Advanced Analysis Techniques

Application & Database Development

mation Delivery

n Architecture, Development

Cloud Application Development &

Interprise Database Administration

Professional Development

Strategy and Architecture

Schedule is subject to change.

## Friday, Oct 13, 2017 Conference Schedule

| 08:30 AM - 09:00 AM | Breakfast/Registration   |  |
|---------------------|--|--|
| Room                | 2215 (40)  | 3100 (52)  |
| 09:00 AM - 12:00 PM | Architecting a Data Lake to Modernize Your Data Warehouse Melissa Coates Level: Intermediate | Advanced Analytics with R, Microsoft SQL Server, Power Bl, and Az Lelia Etaati Level: Intermediate |
| 12:00 PM - 01:30 PM | Lunch  |  |
| O1:30 PM - O5:00 PM | Architecting a Data Lake to Modernize Your Data Warehouse Melissa Coates Level: Intermediate | Advanced Analytics with R, Microsoft SQL Server, Power Bl, and Az Lelia Etaati Level: intermediate |

## Saturday, Oct 14, 2017 Conference Schedule

| 08:00 AM - 08:45 AM                         | Breakfast/Registration  |  |  |  |   |  |  |  |   |
|---|---|--|--|--|---|--|--|--|---|
| Room  | 1223 (30)   | 1224 (30)  | 1225 (30)  | 1226 (30)  | 1233 (41)   | 2150 (95)  | 2214 (39)  | 2212 (30)  | 2218 (41)   |
| 8:45 AM - 09:45 AM                          | Environmental SQL   | 5 Minute No Sweat  | Database Project   | Create SQL Server  | DevOps for the DBA  | Faster SSIS  | I/O Tuning 101   | Excel with DAX   | Query Store Primer  |
|   | Server<br>Troubleshooting   | SQL Security Audits  | Makes Deployment Consistent  | VM, Active<br>Directory VM and   | Kellyn Pot'Vin-   | Andy Leonard   | Anders Pedersen  | Azhagappan   | Tracy Boggiano  |
| Jeff Mlakar Level: Beginner                 | Chris Bell  | Thomas Norman  | App Server VM in   | Gorman   | Level: Beginner   | Level: Beginner  | Arunachalam  | Level: Beginner  |   |
|   | Level: Beginner   | Level: Beginner  | Az   | Level: Intermediate  |   |  | Level: Beginner  | ±  |   |
|   | ±   |  | Michael Wharton  | *  |   |  | ±  |  |   |
|   | *   | DOWNLOAD   | *  | Level: Intermediate  | DOWNLOAD  |  |  | DOWNLOAD   | DOWNLOAD  |
|   | DOWNLOAD  |  | DOWNLOAD   | ±  |   |  |  |  |   |
|   |   |  |  | DOWNLOAD   |   |  |  |  |   |
| 9:45 AM - 10:00 AM                          | Break   |  |  |  |   |  |  |  |   |
| :00 AM - 11:00 AM                           | Using Kafka for   | Table Partitioning   | Finding more space   | Master Data  | Database  | Designing a Modern   | Implementing an  | R For Sql  | SQL Server 2017   |
|   | Real-Time Data Ingestion with .NET  | 101  | for your tight   | Services Overview  | Corruption  | Data Warehouse +   | SSIS Framework and enforcing SSIS  | Developers   | New BI Features   |
|   | Kevin Feasel  | Robert Smith   | Thomas Chan  | Prabhaker Potharaju  | Stephen Muliokela   | Melissa Coates   | Patterns (with   | Kiran Math   | David Mellinger   |
|   | Level: Beginner   | Level: Advanced  | Level: Intermediate  | Level: Beginner  | Level: Advanced   | Level: Intermediate  | Biml).   | Level: Beginner  | Level: Intermediate   |
| Level: Beginner                             | Level. Degilillei   | ±  | Level. Intermediate  |  |   |  | Simon Kingaby  | ±  | ±   |
|   |   | DOWNLOAD   |  |  |   | *  | Level: Advanced  | DOWNLOAD   | DOWNLOAD  |
|   |   |  |  |  |   | DOWNLOAD   | ±  |  |   |
|   |   |  |  |  |   |  | DOWNLOAD   |  |   |
| :00 AM - 11:15 AM                           | Break   |  |  |  |   |  |  |  |   |
| 115 AM - 12:15 PM                           | D. COR  | Interviewing-Be So   | Introduction to  | SSRS 2016 or Power   | Indexing for  | Secrets of the   | Take Power BI  | Solving Real World   |   |
| 10 AM - 12.10 FM                            |   | Good They Can't  | Ensemble Modeling  | BI?or Both?  | performance   | Query Optimizer  | Visualization to the   | DevOps Problems -  |   |
|   |   | Ignore You   | Jeff Renz  | Sean Werick  | Jeffrey Garbus  | Revealed Using Trace Flag 86xx   | Next Level   | Customer success<br>stories (90 min)   |   |
|   |   | Leveat Ruse  | Level: Beginner  | Level: Beginner  | Level: Intermediate   | Kevin Kline  | Reza Rad   | boB Taylor   |   |
