



Web Farming

Tools and Techniques

Taking your business intelligence systems to the next level

BENEFITS TO YOUR COMPANY

- **EXAMINE** over 50 tools and services that will save your company time and enhance your data warehouse
- **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

Wednesday 29th & Thursday 30th November 2000
Sheraton Towers Melbourne

Facilitated By:

Dr. Richard Hackathorn | Director
ENTERPRISE MANAGEMENT ASSOCIATES

What's Happening

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 enable you to minimise the risk of an unsuccessful implementation while maximising the resulting benefits.

What Makes This Seminar Unique

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.

For further details on future events and specific tailor-made training, please contact Gill Critchley on (02) 9238-7200 or by fax on (02) 9223-2345.

Web Farming - tools & techniques

Who Should Attend

- **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

What Attendees Have Said

Previous attendees have described the seminars conducted by Dr. Hackathorn as:

- 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

Instructor Biography



Dr. Richard Hackathorn is director of **Enterprise Management Associates**, a 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.Sc degree from the California Institute of Technology and his M.S. and Ph.D. degrees from the University of California, Irvine.

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

PROGRAM SCHEDULE

DAY ONE & TWO

0830	Registration and Coffee
0900	Morning Session Begins
1030 - 1050	Refreshments and Networking Break
1230	Luncheon
1330	Afternoon Session Begins
1530 - 1550	Refreshments and Networking Break
1700	End of Day

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Corporate Workshop Outline

DAY ONE - 29TH NOVEMBER 2000

1) WHAT IS WEB FARMING?

- A Definition of Web Farming
- Examples of Web Farming
- Why Web Farming and not mining?
- Covering your info-rear
- Pivotal role of data warehousing
- Moving toward knowledge management
- Implementing a Four-Stage methodology for Web Farming

2) WHY WEB FARMING?

- The problem for business today
- Where is the pain?
- Defining the business justification for Web Farming
- Evaluating the business drivers

3) 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

4) STAGE 1 - GETTING STARTED WITH WEB FARMING

- Steps in getting started
- Architecture for getting started
- Defining 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
- Legitimising the WF function

5) SECRETS OF INFORMATION DETECTIVES

- What is the terrain of WebScape?
- Finding the hidden web
- Analysing the detective process
- Search query formulation
- Search engine survey: general discovery services
- What are the joys of web surfing?
- Search engine survey: meta-discovery services
- Tips in refining your search
- Recall versus precision
- Intelligent survey: discovery tools
- Intelligent survey: content providers

DAY TWO - 30TH NOVEMBER 2000

6) STAGE 2 - GETTING SERIOUS WITH WEB FARMING

- Steps in getting serious
- Architecture for getting serious
- Selling Web Farming to a sceptical management
- Legitimising the WF activity
- Analysing the role of information analyst
- Gaining competitive intelligence from WF
- Survey: acquisition tools
 - Dexter from Liaison Tech
 - WebL from Compaq/Digital
 - WIDL from webMethods
 - W4F from University of Penn
- Utilising web crawling and indexing
- Intelligent survey: web search engines

7) STAGE 3 - GETTING SMART WITH WEB FARMING

- Steps in getting smart with WF
- Examining the architecture for getting smart
- Hypertext analysis techniques
- Intelligent 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
- Intelligent survey: Information visualisation tools
- Dissemination and Collaboration
- Intelligent Survey: information portals

8) LOOKING AT XML (EXTENSIBLE MARK-UP LANGUAGE) IN-DEPTH

- Meta-data chaos on the web
- Up the meta-foodchain
- Analysing XML documents and namespaces
- Intelligent survey: XML authoring tools
- Resource definition framework
- Intelligent survey: XML/RDF vocabularies
- Intelligent survey: XML Servers

9) STAGE 4 - GETTING TOUGH WITH WEB FARMING - PUTTING IT INTO PRACTICE

- Steps in Getting Tough
- Rendezvous with the warehouse
- Data quality and reliability
- Creating info-markets
- Intelligent survey: Knowledge Management Systems

10) DEEPER ISSUES TO BE AWARE OF

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

Web Farming

29th November & 30th November 2000

Sheraton Towers, 1 Southgate Av, Southbank, Melbourne Vic 3000

ICM
International Communications
for Management Group

ICM TRAINING

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ON

FAX: 02 9238 7550

PRE-COURSE QUESTIONNAIRE

A detailed questionnaire will be sent to all course participants to establish exactly where your training needs lie. The completed forms will be analysed by the course tutor and followed up by telephone should any further clarification be required.

ICM Training would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers for their support and commitment

AIR TRAVEL & ACCOMMODATION:

The course fee does not include accommodation. However, GLOBAL CONNECTION can provide very competitive discount fares and package deals exclusively negotiated for this event. Please contact Carla Swift on (02) 9953 4322 for assistance with all travel and accommodation requirements.



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Course fee @ \$3,534.10 + 10% GST = \$3,887.51

THIS PRICE INCLUDES AN 18% SERVICE CHARGE

METHODS OF PAYMENT Please note that payment must be received before the event. Payment is required within 5 working days on receipt of invoice.

Cheque: Made payable to ICM Marketing Pty. Ltd.

Bank Transfer: ICM Marketing Pty. Ltd., National Australia Bank, Branch Code 082001, Account No. 64 067 5081 quoting delegate name(s) and TR32 as reference.

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Signature _____ Expiry Date ____/____/____

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CONFIRMATION DETAILS: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the Course Co-ordinator at ICM Training.

CANCELLATIONS: Substitutions are welcome at any time. All bookings carry a 50% liability immediately after a fully completed sales contract has been received by the ICM Training Office. To obtain the balance of the Course fee as a credit to be applied against another ICM Conference, Summit, Training Course or Video, written notice of the cancellation must be received by mail or fax 3 weeks before the conference date i.e. 8th November 2000. The 18% service charge is completely non-refundable and non creditable. Cancellations with less than 3 weeks notice of the course date carry a 100% liability, however course notes will still be available. Payment must be made prior to the conference and the client agrees that in case of dispute or cancellation of this contract ICM Training will not be able to mitigate its losses for less than 50% of the contract value. If for any reason ICM Training decide to amend this course, we are not responsible for covering airfare, hotel or other costs incurred by registrants. In the event that ICM Training cancel the event, ICM Training reserve the right to transfer this booking to another conference to be held in the following six months, or to provide a credit of an equivalent amount to another conference within the same sector within the following six months.

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