

# Tweets from “Sentient Enterprise” by Oliver Ratzesberger at TD 3PI Briefing – 6/5/2014

- 0:00 1 **shawnrog** Sr. VP Software @ratzesberger is presenting the Sentiment Enterprise. #td3pi This will be a good session!!
- 2 **merv** @danwoodsearly let's get gnomic: "Control is an illusion." And especially when we talk about Hadoop. #td3pi
- 3 **williammcknight** @ratzesberger up next at #td3pi talking about "The Sentient Enterprise" based on his research w/ Mohan Sawhney @ Kellogg School of Mgmt
- 4 **teradata** Beyond the #datadriven business, @Ratzesberger new project based on 7 yrs w/ @eBay and #Sears - roadmap for analytics adoption #td3pi
- 5 **tonybaer** Oliverr Ratzesberger now #td3pi. spent 7 yrs at eBay before heading Teradata Labs. New thrust:Sentient Enterprise for advanced analytics
- 6 **czds** RT @shawnrog: Sr. VP Software @ratzesberger is presenting the Sentiment Enterprise. #td3pi This will be a good session!!
- 0:05 7 **merv** #td3pi "What six sigma is to quality, the Sentient Enterprise is to analytics. " - @ratzesberger
- 8 **lindy\_ryan** The sentient ent is maturity model for the data-driven business @ratzesberger #td3pi
- 9 **rwang0** @ratzesberger talking about the Sentient Enterprise. Experience from @ebay @sears. He's now @teradata labs. #td3pi
- 10 **hackathorn** #td3pi #bbbt Oliver Ratzesberger, Sr VP SW, on Mohan Sawhney of Kellogg Sch of Mgt thoughts on Sentient Enterprise <http://t.co/ID2w23F7EC>
- 11 **teradata** RT @merv: #td3pi "What six sigma is to quality, the Sentient Enterprise is to analytics. " - @ratzesberger
- 12 **steve\_dine** RT @hackathorn: #td3pi #bbbt Oliver Ratzesberger, Sr VP SW, on Mohan Sawhney of Kellogg Sch of Mgt thoughts on Sentient Enterprise <http://t...>
- 13 **prussom** #BigData & #Analytics legend @Ratzesberger takes the stage at #TD3PI. He's former @eBay & @Sears, now @Teradata. Regular #TDWI speaker. Fun!
- 14 **datagenius** #td3pi @ratzesberger presenting a maturity model 4 companies wanting to do #advancedanalytics. Kellogg School is the co-author. #innovation
- 15 **marksmithvr** Oliver @ratzesberger from @teradata talking sentient enterprise & leads development for Teradata Labs - great to see him on stage! #td3pi
- 16 **richardwinter** RT @hackathorn: #td3pi #bbbt Oliver Ratzesberger, Sr VP SW, on Mohan Sawhney of Kellogg Sch on Sentient Enterprise <http://t.co/2kWtzcGgkY>
- 17 **drnatalie** The Sentient Enterprise - @ratzesberger started as convo w @MohanSawhney @KelloggSchool @eBay @Sears @teradata #td3pi
- 18 **matwg** RT @drnatalie: The Sentient Enterprise - @ratzesberger started as convo w @MohanSawhney @KelloggSchool @eBay @Sears @teradata #td3pi
- 19 **colinjwhite** RT @richardwinter: RT @hackathorn: #td3pi #bbbt Oliver Ratzesberger, Sr VP SW, on Mohan Sawhney of Kellogg Sch on Sentient Enterprise <http://t...>
- 20 **rwang0** @ratzesberger on deck talking about sentient enterprises. @terdata labs #td3pi <http://t.co/slnkluG2V9>
- 21 **drnatalie** . @ratzesberger 1.8 Trillion GB of data & every 2 yrs it doubles @teradata #td3pi
- 22 **matwg** RT @drnatalie: . @ratzesberger 1.8 Trillion GB of data & every 2 yrs it doubles @teradata #td3pi
- 23 **merv** #td3pi @ratzesberger describes game built by young man who didn't know the science behind platform. Abstraction is the ultimate tool.
- 24 **davidpwu** RT @rwang0: MyPOV: data is the foundation of the #digitalbiz #digitaltransformation ahead of us. Lead w/ biz model shift. #td3pi <http://t.c...>
- 25 **drnatalie** The Sentient Enterprise @ratzesberger - maturity of data capabilities in organizations - like to compare notes! @teradata #td3pi
- 26 **tonybaer** RT @merv #td3pi @ratzesberger describes game built by young man who didn't know the science behind platform. Abstraction is ultimate tool.

