TDWI

WORLD CONFERENCE

The Premier Event for Business Intelligence and Data Warehousing Education

Las Vegas

☐ February 22–27, 2009

In-depth BI/DW courses
Vendor-neutral content
Peer networking

☐ REGISTER by January 30
and SAVE up to $300!

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THE DATA WAREHOUSING INSTITUTE

KEYNOTE PRESENTATIONS

Monday, February 23, 8:00–8:45 a.m.

Creating a Metrics-Driven Organization: Measure the Work and Work the Measures

David Hsiao
Director of Quality Data Infrastructure, Cisco Systems

Naznin C. Shroff
Manager, Quality Data Systems, Cisco Systems

Business intelligence enables an organization to achieve its vision, mission, and goals through data-driven decision making that results in greater efficiency and effectiveness. To support these aims, BI teams must work cooperatively with the business to define, implement, and evolve key performance indicators to deliver a range of analytical mechanisms—including dashboards, scorecards, and predictive capabilities—to transform information into insight and eventually action.

This session shows how Cisco Systems created an iterative, customer-centric approach to develop, deploy, and leverage an enterprisewide, cross-functional quality data architecture BI platform. This platform is co-sponsored by multiple functional organizations with the aim to evolve a metrics-driven culture across the enterprise, thus enabling best-in-class systems, processes, operational excellence, and predictable customer experience.

Thursday, February 26, 8:00–8:45 a.m.

Where To Now, BI? The Future of Business Intelligence and Beyond!

Claudia Imhoff
President and Founder, Intelligent Solutions, Inc.

Colin White
President and Founder, BI Research

Business intelligence and data warehousing applications are playing an increasingly important role in driving and optimizing daily business operations. This trend is leading to major changes in both the functionality and the usability of BI-related technologies and products. The need to use business intelligence to make more timely decisions, monitor and optimize daily business processes, and deploy business intelligence to a broader user audience is the focus of this conference. It has also led to a wide range of new BI techniques, technologies, and vendors that extend the traditional strategic and tactical BI environment.

Colin White and Claudia Imhoff have spent decades researching, designing, implementing, and deploying data warehouses and business intelligence, and they believe the time has come for DSS 2.0 or decision intelligence. Their visionary articles, seminars, courses, and books have come together in their keynote to describe this exciting future state. Don't miss this opportunity to find out what's new and what's next!

TDWI Partner Members

These solution providers have joined TDWI as special Partner Members and share TDWI's strong commitment to quality and content in education and knowledge transfer for business intelligence and data warehousing.

baseline CONSULTING

DATAllegro DATA AT THE SPEED OF BUSINESS

INFORMATICA The Data Integration Company™

NETEZZA Question Everything™

Business Objects an SAP® company

DATAUPIA™ Free your data

Information Builders

ORACLE®

Pitney Bowes GROUP 1 SOFTWARE

COGNOS® AN IBM® COMPANY

DecisionPath CONSULTING

kognitio Competitive advantage from data

sas

CONNECT: The Knowledge Network

hp® invent

Microsoft®

syncsort

DATAFLUX A SAS COMPANY

IBM®

MicroStrategy®

TERADATA Raising Intelligence

"It was a great conference and very well organized. This is the first conference that I have ever attended that had full-day sessions. You learn so much more."

L. Virgilio
CooperVision

TDWI WORLD CONFERENCE

The Premier Event for Business Intelligence and Data Warehousing Education

Las Vegas | February 22–27, 2009

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How to Use This Brochure

1. Plan Your Conference Experience

The TDWI World Conference in Las Vegas not only offers top-notch BI and DW education, but also includes valuable networking opportunities and a full exhibit hall. View the conference agenda on pages 4–5 to see a schedule of events.

2. Review Course Offerings

This brochure gives you an overview of the courses available at this conference. Course offerings have been organized three ways:

- By date (see Agenda, page 4–5)
- By course topic (see page 6–9)
- By instructor (see Instructor Biographies, page 10–14)

3. Reference Course Descriptions

Course descriptions begin on page 15 to help you finalize your selections. Visit our conference Web site at www.tdwi.org/lasvegas2009 for more in-depth course and instructor information.

4. Select Your Courses

On page 36, you'll find a registration worksheet designed to help you select your courses and plan your week.

5. Register

Visit www.tdwi.org/lasvegas2009/register or call 800.280.6218 to register for the conference. To mail or fax your registration, see page 37.

Visit Us Online

More in-depth conference information is available online, including expanded course descriptions, complete information regarding hotel and travel, and online registration information.

www.tdwi.org/lasvegas2009

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THE DATA WAREHOUSING INSTITUTE

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THE TDWI DIFFERENCE

- In-depth data warehousing and business intelligence education from top instructors
- No hype. No fluff. No bias.
- Professional development and certification
- Broad range of course offerings
- Both business and technical education
- Latest product and technology information

What's New in Las Vegas

You may not realize that while some of the fundamental classes remain consistent, many courses offered at TDWI conferences are new or updated every quarter. At the Las Vegas conference, more than a third of the content is either new or refreshed.

New and updated courses offered in Las Vegas:

S6A	Building a BI Team
S6P	The Politics of Business Analytics
S7P	Understanding Cause and Effect: An Introduction to Systems Thinking
M3	Get Real with Business Intelligence: An Introduction to Operational BI
M4	Evaluating BI Toolsets and BI Tools in Action
M7A	Insightful and Actionable Analytics: A Systems-Thinking Approach
M7P	Strategic Feedback: Strategy Mapping Meets Systems Thinking
T3A	Data Quality for Operational BI
T3P	Operational BI in Action: Dealing with Complex Customer Interactions
T4P	Rejuvenating Strategic Business Intelligence
T5	Evaluating ETL Tools and Technologies: Vendors in Action
W3A	Are You Ready for Operational BI? Performing a Health Checkup
W3P	Operational BI: War Stories from the Trenches!
TH4	Predictive Modeling for the Non-Statistician
TH7	Leadership Mastery in Technical Environments
F1	BI Adoption: Change the Way You Think about BI
F4	Best Practices for Established BI Programs—or New Life for Older Data Warehouses
F5A	Essential Components to a Successful Data Warehouse Solution
F5P	Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
F6	Modern Data Quality Techniques in Action—A Demonstration Using Human Resources Data

Who Should Attend a TDWI World Conference

- Sponsors of BI and DW programs
- Business executives and managers
- Technology executives and managers
- Business analysts
- Technology architects
- Data architects and data modelers
- Project and program managers
- Data integrators
- Developers of BI and data warehousing systems
- Business and IT consultants
- Anyone with a role in performance management

The TDWI Difference

BOTH BUSINESS AND TECHNICAL EDUCATION

Recognizing that business intelligence interweaves business and technology in ways we've never before experienced, TDWI selects classes that achieve the right balance of business and technical topics. TDWI conferences offer opportunities for business people to increase their knowledge of technology and for technical people to increase their business literacy.

TDWI BI EXECUTIVE SUMMIT

February 23–25, 2009

Special Focus on Agility and Alignment

Dedicated Program for BI Directors ~ and ~ BI Sponsors

TDWI's Business Intelligence Executive Summit brings together BI directors and BI sponsors from various industries for two days of dialogue and interactive learning focused on business intelligence, performance management, and data warehousing. The Summit enables BI executives to create a strong network of peers, validate their understanding of best practices, and stay on top of the latest research, trends, and technologies in the industry.

Who Should Attend

- **BI directors** who own, shape, or directly influence strategy, architecture, and budget within their organizations
- **BI sponsors** who oversee the BI/DW function and have previous BI/DW experience

New Offerings!

- A special focus on Agility and Alignment—the next wave in BI
- Eighteen afternoon sessions that target content to your interests
- One-on-one meetings that you arrange with other BI leaders using our new online scheduling tool
- Two case study workshops to help you apply your BI knowledge in a small group setting
- Peer networking tables to meet other senior BI professionals who share your interests
- Monday night reception to cement your bonds with other senior BI professionals

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AGENDA Las Vegas 2009

SUNDAY FEBRUARY 22

SCHEDULE

COURSES

Full Day	9:00 a.m.–5:00 p.m.
Half Day A (a.m.)	9:00 a.m.–12:15 p.m.
Half Day P (p.m.)	1:45–5:00 p.m.

EVENTS

Breakfast	8:15–9:15 a.m.
Lunch Break	12:15–1:45 p.m.
Welcome Reception	5:00–7:00 p.m.

COURSE OFFERINGS

☐ **S1** p. 15
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
J. Geiger

☐ **S2** p. 15
TDWI Business Intelligence Program Management
M. Peco

☐ **S3** p. 15
Agile Project Management for Data Warehouse Projects
L. Moss

☐ **S4** p. 16
Aligning Balanced Scorecard and BI to Optimize Business Performance
B. Paladino, N. Williams

☐ **S5A** p. 16
Governance Part I: IT Governance and Data Governance in the Age of Asset Management
T. Austin. J. Dyché

☐ **S5P** p. 16
Governance Part II: Setting Up Your BI Governance Program
T. Austin, J. Dyché

☐ **S6A NEW!** p. 16
Building a BI Team
J. Hay

☐ **S6P NEW!** p. 17
The Politics of Business Analytics
J. Hay

☐ **S7P NEW!** p. 17
Understanding Cause and Effect: An Introduction to Systems Thinking
D. Wells

☐ **S8** p. 17
HandsOn-Business Analytics
M. Gonzales

MONDAY FEBRUARY 23

SCHEDULE

KEYNOTE (see inside front cover) 8:00–8:45 a.m.

COURSES

Full Day	9:00 a.m.–5:00 p.m.
Half Day A (a.m.)	9:00 a.m.–12:15 p.m.
Half Day P (p.m.)	1:45–5:00 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Lunch Break	12:15–1:45 p.m.
Evening Education	5:30–6:45 p.m.
CBIP Exam Lab	5:30–7:00 p.m.
Hospitality Suites	7:00 p.m.