|   |   | Level: Beginner  | *  | ±  |   | Level: Advanced  | Level: Beginner  | Level: Advanced  |   |
|   |   | *  | DOWNLOAD   | DOWNLOAD   |   | *  | *  | ±  |   |
|   |   | DOWNLOAD   |  |  |   | DOWNLOAD   | DOWNLOAD   | DOWNLOAD   |   |
|   |   |  |  |  |   |  |  |  |   |
| 2:15 PM - 01:45 PM                          | Lunch   |  |  |  |   |  |  |  |   |
| 2:30 PM - 01:30 PM                          | SentryOne: SQL<br>Query Tuning  | Vexata: Architecting for performance   | Cardinal Solutions:<br>Advanced Analytics  | DellEMC: The Path<br>to #GetModern   | Soaring Eagle: How<br>to be a GREAT DBA   |  |  |  |   |
|   | Horror Stories  | Matt Henderson   | with SQL Server  | Ben Page   | Jeffrey Garbus  |  |  |  |   |
|   | Kevin Kline   | Level: Beginner  | 2017 Vincent Staropoli   | Level: Beginner  | Level: Advanced   |  |  |  |   |
|   | Level: Beginner   |  | Level: Beginner  |  |   |  |  |  |   |
|   | *   |  |  |  |   |  |  |  |   |
|   | DOWNLOAD  |  |  |  |   |  |  |  |   |
|   |   |  |  |  |   |  |  |  |   |
|   |   |  |  |  |   |  |  |  |   |
| 2:15 PM - 01:45 PM                          | Lunch   |  |  |  |   |  |  |  |   |
|   | Lunch  Making Your List and Checking It   | TechGirlz How You<br>Can Help Usher In   | ARMed for Azure  | A Tour of Cloud<br>Data Platforms as a   | The Art and Science of Designing a  | H*ckin Sweet Reports with Power  | How to Manage<br>Very Large  | Using DMVs for Performance Root  | Azure Machine<br>Learning: Making   |
|   | Making Your List<br>and Checking It<br>Twice: Introduction  | Can Help Usher In<br>The Next  | Geoff Hiten  |  | of Designing a<br>Mission Critical SQL  |  | Very Large<br>Databases with SQL   |  | Learning: Making Data Science   |
|   | Making Your List and Checking It  | Can Help Usher In<br>The Next<br>Generation  |  | Data Platforms as a  | of Designing a<br>Mission Critical SQL<br>Server  | Reports with Power   | Very Large<br>Databases with SQL<br>Server   | Performance Root   | Learning: Making<br>Data Science<br>Easy(er)  |
|   | Making Your List<br>and Checking It<br>Twice: Introduction<br>to unit testing with  | Can Help Usher In<br>The Next  | Geoff Hiten  | Data Platforms as a<br>Service   | of Designing a<br>Mission Critical SQL  | Reports with Power   | Very Large<br>Databases with SQL   | Performance Root Cause   | Learning: Making Data Science   |
|   | Making Your List<br>and Checking It<br>Twice: introduction<br>to unit testing with<br>tSQLt   | Can Help Usher In<br>The Next<br>Generation<br>Lindsay Clark                               | Geoff Hiten  | Data Platforms as a<br>Service<br>Richard Weiss  | of Designing a Mission Critical SOL Server  Maxwell Myrick Level: Beginner  | Reports with Power BI Julie Smith  | Very Large Databases with SQL Server Brian Carrig  | Performance Root<br>Cause<br>Jared Poché   | Learning: Making Data Science Easy(er) Brad Llewellyn Level: Beginner   |
| 2:15 PM - 01:45 PM                          | Making Your List<br>and Checking It<br>Twice: Introduction<br>to unit testing with<br>tSQLt   | Can Help Usher In<br>The Next<br>Generation<br>Lindsay Clark                               | Geoff Hiten  | Data Platforms as a Service Richard Weiss Level: Beginner  | of Designing a Mission Critical SQL Server Maxwell Myrick Level: Beginner   | Reports with Power BI  Julie Smith  Level: Beginner  | Very Large Databases with SQL Server Brian Carrig  | Performance Root Cause  Jared Poché Level: Beginner  | Learning: Making Data Science Easy(er) Brad Llewellyn Level: Beginner   |
|   | Making Your List and Checking it Twice: Introduction to unit testing with tSQLt Elizabeth Noble Level: Beginner   | Can Help Usher In<br>The Next<br>Generation<br>Lindsay Clark                               | Geoff Hiten  | Data Platforms as a Service Richard Weiss Level: Beginner  | of Designing a Mission Critical SOL Server  Maxwell Myrick Level: Beginner  | Reports with Power BI  Julie Smith  Level: Beginner  | Very Large Databases with SQL Server Brian Carrig  | Performance Root Cause  Jared Poché Level: Beginner  | Learning: Making Data Science Easy(er) Brad Llewellyn Level: Beginner   |
