

TECHNOLOGY TRANSFER PRESENTS

# RICHARD HACKATHORN

**WEB FARMING**  
**FOR THE DATA WAREHOUSE**

**OCTOBER 26-27, 2000**  
RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231  
ROME (ITALY)



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**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, organized 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.

## ABOUT THIS SEMINAR

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 Current wisdom within your company is no longer valid.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 organize 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 realize this enormous value?

The goal of this seminar is “to organize 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 minimize the risk of an unsuccessful implementation while maximizing 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!

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.

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

### WHO SHOULD ATTEND

- Project Managers
- Project Leaders
- Data Warehouse Designers
- Business Analysts
- System Architects
- Technology Planners
- Web-literate IT Professionals

### Course Materials:

In addition to detailed seminar notes, attendees will receive a copy of the professional textbook **Web Farming for the Data Warehouse**, along with the following bonus material:

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

## 1. 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

## 2. Why Web Farming?

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

## 3. 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 Privatization
  - Global Politics and Economics
- Compiling the Business Case
- Selling to a Skeptical Management
- Legitimizing the WF Function

## 4. 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 iSleut)
  - DogPile (plus MetaFin)
  - 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

## 5. Stage 2 - 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

## 6. 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. Visualization 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

## 7. 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
  - BizTalk
- Survey: XML Servers

## INFORMATION

### 8. 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

### 9. Deeper Issues

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

### PARTICIPATION FEE

#### Web Farming for the Data Warehouse

Lit. 2.000.000 - € 1032,91

The fee includes all seminar documentation, luncheon and coffee breaks.

### HOW TO REGISTER

You shall send the registration form with the receipt of the payment to:  
TECHNOLOGY TRANSFER S.r.l.

Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102

within

**October 11, 2000**

### PAYMENT

Wire transfer to: Technology Transfer S.r.l.

Banca Commerciale Italiana - Agenzia 3 di Roma

Account number 4889027/01/10 - CAB 03203, ABI 02002

### GENERAL CONDITIONS

If anyone registered to participate is unable to attend, a substitute may participate in their place. A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event are liable for the full fees as invoiced.

In case of cancellation of the seminar, Technology Transfer's responsibility only applies to the refund of the participation fees which have already been forwarded.

### VENUE

Residenza di Ripetta - Via di Ripetta, 231 Rome (Italy)

### SEMINAR TIMETABLE

9.30 am - 1.00 pm

2.30 am - 5.30 pm

### RICHARD HACKATHORN WEB FARMING FOR THE DATA WAREHOUSE

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Via di Ripetta, 231  
Registration fee:  
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first name .....

surname .....

job title .....

organisation .....

address .....

postcode .....

city .....

country .....

telephone .....

fax .....

e-mail .....



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Timbro e firma

Send your registration form with the receipt of the payment to:  
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