COURSE OFFERINGS

☐ **M1** p. 18
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
S. Hoberman

☐ **M2** p. 18
BI from Both Sides: Aligning Business and IT
J. Dyché

☐ **M3 NEW!** p. 18
Get Real with Business Intelligence: An Introduction to Operational BI
C. Imhoff, C. White

☐ **M4 UPDATED!** p. 19
Evaluating BI Toolsets and BI Tools in Action
C. Howson

☐ **M5** p. 19
Ten Steps to Quality Data and Trusted Information for the Data Warehouse
D. McGilvray

☐ **M6** p. 20
The BI Pathway Approach: Delivering BI for Business Value
N. Williams

☐ **M7A NEW!** p. 20
Insightful and Actionable Analytics: A Systems-Thinking Approach
D. Wells

☐ **M7P NEW!** p. 20
Strategic Feedback: Strategy Mapping Meets Systems Thinking
M. Peco

☐ **M8** p. 21
HandsOn-Data Mining
M. Gonzales

TUESDAY FEBRUARY 24

SCHEDULE

COURSES

Full Day	8:00 a.m.–5:30 p.m.
Half Day A (a.m.)	8:00–11:15 a.m.
Half Day P (p.m.)	2:15–5:30 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Exhibit Hall Open and Lunch	11:15 a.m.–2:15 p.m.
Exhibit Hall Open and Reception	5:00–7:00 p.m.
Hospitality Suites	7:00 p.m.

COURSE OFFERINGS

☐ **T1** p. 21
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
S. Hoberman

☐ **T2** p. 21
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
D. Wells

☐ **T3A NEW!** p. 22
Data Quality for Operational BI
J. Geiger

☐ **T3P NEW!** p. 22
Operational BI in Action: Dealing with Complex Customer Interactions
L. Loftis

☐ **T4A** p. 22
Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs
R. Seiner

☐ **T4P NEW!** p. 22
Rejuvenating Strategic Business Intelligence
B. Devlin

☐ **T5 UPDATED!** p. 23
Evaluating ETL Tools and Technologies: Vendors in Action
M. Madsen

☐ **T6A** p. 23
CBIP Preparation for the Information Systems Core Exam
D. Larson

☐ **T6P** p. 23
CBIP Preparation for the Data Warehousing Exam
D. Larson

☐ **T7** p. 24
Beyond the Data Warehouse: Architectural Options for Data Integration
E. Levy

☐ **T8A** p. 24
HandsOn-Business Intelligence Strategy
M. Gonzales

☐ **T8P** p. 24
HandsOn-Statistical Analysis for BI: Essential Business Statistics for BI Applications and Solutions
M. Gonzales

☐ **T9A** p. 24
BI Manager Toolkit: Managing Accountability for Project Success
M. Clarry, L. Rickard

☐ **T9P** p. 25
BI Manager Toolkit: Negotiating and Resolving Disagreements
M. Clarry, L. Rickard

See pages 6–9 for course offerings by topic.

WEDNESDAY FEBRUARY 25

SCHEDULE

COURSES

Full Day	8:00 a.m.–5:30 p.m.
Half Day A (a.m.)	8:00–11:15 a.m.
Half Day P (p.m.)	2:15–5:30 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Exhibit Hall Open and Lunch	11:15 a.m.–2:15 p.m.
Evening Education	6:00–7:15 p.m.
CBIP Exam Lab	6:00–7:30 p.m.
Hospitality Suites	7:00 p.m.

COURSE OFFERINGS

☐ **W1** p. 25
TDWI Introduction to Business Analytics
M. Peco

☐ **W2** p. 25
The Human Side of Data Integration: Powerful Principles Critical to Success
L. Silverston

☐ **W3A NEW!** p. 26
Are You Ready for Operational BI? Performing a Health Checkup
B. Devlin

☐ **W3P NEW!** p. 26
Operational BI: War Stories from the Trenches!
J. O'Brien

☐ **W4** p. 26
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
L. Reeves

☐ **W5A** p. 27
Predictive Analytics: A Business Perspective
T. Rathburn

☐ **W5P** p. 27
Predictive Analytics: Making It Work
T. Rathburn

☐ **W6** p. 27
Data Conversion, Consolidation, and Cleansing—Practical Skills
A. Maydanchik

☐ **W7** p. 28
Power, Politics, and Partnership in Business Intelligence Projects
M. Clarry, L. Rickard

☐ **W8** p. 28
Data Warehouse Lifecycle Overview
W. Thornthwaite

THURSDAY FEBRUARY 26

SCHEDULE

KEYNOTE (see inside front cover) 8:00–8:45 a.m.

COURSES

Full Day	9:00 a.m.–5:00 p.m.
Half Day A (a.m.)	9:00 a.m.–12:15 p.m.
Half Day P (p.m.)	1:45–5:00 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Lunch Break	12:15–1:45 p.m.
Evening Education	5:30–6:45 p.m.
CBIP Exam Lab	5:30–7:00 p.m.

COURSE OFFERINGS

☐ **TH1** p. 28
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
D. Larson

☐ **TH2** p. 29
Dimensional Modeling: Advanced Topics
C. Adamson

☐ **TH3** p. 29
Designing a High-Performance Data Warehouse
S. Brobst

☐ **TH4 UPDATED!** p. 29
Predictive Modeling for the Non-Statistician
M. Berry

☐ **TH5** p. 30
Data Mining Techniques, Tools, and Tactics
D. Abbott

☐ **TH6** p. 30
Data Quality Assessment—Practical Skills
A. Maydanchik

☐ **TH7 UPDATED!** p. 30
Leadership Mastery in Technical Environments
A. Petty

FRIDAY FEBRUARY 27

SCHEDULE

COURSES

Full Day	8:00 a.m.–3:30 p.m.
Half Day A (a.m.)	8:00–11:15 a.m.
Half Day P (p.m.)	12:15–3:30 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Lunch Break	11:15 a.m.–12:15 p.m.
CBIP Exam Lab	8:00 a.m.–2:00 p.m.

TDWI has arranged the Friday schedule to finish earlier than the other days of the week yet provide a full day of instruction.

COURSE OFFERINGS

☐ **F1 NEW!** p. 31
BI Adoption: Change the Way You Think about BI
T. Lopykinski

☐ **F2** p. 31
Data Modeling in an Unstructured World
S. Hoberman

☐ **F3** p. 31
Real-Time Data Warehousing
S. Brobst

☐ **F4 NEW!** p. 32
Best Practices for Established BI Programs—or New Life for Older Data Warehouses
J. Eubank, D. Wells

☐ **F5A NEW!** p. 32
Essential Components to a Successful Data Warehouse Solution
L. Echelberger, J. O'Brien

☐ **F5P UPDATED!** p. 32
Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
J. O'Brien

☐ **F6 NEW!** p. 32
Modern Data Quality Techniques in Action—A Demonstration Using Human Resources Data
G. Di Loreto

Instructor biographies start on page 10.

COURSE OFFERINGS BY TOPIC

Las Vegas 2009

› Featured Topics

While TDWI conferences always cover the full spectrum of business intelligence and data warehousing, the conference in Las Vegas will also include courses throughout the week that broaden your knowledge, skill, and ability in the following areas:

Operational BI

There is a great need for immediate information based on real-time business transactions, and operational BI increasingly is becoming a viable solution. With traditional BI entrenched in strategic decision making for many organizations, it is time to expand its reach into the day-to-day business processes. Business analysis of what is happening now can shape better and consistent immediate decisions, rather than waiting a day or even a week to find answers after the activity has become "history." Our industry experts bring you their experience with operational BI, covering introduction and strategy, data quality, a readiness assessment, and examples of operational BI in use. Courses with fresh operational BI education have been developed for the Las Vegas 2009 conference—you will not want to miss this all-new, exclusive TDWI track!

☐ **M3** p. 18
Get Real with Business Intelligence: An Introduction to Operational BI

☐ **T3A** p. 22
Data Quality for Operational BI

☐ **T3P** p. 22
Operational BI in Action: Dealing with Complex Customer Interactions

☐ **W3A** p. 26
Are You Ready for Operational BI? Performing a Health Checkup

☐ **W3P** p. 26
Operational BI: War Stories from the Trenches!

Insightful Analytics

You've got your data warehouse in place, and the power of BI is helping to shape your business processes and decisions. However, you'd like to find more effective ways to design and deliver information for the best insights. We have gathered a variety of business analytics related courses that provide education for both business analysts and developers. Systems thinking, balanced scorecards, feedback systems, statistics, and predictive analytics are among the topics covered. Be sure to check out the DWI Introduction to Business Analytics course, which is aimed at helping you discover ways to provide the best analytic value to your organization.

☐ **S4** p. 16
Aligning Balanced Scorecard and BI to Optimize Business Performance

☐ **S7P** p. 17
Understanding Cause and Effect: An Introduction to Systems Thinking

☐ **S8** p. 17
HandsOn-Business Analytics

☐ **M7A** p. 20
Insightful and Actionable Analytics: A Systems-Thinking Approach

☐ **M7P** p. 20
Strategic Feedback: Strategy Mapping Meets Systems Thinking

☐ **M8** p. 21
HandsOn Data Mining

☐ **T4P** p. 22
Rejuvenating Strategic Business Intelligence

☐ **T8A** p. 24
HandsOn Business Intelligence Strategy

☐ **T8P** p. 24
HandsOn Statistical Analysis for BI: Essential Business Statistics for BI Applications and Solutions

☐ **W1** p. 25
TDWI Introduction to Business Analytics

☐ **W5A** p. 27
Predictive Analytics: A Business Perspective

☐ **W5P** p. 27
Predictive Analytics: Making It Work

☐ **TH4** p. 29
Predictive Modeling for the Non-Statistician

☐ **TH5** p. 30
Data Mining Techniques, Tools, and Tactics

Data Management

When it comes to providing a factual basis for gauging your business, data is one of your most valuable assets. It must be managed from its inception through analysis and design, data integration, and ongoing governance programs. This conference brings you a suite of courses focused on several aspects of data management, including data quality, data modeling, data integration, and data governance.

