



SET YOURSELF  
APART FROM  
THE CROWD.

**GET  
CERTIFIED.**



Leadership and Management

Business Analytics

Data Analysis and Design

Data Integration

Administration and Technology

# WHAT SETS **YOU** APART FROM THE CROWD?



“CBIP represents a standard of the industry, much like becoming a CPA for accountants or passing the bar exam for the legal profession. It demonstrates a level of dedication and breadth of knowledge.”

J. Myers, CBIP, BI Consultant

Setting yourself apart from the crowd in your career can be a difficult task. Through TDWI’s CBIP (Certified Business Intelligence Professional) program, we help you define, establish, and distinguish yourself professionally with a meaningful BI certification credential.

# Four Steps

## to Becoming a Certified Business Intelligence Professional

### Step 1. Identify Your Specialty Area

TDWI's CBIP Program offers five specialty areas in which you can become certified. Read the definitions below to identify the specialty area that best fits your skills and experience:

- **Leadership and Management.** Requires deep process knowledge, including development methodology, program and project management, as well as organizational and team-building skills. An understanding of business topics such as BPM, CRM, and SCM is also needed.
- **Business Analytics.** Understanding of both business and technical topics: concepts of performance management, business metrics definition and delivery, data visualization, and deployment and use of technology solutions such as OLAP, dashboards, scorecards, analytic applications, and data mining.
- **Data Analysis and Design.** Analysis concentrates on understanding business needs, and design translates needs into data structures. Skills include analysis, business metrics specification, and relational and dimensional modeling, as well as an understanding of data warehousing concepts, architectures, and processes.
- **Data Integration.** Proficiency in acquiring, transforming, and cleansing data. Mastery of concepts and skills for source data analysis and source qualification, data profiling, source/target mapping, data cleansing and transformation, and ETL development.
- **Administration and Technology.** Expertise in technology architecture, technology planning and configuration, system and network administration, capacity planning, growth management, database administration, system and network administration, and access and security administration are essential skills.

**Still not sure?** Check out our CBIP Web site to determine which specialty area to pursue: [www.cbipro.com/specialtyareas](http://www.cbipro.com/specialtyareas).

### Step 2. Identify Your Exams

After you have identified your CBIP specialty area(s), identify the exams you need to take. Applicants are required to take a total of **three** exams.

**First, there are two mandatory exams that everyone must take:**

- Information Systems Core Exam
- Data Warehousing Exam

**Second, you must also take at least one specialty area exam.** The exam you take is based on the specialty area you selected in Step 1.

- Leadership and Management Exam
- Business Analytics Exam
- Data Management Exam (*Data Analysis and Design specialty*)
- Systems Development Exam (*Data Integration specialty*)
- Systems Security Exam  
OR  
Database Administration Exam (*Administration and Technology specialty*)

To become certified in more than one specialty area, you may take additional specialty area exams. You will not need to repeat the mandatory exams.

### Certification requires passing THREE exams:

Two Mandatory Exams	AND	One Specialty Area Exam
<ul style="list-style-type: none"><li>• Information Systems Core Exam</li><li>• Data Warehousing Exam</li></ul>		<ul style="list-style-type: none"><li>• Leadership and Management Exam</li><li>• Business Analytics Exam</li><li>• Data Management Exam (<i>Data Analysis and Design specialty</i>)</li><li>• Systems Development Exam (<i>Data Integration specialty</i>)</li><li>• Systems Security Exam OR Database Administration Exam (<i>Administration and Technology specialty</i>)</li></ul>

### Step 3. Get Prepared

There are no specific educational requirements for taking CBIP exams. If you're one of the rare few with a wealth of knowledge and experience—both broad and deep—you're welcome to take the exams without any preparation. However, professionals who participate in some sort of exam preparatory exercise before they test tend to be more successful.

