

Introduction

The AAIR Data Warehousing Special Interest Group (DW SIG) was formed in 2005 to provide a forum for the sharing of information and discussion about the Data Warehousing, Business Intelligence and similar information systems at tertiary education institutions, for the purpose of enhancing management information and decision-making.

This year marks the fifth DW SIG forum and we encourage all delegates to become actively involved in the discussions and information sharing. To add the exchange of knowledge, members of the Load Management and DEEWR SIGs have been encouraged to attend and present at this forum, hence the theme of **“Wearing Many Hats”**.

Southern Cross University welcomes delegates on behalf of AAIR to the 2010 Forum for which we have an interesting and varied program due to the input of delegates who are presenting on their areas of expertise.

Thanks also to the delegates who submitted abstracts or discussion topics. We look forward to a very interesting program.

A huge thank you to the sponsors. To our Platinum sponsor Altis, the 2 gold sponsors, CatapultBI and Focus and the silver sponsor MIP.

Finally thank you to the team in the SCU Office of Planning, Quality and Review for their input into ensuring a successful event.

We hope you enjoy the 2010 Forum and that you will utilise this occasion to cultivate your professional networks and exchange expertise to further develop management information and decision-making systems and load management strategies within the tertiary sector.

Julie Arthur
Chair
2010 DW SIG Forum Steering Committee

AAIR 2010 DW SIG

Wednesday, 11 August 2010

Pre-forum welcome reception on Wednesday night

A pre-forum welcome reception (included in the registration fee) for delegates arriving the day/night before the forum.

Delegates are asked to make their own way to the venue.

Time	Program	Location
5.30pm – 7.30pm	Welcome Reception	Deck 49 North Kirra Surf Club Pacific Parade, North Kirra QLD 4225



AAIR 2010 DW SIG

Thursday, 12 August 2010

Time	Program	Location
8.15 am – onwards	Registration	Level 2 Foyer
9.00 am – 9.15 am	Welcome to Country	A2.20
9.15 am – 9.30 am	Introduction and Welcome by the Chair of the 2010 DW SIG Forum Steering Committee	A2.20
9.30 am – 10.30 am	Keynote Address Professor Peter Lee Vice Chancellor, Southern Cross University	A2.20
10.30 am – 11.00 am	Morning Tea	Level 2 Foyer
11.00 am – 12 noon	Charts To Go - The story of how University of New England and Altis Consulting partnered to deliver a student load and income executive dashboard. Rob Hale (ex-UNE) Peter Hopwood (Altis Consulting)	A2.20
12.00 noon – 1.30 pm	Lunch	Level 2 Foyer
1.30 pm – 2.15 pm	New Directions in BI for Higher Ed Michael Gibson - Deakin University	A2.20
2.15 pm – 3.00 pm Parallel Sessions	Pros and Cons of developing a Data Warehouse and ETL processes in-house Geoff Muldoon – SCU	A2.04
	Load Planning – An RMIT Perspective Mark Lane and Chris Van Zeyl - RMIT	A2.14
3.00 pm – 3.30 pm	Afternoon Tea	Level 2 Foyer
3.30 pm – 5.00 pm	Panel Session – The hats we wear, change and discard: SIG Issues Discussion.	A2.20
6.30 pm – 10.00 pm	Forum Dinner	Regatta Steak and Seafood Restaurant

AAIR 2010 DW SIG

Friday, 13 August 2010

Time	Program	Location
8.15 am - onwards	Registration	Level 2 Foyer
9.15 am – 9.30 am	Welcome and housekeeping	A2.20
9.30 am – 10.30 am	How to Build a Real Time Warehouse Vincent McBurney - Focus	A2.20
10.30 am – 11.00 am	Morning Tea	Level 2 Foyer
11.00 am – 12 noon	Is BI becoming boring? Richard Green - Catapult BI	A2.20
12.00 noon– 1.00 pm	Lunch	Level 2 Foyer
1.00 pm – 1.45 pm Parallel Sessions	"Location, Location, Location". It matters in Real Estate. Does it matter in BI/DW? Ken Diefenbach - CQU	A2.04
	Definitions and data sources to be used for "Low SES" and "First in Family". Andrea Matulick and Ros Clermont UniSA	A2.14
1.45 pm – 2.30 pm Parallel Sessions	Conformed Dimensions and other Data Warehouse ideals – are they worth pursuing? Wayne McCullough - QUT	A2.04
	When analysts become developers – the implementation of a data warehouse in a planning and statistics area. Kristina Kaulenas - Monash University	A2.14
2.30 pm – 3.15 pm	Panel Session with Sponsors	A2.20
3.15 pm – 3.30 pm	Wrap up and presentations.	A2.20
3.30 pm – 4.00 pm	Afternoon Tea	Level 2 Foyer
4.00 pm	Close.	