☐ **S5A** p. 16
Governance Part I: IT Governance and Data Governance in the Age of Asset Management

☐ **S5P** p. 16
Governance Part II: Setting Up Your BI Governance Program

☐ **M5** p. 19
Ten Steps to Quality Data and Trusted Information for the Data Warehouse

☐ **T4A** p. 22
Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs

☐ **W2** p. 25
The Human Side of Data Integration: Powerful Principles Critical to Success

☐ **W6** p. 27
Data Conversion, Consolidation, and Cleansing—Practical Skills

☐ **TH6** p. 30
Data Quality Assessment—Practical Skills

☐ **F6** p. 32
Modern Data Quality Techniques in Action—A Demonstration Using Human Resources Data

DATA MODELING

☐ **M1** p. 18
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems

☐ **T1** p. 21
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics

☐ **W4** p. 26
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand

☐ **TH2** p. 29
Dimensional Modeling: Advanced Topics

☐ **F2** p. 31
Data Modeling in an Unstructured World

› Core Topics

The field of BI logically segments into core disciplines, and our courses are organized into these topics. Some courses touch upon more than one core discipline. The core disciplines are defined below:

Agility and Alignment

Responsiveness to today's changing business needs is essential for BI teams. A holistic approach is required to understand what makes a BI environment work and how to apply techniques that align the people and projects to deliver quality, agile solutions. Whether you're attending the TDWI BI Executive Summit or not, consider taking one or more of these courses that reveal how to effectively manage and align your team and learn some new techniques for developing valuable BI solutions.

☐ **S3** p. 15
Agile Project Management for Data Warehouse Projects

☐ **S4** p. 16
Aligning Balanced Scorecard and BI to Optimize Business Performance

☐ **M2** p. 18
BI from Both Sides: Aligning Business and IT

☐ **M6** p. 20
The BI Pathway Approach: Delivering BI for Business Value

☐ **T9A** p. 24
BI Manager Toolkit: Managing Accountability for Project Success

☐ **W2** p. 25
The Human Side of Data Integration: Powerful Principles Critical to Success

☐ **W7** p. 28
Power, Politics, and Partnership in Business Intelligence Projects

☐ **TH7** p. 30
Leadership Mastery in Technical Environments

☐ **F1** p. 31
BI Adoption: Change the Way You Think about BI

☐ **F5A** p. 32
Essential Components for a Successful Data Warehouse Solution

Business Analytics

focuses on the effective use of data and information to drive positive business actions. The body of knowledge for this area includes both business and technical topics: concepts of performance management, definition and delivery of business metrics, data visualization, and deployment and use of technology solutions such as OLAP, dashboards, scorecards, analytic applications, and data mining.

☐ **S1** p. 15
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

☐ **S4** p. 16
Aligning Balanced Scorecard and BI to Optimize Business Performance

☐ **S6P** p. 17
The Politics of Business Analytics

☐ **S7P** p. 17
Understanding Cause and Effect: An Introduction to Systems Thinking

☐ **S8** p. 17
HandsOn-Business Analytics

☐ **M3** p. 18
Get Real with Business Intelligence: An Introduction to Operational BI

☐ **M4** p. 19
Evaluating BI Toolsets and BI Tools in Action

☐ **M6** p. 20
The BI Pathway Approach: Delivering BI for Business Value

☐ **M7A** p. 20
Insightful and Actionable Analytics: A Systems-Thinking Approach

☐ **M7P** p. 20
Strategic Feedback: Strategy Mapping Meets Systems Thinking

☐ **M8** p. 21
HandsOn-Data Mining

☐ **T1** p. 21
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics

☐ **T3A** p. 22
Data Quality for Operational BI

☐ **T3P** p. 22
Operational BI in Action: Dealing with Complex Customer Interactions

☐ **T4P** p. 22
Rejuvenating Strategic Business Intelligence

☐ **T8P** p.24
HandsOn-Statistical Analysis for BI: Essential Business Statistics for BI Applications and Solutions

☐ **W1** p. 25
TDWI Introduction to Business Analytics

☐ **W3P** p. 26
Operational BI: War Stories from the Trenches!

☐ **W5A** p. 27
Predictive Analytics: A Business Perspective

☐ **W5P** p. 27
Predictive Analytics: Making It Work

☐ **TH4** p. 29
Predictive Modeling for the Non-Statistician

☐ **TH5** p. 30
Data Mining Techniques, Tools, and Tactics

The TDWI Difference

NO HYPE. NO FLUFF. NO BIAS.

TDWI goes to great lengths to guarantee that our courses provide objective, vendor-neutral information. All course topics and instructors are carefully selected to deliver the most timely and unbiased instruction available.

› Core Topics (continued)

Leadership and Management

is a key success factor for BI programs and projects, with a strong focus on effectively integrating people, processes, and technology to deliver business value. The field requires depth of process knowledge, including development methodology, program management, and project management, as well as organizational and team-building skills. An understanding of business topics such as business performance management (BPM), customer relationship management (CRM), and supply chain management (SCM) is also needed. A high-level technical understanding of BI applications and data warehousing concepts is also part of the Leadership and Management body of knowledge.

☐ **S2** p. 15
TDWI Business Intelligence Program Management

☐ **S3** p. 15
Agile Project Management for Data Warehouse Projects

☐ **S5A** p. 16
Governance Part I: IT Governance and Data Governance in the Age of Asset Management

☐ **S5P** p. 16
Governance Part II: Setting Up Your BI Governance Program

☐ **S6A** p. 16
Building a BI Team

☐ **S6P** p. 17
The Politics of Business Analytics

☐ **M2** p. 18
BI from Both Sides: Aligning Business and IT

☐ **T4A** p. 22
Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs

☐ **T8A** p. 24
HandsOn-Business Intelligence Strategy

☐ **T9A** p. 24
BI Manager Toolkit: Managing Accountability for Project Success

☐ **T9P** p. 25
BI Manager Toolkit: Negotiating and Resolving Disagreements

☐ **W2** p. 25
The Human Side of Data Integration: Powerful Principles Critical to Success

☐ **W3A** p. 26
Are You Ready for Operational BI? Performing a Health Checkup

☐ **W5A** p. 27
Predictive Analytics: A Business Perspective

☐ **W7** p. 28
Power, Politics, and Partnership in Business Intelligence Projects

☐ **TH6** p. 30
Data Quality Assessment—Practical Skills

☐ **TH7** p. 30
Leadership Mastery in Technical Environments

☐ **F5P** p. 32
Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence

Data Analysis and Design

provides the foundation for delivery of BI applications. Analysis concentrates on understanding business needs for data and information. Design focuses on translating business information needs into data structures that are adaptable, extensible, and sustainable. Core skills include information needs analysis, specification of business metrics, and data modeling. A solid understanding of data warehousing concepts, architectures, and processes is also essential.

☐ **M1** p. 18
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems

☐ **T1** p. 21
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics

☐ **T2** p. 21
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems

☐ **W4** p. 26
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand

☐ **W5P** p. 27
Predictive Analytics: Making It Work

☐ **W6** p. 27
Data Conversion, Consolidation, and Cleansing—Practical Skills

☐ **W8** p. 28
Data Warehouse Lifecycle Overview

☐ **TH2** p. 29
Dimensional Modeling: Advanced Topics

☐ **TH6** p. 30
Data Quality Assessment—Practical Skills

☐ **F2** p. 31
Data Modeling in an Unstructured World

☐ **F6** p. 32
Modern Data Quality Techniques in Action—A Demonstration Using Human Resources Data

Data Integration

is fundamental to data warehousing and is a vital process for a rich and robust data resource to deliver BI solutions. Integration includes all of the activities necessary to acquire data from sources, and to transform and cleanse the data. The body of knowledge includes concepts and skills for source data analysis and source qualification, data profiling, source/target mapping, data cleansing and transformation, and ETL development.

☐ **M5** p. 19
Ten Steps to Quality Data and Trusted Information for the Data Warehouse

☐ **M6** p. 20
The BI Pathway Approach: Delivering BI for Business Value

☐ **T3A** p. 22
Data Quality for Operational BI

☐ **T5** p. 23
Evaluating ETL Tools and Technologies: Vendors in Action

☐ **T7** p. 24
Beyond the Data Warehouse: Architectural Options for Data Integration

☐ **W2** p. 25
The Human Side of Data Integration: Powerful Principles Critical to Success

☐ **W6** p. 27
Data Conversion, Consolidation, and Cleansing—Practical Skills

☐ **W8** p. 28
Data Warehouse Lifecycle Overview

☐ **TH1** p. 28
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

☐ **F6** p. 32
Modern Data Quality Techniques in Action—A Demonstration Using Human Resources Data

Administration and Technology

covers those areas related to managing the infrastructure and ensuring continuous operation of data warehousing and BI solutions. 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 in this area.

☐ **S8** p. 17
HandsOn-Business Analytics

☐ **M4** p. 19
Evaluating BI Toolsets and BI Tools in Action

☐ **M8** p. 21
HandsOn-Data Mining

☐ **T5** p. 23
Evaluating ETL Tools and Technologies: Vendors in Action

☐ **T8A** p. 24
HandsOn-Business Intelligence Strategy

☐ **T8P** p. 24
HandsOn-Statistical Analysis for BI: Essential Business Statistics for BI Applications and Solutions

☐ **W3A** p. 26
Are You Ready for Operational BI? Performing a Health Checkup

☐ **TH3** p. 29
Designing a High-Performance Data Warehouse

☐ **F1** p. 31
BI Adoption: Change the Way You Think about BI

☐ **F3** p. 31
Real-Time Data Warehousing

☐ **F4** p. 32
Best Practices for Established BI Programs—or New Life for Older Data Warehouses

☐ **F5A** p. 32
Essential Components to a Successful Data Warehouse Solution

☐ **F5P** p. 32
Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence

CBIP Certification

TDWI's CBIP (Certified Business Intelligence Professional) program helps you define, establish, and distinguish yourself professionally with a meaningful BI certification credential. This exam-based certification program tests industry knowledge, skills, and experience within five areas of specialization. TDWI offers CBIP exam preparation courses in Las Vegas, and will administer CBIP testing throughout the week.

