

- Project Managers who are responsible for justifying and managing business intelligence and data warehousing systems.
- Project Leaders who need to know proven steps for selecting tools and services necessary for implementing web farming systems.
- Data Warehouse Designers who are looking for ways to enhance their existing systems for faster responsiveness to changing business conditions.
- Business Analysts who translate business requirements into requests for specific information.
- System Architects who must understand the proper architectures and infrastructures required for advanced business intelligence.
- Technology Planners who need a survey of emerging Web technologies to establish priorities for their company.
- Web-literate IT Professionals who wish to expand their knowledge and skills in this fast-moving area.



Along with the seminar materials delegates will receive a **FREE** copy of *Web Farming for the Data Warehouse*

Warehouse along with the following bonus material:

- List of key information resources on the Web
- A Technology Glossary

### Overview

Doing business as usual is now a risky strategy. Current wisdom within your company is no longer valid. The market in which you have been successful disappeared last night. This is the bad news. The good news is that the same has happened to your competitors.

The focus of data warehousing and other business intelligence systems has been on data from operational systems and other internal sources. As management guru Peter Drucker argues, the challenge is "to organise outside data because change occurs from the outside."

Amid the chaos of the Web is a massive diversity of ever-changing information, some of which is critical to your future success. The Web is the mother of all data warehouses! However, can your company realise this enormous value?

### About this Seminar

The goal of this seminar is "to organise outside data" as Drucker recommends. It is to move your company from an information refining process that is haphazard and intermittent to one that is systematic and continuous. By blending with your existing warehousing systems, web farming can enable your company to adapt and even thrive upon the sudden changes happening in your industry.

This seminar provides you with the practical skills for evaluating and implementing web farming systems for your company. Covering both the technical and management aspects, this seminar captures the excitement and substance of this emerging area. Web farming is a practical step toward knowledge management – a way of pushing the curve by leveraging your investment in data warehousing. Following an exclusive four-stage methodology, this seminar will minimise the risk

of an unsuccessful implementation while maximising the resulting benefits.

Web farming is a 'must-have' component of enterprise systems! Don't learn about the business potential of web farming from your competitors. This is one IT wave that you must lead!

### What Makes This Seminar Unique?

Based on a recently published book, this is the only seminar that fully covers this 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. It is also unique in its focus on the input side of data warehousing. Most web technology is being applied to the delivery of information, rather than its discovery and acquisition.

### Benefits to Your Company

EXAMINE the tools available to maximise your data warehouse with Web Farming

RECEIVE product information of over 50 tools and services and save yourself and your company months of research

LEARN how to apply a practical methodology for implementing business intelligence systems

LEARN to build a production infrastructure for supporting this system

In addition, your company will benefit from:

- Rapid deployment of a critical intelligence function, with minimal risk
- Strict focus on business objectives, with fast return on investment
- An ability to respond to sudden shifts in your market or technology

### What You Will Learn

When you complete this seminar, you will be able to:

- Apply a practical methodology for implementing business intelligence systems
- Build a production infrastructure for supporting this system
- Justify web-based information content as a critical part of this system
- Refine your technical skills for finding and obtaining critical information

### Seminar Outline

#### ■ 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

#### ■ Why Web Farming?

- The Problem
- Where is the pain?
- Business Justification
- The Business Drivers

#### ■ Web Technology 101

- Web Stuff That You Should Know
- IP Addressing, Domain Naming
- URL, URI, and URN
- MIME Data Types
- HTML and Variations
- XML and its Promises
- Web-Enabled Databases
- Web Searching and Indexing

#### ■ Stage 1 – 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 Privatisation
  - Global Politics and Economics
- Compiling the Business Case
- Selling to a Sceptical Management

# DR RICHARD HACKATHORN

## 2-DAY SEMINAR

- Legitimising 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 2 – Getting Serious**
- Steps in Getting Serious
- Architecture for Getting Serious
- Selling to a Skeptical Management
- Legitimising 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
- **Stage 3 – 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
  - Webinator from Thunderstone
- Information Structuring
- Survey: Info. Visualisation Tools
  - SemioMap from Semio Corp
  - SmartContent from Perspecta
  - ThemeScape from Cartia
  - UMAP from TriVium
  - VizControls from Inxight
- Dissemination and Collaboration
- Survey: Ent. Information Portals
  - Deliverymanager from VIT
  - Information Advantage
  - Plumtree Software
  - Powerize Server
  - SageWave from SageMaker
  - ServicePort from Portera
  - SQRIBE (acquired by Brio)
  - Viador Inc.
  - X-Ray from InfoRay
- **XML In-Depth**
- 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
- Survey: XML/RDF Vocabularies
  - Dublin Core

## IN-HOUSE TRAINING

For an In-House presentation of this seminar please contact IRM UK on:

[www.irmuk.co.uk](http://www.irmuk.co.uk)  
e-mail: [customerservice@irmuk.co.uk](mailto:customerservice@irmuk.co.uk)  
tel: +44 (0)20 8866 8366  
fax: +44 (0)20 8866 7966

- BizTalk
- Survey: XML Servers
- **Stage 4 – Getting Tough**
- 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 Issues**
- Privacy and Confidentiality
- Intellectual Property Rights
- Industrial Espionage
- Information Warfare
- Suggested Code of Ethics

## Comments from Past Delegates

*"Absolutely excellent!"*

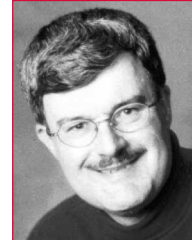
*"Thought provoking. Significantly exceeded my objectives."*

*"Very informative."*

*"You can walk away with a complete picture... An excellent course."*

*"Richard's casual style was excellent."*

## Speaker Biography



### Dr Richard Hackathorn

Dr Richard Hackathorn is president and founder of WebFarming.com, a new firm focused on systematic business intelligence by refining web-based information resources. As a university professor at the Wharton School and at the University of Colorado, he pioneered the fundamental concepts of enterprise systems, database management, decision support, client-server computing, and data warehousing. In 1980 he founded MicroDecisionware, Inc., an early vendor of database connectivity products that was acquired by Sybase. In 1991 he founded Bolder Technology, Inc., to provide premier consulting and education services related to data warehousing systems.

He is a well-known technology innovator and international educator, with over thirty years of experience in the IT industry. He has published three books, written numerous articles, organised major conferences, and conducted professional seminars internationally in sixteen countries. He received his B.S. degree from the California Institute of Technology and his M.S. and Ph.D. degrees from the University of California, Irvine.

The resource centre for web farming is available at <http://webfarming.com/>.

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or for additional  
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