TDWI offers a couple of ways to prepare for CBIP exams:

- **Exam Preparation courses** are offered at TDWI World Conferences and through TDWI's Onsite program. Since exams cover a wide range of topics, prep courses include:
  - The concepts and terms that are used in the exam
  - What constitutes the complete body of knowledge for the exam
  - Your self-assessment of knowledge and skills related to the body of knowledge
  - What to expect during the examination process
  - Techniques to improve your performance when taking the exam
- **The CBIP Exam Guide** is available for purchase online. The Exam Guide contains examination outlines, reference reading lists, sample exam questions, and answers/explanations for each exam in the CBIP program. Visit: [www.cbipro.com/examguide](http://www.cbipro.com/examguide).

### Step 4. Take the Exams

#### CBIP Exams are offered:

- At TDWI World Conferences ([www.tdwi.org/conferences](http://www.tdwi.org/conferences))
- Through TDWI's Onsite program, which can be brought directly to your organization ([www.tdwi.org/onsite](http://www.tdwi.org/onsite))
- Via individual exams proctored in your area (for more information, please contact [cbip@tdwi.org](mailto:cbip@tdwi.org))

Each exam is 110 questions long. You will be given 1.5 hours to complete the exam. Scores and performance profiles are available immediately after testing.



Need to get your team certified? Just tell us where and when and we'll be there.

If you have a group of individuals interested in certification, TDWI Onsite Education can bring tailored training, CBIP preparation courses, and CBIP exams to your company location.

For more information, contact Yvonne Baho at [ybaho@tdwi.org](mailto:ybaho@tdwi.org) or 978.582.7105.



# WHAT'S IN IT FOR ME?

## What Else Do I Need to Know about Becoming Certified?

### There are two certification levels:

- **Practitioner Level.** CBIP certification at the Practitioner Level is awarded to professionals who score at or above 50 percent on each of three exams. Practitioner Level certification demonstrates a working knowledge of concepts, skills, and techniques within a specialty, as well as the ability to assume leadership responsibilities in the area of specialization at both the project and program levels.
- **Mastery Level.** CBIP certification at the Mastery Level is awarded to professionals who score at or above 70 percent on each of three exams. Mastery Level certification demonstrates that concepts, skills, and best practices have been mastered within a specialty. Mastery Level professionals have the ability to lead a team effectively at the project and program levels, and have the skills to mentor others.

### Recertification

The CBIP credential remains current for three years. To maintain the credential, you may renew your certificate by re-taking exams or through ongoing professional development before the end of the third year, and again during each subsequent three-year period. An annual nonrefundable fee is due to TDWI for administering the recertification program.

For more information about the recertification program, visit [www.cbipro.com/recertification](http://www.cbipro.com/recertification).

## Benefits of becoming a Certified Business Intelligence Professional:

- **BI Career Advancement.**

Surveys consistently suggest increased salary and career advancement opportunities for certified individuals. In addition, certification helps employers confidently match skills to job requirements.

- **Professional Opportunities.**

Hiring managers and recruiters take certification seriously. A respected and widely accepted certification proves to prospective employers that your BI expertise is confirmed by a recognized organization in the industry. Additionally, certification leads to recognition, validation, and respect for your abilities as a business intelligence professional.

- **Greater Adaptability.**

Validating technical knowledge without ties to a specific vendor or product means CBIP professionals are more flexible and maintain a substantial advantage in rapidly changing business and technology environments.

- **Industry Recognition.**

The high-integrity examination and certification process ensures that CBIP is the standard for business intelligence and data warehousing certification.

- **Recognized Specialties.**

In a broad field that demands many skills, CBIP recognizes specialization in several distinct skill areas, ranging from Leadership and Management to Administration and Technology.

- **Validated Real-World Experience.**

Certification goes beyond conceptual and theoretical knowledge. CBIP demands real-world experience and the demonstrated ability to apply your skills pragmatically.



Certified Business  
Intelligence Professional

**More Information about CBIP**

Contact: Jennifer Hay or Jill Brunette  
at [cbip@tdwi.org](mailto:cbip@tdwi.org)

Visit: [www.cbipro.com](http://www.cbipro.com)

**Certify your team!**

For information about how to bring  
CBIP preparation courses and exams  
to your location, contact Yvonne Baho  
at [ybaho@tdwi.org](mailto:ybaho@tdwi.org) or 978.582.7105.



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