☐ **T6A** p. 23
CBIP Preparation for the Information Systems Core Exam

☐ **T6P** p. 23
CBIP Preparation for the Data Warehousing Exam

CBIP EXAM LABS

Register at the conference, where a sign-up sheet will be posted. A laptop is required for testing. At a minimum, your laptop must be Windows compatible. The testing software runs off a USB drive.

Monday:	5:30–7:00 p.m.
Wednesday:	6:00–7:30 p.m.
Thursday:	5:30–7:00 p.m.
Friday:	8:00 a.m.–2:00 p.m.

Fee Per Exam:
$325 TDWI Members / $350 non-Members

Exam Duration:
Maximum 90 minutes each

INSTRUCTOR BIOGRAPHIES

"This conference far exceeded my expectations. All presenters that I heard were excellent. They had many years of experience and really knew the theory as well as the practice. The breadth and variety of presentations was great too."

Q. Morrow
Dolby Labs

Dean Abbott
Senior Consultant,
The Modeling Agency
COURSE TH5

Dean Abbott is a senior consultant with The Modeling Agency, a data mining training and consulting company for the data-rich, yet information-poor. Mr. Abbott has more than 20 years of experience applying advanced data mining, preparation, and visualization methods in real-world data intensive problems. He has developed and evaluated algorithms for use in commercial data mining and pattern recognition products and has consulted with data mining software companies to provide assessments of current features and future enhancements.

Chris Adamson
Data Warehouse Specialist and Founder,
Oakton Software LLC
COURSE TH2

Chris Adamson, a data warehouse specialist, has been an active participant in the database and data warehousing industry for more than fifteen years. An expert on star schema design, his customers have included *Fortune* 500 companies, large and small businesses, government agencies, and data warehousing software vendors. He has written two books on star schema data warehousing—*Data Warehouse Design Solutions* and *Mastering Data Warehouse Aggregates*. Both books are published by Wiley, with forwards by Ralph Kimball.

Tracy Austin
Management Consultant
COURSES S5A, S5P

Tracy Austin is an executive consultant who delivers advisory services in the areas of IT strategy, IT business alignment, and customer-focused programs. Previously, she was CIO at Mandalay Resort Group where she had enterprise IT responsibilities across 14 geographically-dispersed properties. In 2004, Tracy was recognized as a 'Premier 100' IT leader by Computerworld. Prior to MRG, Tracy was a vice president IT at Harrah's Entertainment and was recognized for the implementation of Total Rewards, a CRM loyalty program.

Michael J. A. Berry
Principal,
Data Miners, Inc.
COURSE TH4

Michael Berry is the founder of Data Miners, Inc., a consultancy specializing in data mining and statistical modeling. Together with his colleague, Gordon Linoff, Michael has authored some of the most widely read and respected books on data mining, including *Data Mining Techniques*, which first appeared in 1997 and is still selling well in its second edition.

Stephen A. Brobst
Managing Partner,
Strategic Technologies & Systems
COURSES TH3, F3

Stephen Brobst specializes in the design and construction of DW solutions for *Fortune* 500 companies in the U.S. and internationally. Stephen performed his graduate work in computer science at MIT where his master's and PhD research focused on high-performance parallel processing. He also completed an MBA with joint course and thesis work at the Harvard Business School and the MIT Sloan School of Management. Stephen has been on the TDWI faculty since 1996.

Maureen Clarry
CEO/President,
CONNECT: The Knowledge Network
COURSES T9A, T9P, W7

Maureen Clarry has more than 25 years' experience in business, software development, project management, facilitation, and organizational leadership. She is co-founder of CONNECT: The Knowledge Network, specializing in building DW teams since 1992. CONNECT authored *Ten Mistakes to Avoid when Building a Data Warehouse Team*, *Ten Mistakes to Avoid when Choosing a Data Warehousing Consultant*, and *How to Choose a Data Warehousing Consultant*.

Barry Devlin
Principal,
9sight Consulting
COURSES T4P, W3A

Barry Devlin is among the foremost authorities in the world on data warehousing. He was responsible for the first definition of a data warehouse architecture in the mid '80s and is a widely respected consultant and lecturer on business intelligence at TDWI and elsewhere. Author of the comprehensive book on the subject, *Data Warehouse—From Architecture to Implementation*, he is a frequent contributor to *Business Intelligence Network* and other publications.

Gian Di Loreto
CEO
Loreto Services & Technologies, LLC
COURSE F6

Gian Di Loreto formed Loreto Services and Technologies in 2004 from the client services division of Arkidata Corporation. Loreto Services provides data cleansing and integration consulting services to *Fortune* 500 companies. Gian is a classically trained scientist—he received his PhD in elementary particle physics from Michigan State University. He lives in Chicago with his wife and three children.

Jill Dyché, CBIP
Partner,
Baseline Consulting
COURSES S5A, S5P, M2

Jill Dyché is a partner with Baseline Consulting, a management and technology consulting firm that provides data integration and business analytics services. Jill delivers industry and client advisory services, is a frequent lecturer and writer on the business value of IT, and writes two popular blogs. She is the author of acclaimed books *e-Data* and *The CRM Handbook*. Her latest book, written with Evan Levy, is *Customer Data Integration: Reaching a Single Version of the Truth* (Wiley).

Leslie Echelberger, CBIP
President, BI/DW Data Architect,
DHS Solutions, Inc.
COURSE F5A

Leslie Echelberger is a seasoned DW and BI professional with more than 20 years' experience in the IT industry. Leslie has developed strategic, enterprisewide warehouse and analytic solutions for organizations across many industries. She has architected numerous end-to-end solutions for clients based on their specific needs including strategic roadmaps, tool selection, metadata solutions, complete lifecycle standardization, data analysis, design, development, and physical implementation. Leslie holds a BS and MS degree in computer information systems from Regis University.

Jody Eubank
Principal Financial Group
COURSE F4

Jody Eubank has 15 years of experience as a thought leader and implementer of data management and business intelligence solutions. Her blend of business acumen, technical skills, and communication skills provides a well-rounded perspective regarding the roles of technology in business. Her ability to balance strategic and tactical objectives while maintaining organizational alignment helps her to ensure work efforts generate incremental and sustainable value.

Jonathan G. Geiger, CBIP
Executive Vice President,
Intelligent Solutions, Inc.
COURSES S1, T3A

Jonathan Geiger has been involved in many Corporate Information Factory projects in many industries. He presents frequently at national and international conferences, has written more than 30 articles, and is a co-author of three books, *Data Stores, Data Warehousing and the Zachman Framework: Managing Enterprise Knowledge*, *Building the Customer-Centric Enterprise*, and *Mastering Data Warehouse Design*. He can be reached at jgeiger@intelsols.com.

Michael L. Gonzales, CBIP
Principal,
Claraview, Inc.
COURSES S8, M8, T8A, T8P

Michael Gonzales has been a chief architect and solutions strategist for more than a decade, specializing in BI technologies and techniques. Mr. Gonzales is currently a principal at Claraview, Inc. where he leads the education department, teaching a series of DW/BI courses internationally. He is also a successful author. His latest book is *BI Strategy: How to Create and Document*. He can be reached at michael.gonzales@claraview.com.

Jennifer Hay, CBIP
Professional Development Specialist,
BI Career Guide
COURSES S6A, S6P

Jennifer Hay is a career guide. She combines knowledge of business intelligence with an understanding of career dynamics to help individuals plan and shape their BI careers. As a professional development specialist, Jennifer works with people to develop study plans, and to achieve a variety of career goals including new roles, new responsibilities, and expanded credentials. With a disciplined approach to assessment, planning, action, and measurement, Jennifer's planning methods provide a systematic path to career growth.

Steve Hoberman, CBIP
President,
Steve Hoberman & Associates, LLC
COURSES M1, T1, F2

Steve Hoberman works as a BI and data management practitioner and trainer. He is a Certified Business Intelligence Professional, a presenter at industry conferences, a columnist and contributor to industry publications, and the author of *Data Modeler's Workbench* and *Data Modeling Made Simple*. He is the founder of the Design Challenges group, inventor of the Data Model Scorecard, and a recognized innovator and thought leader in the field of data modeling. He can be reached at me@stevehoberman.com.

Cindi Howson
Founder,
BIScorecard
COURSE M4

Cindi Howson is the founder of BIScorecard, a resource for in-depth BI tool reviews based on exclusive hands-on testing. She is the author of *Successful Business Intelligence: Secrets to Making BI a Killer App* and a frequent contributor to *Intelligent Enterprise* and the *Business Intelligence Network*. Prior to founding BIScorecard, Howson was a manager at Deloitte & Touche and a BI standards leader for a *Fortune* 500 company. She has an MBA from Rice University. E-mail: cindihowson@biscorecard.com.

The TDWI Difference

IN-DEPTH EDUCATION FROM TOP INSTRUCTORS

Unlike other conferences, TDWI offers primarily full- and half-day courses taught by practitioners with real-world experience. The sessions at a TDWI conference are classes—not presentations; and the session leaders are teachers—not just speakers. This is real education where you'll interact with the most knowledgeable and experienced instructors in the industry.

INSTRUCTOR BIOGRAPHIES

David Hsiao
Director of Quality Data Infrastructure,
Cisco Systems
MONDAY KEYNOTE

David Hsiao directs the team that establishes customer experience measures, targets, and linkages to downstream customer loyalty and upstream internal, in-process quality gate measures. The quality data infrastructure program drives the company to a single, scalable source of truth for these key internal and external performance measures, providing a converged BI layer upon which to make data-driven decisions. David is the author of several papers, a presenter at Six Sigma and engineering conferences, and a contributor to industry standards.

Claudia Imhoff
President and Founder,
Intelligent Solutions, Inc.
COURSE M3, THURSDAY KEYNOTE

Claudia Imhoff teaches basic and advanced courses about Corporate Information Factory (CIF) architecture, BI, and the development of CRM applications. Claudia co-authored four books on BI and the CIF. The latest is *Building the Customer-Centric Enterprise* (May 2001). She has served on the board of advisors for DAMA International, is an advisor and faculty member for TDWI, and she writes monthly columns for *DM Review* and *e-Business Advisor.* Ms. Imhoff can be reached at cimhoff@intelsols.com.