..... A word from our PLATINUM SPONSOR



Data Warehouse

Data Management

Business Intelligence

Altis Consulting is proud to be the Platinum sponsor of the 2010 AAIR Data Warehousing Special Interest Group.

Altis Consulting is the largest and most experienced Information Management consulting firm in Australia and New Zealand, with over 80 permanent staff focused on areas including:

- Data Warehousing
- Business Intelligence
- Data Management
- Strategies/Roadmaps (Information Management, Data Quality)
- Health Checks

Over the last twelve years, Altis has delivered a variety of projects for clients in Sydney, Melbourne, Canberra, Auckland and Wellington. In addition to our local success, Altis has been recognized worldwide including being published in DM Review (now Information Management Magazine) and our partnership with Kimball University and Stephen Few.

Altis invites you to come and hear about their experience of partnering with the University of New England to deliver an Executive Dashboard in five weeks. Feel free to drop by the Altis booth to discuss your Information Management initiatives.



Challenge:

- Deliver a Student Load and Income Executive Dashboard from concept to production delivery in five weeks.
- Incorporate disparate stakeholder requirements.
- Working at locations 500 km apart.

Solution:

- UNE selected Altis following a vendor selection process.
- Altis and UNE working as one team.
- Active stakeholder management.
- Solution incorporates Stephen Few data visualisation best practices.

Benefits:

- Presents a range of lead and lag indicators which form part of the university value chain from initial student enquiry, through application and enrolment, to income.
- Leverages the rich data available in the UNE data warehouse and presents it to the various stakeholders in an easy to understand and consistent format.
- Established the framework from which other UNE dashboard projects can leverage.

www.altis.com.au | www.altis.co.nz

Sydney

Canberra

Melbourne

Auckland

Abstracts

Thursday, 12 August 2010

Charts To Go - The story of how University of New England and Altis Consulting partnered to deliver a student load and income executive dashboard.

Rob Hale (ex-UNE) and Peter Hopwood (Altis Consulting)

What happens when you combine a mature data warehouse and a committed development team and ask them to turn a visualisation dream into reality in 5 weeks? The story of how University of New England and Altis Consulting partnered to deliver a student load and income executive dashboard - in record time. Incorporating disparate stakeholder requirements and working at locations 500 km apart, the joint Altis and UNE team collaborated to deliver an outcome that everyone involved still enthuses about today.

New Directions in BI for Higher Education

Michael Gibson – Deakin University

Covering areas such as:

- Advanced analytics, for use with identifying Students at Risk, and other purposes
 - Low SES (via geocoding) and other uses for location intelligence
 - Customer Relationship Management and Target Marketing
 - Planning, budgeting and forecasting
-

Pros and Cons of developing a Data Warehouse and ETL processes in-house

Geoff Muldoon – SCU

Southern Cross University funded a project five years ago that sowed the seeds of developing a Data Warehouse for institutional reporting purposes. Budgetary constraints meant that the acquisition of commercially licensed design and data capture processing software was not then an option, and a decision was made to proceed with a totally in-house development, using Oracle as the database platform and hand-crafted PL/SQL packages for all the associated Extract/Transform/Load processing.

This session will outline some of the key early design decisions which led to a successful implementation, an overview of how all the pieces of the puzzle fit together, the experiences and lessons learned along the way, and an analysis of the possible directions into the future.

Load Planning – An RMIT Perspective

Mark Lane and Chris Van Zeyl – RMIT

Load Planning is a difficult and complex process, especially in the lead up to contestability in both sectors in Victoria. The profile serves both internal and external stakeholders and the varying demands placed up on the process. RMIT has developed its own tool to help reduce the risk and uncertainties involved with developing a one and three year student load projection. This is an overview of the RMIT process and also an introduction to the tool used to aide the processes.