- 27 drnatalie The Sentient Enterprise @ratzesberger - Sentience is the ability to feel, perceive, or to experience subjectivity @teradata #td3pi
- 28 rwang0 MyPOV: forget real time, focus on right time. Context and relevancy are king. <http://t.co/ovjhnnCrzv> #td3pi
- 29 rwang0 RT @drnatalie: The Sentient Enterprise @ratzesberger - Sentience is the ability to feel, perceive, or to experience subjectivity @teradata ...
- 30 rwang0 RT @drnatalie: . @ratzesberger 1.8 Trillion GB of data & every 2 yrs it doubles @teradata #td3pi
- 31 jadv The Sentient Enterprise strategic analytics maturity model developed by @ratzesberger and @MohanSawhney over the past right months #TD3PI
- 32 tonybaer @ratzesberger describing "data anarchy" plaging most companies., Not new problem, but more data sources compounded problem #td3pi
- 33 drnatalie . @ratzesberger - Data Anarchy: Sifting through data, put out fires, humans direct data... @teradata #td3pi
- 34 colinjwhite Real-time interactions and self-service everything becoming key driving force and gaining traction in enterprises. @ratzesberger #TD3PI
- 35 hackathorn #td3pi #bbbt Oliver Ratzerberger: Wow with global tech! Barriers are data anarchy, sifting thru data, manual human action, daily fire drills
- 36 datagenius #td3pi @ratzesberger companies are sinking in data anarchy today. We have created a human chain to sift & push data. Data fire drills.
- 37 teradata #data Anarchy exists in a lot of companies - \$\$\$, time pushing data around the company, @Ratzesberger offers better way #td3pi
- 38 matwg RT @drnatalie: . @ratzesberger - Data Anarchy: Sifting through data, put out fires, humans direct data... @teradata #td3pi
- 39 teradata Glad you are enjoying #td3pi! @prussom @marksmithvr @shawnrog @drnatalie @Lindy\_Ryan
- 40 merv RT @datagenius: #td3pi @ratzesberger companies are sinking in data anarchy today. We have created a human chain to sift & push data. Data f...
- 41 rwang0 MyPOV: business processes, workflows, structure are all being disruptive. Hence we need mass personalization at scale. #td3pi
- 42 drnatalie . @ratzesberger - mistake was to make data warehouse - EDW - often doesn't match the business need @teradata #td3pi
- 43 matwg RT @drnatalie: . @ratzesberger - mistake was to make data warehouse - EDW - often doesn't match the business need @teradata #td3pi
- 44 drnatalie . @ratzesberger - EDW was kinda backward - build warehouse, then ask how will we use the data in business @teradata #td3pi
- 45 rwang0 MyPOV: assume flows are ad hoc, data requests are accessed not owned, funnels are dead. Context is key here. #td3pi
- 46 jackwmson RT @prussom: #BigData & #Analytics legend @Ratzesberger takes the stage at #TD3PI. He's former @eBay & @Sears, now @Teradata. Regular #TDWI...
- 0:10 47 tonycosentinovr @ratzesberger - marketing comes with idea on back of the napkin, IT comes back with 50 page doc #td3pi
- 48 merv #td3pi @ratzesberger describes how many ideas start on napkins. My PoV: give that to IT, and they often used to build you a paper mill.
- 49 teradata RT @datagenius: #td3pi @ratzesberger companies are sinking in data anarchy today. We have created a human chain to sift & push data. Data f...
- 50 drnatalie . @ratzesberger - now nobody wanted to wait on IT, so they made data marts - its business's request for agility @teradata #td3pi
- 51 teradata RT @rwang0: MyPOV: business processes, workflows, structure are all being disruptive. Hence we need mass personalization at scale. #td3pi
- 52 matwg RT @drnatalie: . @ratzesberger - now nobody wanted to wait on IT, so they made data marts - its business's request for agility @teradata #t...
- 53 steve\_dine Oliver @ratzesberger speaking on the quest for data agility. It turns into the wild wild west, not agile. amen! #td3pi

- 54 **williammcknight** "#Agile is not wild, wild west" @ratzesberger #td3pi
- 55 **drnatalie** . @ratzesberger - agility requires people, process & tech to support that & mostly data marts don't have consistency @teradata #td3pi
- 56 **danwoodsearly** #td3pi @Teradata's Oliver Ratzesberger: Challenge for making data work, leaving waterfall methods behind but still getting quality results.
- 57 **orzota** RT @merv: #td3pi @ratzesberger describes how many ideas start on napkins. My PoV: give that to IT, and they often used to build you a paper...
- 58 **tonybaer** @ratzesberger describes "data drift" that often happens. We do data marts to be agile, but accuracy, consistency often suffers #td3pi
- 59 **datagenius** @ratzesberger talking data drift in enterprises #td3pi <http://t.co/tFc00vyUpT>
- 60 **lindy\_ryan** RT @williammcknight: "#Agile is not wild, wild west" @ratzesberger #td3pi
- 61 **neilraden** #td3pi I don't actually agree with Oliver that we were IT people who just ported IT thinking to building data warehouses. Some of us weren't
- 62 **hackathorn** #td3pi #bbbt Oliver Ratzesberger: painting realistic pic of dysfunctional IT culture. Agile method is very tough to do right! Data drift!
- 63 **datagenius** @ratzesberger taking why agile data processing is not ready yet. #td3pi <http://t.co/0B0TA4ruaH>
- 64 **prussom** At #TD3PI, @ratzesberger making case for #AgileBI & lean methods applied to #EDW. Biz can't wait. Old req gathering is inaccurate. #TDWI.
- 65 **drnatalie** . @ratzesberger -garbage in, garbage out - see 60% Data Drift - lack of data accuracy @teradata #td3pi <http://t.co/vq4aPFsD3X>
- 0:15 66 **tonycoentinovr** @ratzesberger talks agility w/o process, version control, governance, training, platforms resulting in data anarchy; need mid ground #td3pi
- 67 **dbstodder** @ratzesberger Sr VP, Softw @Teradata: must solve "being slow w data - how do I not fall for monstrous dev cycle tht takes forever?" #td3pi
- 68 **tonybaer** RT +1 @Lindy\_Ryan @williammcknight: "#Agile is not wild, wild west" @ratzesberger #td3pi
- 69 **steve\_dine** RT @TonyCosentinoVR: @ratzesberger talks agility w/o process, version control, governance, training, platforms resulting in data anarchy; n...
- 70 **marksmithvr** Oliver @ratzesberger talks data drift & waste of time with data, yep, our research found this for years! #TD3PI <http://t.co/McVrDhIEnn>
- 71 **tonybaer** RT @prussom: At #TD3PI, @ratzesberger making case for #AgileBI & lean methods applied to #EDW. Biz can't wait. Old req gathering is inaccur...
- 72 **prussom** @ratzesberger adds that #AgileBI is not mature yet. Still like old wild wild west. #TD3PI #TDWI
- 73 **bevelson** #td3pi team - we've all been sold on the centrld data arch, single version of the truth, agile 4 the last 20 yrs. What's really new here?
- 74 **tonybaer** To combat "data drift" eBay went to timeboxing projects to 30, 60, or 90 days #td3pi @ratzesberger
- 75 **hackathorn** #td3pi #bbbt Oliver: 100x data duplication to integrated DW in 20 days. Then plug on all systems! Burn the boat so no return!
- 76 **merv** #td3pi "Timebox it. Turn it off." - @ratzesberger on eliminating unneeded, duplicative data that accumulates during re-architecting efforts.
- 77 **colinjwhite** RT @TonyBaer: To combat "data drift" eBay went to timeboxing projects to 30, 60, or 90 days #td3pi @ratzesberger
- 78 **williammcknight** @ratzesberger talking importance of time-boxing system shutdowns, performance tuning, etc. Great idea. #td3pi
- 79 **teradata** a data mart cannot be cheap enough to justify its existence, reminds @Ratzesberger #td3pi
- 80 **neilraden** #td3pi I see clients moving off Oracle or DB2 DW's, to analytical platforms, but missing opportunity to improve. Just forklift. Agree w/Oliver
- 81 **rmclane** RT @rwang0: MyPOV: forget real time, focus on right time. Context and relevancy are king. <http://t.co/ovjhcnCrzv> #td3pi
- 82 **marksmithvr** "A data mart cannot be cheap enough to justify its existence" says @ratzesberger - logical but many are not & data chaos grows! #td3pi