Deanne Larson, CBIP
President,
Larson & Associates
COURSES T6A, T6P, TH1

Deanne Larson has more than 16 years of DW and BI experience. Deanne has launched several successful BI initiatives at large telecoms over the last 10 years and is focused on implementing best practices. She has been instrumental in building award-winning DWs, and she lectures nationally and internationally. Deanne is currently pursuing a doctoral degree with a focus on DW and BI.

Evan Levy, CBIP
Partner,
Baseline Consulting
COURSE T7

Evan Levy, is a partner and co-founder of Baseline Consulting, a management and technology consulting firm that provides data integration and business analytic services. Evan runs Baseline's IT practice and advises vendors and investors on emerging trends in BI and data integration. He and Jill Dyché are co-authors of the new book *Customer Data Integration: Reaching a Single Version of the Truth* (Wiley), which introduces the topic of designing, managing, and deploying customer master data.

Lisa Loftis, CBIP
Senior Vice President,
Intelligent Solutions, Inc.
COURSE T3P

Lisa Loftis is a CRM and BI expert with 22 years' experience assisting organizations to adopt a customer focus. Ms. Loftis has worked with numerous large organizations in North and South America, Europe, and the UK on all aspects of successful BI implementations. She specializes in combining the technology necessary to support true CRM and BI business strategies with the organizational structures, executive leadership, and cultural factors required to migrate organizations toward customer focus.

Tony Lopykinski
Managing Principal,
Maven Advisors, LLC
COURSE F1

Tony Lopykinski is the managing principal of Maven Advisors, LLC, a technology management consultancy helping companies achieve their strategic objectives through the management and enablement of information. Tony has more than 15 years of *Fortune* 500 experience in analytics, business intelligence, and data warehousing. He served as the global BI director for one of the world's largest global retailers, and enjoys leveraging his many lessons learned to provide practical solutions to his clients' business challenges.

Mark Madsen
President,
Third Nature, Inc.
COURSE T5

Mark Madsen, co-author of *Clickstream Data Warehousing*, is a former CTO and consultant with many years of experience in IT. Over the past 10 years, Mark has received awards from TDWI, the American Productivity & Quality Center, and the Smithsonian Institution for his data warehousing and business intelligence projects. As a consultant, he has implemented systems for many public and private organizations in different industries.

Arkady Maydanchik
Co-Founder,
Data Quality Group LLC.
COURSES W6, TH6

Arkady Maydanchik is a recognized practitioner, author, and educator in the field of data quality and information integration. Arkady's data quality methodology and breakthrough ARKISTRA technology were used to provide services to numerous organizations. Arkady is an author of *Data Quality Assessment for Practitioners*, a frequent speaker at various conferences and seminars, and a contributor to many journals and online publications.

Danette McGilvray
President,
Granite Falls Consulting, Inc.
COURSE M5

Danette McGilvray is president and principal consultant for Granite Falls Consulting, Inc., a firm specializing in information quality management and data governance to support key business processes around customer satisfaction, decision support, supply chain management, and operational excellence. She is the author of *Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information* (Morgan Kaufmann, 2008). Projects include enterprise information quality programs, DW and integration strategies, and large-scale ERP data migrations for *Fortune* 500 organizations.

Larissa Moss
President,
Method Focus, Inc.
COURSE S3

Larissa Moss has 28 years of IT experience, with a focus on DW for 20 years. She speaks at conferences worldwide on the topics of DW, BI, project management, development methodologies, data governance, and information quality. She co-authored the books *Data Warehouse Project Management*, *Impossible Data Warehouse Situations*, *Business Intelligence Roadmap*, and *Data Strategy*. Her articles are published in *DM Review*, *Teradata Magazine*, *Business Intelligence Journal*, and *Cutter IT Journal*. She can be reached at methodfocus@earthlink.net.

John O'Brien, CBIP
President and Executive Architect
Zukeran Technologies Corporation
COURSES W3P, F5A, F5P

John O'Brien is president and executive architect of Zukeran Technologies, which specializes in DW systems architecture and strategy. John's 18-year career in IT and engineering is comprised of in-depth engagements that provide unique insight into DW evolution. He has extensive hands-on knowledge of all phases of IT projects and architectures, particularly related to the architecture and management of ongoing growth and evolution of large-scale, real-time systems and processes. John holds a BS in engineering and an MBA.

Bob Paladino
Managing Partner,
Bob Paladino & Associates, LLC
COURSE S4

Bob Paladino is a long time thought leader, executive, and implementation practitioner in the CPM field. Drawing from extensive implementation experience, he has authored the best-selling book *Five Key Principles of Corporate Performance Management*. Formerly an executive of Crown Castle International in the office of the CEO, he directed the global CPM/balanced scorecard program to win acclaimed awards. He previously was a leading consultant for PricewaterhouseCoopers, the Balanced Scorecard Collaborative, and Towers Perrin.

Mark Peco, CBIP
Partner,
InQvis
COURSES S2, M7P, W1

Mark Peco is an experienced consultant, educator, manager, analyst, and team builder. He holds a graduate degree in engineering from the University of Waterloo, and he has led numerous consulting and software development projects helping clients adapt to fundamental shifts in business models and requirements. His experience includes strategy development, BI, DW, compliance, analytics, mathematical modeling, and application development. Mark's industry experience includes the energy, metals, and financial sectors. E-mail: mark.peco@inqvis.com

Art Petty
Principal and Leadership Practice Lead,
Strategy & Management-Innovations LLC
COURSE TH7

Art Petty is principal and founder of Strategy & Management-Innovations, LLC, a leadership development and training firm focusing on B2B and technology organizations. Art is a passionate leadership educator and coach, a prolific writer and blogger on all things management, and the co-author of *Practical Lessons in Leadership—A Guidebook for Aspiring and Experienced Leaders*. Art also serves as an adjunct faculty member for management at DePaul University's Kellstadt Graduate School of Business.

Thomas A. Rathburn
Senior Consultant,
The Modeling Agency
COURSES W5A, W5P

Thomas (Tony) Rathburn has more than 20 years of experience in the business utilization of predictive analytics technologies. Mr. Rathburn taught MIS and statistics while an instructor in the College of Business at Kent State University. He also served as vice president of applied technologies for NeuralWare, Incorporated, a neural network tools and consulting company. Mr. Rathburn is a senior consultant with The Modeling Agency—a Pennsylvania company providing guidance and results for those who are data-rich, yet information-poor.

Laura L. Reeves
Principal,
StarSoft Solutions, Inc.
COURSE W4

Laura Reeves, co-author of first edition of *The Data Warehouse Lifecycle Toolkit* has more than 22 years of experience in end-to-end data warehouse development focused on developing comprehensive project plans, collecting business requirements, developing business dimensional models, database schemas (both star and snowflake designs), and development of enterprise data warehouse strategies. As StarSoft Solutions co-founder, Laura has implemented data warehouses for many business functions for private and public industry.

"It was great to hear from and be able to speak with experienced professionals in the field rather than simply relying on textbooks and information from vendors. There is information here for all perspectives—IT management, business users, IT technical specialists, etc."

R. Ethridge
Louisiana State University

INSTRUCTOR BIOGRAPHIES

Lorna Rickard
Chief Workforce Architect,
CONNECT: The Knowledge Network
COURSES T9A, T9P, W7

Lorna Rickard has more than 15 years of experience in organizational development, instructional design, and facilitation. Most recently, she served as director of culture and communications for ING Re. As a member of the senior management team, she was instrumental in changing the culture and market position of ING Re, moving industry ranking, based on revenue, from number four to number one. At CONNECT, she assesses and advises client systems on cross-functional collaboration and team and organizational effectiveness.

Robert S. Seiner
President, KIK Consulting, and
Publisher, TDAN.com
COURSE T4A

Robert Seiner is the president and principal consultant of KIK Consulting & Educational Services, LLC. KIK is a company that focuses on knowledge transfer and consultative mentoring in the fields of data governance and data stewardship implementations, metadata management, master data management, and data architecture. Mr. Seiner is the publisher of *The Data Administration Newsletter, LLC*, an award winning electronic publication that celebrated its 10th anniversary in July 2007. Contact Mr. Seiner at rseiner@tdan.com.

Naznin C. Shroff
Manager, Quality Data Systems,
Cisco Systems
MONDAY KEYNOTE

Naznin Shroff has been engaged in DW, IT, and business strategy transformation for 12 years at Cisco within the enterprise DW and global supply chain management's quality organizations. She has successfully led teams across the business and IT organizations with emphasis around enterprise BI and data governance. Her focus on building core competency around "alignment of performance measures with business strategy" and inbuilt operations excellence has led to the current state of maturity and industry recognitions for the implementation.

Len Silverston
President,
Universal Data Models, LLC
COURSE W2

Len Silverston is an author, consultant, and speaker with more than 24 years' experience helping organizations integrate data and systems. He is the best-selling author of *The Data Model Resource Book* series. It includes more than 230 reusable "universal data models," which have been licensed extensively worldwide. DAMA International presented him with their 2004 International Professional Achievement Award. His company, Universal Data Models, provides consulting, training, and software to jump-start data modeling efforts and facilitate integration.

Warren Thornthwaite
The Kimball Group
COURSE W8

Warren Thornthwaite, co-author of *The Data Warehouse Lifecycle Toolkit*, has been involved in decision support and data warehouse systems since 1983. He consults extensively in the areas of requirements analysis, systems architecture, dimensional database design, and business intelligence applications development. Warren is co-founder of InfoDynamics, LLC and a member of the Kimball Group.