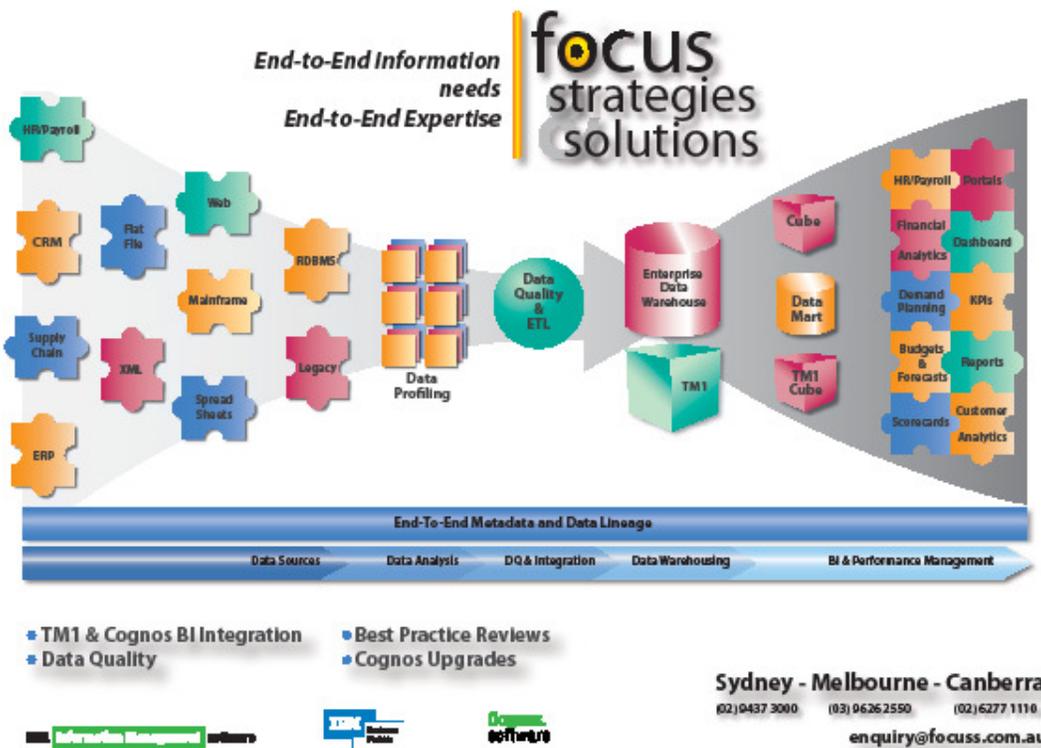
Friday, 13 August 2010

How to Build a Real Time Warehouse

Vincent McBurney - Focus

Imagine a Data Warehouse that supports operational, strategic and analytic reporting on a robust architecture that can be cheaper and easier to roll out than a traditional overnight batch Data Warehouse. This is a presentation that describes the architecture of a real time University Data Warehouse and the steps to building it using small teams and an incremental approach.

..... A word from our GOLD SPONSOR



Is BI becoming boring?

Richard Green - CatapultBI

BI and its various predecessors have been around for many years. Is its promise being realised, or are we still stuck on doing the basics and little more? This presentation will examine this proposition.

"Location, Location, Location". It matters in Real Estate. Does it matter in BI/DW?

Ken Diefenbach - CQU

BI and associated project work lives in a number of different organisational areas across the sector. For example, we live in the newly retitled Information technology Directorate.

How does your location impact delivery, engagement, priorities and more? You're among friends, so let's discuss "The Good, The Bad, and the Ugly"...

..... A word from our GOLD SPONSOR

Maximise Your Benefits, Minimise Your Risks



Today organisations are faced with new paradigms in our changing economic environment...

- Return on investment (ROI) windows are sharply reducing
 - Cost burdens must be eliminated
 - Business processes must be lean, add value and be constantly improved
 - Need to understand the impact of strategies and scenarios before investing in them
 - Projects must have measurable benefits
 - An integrated enterprise wide view of your organisation to understand and effectively manage business and project risk
- Business Intelligence
 - Data Warehousing
 - Balanced Scorecards
 - Budgeting, Planning and Forecasting
 - Enterprise Performance Management
 - Data Integration and Migration
 - Business Case Development

Business intelligence tools and methods provide outstanding opportunities to achieve these.



Catapult BI have a **proven** record of **on-time on-budget** delivery with achievement of **outstanding business outcomes** for our customers.

IBM. **Information Management** software



Definitions and data sources to be used for “Low SES” and “First in Family”.