- 83 **bevelson** #td3pi red alert! agile <> EDW
- 84 **claudia\_imhoff** #td3pi @ratzesberger says at @ebay, "A data mart cannot be cheap enough to be justified". Interesting! #BBBT
- 85 **marksmithvr** RT @bevelson: #td3pi red alert! agile <> EDW
- 86 **teradata** if you cannot be agile with structured data, you certainly cannot be agile with #bigdata because it is so much harder. #td3pi
- 87 **merv** #td3pi What happens AFTER agile? MyPoV: apply controls, instrumentation to detect failures - necessary steps. Not "over" till it's over.
- 88 **colinjwhite** If you can't be agile with structured data in the EDW then it is even more difficult with big data! @ratzesberger #td3pi
- 89 **prussom** @ratzesberger recounts eBay policy: "Data mart cannot be cheap enough to justify its existence." #Analytics sandboxes r better. #TD3PI #TDWI
- 90 **tobyhudsonb2b** RT @Teradata: if you cannot be agile with structured data, you certainly cannot be agile with #bigdata because it is so much harder. #td3pi
- 0:20 91 **claudia\_imhoff** +1 RT @NeilRaden: #td3pi I see clients moving off Oracle or DB2 DW's, to analytical pltfms but missing opp to improve. Just forklift. #BBBT
- 92 **prussom** Agile Data Warehouse at eBay. Anyone can request and provision their own data mart, ready in 5 min. #TD3PI #TDWI
- 93 **jadp** The Sentient Enterprise starts with agile datawarehousing and uses @Teradata #DataLabs @ratzesberger #TD3PI
- 94 **claudia\_imhoff** +1 RT @ColinJWhite: If you can't be agile w structured data in EDW then it's even more difficult with big data! @ratzesberger #td3pi #BBBT
- 95 **bevelson** #td3pi ok, a virtual data mart in 5 min? A data mart on demand? I'll buy that. Anxious to see what's really behind it
- 96 **colinjwhite** RT @bevelson: #td3pi ok, a virtual data mart in 5 min? A data mart on demand? I'll buy that. Anxious to see what's really behind it
- 97 **rosejason** "@bevelson: #td3pi red alert! agile <> EDW" #BreakingNews did not see that coming from @Teradata
- 98 **ggheorghiu** RT @Claudia\_Imhoff: +1 RT @NeilRaden: #td3pi I see clients moving off Oracle or DB2 DW's, to analytical pltfms but missing opp to improve. ...
- 99 **prussom** @ratzesberger: Creating a data mart is not the problem. It's the ramifications of ungoverned data that are later the problem. #TD3PI #TDWI
- 100 **tracykawal** Exactly. RT @NeilRaden: #td3pi Don't actually agree w/Oliver that we were IT people who just ported IT think to build dws. Some of us weren't
- 101 **claudia\_imhoff** RT @JAdP: The Sentient Enterprise starts with agile datawarehousing and uses @Teradata #DataLabs @ratzesberger #TD3PI #BBBT
- 102 **rwang0** MyPOV: the concept of virtual data marts is always cool. create it on demand in 5 mins. or analytic sandboxes. Let's see who wins. #td3pi
- 103 **czds** RT @prussom: @ratzesberger: Creating a data mart is not the problem. It's the ramifications of ungoverned data that are later the problem. ...
- 104 **prussom** @ratzesberger: Sandboxes should expire. At ebay, user gets an email warning of termination, but with links to renew sandbox. #TD3PI #TDWI
- 105 **tonybaer** Instead of standup data marts, create self-service virtual data marts on Teradata box to prevent data drift #td3pi
- 106 **drnatalie** . @ratzesberger -Data Maturity Capabilities: Level 1: Agile Data Warehouse @teradata #td3pi <http://t.co/zKm9SHLDak>
- 107 **colinjwhite** RT @TonyBaer: Instead of standup data marts, create self-service virtual data marts on Teradata box to prevent data drift #td3pi
- 108 **czds** RT @JAdP: The Sentient Enterprise starts with agile datawarehousing and uses @Teradata #DataLabs @ratzesberger #TD3PI
- 109 **czds** RT @prussom: Agile Data Warehouse at eBay. Anyone can request and provision their own data mart, ready in 5 min. #TD3PI #TDWI

110 **czds** RT @Teradata: if you cannot be agile with structured data, you certainly cannot be agile with #bigdata because it is so much harder. #td3pi

111 **marksmithvr** Glad @ratzesberger talking security - in fact our research finds top admin capability needed for information/data access by IT #td3pi

0:25 112 **hackathorn** #td3pi #BBBT Oliver: first stage to Sentient Enterprise: Agile DW as data marts=>virtual data mart=>data labs. Reflection on eBay's story

113 **merv** #td3pi @ratzesberger "A working prototype is 100x better than a requirements document. "

114 **tonybaer** ... and in turn, eBay built DW of DW. A DW of query logs to understand how virtual data marts were being used #td3pi @ratzesberger

115 **bevelson** #td3pi dw = data models, relational structures, sql, schema constraints. I don't see how DW can be #agile. Sorry

116 **colinjwhite** IMO virtual data marts are good but U still need to get the data in the EDW. Separate investigative analytic platform still required. #td3pi

117 **jackwmson** RT @Teradata: if you cannot be agile with structured data, you certainly cannot be agile with #bigdata because it is so much harder. #td3pi

118 **yvesmulkers** RT @TonyBaer: Instead of standup data marts, create self-service virtual data marts on Teradata box to prevent data drift #td3pi

119 **hackathorn** #td3pi #bbbt Oliver: Layered Data Architecture <http://t.co/QV67W8QIqC>

120 **prussom** @ratzesberger on sandbox. Does something quick; easy creation; eventual retirement; quality data provisioned; gov thru out. #TD3PI #TDWI

121 **datagenius** @ratzesberger presenting the journey to maturity. Interesting for an architect. #td3pi <http://t.co/KGQZOKSpNZ>

122 **ggheorghiu** RT @Claudia\_Imhoff: #td3pi @ratzesberger says at @ebay, "A data mart cannot be cheap enough to be justified". Interesting! #BBBT

123 **jadp** Layered Data Architecture: staging, integration, calculation, aggregation, presentation, #DataLabs #TD3PI

124 **merv** #td3pi How comprehensive is your project? No more than necessary. Then add what works into ongoing larger model. Don't stop when "done."