David L. Wells, CBIP
Independent Consultant
COURSES S7P, M7A, T2, F4

Dave Wells is consultant, mentor, and teacher in the BI field. He brings to consulting endeavors a unique and balanced perspective regarding the roles of technology in business. This perspective—refined through a career of more than 35 years that blended business and technical roles—helps align business and IT in the most effective ways. Dave focuses on strategic and organizational alignment as the keys to building and sustaining valuable, high-impact BI cultures and systems. E-mail: dave_wells@earthlink.net.

Colin White
President and Founder,
BI Research
COURSE M3, THURSDAY KEYNOTE

Colin White has more than 36 years of IT experience and in-depth knowledge of leading-edge business intelligence and enterprise business integration technologies. He has consulted for dozens of companies throughout the world and is a frequent speaker at leading IT events. Colin has written numerous articles and papers on business intelligence and business integration, and he writes for the *Business Intelligence Network* and leading industry journals.

Nancy Williams, CBIP
Vice President and Principal Consultant,
DecisionPath Consulting
COURSES S4, M6

Nancy Williams has provided BI and DW expertise for more than 20 years to leading companies such as Marriott International, Legg Mason, and Stewart Title, as well as public sector organizations such as the U.S. SSA and the U.S. EPA. Nancy is a speaker at industry events and has authored or co-authored numerous publications in the fields of BI and business performance management, including the recently released the book *The Profit Impact of Business Intelligence*. E-Mail: nancy.williams@decisionpath.com

COURSE DESCRIPTIONS

S1 Sunday, February 22, 9:00 a.m.–5:00 p.m.
Business Analytics

TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

Jonathan G. Geiger

This course promotes common language, consistent definitions, shared expectations, and mutual understanding essential to successful BI programs. BI focuses on the use of information to drive effective business actions—it is the vehicle to achieve maximum business value from DW. This course provides a comprehensive overview of business, technical, and cultural implications of BI.

The data-to-value chain describes the transition from data to value as: DATA → INFORMATION → KNOWLEDGE → ACTION → OUTCOME → VALUE. This course focuses on those parts of the chain that begin with information and end with value.

YOU WILL LEARN

- The factors that contribute to maximum business value
- Six common kinds of BI/DW business applications
- Key elements and common applications of business analytics
- The roles of dashboards, scorecards, and analytic applications
- The relationships between BI and DW
- Components of the BI infrastructure: people, processes, and technologies
- Best practices and common mistakes in BI programs

GEARED TO

- Anyone with a role in BI programs; DW managers and leaders who are seeking to increase the value delivered from the DW; business and technical people who need to work together to implement BI; teams who need to develop a common base of concepts and terminology for BI

S2 Sunday, February 22, 9:00 a.m.–5:00 p.m.
Leadership and Management

TDWI Business Intelligence Program Management

Mark Peco

A BI program is a large and complex undertaking with many interests, activities, and dimensions that must all be managed simultaneously. Program management encompasses the disciplines and activities necessary to coordinate multiple, overlapping, and interdependent projects. Yet program management reaches beyond project activities to ensure quality and availability of business-critical information services and continuous support of vital business decision-making processes.

Using a combination of lecture, discussion, and exercises, this course teaches techniques and provides tools to address six crucial areas of BI program management: portfolios, processes, quality, change, service, and value.

YOU WILL LEARN

- Three frameworks that help to see the big picture when managing BI programs
- Six critical areas of BI program management: portfolio management, process management, quality management, change management, service management, and value management
- How the BI maturity model is used to manage evolution through multiple stages of BI growth and development
- Tools and techniques to assess your BI program
- Tools and techniques for quality measurement and management

GEARED TO

- BI program managers, directors, and sponsors; anyone with leadership and management responsibilities in BI, information services, DW, or data integration

S3 Sunday, February 22, 9:00 a.m.–5:00 p.m.
Leadership and Management

Agile Project Management for Data Warehouse Projects

Larissa Moss

As you manage your DW project, you draw upon past experience. But despite your experience, the DW project is difficult to manage. The requirements are a "moving target." Communication between staff members takes too long. Assigning tasks in a traditional way results in too much rework. Using a traditional methodology does not work. To top it off, the business users are pressuring you for quick deliverables (90 days or less) as they refine their requirements. As the team scrambles to meet expectations, data standardization is skipped, testing is cut short, documentation is not done, and quality is compromised. The end result is often an independent data mart—accompanied by the promise to clean it up later and to consolidate it with the other silo data marts (and DWs). Sound familiar?

How can you do it right and still deliver in 90 days? You have to try a new approach. In this course, you will learn about self-organizing project teams, spiral methodologies, and "extreme scoping."

This course assumes a basic understanding of project management and data warehousing.

YOU WILL LEARN

- How to recognize and mitigate common DW risks and identify critical success factors
- How to build BI applications using software releases
- How to use a spiral DW methodology
- How to organize and empower your project teams
- How to overcome organizational and cultural barriers
- How to coordinate and manage multiple interdependent DW projects under one BI program

GEARED TO

- Project managers; project leads; business managers; end users

COURSE DESCRIPTIONS

S4 Sunday, February 22, 9:00 a.m.–5:00 p.m.
Business Analytics

Aligning Balanced Scorecard and BI to Optimize Business Performance

Bob Paladino, Nancy Williams

The rising popularity of Balanced Scorecards reinforces the need for BI professionals to become better educated on the Balanced Scorecard framework. This course will provide the knowledge you need to understand the steps that go into developing a Balanced Scorecard. It also provides practical advice on how ensure that your BI program is prepared to support your organization's Balanced Scorecard information needs.

YOU WILL LEARN

- The Balanced Scorecard framework and how is it used to align the business for optimal business performance
- Balanced Scorecard Hall of Fame best practices
- The steps involved in creating a strategy map, designing a scorecard, identifying measures, targets, and initiatives, and obtaining executive buy-in
- How to align the information needs of your Balanced Scorecard with those of your broader BI program to minimize rework, and maximize ROI
- How to ensure the quality of your organization's information assets through Balanced Scorecard and BI program alignment

GEARED TO

- Business sponsors; BI program/project managers; business analysts; chief architects; senior functional and technical managers and those responsible for results

S5A Sunday, February 22, 9:00 a.m.–12:15 p.m.
Leadership and Management

Governance Part I: IT Governance and Data Governance in the Age of Asset Management

Tracy Austin, Jill Dyché

Companies who practice IT governance are more profitable than those who don't. But the word "governance" is fraught with thoughts of compliance, committees, policies, and change management. Governance is all of those, and more. Dyché and Austin set the stage for effective IT governance, with focus on how it impacts BI and data integration. Dyché presents a framework and success metrics for effective IT governance, and explains how it drives and informs BI governance and data management. Austin shares her experiences setting up IT governance and making it sustainable.

YOU WILL LEARN

- The components of a successful IT governance program
- Why IT governance begets data governance—and vice versa
- The concept of the IT Infrastructure Library (ITIL)
- Where the DW fits

GEARED TO

- CIOs/chief data officers; business sponsors; end users; data management staff; program/project managers; center of excellence staff

S5P Sunday, February 22, 1:45–5:00 p.m.
Leadership and Management

Governance Part II: Setting Up Your BI Governance Program

Tracy Austin, Jill Dyché

BI teams have unique skills, platforms, requirements, and technologies. While these assets have value, they often usurp the BI portfolio—a set of evolving business capabilities. In this workshop, Dyché describes how BI governance becomes the fulcrum for ongoing BI budgeting, planning, requirements, and delivery. Austin then introduces ways to position and "sell" BI capabilities to management, offering tips that can be used by both business and IT to position and deliver BI and achieve breakthrough benefits.

YOU WILL LEARN

- Why BI governance is different from data governance
- The BI application portfolio as the mechanism for BI governance
- The role of the BI center of excellence
- How BI governance can drive governance best practices

GEARED TO

- CIOs/chief data officers; business sponsors; end users; data management staff; program/project managers; center of excellence staff

S6A Sunday, February 22, 9:00 a.m.–12:15 p.m.
Leadership and Management

NEW! Building a BI Team

Jennifer Hay

Do these statements ring true for you? I want to be part of a BI team that produces meaningful results and where my contributions are valued. I want to build a BI team of trusted relationships, declared commitment, and designated responsibility. I want to work in a culture that thrives on shared success and opportunity. When a team clicks, everyone benefits. Jennifer Hay's approach to team building starts with creating the right BI culture and then shows you what skills, knowledge, and talents your team needs to succeed.

YOU WILL LEARN

- How BI teams differ from IT project teams
- The *what*, *why*, and *how* of team culture
- The roles and responsibilities of a BI team
- How to assess skills, knowledge, and talents
- How to blend diverse skills, knowledge, and talents

GEARED TO

- Program and project managers; team leaders and members

S6P Sunday, February 22, 1:45–5:00 p.m.
Leadership and Management, Business Analytics

NEW! The Politics of Business Analytics

Jennifer Hay

Much attention is given to the *what* of business analytics. What analytic design techniques meet the business information needs and what technologies are used to deliver analytics to the business community. Less attention is given to the *who* of business analytics. Who will use analytics to create value for the organization. Little or no attention is given to understanding *how* politics affect the users of analytics. This course provides discussion to understand who is really using business analytics and how politics affect the outcome of their analysis.

YOU WILL LEARN

- Why "business analyst" is a confusing title
- How politics affect analytics
- How analytics affect politics
- Why analytic culture matters

GEARED TO

- BI program and project managers; business managers and analysts; producers or consumers of analytics

S7P Sunday, February 22, 1:45–5:00 p.m.
Business Analytics

NEW! Understanding Cause and Effect: An Introduction to Systems Thinking

David L. Wells

Today's BI programs focus intensely on analytics. The business wants scorecards and dashboards, and the technology to deliver them is mature. Yet we often struggle to deliver high-impact analytics that make a real difference. The missing link is a strong connection with cause and effect—the essence of understanding why and deciding what next. Systems thinking offers the cause-and-effect connection. It holds the key to real analytic value.

This course is the recommended prerequisite to courses M7A and M7P.

