KC DAMA DAY 2018

When:	**Location:**
Date: Tuesday, May 15th **Time:** 8AM – 5PM Registration & Hot Breakfast at 7:30AM *Hot Breakfast, Hot Lunch, Drinks & Snacks included in price*	KU Edwards Campus BEST Building Conference Center 12600 Quivira Road Overland Park, KS 66213 https://edwardscampus.drupal.ku.edu/campus-map

Speaker:
Joe Caserta

Presenting: **Building Blocks of Innovation;**
How the Amalgamation of Data Engineering and Disruption Enables Strategic Business Growth

In this keynote session, Joe Caserta, Founding President, Caserta, and co-author of the continual bestseller, *The Data Warehouse ETL Toolkit* (Wiley), discusses what changes – both organizational and technological – must take place in order for a legacy company to stay relevant and competitive. (more details below)

Hurry! Early Bird Price through May 1st:
$80 for KC-DAMA Members
$155 for Non-Members*

Cost (after May 1st):
$100 for KC-DAMA Members
$175 for Non-Members*
*(*includes KC-DAMA membership thru March 31, 2019)*

RSVP:

Please e-mail rsvp@kcdama.org   by May 8th
You may request an invoice or register online at: http://kcdama.org/events/

2018 DAMA Day, Kansas City

Building Blocks of Innovation;
How the Amalgamation of Data Engineering and Disruption Enables Strategic Business Growth
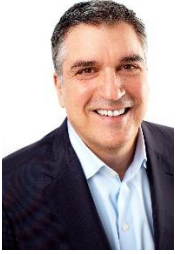
Presentation by Joe Caserta

Companies across a variety of industries are successfully implementing initiatives based on artificial intelligence (AI), machine learning (ML), augmented reality (AR), virtual reality (VR), blockchain, and a host of other advanced technologies. Every day, high-profile news outlets – such as *The Wall Street Journal* and *Forbes* – publish headlines containing the latest tech buzz phrases. What was once coined "the big data revolution" has given way to an era of consistent digital disruption.

Every business that reaps the benefits of these innovations has at least one significant commonality: they are analytics-driven companies with data ecosystems built on modern data engineering practices and tools. While the fundamentals of agile data warehousing and ETL remain relevant, none of the above advancements would have been possible on the legacy paradigm in use just three years ago. In fact, many organizations still employ these paradigms.

In this keynote session, Joe Caserta, Founding President, Caserta, and co-author of the continual bestseller, *The Data Warehouse ETL Toolkit* (Wiley), discusses what changes – both organizational and technological – must take place in order for a legacy company to stay relevant and competitive. Specifically, Caserta covers:

- Introduction to the Corporate Data Pyramid (CDP)
- Building a Data Lake and Big Data Ecosystem
- Modern Engineering ETL Techniques
- New and Emerging Big Data Tools
- Data Lake, Data Warehouse and ETL on the Cloud (AWS, Google, Azure)
- DevOps Methods, Tools, Techniques

Speaker Bio

Joe Caserta

Joe Caserta has more than 30 years of experience in solving the toughest data challenges. A New York City native, Joe was educated in Database Application Development and Design at Columbia University. After extensive work with dimensional data modeling and data warehousing, in 2001 Joe founded his own data consulting company. Joe co-authored the industry bestseller, "The Data Warehouse ETL Toolkit," which has become the standard for preparing data integration for analytics.

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