125 **czds** RT @hackathorn: #td3pi #bbbt Oliver: Layered Data Architecture <http://t.co/QV67W8QIqC>

126 **redjane** RT @Claudia\_Imhoff: #td3pi @ratzesberger says at @ebay, "A data mart cannot be cheap enough to be justified". Interesting! #BBBT

127 **rwang0** #datalake ++? MyPOV: it's a data swamp. In any case layered data architecture brilliant. #bigdata @teradata #td3pi <http://t.co/ilpV3h6qPp>

128 **drnatalie** RT @rwang0: #datalake ++? MyPOV: it's a data swamp. In any case layered data architecture brilliant. #bigdata @teradata #td3pi <http://t.co/...>

129 **drnatalie** RT @rwang0: MyPOV: assume flows are ad hoc, data requests are accessed not owned, funnels are dead. Context is key here. #td3pi

130 **dbstodder** @ratzesberger observ frm exper @eBay: users' prototype based virtual data mart ("data lab") 100x better than a requiremnts doc #td3pi

131 **drnatalie** RT @rwang0: MyPOV: forget real time, focus on right time. Context and relevancy are king. <http://t.co/ovjhhnCrzv> #td3pi

132 **redjane** RT @merv: #td3pi "Timebox it. Turn it off." - @ratzesberger on eliminating unneeded, duplicative data that accumulates during re-architecti...

133 **merv** #td3pi @ratzesberger "Focus on golden attributes." Agree. Succeed, then extend.

0:30 134 **claudia\_imhoff** RT @rwang0: #datalake ++? MyPOV: it's a data swamp. In any case layered data architecture brilliant. #bigdata #td3pi <http://t.co/Teidc9HATC>


135 **merv** RT @rwang0: #datalake ++? MyPOV: it's a data swamp. In any case layered data architecture brilliant. #bigdata @teradata #td3pi <http://t.co/...>

136 **hackathorn** #TD3PI #BBBT Oliver: We have to model the freaking world! So, don't try to do the impossible! Integrated at lowest granularity.

137 **prussom** Oliver @Ratzesberger's plan for Layered Data Architecture. She attached photo. #TD3PI #TDWI #HADOOPSUMMIT <http://t.co/rpOCj8DBoE>

- 138 **czds** RT @TonyBaer: Instead of standup data marts, create self-service virtual data marts on Teradata box to prevent data drift #td3pi
- 139 **claudia\_imhoff** Important slide! RT @hackathorn: #td3pi #bbbt Oliver: **Layered Data Architecture** <http://t.co/rp69T3gJul>
- 140 **czds** RT @merv: #td3pi @ratzesberger "A working prototype is 100x better than a requirements document. "
- 141 **bevelson** RT @rwang0: layered data architecture brilliant #td3pi > SAP thinks differently w in-mem columnar you don't need layers like aggregates
- 142 **datagenius** RT @NeilRaden: #td3pi I see clients moving off Oracle or DB2 DW's, to analytical platforms, but missing opportunity to improve. Just forklift...
- 143 **datagenius** RT @marksmithvr: Oliver @ratzesberger talks data drift & waste of time with data, yep, our research found this for years! #TD3PI <http://t.c...>
- 144 **tonybaer** @ratzesberger **if there is one word to summarize his message: governance. 2nd word: agile. They are not contradictory** #td3pi
- 145 **hackathorn** #td3pi #bbbt Oliver: **At the top of the 5-stage layered data arch is... #DataLab - virtual sandboxes & prototypes.**
- 146 **jackwmson** RT @rwang0: #datalake ++? MyPOV: it's a data swamp. In any case layered data architecture brilliant. #bigdata @teradata #td3pi <http://t.co/...>
- 147 **jackwmson** RT @Claudia\_Imhoff: RT @rwang0: #datalake ++? MyPOV: it's a data swamp. In any case layered data architecture brilliant. #bigdata #td3pi h...
- 148 **hackathorn** #td3pi #BBBT Oliver: **Within the data labs, we leveraging analytics to know what people are doing with data.**
- 149 **claudia\_imhoff** RT @TonyBaer: @ratzesberger if there is 1 word to summarize his message: governance. 2nd word: agile. They're not contradictory #td3pi #BBBT
- 0:35 150 **richardwinter** @ratzesberger: **problem w. enterprise data model -- you always get new data from outside - "end up modeling the whole frickin world"** #td3pi
- 151 **tonybaer** @ratzesberger **they had to change org to do this. embed developers with end users. that was stage 1** #td3pi
- 152 **colinjwhite** **The proposed layered data architecture is still designed for production BI/EDW. Experimental analytics do not always use EDW data.** #td3pi
- 153 **danwoodsearly** RT @bevelson: RT @rwang0: SAP doesn't say no aggregates, rather aggs should be virtual materialized on demand because of in-mem. #td3pi
- 154 **prussom** RT @richardwinter: @ratzesberger: problem w. enterprise data model -- you always get new data from outside - "end up modeling the whole fri...
- 155 **richardwinter** RT @rwang0: #datalake ++? MyPOV: it's a data swamp. In any case layered data architecture brilliant. #bigdata #td3pi <http://t.co/Y4fILZWLrk>
- 156 **prussom** RT @TonyBaer: @ratzesberger if there is one word to summarize his message: governance. 2nd word: agile. They are not contradictory #td3pi
- 157 **merv** #td3pi @ratzesberger - **pattern detectors are not the same people as bean counters (paraphrased.)**
- 158 **drnatalie** . @ratzesberger **-When building a data strategy - know layers of data & map 2 business users of data** @teradata #td3pi <http://t.co/YQPNkADseV>
- 159 **marksmithvr** **Data Scientists referenced by @ratzesberger hey, 3.824 of them in US, starting to multiply - but not enough of them today!** #td3pi
- 160 **prussom** RT @ColinJWhite: The proposed layered data architecture is still designed for production BI/EDW. Experimental analytics do not always use E...
- 161 **bevelson** MT @ColinJWhite: layered data arch is still designed for prod BI/EDW. Experimental analytics do not always use EDW data #td3pi +1
- 162 **hackathorn** #TD3PI #bbbt Oliver **- Stage 2 of LDA: Behavioral DW to design/monitor behavioral patterns in DW usage AND in subject-area data.**
- 163 **dutchlight360** RT @hackathorn: #td3pi #bbbt Oliver: At the top of the 5-stage layered data arch is... #DataLab - virtual sandboxes & prototypes.
- 164 **tcs\_sap** RT @marksmithvr: Data Scientists referenced by @ratzesberger hey, 3.824 of them in US, starting to multiply - but not enough of them today!...