YOU WILL LEARN

- What systems thinking is and how it relates to BI
- Principles of cause, effect, and feedback
- Causal modeling techniques
- Common system archetypes

GEARED TO

- BI program and project managers; requirements analysts; business analysts; anyone seeking real meaning behind the numbers

S8 Sunday, February 22, 9:00 a.m.–5:00 p.m.
Administration and Technology, Business Analytics

HandsOn-Business Analytics

Michael L. Gonzales

Business intelligence is well beyond the domain of traditional topics such as ETL and OLAP. Today, BI drives the information organization with technologies and techniques that allow the enterprise to glean actionable insight from volumes of disparate data, with near-real-time refresh cycles.

This course defines the promise of BI and the gap that exists between what is promised and what is often implemented. The lecture portion then identifies the technologies and techniques necessary to fill the gap, including data mining, dashboards/scorecards, advanced visualization, and spatial analysis.

Hands-on exercises complement all lecture content. Throughout the course, participants experience leading products representing tangible evidence and applicability to enhance the informational content of any BI effort. Specific technologies include data mining (Microsoft Data Mining); dashboards (Hyperion Intelligent Dashboard); scorecards (Microsoft); visualization (Tableau and PolyVista); and spatial analysis (ESRI Business Analyst).

HandsOn-Business Analytics provides participants with a non-biased view of leading BI tools.

This course assumes an understanding of relational database and DW terms and concepts.

YOU WILL LEARN

- The best practices for blending data mining, dashboards, scorecards, advanced visualization, and spatial data technology into your BI environments
- The core components to effective spatial analysis, data mining, dashboards/scorecards, and visualization applications
- Through extensive lab exercises, you will gain hands-on experience with leading BI tools
- How and when to effectively apply advanced BI technology

GEARED TO

- Anyone involved in the sponsorship, management, design, and construction of BI solutions for an enterprise

Enrollment is limited to 30 attendees.

COURSE DESCRIPTIONS

M1 Monday, February 23, 9:00 a.m.–5:00 p.m.
Data Analysis and Design

TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems

Steve Hoberman

BI and DW systems challenge the data modeling techniques of the past as new roles and uses of data demand updated skills. The "toolbox" for data modelers has expanded beyond basic entity-relationship modeling and now includes techniques to manage time-variant data, to manage data redundancy, and much more.

For those with data modeling experience, this course extends their skills to include modeling of business metrics, modeling of temporal data, and more. For those new to data modeling, the course introduces the modeling skills needed for BI and DW systems. Those who need to understand data models, but not how to develop them, will understand the various forms of data models and what they should communicate.

This course assumes knowledge of DW concepts and BI fundamentals.

YOU WILL LEARN

- Modeling techniques to gather business requirements
- Differences in modeling approaches for business transactions, business events, and business metrics
- Semantic and subject modeling techniques for the "big picture"
- Relational modeling skills, and when to apply them
- Dimensional modeling skills, and when to apply them
- State-transition modeling skills, and when to apply them
- The role of normalization in DW and BI systems
- How time-variant data is represented in data models
- Optimization techniques for warehousing data stores
- Data modeling for DWs, data marts, and analytic applications

GEARED TO

- Data architects; data modelers; project and program managers; DSS and analytics developers; business people with DW and BI roles

Instructor: Cindi Howson

M2 Monday, February 23, 9:00 a.m.–5:00 p.m.
Leadership and Management

BI from Both Sides: Aligning Business and IT

Jill Dyché

"How do I educate my business unit managers/end users/developers/executives about BI?" This is a question that people across BI maturity levels continue to ask.

As BI becomes an ever more critical corporate program, line of business managers and end users are not only key stakeholders, they also increasingly hold the purse strings. Managers and IT need better ways of planning their BI initiatives and understanding how to justify ongoing information deployment.

This popular workshop—often attended by IT and business-user teams from the same company—focuses on ways to ensure that DW and BI projects remain a strategic priority. For managers considering new BI applications, it covers a series of real-life scenarios that illustrate requirements-driven development. For those already underway with their BI initiatives, it presents best-practice case studies to ensure that BI is approached not as a one-time-only activity, but as a portfolio of capabilities deployed over time. Examples of BI success stories are interwoven throughout the session to illustrate high-profile best practices.

YOU WILL LEARN

- What we've learned the hard way—how BI best practices have evolved
- How to plan BI projects around corporate strategy
- Selling BI internally, and why it's a process
- A structured way to launch BI governance

GEARED TO

- CIOs and chief data officers; business sponsors and end users; data management staff; program and project managers; members of the BI competency center

M3 Monday, February 23, 9:00 a.m.–5:00 p.m.
Business Analytics

NEW! Get Real with Business Intelligence: An Introduction to Operational BI

Claudia Imhoff, Colin White

Business intelligence (BI) is playing an ever increasing and important role in driving and optimizing daily business operations. This trend is leading to major changes in both the functionality and the usability of BI-related technologies and products. Developing an operational BI strategy in this dynamic and constantly changing environment is not a simple task. This first course in the three-day operational BI track lays the ground work for understanding and implementing a world class BI environment geared to support all forms of BI. The course walks the attendee through the architectural requirements as well as the techniques, technologies, and products available today to extend the traditional BI environment to enable a smart and flexible business decision-making environment for

optimizing operational business decisions and actions. Project best practices, tips, and critical success factors complete this comprehensive and practical course.

YOU WILL LEARN

- A detailed understanding of operational BI and its architecture
- Techniques, technologies, and products supporting operational BI implementations
- Best practices for implementation
- Project success factors

GEARED TO

- Project managers; project team members; business IT; business users with some technical expertise

M4 Monday, February 23, 9:00 a.m.–5:00 p.m
Administration and Technology, Business Analytics

UPDATED! Evaluating BI Toolsets and BI Tools in Action

Cindi Howson

As the face for the DW, the BI tool is the most important component to business users. Select a great tool that facilitates insights, and users will embrace BI. Fail to manage your BI tool portfolio, and you will waste money on shelfware, frustrate users, and never achieve a single version of the truth.

Understanding strategic and functional differences between solutions from "Big 4" and BI pure-plays is critical to developing a successful BI tool strategy. The morning session highlights recent events and what it means for BI buyers, provides a methodology for making better BI investments, and reviews major components and features of a BI platform. Specific product examples are interwoven for illustrative purposes.

The afternoon session addresses how to maximize scripted demos as part of your selection process. With a one-of-a-kind BI bake off, three leading BI vendors participate in carefully scripted demos so you can see the tools in action and compare how they fulfill critical criteria. Vendors use a consistent sample data set so you get a true side-by-side comparison.

For specific vendor participation, see this course description on TDWI's Web site

This course assumes knowledge of DW fundamentals and basic BI concepts.

YOU WILL LEARN

- An overview of the BI market and vendors' positions
- A framework for evaluating BI vendors and suites
- Functional differences between leading BI suites
- How three leading vendors fulfill key criteria

GEARED TO

- Project sponsors; BI directors; business analysts; BI application owners

M5 Monday, February 23, 9:00 a.m.–5:00 p.m.
Data Integration

Ten Steps to Quality Data and Trusted Information for the Data Warehouse

Danette McGilvray

Do these situations sound familiar? Your company is building a DW and integrating data from several source systems. Data quality issues are impacting the project timeline, and early tests show users are distrustful of the information that is provided. The DW has been in production for more than a year. Those from the BI group have no confidence in the reports, complain about quality, and are reverting to their own spreadsheets for verification.

Whether you are just starting the project or are already in production, it is not unusual to find that information quality issues prevent the company from realizing the full benefit of their investment in the DW. Join us to learn practical approaches to improving the quality of information behind your BI, decision support, and DW efforts. Come with your particular needs in mind, learn how these topics apply to your situation, and leave with realistic methods for improving information quality.

YOU WILL LEARN

- The ten steps to quality data and trusted information
- Key information quality concepts (such as The Framework for Information Quality, data quality dimensions, and business impact techniques)
- Integrating data quality into a DW project
- Data quality in the warehouse after go-live and in production

GEARED TO

- Practitioners and individual contributors; project team members from both the business and IT; project and program managers

The TDWI Difference

LATEST PRODUCT AND TECHNOLOGY INFORMATION

TDWI conferences feature a manageable and highly regulated exhibit hall where attendees can get product information with a minimum of hype and hassle. For more in-depth product information, choose from classes that review the latest vendor technologies.

M6 Monday, February 23, 9:00 a.m.–5:00 p.m.
Business Analytics, Data Integration

The BI Pathway Approach: Delivering BI for Business Value

Nancy Williams

This course provides a foundation for designing, building/reengineering, and operating a customized BI environment that leverages DW and delivers superior business value. It presents the DecisionPath Consulting BI/DW approach—the BI Pathway.

Building on the core concepts and fundamentals that have been central to DW over the years, this course will help your organization ensure that the true business requirements for DW/BI are completely understood and that the DW/BI environment provides actionable information that makes a difference to your business.

Through practical application of proven methods, your DW/BI initiatives can avoid the failures some organizations have experienced, gain user commitment, and ensure that the investment in DW/BI pays substantial dividends.

This course assumes knowledge of BI and DW fundamentals.

YOU WILL LEARN

- Business-oriented methods for identifying high-impact DW and BI opportunities and the associated requirements
- How to use BI-focused architectures to align and integrate DW/BI information delivery with strategic, tactical, and operational business processes
- How to use the BI Pathway approach to guide BI/DW development, deployment, and integration with key business processes
- How to manage rapid data mart delivery within overarching BI-focused architectures and BI Pathway
- How to approach key topics and techniques such as the use of prototypes, achieving sponsor-/business-user commitment, and evolving the BI/DW environment over time to maintain business value

GEARED TO

- Program and project managers; business analysts; data designers and architects; business managers and knowledge workers; ETL designers and developers; BI application designers and developers

Instructor: Dave Wells

M7A Monday, February 23, 9:00 a.m.–12:15 p.m.
Business Analytics

NEW! Insightful and Actionable Analytics: A Systems-Thinking Approach

David L. Wells

A good business analytics program does more than measure the easy things. It measures those things that can make a real difference—those things that lead to action. Analytics are actionable when they support the entire process of action taking, including discovery, insight, determination and resolve, decision making, innovation and creativity, and the implementation of decisions. Systems thinking holds the key to analytics that are purposeful, insightful, and actionable.

