

## PASS SQLRally Nordic Pre-Conference Seminars

**MONDAY, March 2, 2015**

Registration

Breakfast

|  | SPEAKER            | TITLE   | ROOM |
|--|--------------------|---|------|
|  | Rafal Lukawiecki   | <b>BI</b> Advanced Analytics with Azure Machine Learning, SQL Data Mining, and R *300                   | TBA  |
|  | Peter Myers        | <b>BI</b> Superhero Power BI *300   | TBA  |
|  | Brent Ozar         | <b>DBA</b> Performance Tuning When You Can't Fix Queries *300   | TBA  |
|  | Grant Fritchey     | <b>DBA/DEV</b> Query Performance Tuning: Start to Finish *300   | TBA  |
|  | Itzik Ben-Gan      | <b>DBA/DEV</b> Practical T-SQL - Efficient Solutions *300   | TBA  |
|  | David Peter Hansen | <b>BI/DEV</b> Understanding SSIS internals and performance tuning *300                                  | TBA  |
|  | Scott Klein        | <b>DATABASE AND APPLICATION DEVELOPMENT</b> Microsoft's Cloud Data Services; What You Need to Know *300 | TBA  |

## PASS SQLRally Nordic Conference Seminars

**TUESDAY, March 3, 2015**

07:00am - 07:00pm Registration

07:30am - 09:00am Breakfast

09:00am - 10:15am Welcome & Keynote

10:15am - 10:45am Keynote

10:45am - 11:00am Refreshment Break

|                   | SPEAKER           | TITLE  | ROOM | SPEAKER            | TITLE   | ROOM | SPEAKER        | TITLE  | ROOM | SPEAKER             | TITLE   | ROOM |
|-------------------|-------------------|--|------|--------------------|---|------|----------------|--|------|---------------------|---|------|
|                   | BI                |  |      | DBA                |   |      | DEV            |  |      | MIX                 |   |      |
| 11:00am - 12:00am | Rohan Kumar       | Microsoft SQL Server In Memory Technology from the inside            | TBA  | Nigel Ellis        | Microsoft Azure SQL DB – an inside look             | TBA  | Mark Souza     | Microsoft SQL Server: Hybrid computing evolution       | TBA  | Dan Kogan           | Modernizing your Data Warehouse for Big Data                    | TBA  |
| 12:00am - 01:00pm | Lunch & Exhibit   |  |      |                    |   |      |                |  |      |                     |   |      |
| 01:00pm - 02:00pm | Rafal Lukawiecki  | TBA  | TBA  | Andre Kamman       | Build your own Monitoring System with Powershell    | TBA  | Grant Fritchey | Automating your database deployments                   | TBA  | Klaus Aschenbrenner | (2 x 60 mins) Latches, Spinlocks, and Lock Free Data Structures | TBA  |
| 02:15pm - 03:15pm | Alberto Ferrari   | Budgeting with Power Pivot   | TBA  | Tim Ford           | The Periodic Table of Dynamic Management Objects #3 | TBA  | Brent Ozar     | Watch Brent Tune Queries                               | TBA  |                     |   |      |
| 03:15pm - 03:45pm | Refreshment Break |  |      |                    |   |      |                |  |      |                     |   |      |
| 03:45pm - 04:45pm | Marco Russo       | Power BI Dashboarding  | TBA  | David Peter Hansen | Integration Services (SSIS) for the DBA             | TBA  | Itzik Ben Gan  | Identity, Sequence and ROW_NUMBER                      | TBA  | Hugo Kornelis       | (2 x 60 mins) Now Where Does THAT Estimate Come From?           | TBA  |
| 05:00pm - 06:00pm | Jen Stirrup       | Pulling back the green curtain: Data Forensics, Power BI and Dataviz | TBA  | John Martin        | SQL Server AlwaysOn in a Multi-site World           | TBA  | Guy Glantsier  | How to Use Parameters Like a Pro and Boost Performance | TBA  |                     |   |      |
| 07:00pm - 07:15pm | Welcome           |  |      |                    |   |      |                |  |      |                     |   |      |
| 07:15pm - 00:00pm | Food and fun      |  |      |                    |   |      |                |  |      |                     |   |      |

**WEDNESDAY, March 4, 2015**

07:00am - 12:00am Registration

07:30am - 09:00am Breakfast

|                   | SPEAKER           | TITLE  | ROOM | SPEAKER           | TITLE   | ROOM | SPEAKER             | TITLE   | ROOM | SPEAKER   | TITLE   | ROOM |
|-------------------|-------------------|--|------|-------------------|---|------|---------------------|---|------|---|---|------|
|                   | BI                |  |      | DBA               |   |      | DEV                 |   |      | MIX   |   |      |
| 09:00am - 10:00am | Leila Etaati      | Show Me Potential Customers: Data Mining Approach      | TBA  | Margarita Naumova | A deep dive into SQL Server Plan Cache Management   | TBA  | Damian Widera       | Clustered columnstore indexes in great depth                    | TBA  | Paresh Motiwala                                       | Database Forensics  | TBA  |
| 10:15am - 11:15am | Peter Myers       | Big Data Analytics with Excel                          | TBA  | Michael Frandsen  | High Performance Infrastructure for SQL Server 2014 | TBA  | Scott Klein         | Data-tier Considerations of Cloud-based Application Design      |      | Gerhard Brueckl                                       | Deep-Dive to Analysis Services Security                             | TBA  |
| 11:30pm - 12:45pm | Lunch & Exhibit   |  |      |                   |   |      |                     |   |      |   |   |      |
| 12:45am - 01:45pm | Paul Turley       | Visualization Choices: What, When, and How?            | TBA  | Pieter Vanhove    | Advanced Backup and Restore                         | TBA  | Rasmus Reinholdt    | Taking you application to memory                                | TBA  | Steve Simon   | Challenges to designing financial warehouses, lessons learnt        | TBA  |
| 02:00pm - 03:00pm | Tim Peterson      | Use the Power of Analytical Hierarchies in Your Cubes  | TBA  | Tobiasz Koprowski | SQL Security in the Cloud                           | TBA  | Uwe Ricken          | Building abstract layers for data protection and business logic | TBA  | Joseph D'Antoni                                       | SQL Server DR in Microsoft Azure – Building Your Second Data Centre | TBA  |
| 03:00pm - 03:30pm | Refreshment Break |  |      |                   |   |      |                     |   |      |   |   |      |
| 03:30pm - 04:30pm | Reeves Smith      | A New Approach to Unit and Integration Testing in SSIS | TBA  | Joe Chang         | Automating Execution Plan Analysis                  | TBA  | Kevin Boles         | SQL Server Unit Testing   | TBA  | Florian Eiden   | A modern BI platform using Azure in PaaS                            | TBA  |
| 04:45pm - 05:45pm | Reza Rad          | Azure Data Factory vs SSIS                             | TBA  | Matan Yungman     | Query Progress Tracking in SQL Server               | TBA  | Emanuele Zanchettin | Implementing and Maintaining an Azure SQL Database Project      | TBA  | Simon Lyngby Kokkendorff & Thorbjørn Kjærshøj Nielsen | Denmark in Minecraft – a geosocial experiment                       | TBA  |