- 165 **merv** RT @ColinJWhite: The proposed layered data architecture is still designed for production BI/EDW. Experimental analytics do not always use E...
- 166 **robpaller** RT @prussom: @ratzesberger: Creating a data mart is not the problem. It's the ramifications of ungoverned data that are later the problem. ...
- 167 **claudia\_imhoff** RT @ColinJWhite: The proposed layered data architecture is still designed for production BI/EDW. Experimental analytics do not always use E...
- 168 **prussom** RT @merv: #td3pi @ratzesberger "Focus on golden attributes." Agree. Succeed, then extend.
- 169 **shawnrog** Proof @ratzesberger is making good points when analysts are taking pics of the slide. #td3pi Also speaks to importance of getting the deck
- 170 **richardwinter** RT @hackathorn: #TD3PI #bbbt Oliver - Stage 2 of LDA: DW to design/monitor behavioral patterns in DW usage AND in subject-area data.
- 171 **robpaller** RT @ColinJWhite: If you can't be agile with structured data in the EDW then it is even more difficult with big data! @ratzesberger #td3pi
- 172 **merv** #td3pi Looks like @ratzesberger is using Prezi. And the visual style works well with his improvisational, free-flowing style of speaking.
- 0:40 173 **dego963** RT @bevelson: MT @ColinJWhite: layered data arch is still designed for prod BI/EDW. Experimental analytics do not always use EDW data #td3p...
- 174 **dego963** RT @bevelson: RT @rwan0: layered data architecture brilliant #td3pi > SAP thinks differently w in-mem columnar you don't need layers like ...
- 175 **rwan0** MyPOV: the sequel to #NOSQL will be more #SQL #bigdata #td3pi
- 176 **dego963** RT @bevelson: #td3pi dw = data models, relational structures, sql, schema constraints. I don't see how DW can be #agile. Sorry
- 177 **dego963** RT @bevelson: #td3pi ok, a virtual data mart in 5 min? A data mart on demand? I'll buy that. Anxious to see what's really behind it
- 178 **drnatalie** . @ratzesberger -Level 2: Behavioral Level Data - more important - than say a product - @teradata #td3pi <http://t.co/SU7sBYmVYB>
- 179 **rwan0** MyPOV: @ratzesberger is a legend. great discussion. lots of passion. lots of insight. #td3pi
- 180 **prussom** @ratzesberger: Semi-structured data modeling in Integration Layer of Data Arch. Essential to managing semi-struct data in #EDW. #TD3PI #TDWI
- 181 **czds** RT @Claudia\_Imhoff: #td3pi @ratzesberger says at @ebay, "A data mart cannot be cheap enough to be justified". Interesting! #BBBT
- 182 **tcs\_sap** RT @rwan0: MyPOV: @ratzesberger is a legend. great discussion. lots of passion. lots of insight. #td3pi
- 183 **hackathorn** #td3pi #BBBT Oliver: new innovation driven by A-B-C-Z testing. Use semi-structured model NAME-VALUE pairs=>JSON data. Bring in data earlier!
- 184 **datagenius** RT @hackathorn: #td3pi #BBBT Oliver: new innovation driven by A-B-C-Z testing. Use semi-structured model NAME-VALUE pairs=>JSON data. Bring ...
- 185 **prussom** @ratzesberger: At eBay, tracked users accessing semi struc data, so could learn their needs & practices, serve them better. #TD3PI #TDWI
- 186 **jackwmson** RT @richardwinter: RT @rwan0: #datalake ++? MyPOV: it's a data swamp. In any case layered data architecture brilliant. #bigdata #td3pi ht...
- 187 **jackwmson** RT @rwan0: MyPOV: the sequel to #NOSQL will be more #SQL #bigdata #td3pi
- 188 **redjane** RT @Claudia\_Imhoff: RT @TonyBaer: @ratzesberger if there is 1 word to summarize his message: governance. 2nd word: agile. They're not contr...
- 189 **tonybaer** @ratzesberger Described "behavioral" data platform. Ingest that semistructured data, if certain tags used a lot, then you model them #td3pi
- 190 **hackathorn** #td3pi #BBBT Oliver: Value comes from behaviors, not from transactions. <http://t.co/ALQfUXduLL>
- 191 **czds** RT @TonyBaer: To combat "data drift" eBay went to timeboxing projects to 30, 60, or 90 days #td3pi @ratzesberger
- 192 **danwoodsearly** #td3pi @ratzesberger use case for "semi structured data modeling" explains why NOSQL has become so popular. Just add the field and use it.

