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Pacific Northwest BI Summit to Feature Leading Business Intelligence Experts

*The 10th annual Summit kicks off July 21 and will again be headlined by
Claudia Imhoff, Colin White, Jill Dyche, William McKnight and Shawn Rogers*

Portland, OR – July 19, 2011 – The lineup is set for the sold-out tenth annual [Pacific Northwest BI Summit](#), set for July 21-25 in Grants Pass, Oregon. The Pacific Northwest BI Summit, presented by [Humphrey Strategic Communications](#), is an executive networking retreat bringing together five of the world's leading BI and data warehousing experts with leading software vendors to discuss the latest industry trends, as well as predict future ones.

The Pacific Northwest BI Summit will once again be headlined by Dr. Claudia Imhoff, president of Intelligent Solutions; Colin White, president of BI Research; William McKnight, president of McKnight Consulting Group; Jill Dyche, partner with Baseline Consulting/DataFlux; and Shawn Rogers, vice president of EMA Research. Topics to be debated in spirited roundtable discussions include “Collaboration, Social Data Analytics and Self-Service—This is Not Your Daddy's BI”; “Big Data and Big Analytics—It's Not About Terabytes Anymore”; and “BI and Analytics in the Cloud—Is Cloud Really the New Promised Land?”

“The BI landscape has changed dramatically over the past 10 years due to technical innovations and acquisitions. The Pacific Northwest BI Summit provides an excellent forum for the exchange of ideas to help make sense and keep pace—if not stay ahead—of this fast-changing marketplace,” said Claudia Imhoff. She and Colin White are charter members of the Pacific Northwest BI Summit. “The conversations around these formal presentations as well as during our informal gatherings are some of the best I have all year long. I truly look forward to this event more than any other during the year.”

Added Donald Farmer, QlikView product advocate who will be attending his sixth Pacific Northwest BI Summit, “The ability to network with leading influencers in such a small and relaxed setting is unmatched in the industry today. The Pacific Northwest BI Summit affords an opportunity to share ideas with fellow vendors—both established companies and emerging ones as well—in a very informal, yet highly creative environment. I anticipate seeing this event show up on my calendar each and every year.”

A small, diverse group of vendors fill out the attendee list, taking advantage of the rare opportunity to mingle with these true industry experts and influencers in an intimate, relaxed setting. Attending the 2011 Pacific Northwest BI Summit will be representatives from Composite Software, DataFlux, IBM, JackBe, Lyzasoft, ParAccel, Predixion Software, QlikView, SAP, Talend, Teradata and WhereScape.

[TechTarget](#), a leading technology media company, will once again serve as media sponsor of the Pacific Northwest BI Summit.

Gartner's Merv Adrian to Discuss Future of BI

As part of the Pacific Northwest BI Summit's 10 year celebration, featured speaker Merv Adrian, Gartner Research VP, Information Management, will offer a keynote address entitled "Extreme Information: Challenges and Opportunities for Large-Scale Data Warehousing, BI and Analytics". In his presentation, Adrian will examine the definitions and issues involved with managing extreme information and explain why big data is only a small part of the overall concept of extreme information. Adrian will also look at the issues around managing this information with today's systems and will look at the new technologies and methods for managing extreme information.

"I am honored to be selected to present at the Pacific Northwest BI Summit, and to share ideas and brainstorm with such a distinguished group of BI influencers and senior software executives," said Adrian.

Follow the Pacific Northwest BI Summit hashtag #BISUM on twitter.

About Humphrey Strategic Communications

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