Andrea Matulick and Ros Clermont – UniSA

UniSA will facilitate a discussion with input from all unis about what they know and don't know about the issues involved. We are interested to share how institutions are planning to verify their data and funding received from these initiatives.

Conformed Dimensions and other Data Warehouse ideals – are they worth pursuing?

Wayne McCullough – QUT

Wayne will chair an open session discussing the relative merits of attempting to maintain a Data Warehouse design that conforms to the dimensional modelling ideals espoused by theorists such as Kimball.

Many of use will face the situation with differing organisational unit structures being presented to the Data Warehouse from diverse source systems (Finance/HR/Student Records). Is it worth the effort to attempt to create the technical utopia of a single conformed dimension, particularly when differing report audiences may require different hierarchies. What alternative techniques outside the theoretic ideal might work better?

Should building a Data Warehouse be like “baking a cake”, where you should be free to fiddle with the recipe rather than strictly following a model? If my Data Warehouse has “snowflakes” and “factless facts”, should I really care?

What are people doing in the real world?

When analysts become developers – the implementation of a data warehouse in a planning and statistics area.

Kristina Kaulenas – Monash University

The Australian higher education sector is undergoing a period of substantial change and this has led to an increasing focus on metrics, targets and evidence based decision making. The key function of university planning and statistics units will be to provide high quality, historically consistent data that is easily accessible with systems adaptable enough to meet the analysis requirements presented by these changing government agendas.

In 2006, the Office of Planning and Quality (OPQ) at Monash University commenced work on the design and development of a data warehouse focussed on supporting DEEWR reporting, institutional research and general information dissemination. The development of this data warehouse differs from many others. It has been developed entirely in house by analysts who are subject matter experts and are involved in all aspects of the project – from data sourcing, extraction, cleansing and preparation (including data integrity), through to all data warehouse development and maintenance activities, change control, metadata management and data dissemination.

This paper will provide an overview of the history, structure and content of the OPQ data warehouse as well as examples on how its development has improved the provision of timely analysis to support evidence based decision making. Specific examples will include OPQ's attempt at replicating the low socio-economic status participation component of the Higher Education Participation and Partnerships Program (HEPPP) as well as discussions on the use of role-playing dimensions, departmental wide standardisation, the importance of metadata and of wearing 'many hats' for staff in OPQ.

..... A word from our SILVER SPONSOR

Get Agile... In Data Warehousing!



RED'S KEY BENEFITS:-

- The world's first true data lifecycle management tool for building data warehouses. It is NOT another ETL tool.
- slashes development time! Design or modify a warehouse schema in hours or days, not weeks or months.
- Embraces the Agile methodology for rapid data warehouse design and construction.
- Generates native, high-speed database code for extreme performance.
- Third Normal Form version available.
- Auto-generates full documentation in HTML, with data flow charts, impact analysis and relationship diagrams.
- Loads data in from a wide range of data sources, MS-SQL, Oracle, DB2, Access, Excel, ODBC, CSV, TXT etc..
- Built in scheduler to automate data loads and other processes.
- Competitively priced at a fraction of the cost of traditional solutions.

WhereScape RED Builds Data Warehouses - *Fast!*

Traditionally-built, data warehouse projects are prone to failure for several reasons:-

Typically, a long requirements-gathering process takes place, but users often don't understand their requirements, or what data is available.

A specification is drawn and given to developers, but when the first warehouse cut is available months later, it is obvious there are problems. Things have changed, were forgotten or not known about and so it has to go back to the drawing board and through the process again.

This siloed approach to data warehousing is vulnerable to blow-out and is the primary reason that many projects fail.

WhereScape RED represents the next generation of Data Warehouse Lifecycle Manage-

ment software that allows you to rapidly prototype, test and deploy a real-world data warehouse in a fraction of the time and cost of previous methods.

This means you can get vital information in front of business users in literally a matter of days—or less. WhereScape RED gives you a total picture of your data landscape, and within the safe bounds of a proven Agile data warehouse development methodology, rapidly builds and deploys your new data warehouse.

Since it generates all the code in your native database language, it's fast! Everything is documented in HTML—complete with dataflow diagrams and entity tables..

Finally, a built-in scheduler controls and automates the entire process for you.



WhereScape RED
Intuitive data warehouse, fast.



RED Makes Data Warehouse Development More Agile!

WhereScape RED is a code-generation tool with a drag-and-drop environment meaning much is done with little or no programming.