- 193 **czds** RT @merv: #td3pi "Timebox it. Turn it off." - @ratzesberger on eliminating unneeded, duplicative data that accumulates during re-architecti...
- 194 **drnatalie** . @ratzesberger -Level 2 transactional to behavioral data- if don't get this right, don't continue - just have a mess @teradata #td3pi
- 195 **merv** #td3pi @ratzesberger describes "Behavioral data platform." A switch from transaction orientation – behaviors of SYSTEMS (not just people).
- 196 **scott\_gnau** Getting ready to take the stage at #TD3PI!
- 197 **datagenius** RT @prussom: @ratzesberger: Semi-structured data modeling in Integration Layer of Data Arch. Essential to managing semi-struc data in #EDW...
- 198 **datagenius** RT @merv: #td3pi Looks like @ratzesberger is using Prezi. And the visual style works well with his improvisational, free-flowing style of s...
- 199 **robpaller** RT @TonyBaer: @ratzesberger if there is one word to summarize his message: governance. 2nd word: agile. They are not contradictory #td3pi
- 200 **datagenius** RT @prussom: @ratzesberger: At eBay, tracked users accessing semi struc data, so could learn their needs & practices, serve them better. #TD...
- 201 **nrouda** Layered data architecture has staging, integration, calculation, aggregation, presentation, and data lab says @ratzesberger @Teradata #td3pi
- 202 **hackathorn** #td3pi #bbbt Oliver: data hub does not storage data but is a crowd-sourcing website. <http://t.co/8aJJqcdo34>
- 0:45 203 **marksmithvr** RT @Scott\_Gnau: Getting ready to take the stage at #TD3PI!
- 204 **merv** RT @hackathorn: #td3pi #bbbt Oliver: data hub does not storage data but is a crowd-sourcing website. <http://t.co/8aJJqcdo34>
- 205 **constellationrg** RT @rwan0: MyPOV: the sequel to #NOSQL will be more #SQL #bigdata #td3pi #sapphire now
- 206 **tonybaer** Then added collaborative data hub. With search, used social techniques to see who you know is using what data #td3pi
- 207 **redjane** RT @richardwinter: @ratzesberger: problem w. enterprise data model -- you always get new data from outside - "end up modeling the whole fri...
- 208 **drnatalie** . @ratzesberger -Level 3: Data Hub - collaboration website to get a handle on all the data by working together @teradata #td3pi
- 209 **merv** .@hackathorn The discussion is arguably an "instrumented data fabric" that responds to its own usage patters. #td3pi
- 210 **rwan0** RT @merv: .@hackathorn The discussion is arguably an "instrumented data fabric" that responds to its own usage patters. #td3pi
- 211 **tonybaer** RT @nrouda Layered data architecture has staging, integration, calculation, aggregation, presentation & data lab says @ratzesberger #td3pi
- 212 **valerie\_fink** RT @NeilRaden: #td3pi I see clients moving off Oracle or DB2 DW's, to analytical platforms, but missing opportunity to improve. Just forklift...
- 213 **matwg** RT @drnatalie: . @ratzesberger -Level 3: Data Hub - collaboration website to get a handle on all the data by working together @teradata #td...
- 214 **prussom** @ratzesberger: how survive metadata mgt with nonschema #BigData? Crowdsource it, capture/share it. Like LinkedIn for metadata. #TD3PI #TDWI
- 215 **rwan0** RT @Claudia\_Imhoff: #td3pi @ratzesberger says at @ebay, "A data mart cannot be cheap enough to be justified". Interesting! #BBBT
- 216 **tonybaer** @Scott\_Gnau you've got a tough act to follow, but we know you're up to it #td3pi
- 217 **drnatalie** . @ratzesberger -Level 3: Data Hub -be able to search on thread 2 provide self-help @teradata #td3pi
- 218 **tonybaer** @ratzesberger that data hub was a means for crowdsourcing metadata. And... gulp, even used gamification @tunvall #td3pi 
- 219 **neilraden** #td3pi a lot of reporting in these tweets. But not much discussion. Where's the dialectic all you analysts?
- 220 **prussom** @ratzesberger: How to incentivize data workers at eBay? Gamification: people solving a data problem got a prize! #TD3PI #TDWI



- 221 **merv** #td3pi @ratzesberger making the case that metadata is not coming from a repository (at least not alone) but from metered usage on the fabric
- 222 **williammcknight** @ratzesberger: gamification of the user interface, ability to follow topics/people etc. Uptake in data managed and used as a result. #td3pi
- 223 **rwang0** RT @drnatalie: . @ratzesberger -Level 3: Data Hub -be able to search on thread 2 provide self-help @teradata #td3pi
- 224 **hackathorn** #td3pi #BBBT Oliver: data hub as collaborative tool used 60K times per month. Story telling as blog article w link to live Tableau dashboard
- 225 **datagenius** @ratzesberger foundation of dats needs to move from transaction to behavioral including social #td3pi. #innovation <http://t.co/WfAOzbMh1s>
- 226 **datagenius** RT @williammcknight: @ratzesberger: gamification of the user interface, ability to follow topics/people etc. Uptake in data managed and use...
- 227 **datagenius** RT @hackathorn: #td3pi #BBBT Oliver: data hub as collaborative tool used 60K times per month. Story telling as blog article w link to live ...
- 228 **datagenius** RT @merv: #td3pi @ratzesberger making the case that metadata is not coming from a repository (at least not alone) but from metered usage on...
- 0:50 229 **datagenius** RT @prussom: @ratzesberger: How to incentivize data workers at eBay? Gamification: people solving a data problem got a prize! #TD3PI #TDWI
- 230 **prussom** RT @merv: #td3pi @ratzesberger making the case that metadata is not coming from a repository (at least not alone) but from metered usage on...
- 231 **tonybaer** @merv @ratzesberger yup, turning your own systems on,... your own systems. And instrumenting all that collaboration. Powerful stuff #td3pi
- 232 **czds** RT @dbstodder: @ratzesberger Sr VP, Softw @Teradata: must solve "being slow w data - how do I not fall for monstrous dev cycle tht takes fo..."
- 233 **hackathorn** #td3pi #bbbt Oliver: Kaggle as example of crowd-sourcing data analysis competition.
- 234 **dutchlight360** RT @NeilRaden: #td3pi a lot of reporting in these tweets. But not much discussion. Where's the dialectic all you analysts?
- 235 **drnatalie** . @ratzesberger drive people's behavior to change- used search, social, blogs, gaming to collaborate @teradata #td3pi <http://t.co/LiflA0FXyl>
- 236 **rwang0** MyPOV: smart. collaborative ideation platform. LinkedIn For analytics.  
"Topological data analysis?" hmm. #td3pi #bigdata #analytics
- 237 **merv** #td3pi @ratzesberger social graphs on data usage - parallels some work Microsoft doing around Office. Collaboration is invading strategies
- 238 **dbstodder** "Metadata today doesn't come from library but is the sum of all interactions w us (tagging, writing about us, etc.)" @ratzesberger #td3pi
- 239 **steve\_dine** @ratzesberger "Crowdsourcing occurs everywhere but within our own companies." #td3pi
- 240 **teradata** RT @drnatalie: @ratzesberger drive people's behavior to change- used search, social, blogs, gaming to collaborate @Teradata #td3pi
- 241 **marksmithvr** #TBT @teradata Analytics for SAP reminded me of my product launch in '96 'Oracle Warehouse Toolkit for SAP' <http://t.co/4MtM0mOx2m> #td3pi
- 242 **teradata** RT @steve\_dine: @ratzesberger "Crowdsourcing occurs everywhere but within our own companies." #td3pi
- 243 **hackathorn** #TD3PI #BBBT Oliver: 4th stage is Analytical Platform. app dev starts at beginning with deployment => zero cost deployment 
- 244 **neilraden** #td3pi why is Oliver a great presenter? Three reasons. He's positive (not cynical), he's passionate and cred- he knows what he's talking about
- 245 **merv** RT @NeilRaden: #td3pi why is Oliver a great presenter? Three reasons. He's positive (not cynical), he's passionate and cred- he knows what he'...
- 246 **marksmithvr** My challenge with @ratzesberger great rant is not enough focus on human experience using natural language access, search & preso #td3pi