| 1:45 PM - 02:45 PM                          | Making Your List and Checking It Twice: Introduction to unit testing with tSQLt Elizabeth Noble Level: Beginner   | Can Help Usher In<br>The Next<br>Generation<br>Lindsay Clark                               | Geoff Hiten  | Data Platforms as a Service Richard Weiss Level: Beginner  | of Designing a Mission Critical SQL Server Maxwell Myrick Level: Beginner   | Reports with Power BI  Julie Smith  Level: Beginner  | Very Large Databases with SQL Server Brian Carrig  | Performance Root Cause  Jared Poché Level: Beginner  | Learning: Making Data Science Easy(er) Brad Llewellyn Level: Beginner   |
| ::45 PM - 02:45 PM<br>- 02:45 PM - 03:00 PM | Making Your List and Checking It Twice: introduction to unit testing with tSQLt Elizabeth Noble Level: Beginner  DOWNLOAD  Break  | Can Help Usher In The Next Generation Lindsay Clark Level: Beginner                        | Geoff Hiten Level: Advanced  | Data Platforms as a Service Richard Weiss Level: Beginner  DOWNLOAD  | of Designing a Mission Critical SQL Server Maxwell Myrick Level: Beginner   | Reports with Power BI  Julie Smith  Level: Beginner  DOWNLOAD  | Very Large Databases with SQL Server Brian Carrig Level: Intermediate  | Performance Root Cause  Jared Poché Level: Beginner  ** DOWNLOAD   | Learning: Making Data Science Easy(er) Brad Llewellyn Level: Beginner   |
| 1:45 PM - 02:45 PM<br>2:45 PM - 03:00 PM    | Making Your List and Checking it Twice: introduction to unit testing with tSQLt Elizabeth Noble Level: Beginner  DOWNLOAD  Break  Where Should My Data Live (and                                    | Can Help Usher In The Next Generation Lindsay Clark Level: Beginner                        | Geoff Hiten  | Data Platforms as a Service Richard Weiss Level: Beginner   DOWNLOAD  Impostor Syndrome: Are You   | of Designing a Mission Critical SQL Server  Maxwell Myrick Level: Beginner  DOWNLOAD  Measure Performance                                   | Reports with Power BI  Julie Smith  Level: Beginner   DOWNLOAD  Azure ML Algorithm Accuracy  | Very Large Databases with SQL Server Brian Carrig  | Performance Root Cause  Jared Poché Level: Beginner  | Learning: Making Data Science Easy(er) Brad Llewellyn Level: Beginner   |
| ::45 PM - 02:45 PM<br>- 02:45 PM - 03:00 PM | Making Your List and Checking It Twice: Introduction to unit testing with tSQLt Elizabeth Noble Level: Beginner  Break  Where Should My Data Live (and Why)?  | Can Help Usher In The Next Generation Lindsay Clark Level: Beginner  SQL Games Rick Heiges | Geoff Hiten Level: Advanced  Deep Dive into  | Data Platforms as a Service Richard Weiss Level: Beginner   DOWNLOAD  Impostor Syndrome: Are You Faking It & Will                              | of Designing a Mission Critical SQL Server  Maxwell Myrick Level: Beginner   DOWNLOAD   | Reports with Power BI  Julie Smith  Level: Beginner  DOWNLOAD  Azure ML Algorithm  | Very Large Databases with SQL Server Brian Carrig Level: Intermediate  | Performance Root Cause  Jared Poché Level: Beginner  DOWNLOAD  Build Your Extract  | Learning: Making Data Science Easy(er)  Brad Llewellyn  Level: Beginner  LOWNLOAD  Using Powershell to  |
| ::45 PM - 02:45 PM<br>- 02:45 PM - 03:00 PM | Making Your List and Checking It Twice: Introduction to unit testing with tSQLt Elizabeth Noble Level: Beginner  Break  Where Should My Data Live (and Why)?  Matt Gordon                           | Can Help Usher In The Next Generation Lindsay Clark Level: Beginner                        | Geoff Hiten Level: Advanced  Deep Dive into Power Query and M                          | Data Platforms as a Service Richard Weiss Level: Beginner   DOWNLOAD  Impostor Syndrome: Are You   | of Designing a Mission Critical SQL Server  Maxwell Myrick Level: Beginner  DOWNLOAD  Measure Performance Through Baselines Carlos L Chacon | Reports with Power BI  Julie Smith  Level: Beginner   DOWNLOAD  Azure ML Algorithm  Accuracy  Enhancement, Tips  | Very Large Databases with SQL Server Brian Carrig Level: Intermediate  Demystifying Data Compression                                 | Performance Root Cause  Jared Poché Level: Beginner  DOWNLOAD  Build Your Extract Packages Automatically! Shannon Lowder                         | Learning: Making Data Science Easy(er)  Brad Liewellyn Level: Beginner  DOWNLOAD  Using Powershell to Document SGL Server George Walkey                     |
