

# PASS SQLRally Nordic Pre-conference seminars

**MONDAY, March 2, 2015**

08:00am - 09:00am Registration and breakfast

09:00am - 10:30am Sessions

10:30am - 11:00am Refreshment Break

11:00am - 12:30am Sessions

12:30am - 01:30pm LUNCH

01:30pm - 03:00pm Sessions

03:00pm - 03:30pm Refreshment Break

03:30pm - 05:00pm Sessions

	SPEAKER	TITLE	ROOM
	Rafal Lukawiecki	BI Advanced Analytics with Azure Machine Learning, SQL Data Mining, and R	Columbine - Ground floor
	Peter Myers	BI Superhero Power BI	Dansetten - 2nd floor
	Brent Ozar	DBA Performance Tuning When You Can't Fix Queries	Congress Hall - Ground floor
	Grant Fritchey	DBA/DEV Query Performance Tuning: Start to Finish	Pjerrot - Grund floor
	Itzik Ben-Gan	DBA/DEV Practical T-SQL - Efficient Solutions	Harlekin - Grund floor
	David Peter Hansen	BI/DEV Understanding SSIS internals and performance tuning	Kastanjen & Guldkaretten - 2nd floor
	Scott Klein	DATABASE AND APPLICATION DEVELOPMENT Microsoft's Cloud Data Services; What You Need to Know	Paafuglen & Tulipanen - 2nd floor

# PASS SQLRally Nordic Main conference seminars

**TUESDAY, March 3, 2015**

07:30am - 09:00am Registration and breakfast

09:00am - 10:15am Welcome & Keynotes  
 KEYNOTE: Nigel Ellis - ROOM: Congress hall  
 Panel discussion: Nigel Ellis, Mark Souza, Rohan Kumar, Dan Kogan, Tim Mallalieu - ROOM: Congress hall

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	In-Memory technologies in SQL Server Current and Future	Harlekin	Nigel Ellis	Microsoft Azure SQL DB – an inside look	Congress hall	Mark Souza & Sanjay Mishra	Microsoft SQL Server: Hybrid computing evolution	Pjerrot	Dan Kogan	Modernizing your Data Warehouse for Big Data	Columbine
12:00am - 01:00pm	Lunch & Exhibit											
01:00pm - 02:00pm	Rafal Lukawiecki	Azure Machine Learning and SQL Server Data Science	Congress hall	Andre Kamman	Build your own Monitoring System with Powershell	Harlekin	Itzik Ben Gan	Identity, Sequence and ROW_NUMBER	Pjerrot	Hugo Kornelis	(2 x 60 mins) Now Where Does THAT Estimate Come From?	Columbine
02:15pm - 03:15pm	Alberto Ferrari	Budgeting with Power Pivot	Pjerrot	Tobiasz Koprowski	SQL Security in the Cloud	Harlekin	Brent Ozar	Watch Brent Tune Queries	Congress hall			
03:15pm - 03:45pm	Refreshment Break Do Diverse Teams contribute to success for organisations? Jen Stirrup - ROOM: Pjerrot											
03:45pm - 04:45pm	Marco Russo	Power BI Dashboarding	Congress hall	David Peter Hansen	Integration Services (SSIS) for the DBA	Harlekin	Grant Fritchey	Automating your database deployments	Pjerrot	Klaus Aschenbrenner	(2 x 60 mins) Latches, Spinlocks, and Lock Free Data Structures	Columbine
05:00pm - 06:00pm	Jen Stirrup	Pulling back the green curtain: Data Forensics, Power BI and Dataviz	Pjerrot	John Martin	SQL Server AlwaysOn in a Multi-site World	Congress hall	Guy Glantsier	How to Use Parameters Like a Pro and Boost Performance	Harlekin			
07:00pm - 07:15pm	Welcome											
07:15pm - 00:00pm	Food and fun											

**WEDNESDAY, March 4, 2015**

07:30am - 09:00am Registration and 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	Pjerrot	Margarita Naumova	A deep dive into SQL Server Plan Cache Management	Congress hall	Damian Widera	Clustered column-store indexes in great depth	Harlekin	Paresh Motiwala	Database Forensics	Columbine
10:15am - 11:15am	Peter Myers	Big Data Analytics with Excel	Congress hall	Michael Frandsen	High Performance Infrastructure for SQL Server 2014	Harlekin	Scott Klein	Data-tier Considerations of Cloud-based Application Design	Pjerrot	Gerhard Brueckl	Deep-Dive to Analysis Services Securityw	Columbine
11:30pm - 12:45pm	Lunch & Exhibit											
12:45am - 01:45pm	Thomas Ivarsson	Moving a MD cube to Tabular, notes from the field	Columbine	Pieter Vanhove	Advanced Backup and Restore	Congress hall	Rasmus Reinholdt	Taking you application to memory	Harlekin	Steve Simon	Challenges to designing financial warehouses, lessons learnt	Pjerrot
02:00pm - 03:00pm	Tim Peterson	Use the Power of Analytical Hierarchies in Your Cubes	Congress hall	Mark Simms	Building an Operational Data Store using SQL Server in Azure	Harlekin	Uwe Ricken	Building abstract layers for data protection and business logic	Pjerrot	Joseph D'Antoni	SQL Server DR in Microsoft Azure – Building Your Second Data Centre	Columbine
03:00pm - 03:30pm	Refreshment Break											
03:30pm - 04:30pm	Reeves Smith	A New Approach to Unit and Integration Testing in SSIS	Pjerrot	Joe Chang	Automating Execution Plan Analysis	Congress hall	Emanuele Zanchettin	Implementing and Maintaining an Azure SQL Database Project	Harlekin	Florian Eiden	A modern BI platform using Azure in PaaS	Columbine
04:45pm - 05:45pm	Reza Rad	Azure Data Factory vs SSIS	Columbine	Matan Yungman	Query Progress Tracking in SQL Server	Harlekin	Kevin Boles	SQL Server Unit Testing	Congress hall	Simon Lyngby Kokkendorff & Thorbjørn Kjærshøj Nielsen	Denmark in Minecraft – a geosocial experiment	Pjerrot