- 247 **datagenius** RT @dbstodder: "Metadata today doesn't come from library but is the sum of all interactions w us (tagging, writing about us, etc.)" @ratzes...
- 248 **marksmithvr** RT @NeilRaden: #td3pi why is Oliver a great presenter?Three reasons.He's positive (not cynical), he's passionate and cred-he knows what he'...
- 0:55 249 **marksmithvr** RT @drnatalie: . @ratzesberger drive people's behavior to change- used search, social, blogs, gaming to collaborate @teradata #td3pi http://...
- 250 **drnatalie** . @ratzesberger **Level 3: Collaborative Ideation Platform** @teradata #td3pi http://t.co/10XyquNtXw
- 251 **neilraden** RT @marksmithvr: My challenge with @ratzesberger great rant is not enough focus on human experience using natural language access, search & ...
- 252 **merv** #td3pi @ratzesberger **"Lineage of metadata about apps is as important as the other data." Basis for moving forward.**
- 253 **dangraham\_** RT @rwang0: MyPOV: the sequel to #NOSQL will be more #SQL #bigdata #td3pi
- 254 **williammcknight** RT @steve\_dine: @ratzesberger "Crowdsourcing occurs everywhere but within our own companies." #td3pi
- 255 **danwoodsearly** RT @marksmithvr: Re: natural language access, search & preso Check out my Top of the Funnel BI idea: http://t.co/xbZ3sloFfe #td3pi
- 256 **drnatalie** . @ratzesberger **has your co operationalized your customer segments cross functionally? most don't** @teradata #td3pi
- 257 **prussom** @ratzesberger: **Success factor for sandbox & other #agile practices: Zero Cost Deployment. Funding is opposite of #RealTime.** #TD3PI #TDWI
- 258 **lindy\_ryan** RT @steve\_dine: @ratzesberger "Crowdsourcing occurs everywhere but within our own companies." #td3pi
- 259 **dangraham\_** RT @ColinJWhite: If you can't be agile with structured data in the EDW then it is even more difficult with big data! @ratzesberger #td3pi
- 260 **drnatalie** . @ratzesberger - **he defined 1000 customer segments - enabling experimentation - looked at pricing - saw interesting patterns** @teradata #td3pi
- 261 **tonybaer** @marksmithvr @ratzesberger **this is all the process&thinking that goes on behind the scenes. Critical step 1** #td3pi
- 262 **jackwmson** RT @rwang0: MyPOV: smart. collaborative ideation @platform. LinkedIn For analytics. "Topological data analysis?" hmm. #td3pi #bigdata #anal...
- 263 **dbstodder** RT @NeilRaden: #td3pi why is Oliver a great presenter?Three reasons.He's positive (not cynical), he's passionate and cred-he knows what he'...
- 264 **hackathorn** #td3pi #bbbt Oliver: **lineage about apps is as important as data lineage. First cust segmentation app to handle million seg=>1000 used**
- 265 **tonybaer** RT+1 @Lindy\_Ryan @steve\_dine: @ratzesberger "Crowdsourcing occurs everywhere but within our own companies." #td3pi
- 266 **drnatalie** . @ratzesberger - **example customer segment: next best offer - good stuff to drive customer lifetime value** @teradata #td3pi
- 1:00 267 **prussom** @ratzesberger: **1K user segments. 1 ETL job that unaltered gens sandbox data for each, tho segments vary. That's #agile!** #TD3PI #TDWI
- 268 **merv** #td3pi @ratzesberger **describes going back in time to assess behavior of newly defined segments. Not rear view mirror - (re)creative vision.**
- 269 **ken\_rosen** Do u elaborate somewhere? RT @rwang0: MyPOV: the sequel to #NOSQL will be more #SQL #bigdata #td3pi
- 270 **neilraden** @marksmithvr #td3pi Natural language? My old tweet:"Where is my goddamned robot It's 2011, isn't it?Forget flying car, i want my robot"
- 271 **hackathorn** #TD3PI #BBBT Oliver: **Analytics created always after the fact! Change that... Data Listening - turn data integration upside-down.**
- 272 **drnatalie** . @ratzesberger **-data listening - turn data integration upside down - push data into listening framework** @teradata #td3pi

