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For Immediate Release

## **BILL INMON, “THE FATHER OF DATA WAREHOUSING” TO SPEAK IN ST. LOUIS**



ST. LOUIS, MO – September 20, 2007 – Bill Inmon, widely recognized as the "father of data warehousing" will present *DW 2.0™ – Architecture for the Next Generation of Data Warehousing* at the Ritz Carlton Amphitheater at 100 Carondelet Plaza in Clayton, Missouri on Tuesday, October 23<sup>rd</sup>. Daugherty Business Solutions, a technology consulting firm headquartered in St. Louis, is bringing the world-renowned expert, speaker and author on data warehousing to St. Louis. A special discussion on unstructured data will be included in the presentation. The event is free, but attendees must pre-register for the 2:00pm or 4:00pm session at [www.daugherty.com](http://www.daugherty.com).

“It is a real privilege to bring such an authority on Business Intelligence to the St. Louis IT community,” says Ron Daugherty, President and CEO of Daugherty Business Solutions. “With DW 2.0™ Bill has laid down specifications for the next generation of data warehousing and how companies can better utilize unstructured data. This is an outstanding opportunity for executives and Business Intelligence experts from local organizations to learn about creating powerful decision support systems.”

Data warehousing is a concept that has been around for about two decades. Organizations have discovered that data warehousing enables the organization to access and use information for management’s decisions. In today’s world, there are many different flavors of data warehousing and much confusion as to what a data warehouse actually is. Furthermore, these definitions of data warehousing look at the past – at what a data warehouse was yesterday.

**Inmon will be discussing DW 2.0™, the architecture for the future of data warehousing.** An important part of DW 2.0™ is the inclusion of textual, unstructured data as part of the data warehouse. Corporations have huge amounts of important data locked up in an unstructured format. Traditionally this data has not been placed in a data base. But now there are opportunities

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for combining unstructured data along with structured data to create a truly powerful information foundation. With textual ETL it is possible to create exciting new types of information systems that have not before been possible.

#### **About William H. Inmon, "The Father of Data Warehousing"**

Bill Inmon is creator of the Corporate Information Factory ([www.inmoncif.com](http://www.inmoncif.com)) and more recently, creator of the Government Information Factory ([www.inmongif.com](http://www.inmongif.com)). He has over 35 years of experience in database technology management and data warehouse design, and is known globally for his seminars on developing data warehouses. He has been a keynote speaker for many major computing associations and many industry conferences, seminars, and tradeshow. Inmon has written more than 650 articles on a variety of topics about building, using, and maintaining the data warehouse. His works have been published in major computing journals including *Data Management Review* and *The Business Intelligence Network* where he continues to be a featured columnist. He has written 46 books, many of which have been translated into nine languages. In July 2007, Inmon was named by *COMPUTERWORLD* as one of the ten people that most influenced the first 40 years of the computer industry.

#### **About Daugherty Business Solutions**

Since 1985, Daugherty Business Solutions ([www.daugherty.com](http://www.daugherty.com)) has helped companies achieve their business objectives through the integration of business processes and leading technologies. Daugherty's partnering approach, proven methods, and team of nearly 500 business and technical experts enables the firm to provide world-class custom application development, business intelligence, mobile, and ERP solutions. Daugherty provides end-to-end technology services from its development centers in St. Louis (HQ), Atlanta, Chicago, and Minneapolis/St. Paul and has successfully implemented large-scale projects for leading global companies, including Allstate (NYSE: ALL), Anheuser-Busch (NYSE: BUD), Monsanto (NYSE: MON), and The Home Depot (NYSE: HD).