RED contains puts a data explorer on your desktop to rapidly view your source data, which you then simply drag and drop into your warehouse environment. It uses the power of your target data warehouse

database (MS-SQL Server, Oracle, DB2 or Teradata) and generates native code to your platform of choice for extreme performance.

It even auto-generates all your user and technical documentation in HTML with star-schema diagrams, data traceback diagrams, impact analysis reports and more.

Since RED does this instantly behind the scenes, your data warehouse development resources are **10 to 100 times more productive** when building a data warehouse with WhereScape RED.

So whether you have an existing data warehouse or wish to build a new one, **nothing is faster or more cost-effective than WhereScape RED.**

CONFERENCE LOCATION AND VENUE

Southern Cross University - Gold Coast Campus

Street address:

Southern Cross Drive
Bilinga Qld 4225

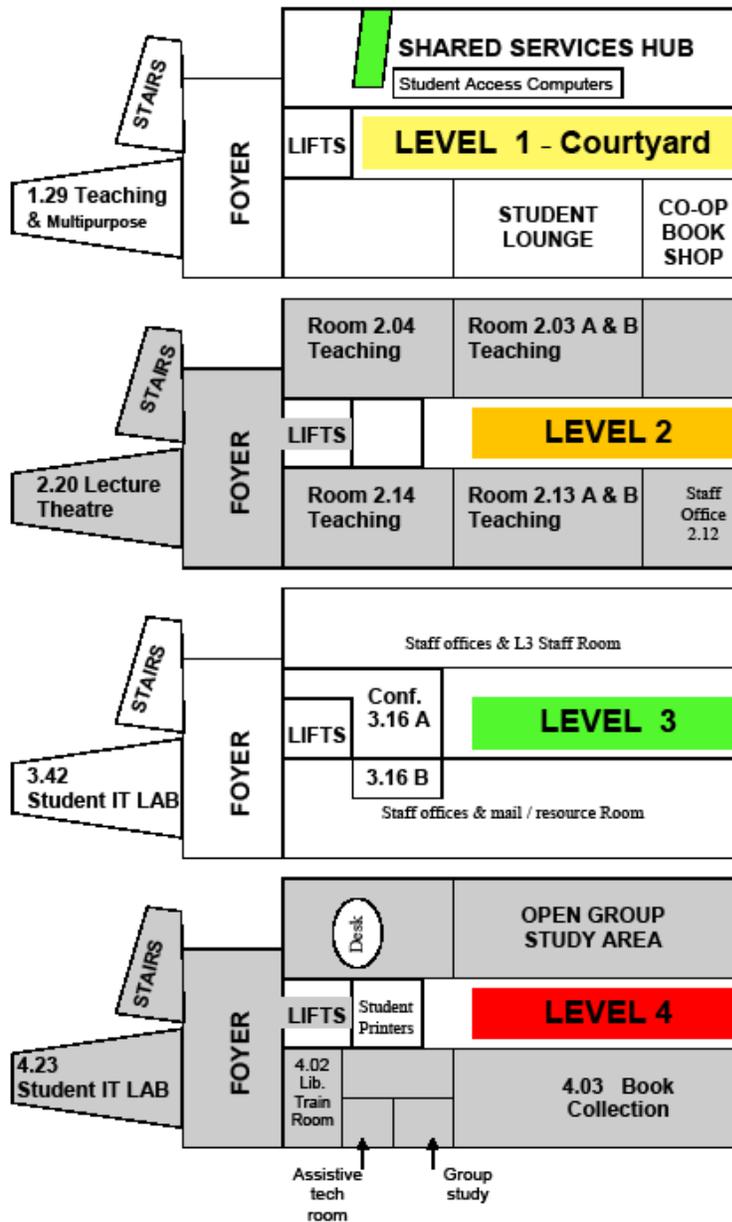
(Access via Terminal Drive, Gold Coast Airport)

For interim electronic mapping directions, use 1 Arthur Butler Parade, Bilinga - which will direct you to the corner of Southern Cross Drive.

Number 1 on the map below



Venue Layout



Southern Cross University — Beachside Campus Room Map

Other Venues

Welcome Reception

Deck 49

North Kirra Surf Lifesaving Club

Pacific Parade

North Kirra QLD 4225

<http://www.northkirra.com/section/5.html>

Forum Dinner

Regatta Steak and Seafood Restaurant

118 Wharf Street,

Tweed Heads NSW

<http://www.regattarestaurant.com.au/>