

ITA Business Intelligence Roundtable

Enrich your analytics with OData

11Jan 2011

AN **ITA** ROUNDTABLE SERIES

Chaired by: [Tom Huguelet](#), [contextQ](#)



Illinois Technology
Association

About ITA



The **Illinois Technology Association (ITA)** is committed to developing an environment in which technology companies can flourish in an increasingly competitive marketplace. The ITA is a regional industry trade association headquartered in Chicago and serving all of Illinois. The ITA provides members with access to connections, information and promotional opportunities to improve business locally, regionally and nationally.

Already more than 550 members-strong, the ITA connects technology organizations that focus on travel, data management, telecommunications, navigation, sales enablement, and much more.

ITA Roundtable Program

The mission of the ITA Roundtable Series is to create small group collaboration opportunities for the Illinois technology community. Relevant topics that will accelerate the development of the regional technology industry through the creation, growth, and success of individual businesses are the focus of each program. ITA builds progressive collaboration through the involvement of individuals that have excelled as leaders in the tech community that want to give back to both emerging and established tech companies.

ITA Membership

We invite you to become a member and let the ITA help drive your business. Membership **entitles your entire company** to participate in ITA activities and events at discounted rates.

For further information, please contact:

Mary Pat McGlynn

Membership Coordinator

mpmcglynn@illinoitech.org

(312) 924-1061.

Introductions



- Who are you?
- What do you do?
- What have you done?
- What brings you here today?

Recent trends?



Cloud

Columnar Databases

Local Memory Stores

Mashups

SSD

Very Large RAM

Recent trends?



- Cloud
- Columnar Databases
 - PowerPivot
 - Sybase IQ
- Local Memory Stores
- Mash-ups
- SSD
- Very Large RAM
- Agile BI
- MPP
 - Oracle DB Machine
 - Microsoft PDW
 - NetEzza
- Unstructured Data
- GeoSpatial
- Open Source BI (?)

Goals



What is it?

Why do you care?

How do you use it?



See:

Pablo Castro's (Software Architect, Microsoft Corporation)

Excellent presentation:

[FT12: OData: There's a Feed for That](#)