| 1:45 PM - 02:45 PM<br>2:45 PM - 03:00 PM    | Making Your List and Checking It Twice: Introduction to unit testing with tSQLt Elizabeth Noble Level: Beginner  Break  Where Should My Data Live (and Why)?  | Can Help Usher In The Next Generation Lindsay Clark Level: Beginner  SQL Games Rick Heiges | Geoff Hiten Level: Advanced  Deep Dive into Power Query and M Reza Rad Level: Advanced | Data Platforms as a Service Richard Weiss Level: Beginner   DOWNLOAD  Impostor Syndrome: Are You Faking It & Will they Find Out?               | of Designing a Mission Critical SQL Server  Maxwell Myrick Level: Beginner   DOWNLOAD  Measure Performance Through Baselines                | Reports with Power BI  Julie Smith  Level: Beginner   **DOWNLOAD**  Azure ML Algorithm Accuracy Enhancement, Tips and Tricks   | Very Large Databases with SQL Server Brian Carrig Level: Intermediate  Demystifying Data Compression Andy Mallon Level: Intermediate | Performance Root Cause  Jared Poché Level: Beginner  DOWNLOAD  Build Your Extract Packages Automatically!  | Learning: Making Data Science Easy(er)  Brad Llewellyn Level: Beginner  LownLoad  Using Powershell to Document SQL Server                                   |
| 1:45 PM - 02:45 PM<br>2:45 PM - 03:00 PM    | Making Your List and Checking It Twice: Introduction to unit testing with tSQLt Elizabeth Noble Level: Beginner  Break  Where Should My Data Live (and Why)?  Matt Gordon                           | Can Help Usher In The Next Generation Lindsay Clark Level: Beginner  SQL Games Rick Heiges | Deep Dive into Power Query and M Reza Rad Level: Advanced                              | Data Platforms as a Service Richard Weiss Level: Beginner   DOWNLOAD  Impostor Syndrome: Are You Faking It & Will they Find Out? Mindy Curnutt | of Designing a Mission Critical SQL Server  Maxwell Myrick Level: Beginner  DOWNLOAD  Measure Performance Through Baselines Carlos L Chacon | Reports with Power BI  Julie Smith  Level: Beginner  Level: Beginner  Azure ML Algorithm  Accuracy  Enhancement, Tips  and Tricks  Leila Etaati  Level: Intermediate | Very Large Databases with SQL Server Brian Carrig Level: Intermediate  Demystifying Data Compression Andy Mallon Level: Intermediate | Performance Root Cause  Jared Poché Level: Beginner  DOWNLOAD  Build Your Extract Packages Automatically! Shannon Lowder                         | Learning: Making Data Science Easy(er)  Brad Llewellyn Level: Beginner  DOWNLOAD  Using Powershell to Document SGL Server George Walkey                     |
|   | Making Your List and Checking it Twice: introduction to unit testing with tSQLt Elizabeth Noble Level: Beginner  DOWNLOAD  Break  Where Should My Data Live (and Why)?  Matt Gordon Level: Beginner | Can Help Usher In The Next Generation Lindsay Clark Level: Beginner  SQL Games Rick Heiges | Geoff Hiten Level: Advanced  Deep Dive into Power Query and M Reza Rad Level: Advanced | Data Platforms as a Service Richard Weiss Level: Beginner   DOWNLOAD  Impostor Syndrome: Are You Faking It & Will they Find Out? Mindy Curnutt | of Designing a Mission Critical SQL Server  Maxwell Myrick Level: Beginner  DOWNLOAD  Measure Performance Through Baselines Carlos L Chacon | Reports with Power BI  Julie Smith  Level: Beginner   DOWNLOAD  Azure ML Algorithm Accuracy Enhancement, Tips and Tricks  Leila Etaati                               | Very Large Databases with SQL Server Brian Carrig Level: Intermediate  Demystifying Data Compression Andy Mallon Level: Intermediate | Performance Root Cause  Jared Poché Level: Beginner  **  DOWNLOAD  Build Your Extract Packages Automatically! Shannon Lowder Level: Intermediate | Learning: Making Data Science Easy(er)  Brad Llewellyn Level: Beginner  DOWNLOAD  Using Powershell to Document SQL Server George Walkey Level: Intermediate |

Connect © 6 to © 6