- 273 **merv** RT @drnatalie: . @ratzesberger -data listening - turn data integration upside down - push data into listening framework @teradata #td3pi
- 274 **marksmithvr** @ratzesberger talks data listening & relevance to enterprise for broadcasting data for store & use #td3pi
- 275 **claudia\_imhoff** RT @drnatalie: @ratzesberger -data listening - turn data integration upside down - push data into listening framework @teradata #td3pi #BBBT
- 276 **teradata** RT @hackathorn: #TD3PI #BBBT Oliver: Analytics created after the fact! Change that... Data Listening - turn data integration upside-down.
- 277 **steve\_dine** RT @drnatalie: . @ratzesberger -data listening - turn data integration upside down - push data into listening framework @teradata #td3pi
- 278 **maikgroenewegen** RT @Claudia\_Imhoff: +1 RT @NeilRaden: #td3pi I see clients moving off Oracle or DB2 DW's, to analytical pltfms but missing opp to improve. ...
- 279 **matwg** RT @drnatalie: . @ratzesberger -data listening - turn data integration upside down - push data into listening framework @teradata #td3pi
- 280 **drnatalie** . @ratzesberger @disney magic bands - good example of using data <http://t.co/PIJGFDY0Og> @teradata #td3pi
- 281 **0x1983** RT @merv: #td3pi @ratzesberger describes "Behavioral data platform." A switch from transaction orientation – behaviors of SYSTEMS (not just...
- 1:05 282 **prussom** @ratzesberger talking bout Disney Magic Band. ID in bracelet opens hotel room, pays bills at shops, sends you to head of line... #TD3PI #TDWI
- 283 **datagenius** @ratzesberger discussing why data listening is critical to future of data in enterprises #td3pi
- 284 **merv** RT @prussom: @ratzesberger talking bout Disney Magic Band. ID in bracelet opens hotel room, pays bills at shops, sends you to head of line.....
- 285 **richardwinter** RT @drnatalie: . @ratzesberger -data listening - turn data integration upside down - push data into listening framework @Teradata #td3pi
- 286 **drnatalie** . @ratzesberger not so much ITL - use data engines instead - @teradata #td3pi
- 287 **kyield** @bevelson #td3pi ...don't see how DW can be #agile. --> 1 reason why we use "adaptive" rather than "agile" = entirely different method.
- 288 **marksmithvr** Data Listening = Event Monitoring through Sensors/Devices - Data in Motion - not new but important #TD3PI
- 289 **hackathorn** #td3pi #bbbt Oliver: All prog tools should push data to #listenframework in one line of code. Ex: Disneyworld waist band.
- 290 **richardwinter** RT @merv: #td3pi @ratzesberger describes "Behavioral data platform." A switch from transaction orientation – behaviors of SYSTEMS (not...
- 291 **prussom** @ratzesberger: Make #DataIntegration TRULY self service. Data starts flowing with first push of button, not weeks later. #TD3PI #TDWI
- 292 **datagenius** RT @prussom: @ratzesberger: 1K user segments. 1 ETL job that unaltered gens sandbox data for each, tho segments vary. That's #agile! #TD3PI...
- 293 **colinjwhite** Listening framework can use REST/JSON fragment supported by top programming languages. #td3pi
- 294 **teradata** .@ratzesberger: @Disney magic bands - good example of data listening, single code line adds RT listening points @Teradata #td3pi
- 295 **jackwmson** RT @Ken\_Rosen: Do u elaborate somewhere? RT @rwan0: MyPOV: the sequel to #NOSQL will be more #SQL #bigdata #td3pi
- 296 **hackathorn** #TD3PI #BBBT Oliver: 5th stage as Autonomous Decisioning Platform. Finding the micro-trends where 90% of time spent on decision making.
- 297 **nrouda** The Disney magic band is horrifying from a #bigdata #privacy point of view. Way, way too creepy big brother. <http://t.co/26vq1HwipG> #td3pi
- 298 **colinjwhite** RT @hackathorn: #TD3PI #BBBT Oliver: 5th stage as Autonomous Decisioning Platform. Finding the micro-trends where 90% of time spent on deci...
- 299 **tonybaer** RT @prussom @ratzesberger Make #DataIntegration TRULY self svc. Data starts flowing with first push of button, not weeks later #TD3PI #TDWI

- 1:10
- 300 **merv** @nronda unless you have opted (literally bought) in, i'd argue. Hopefully knowledgeably - and that's the hard part. #td3pi
  - 301 **datagenius** #td3pi @ratzesberger ecosystem evolution <http://t.co/GTLDdcBK6R>
  - 302 **tonybaer** @Teradata @ratzesberger It would be great to spend 909% of the time making decisions! #td3pi
  - 303 **datagenius** #td3pi @ratzesberger the maturity model for Analytics in organization <http://t.co/SOXCxjaLBZ>
  - 304 **danwoodsearly** #td3pi @wherescape seems to have a vital role to play in the agile data warehouse the way @ratzesberger explains it.
  - 305 **merv** #td3pi stimulating discussion from @ratzesberger leaves me with "where can I buy this?" Good luck. Of course, you'll have to build it.
  - 306 **teradata** rather than 90% of time sifting data, spend 90% of time making decisions says @ratzesberger #td3pi
  - 307 **colinjwhite** RT @merv: #td3pi stimulating discussion from @ratzesberger leaves me with "where can I buy this?" Good luck. Of course, you'll have to bui...
  - 308 **drnatalie** . @ratzesberger Level 4: Analytical Application Platform - from static apps & ETL to agile self-service apps #td3pi <http://t.co/8JMQjVZsCt>
  - 309 **hackathorn** #td3pi #BBBT Oliver: The company acting as a single organism! ...from the 5-stages of maturing the IDW <http://t.co/aOTKaZtLj0>
  - 310 **claudia\_imhoff** RT @merv: #td3pi stimulating discussion from @ratzesberger leaves me w "where can I buy this?" Good luck. Of course, you'll have to build it
  - 311 **marksmithvr** Teradata @ratzesberger wraps up five stages shifting future of data & analytics industry - fascinating #TD3PI <http://t.co/gzBlaGhx88>
  - 312 **tonybaer** @ratzesberger takeaway: behind all this agile,self-svc stuff is huge need for discipline. Hate to use term process thogh #td3pi
  - 313 **valerie\_fink** agree! with active insights RT @TonyBaer: @Teradata @ratzesberger It would be great to spend 909% of the time making decisions! #td3pi
  - 314 **constellationrg** Have a great #disruptivetech story? Apply for a SuperNova Award! <http://t.co/ToQhMcRHdU> #sapphirenow #ensw #TD3PI <http://t.co/w5OvpEA6Cn>
  - 315 **prussom** Danged! @ratzesberger's talk now ended. One of most exciting presos bout new practices in data mgt & leverage I've heard.Ever. #TD3PI #TDWI
  - 316 **charleshoman** RT @marksmithvr: Data Listening = Event Monitoring through Sensors/Devices - Data in Motion - not new but important #TD3PI
  - 317 **drnatalie** . @ratzesberger Level 5: Autonomous Decisioning Platform - #td3pi <http://t.co/urGJ3JD2Qz>
  - 318 **big\_analytics** RT @TonyBaer: @ratzesberger takeaway: behind all this agile,self-svc stuff is huge need for discipline. Hate to use term process thogh #td3pi
- 1:15