This course assumes completion of course S7P or similar knowledge of systems theory and systems-thinking principles.

YOU WILL LEARN

- How to apply systems thinking when gathering analytic requirements
- How to use causal modeling for analysis and design of analytic systems
- How systems-thinking models help to find the real meaning in analytics
- How to use systems thinking in the BI program

GEARED TO

- BI program and project managers; requirements analysts; business analysts

M7P Monday, February 23, 1:45–5:00 p.m.
Business Analytics

NEW! Strategic Feedback: Strategy Mapping Meets Systems Thinking

Mark Peco

Balanced scorecards and strategy maps provide a strong business association between what we measure and what we do. The work of Kaplan and Norton has advanced the discipline of business management. Yet scorecards and strategy maps have their limits. Scorecards categorize cause and effects, while strategy maps offer a linear view of those relationships. Neither provides the feedback mechanisms needed to evolve strategy over time. Extending strategy maps with causal loop principles offers new opportunities for insight and innovation.

This course assumes prior completion of course S7P or similar knowledge of systems theory and systems-thinking principles.

YOU WILL LEARN

- Principles of strategy mapping
- Distinctions between linear and loop models
- The roles and contributions of feedback systems
- How strategy mapping and causal loop modeling combine to create a powerful strategic planning and analysis tool

GEARED TO

- BI program and project managers; business managers; business analysts

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M8 Monday, February 23, 9:00 a.m.–5:00 p.m.
Administration and Technology, Business Analytics

HandsOn-Data Mining

Michael L. Gonzales

HandsOn-Data Mining provides non-biased information on best-of-class technologies and techniques, and exposes participants to leading data mining tools, their use, and their application—including SAS Enterprise Miner, PolyVista Text Miner, Teradata Warehouse Miner, and Microsoft SQL Server 2005 Analysis Services.

The lecture components include an overview of data mining, the fundamental uses of the technology, and how to blend that technology into the overall BI environment effectively.

Formal lab exercises provide participants an opportunity to experience the fundamental features of leading data mining tools. Lab exercises are conducted for a minimum of three distinct mining tools. These labs allow participants to compare how each tool generally functions, its best features, and how well it integrates with their warehouse and BI solution.

This course assumes knowledge of DW and BI terminology and concepts.

YOU WILL LEARN

- How to establish data mining as an integral component of the DW effort and BI solutions
- Why and when to implement data mining applications
- How to recognize data mining opportunities
- Technology/techniques that must be considered for effective data mining
- Through extensive lab exercises, you will gain hands-on experience with leading data mining tools

GEARED TO

- Project managers and sponsors; data architects; anyone who wants to understand how data mining advances BI, how to make mining a natural part of the warehouse effort, and how to recognize a mining opportunity in your organization

Enrollment is limited to 30 attendees.

T1 Tuesday, February 24, 8:00 a.m.–5:30 p.m.
Data Analysis and Design, Business Analytics

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics

Steve Hoberman

Dimensional data is a core component of modern BI and DW implementations. Dimensionally organized data offers a more effective and adaptable solution to business analytics needs than can be achieved with relational data structures. Virtually anyone involved in BI and DW projects needs to have fundamental knowledge of the pathway from business questions to business analytics. This course traces that pathway.

The course begins with a comparison of relational and dimensional data organization and provides an example of business questions not readily answered using more traditional data structures of relational modeling. It then illustrates the steps to design analytic solutions, starting from business questions and concluding by demonstrating an OLAP solution. These steps encompass techniques to capture business questions, represent them as a business solution, translate them to a technology solution, and deliver them to those who need information.

YOU WILL LEARN

- Concepts of dimensional data modeling
- The relationship between business metrics and dimensional data
- Similarities and differences between relational and dimensional data models
- Requirements gathering techniques for business metrics and dimensional data
- How to build a logical dimensional model
- How to translate a logical dimensional model to a star schema design
- How dimensional data is used to deliver business analytics and OLAP capabilities

GEARED TO

- Data architects; data mart developers; business analysts; BI and DW program and project managers

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T2 Tuesday, February 24, 8:00 a.m.–5:30 p.m.
Data Analysis and Design

TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems

David L. Wells

Gathering business requirements for BI systems is more difficult than for operational systems. Without the specifics of business transactions, scheduled reports, and prescribed business rules it is difficult to know where to start and how to proceed. The skill set for the BI requirements analyst includes techniques to identify requirements, tools to manage requirements, and checklists to ensure completeness.

YOU WILL LEARN

- The distinction between business, functional, and technical requirements
- Where and how requirements fit into the BI lifecycle
- Ten techniques for requirements gathering and when to use each
- Why requirements management is essential and how it is performed
- How to ensure completeness using a checklist of 40 kinds of requirements

GEARED TO

- Business and systems analysts; BI program managers; BI project managers

COURSE DESCRIPTIONS

T3A Tuesday, February 24, 8:00–11:15 a.m.
Business Analytics, Data Integration

NEW! Data Quality for Operational BI

Jonathan G. Geiger

Achieving data quality within an operational BI environment can be extremely challenging. For some forms of operational BI, there is no DW or ODS created. In other cases, the load cycle cannot accommodate extensive data validation and cleansing processing. This session describes a three-pronged approach for ensuring data quality for real-time and near-real-time BI. The approach entails creating a data quality strategy focused on critical operational data, data profiling and establishment of quality improvement actions, and business partnerships to minimize data cleansing during ETL (or EII) processes.

YOU WILL LEARN

- How the data quality approach for operational BI differs from that for traditional BI
- How to develop a data quality strategy for operational BI
- How to determine the actions needed to address data quality deficiencies

GEARED TO

- BI practitioners and business analysts

T3P Tuesday, February 24, 2:15–5:30 p.m.
Business Analytics

NEW! Operational BI in Action: Dealing with Complex Customer Interactions

Lisa Loftis

Emerging operational BI applications facilitate a seamless dialog with customers where every interaction is relevant, is delivered at exactly the right time, and satisfies a significant customer need—one in which you can pinpoint the most important thing to talk to your customer about today and eliminate other ancillary conversations. Event-based marketing, contact optimization, and exploiting the mobile marketing channel are a few examples. This session examines this new generation of operational BI application and highlights the tremendous benefits available through their use.

This course assumes prior completion of course M3, or similar knowledge of operational BI principles.

YOU WILL LEARN

- Definitions of event-based marketing, contact optimization, and the mobile channel
- Examples of real-world applications for these new operational BI applications
- Functions required in these applications

GEARED TO

- BI business and IT practitioners

T4A Tuesday, February 24, 8:00–11:15 a.m.
Leadership and Management

Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs

Robert S. Seiner

This workshop focuses on how to build and implement the components of a practical and effective data governance program. Throughout the session, the instructor shares his experiences and the trials and tribulations of successful data stewardship and governance implementations. The workshop is interactive and encourages attendee participation to share and learn about best practices and experiences in data governance.

YOU WILL LEARN

- How to build a successful plan for a data governance program
- How to take a practical and "non-invasive" approach to data governance
- How to leverage and enforce existing accountability for data

GEARED TO

- Data managers; business data owners; directors and managers of information management services

T4P Tuesday, February 24, 2:15–5:30 p.m
Business Analytics

NEW! Rejuvenating Strategic Business Intelligence

Barry Devlin

Remember your plans to support executive decision making from the DW? Well, we now have terabyte warehouses and sophisticated BI, but are the executives using them? Often, other than some KPI dashboards, they aren't. So, how can we get BI into the boardroom? Executives need a different type of support and in a wider range of areas for strategic decision making than available in traditional BI. Now, with the emergence of new technologies such as Web 2.0 and collaborative computing, we can begin to reawaken strategic BI in our organizations.

YOU WILL LEARN

- How to position strategic BI versus other BI types
- What Web 2.0, text analytics, etc. offers
- A new architecture spanning operational, informational, and collaborative environments
- A selling/implementation program for strategic BI

GEARED TO

- BI managers, architects, and implementers; IT-savvy business professionals

T5 Tuesday, February 24, 8:00 a.m.–5:30 p.m.
Data Integration, Administration and Technology

UPDATED! Evaluating ETL Tools and Technologies: Vendors in Action

Mark Madsen

This course provides an overview of ETL tools and technologies and shows how to evaluate them for use on your projects. The presentation is divided into two sessions. The first session provides the basis for evaluation, while the second shows the vendors demonstrating their tools using common scenarios.

Morning Session: Lecture
The first session describes data integration product categories, a summary of products on the market, and the process and criteria for reviewing those products. It will help narrow the number and types of tools to evaluate, and help you learn how to compare them.

Afternoon Session: Demonstrations
Using a proof-of-concept format, we will take an in-depth look at several different ETL products. This demonstrates how the products work on common scenarios encountered in data extraction and integration projects.

The vendors will develop extracts during this session, working with scenarios more complex than the usual sales demos. For specific vendor participation, see this course description on TDWI's Web site.

This course assumes an understanding of relational database and DW terms and concepts.

YOU WILL LEARN
- Criteria useful for comparing ETL products
- Data integration product categories and vendors
- Key differences between some of the major ETL tools
- Strengths and weaknesses of leading products
- Elements to include in your own proof-of-concept

GEARED TO
- Anyone involved in the design or implementation of ETL for a warehouse or BI application

T6A Tuesday, February 24, 8:00–11:15 a.m.
CBIP Certification

CBIP Preparation for the Information Systems Core Exam

Deanne Larson

YOU WILL LEARN
- Technology and business concepts and terms used in the exam
- Application system concepts and terms used in the exam
- Data management concepts and terms used in the exam
- Systems development concepts and terms used in the exam
- What constitutes the complete body of knowledge for the exam
- Your self-assessment of knowledge and skill related to the body of knowledge
- What to expect during the examination process
- Techniques to improve your performance when taking the exam

GEARED TO
- Everyone seeking CBIP certification; the information systems core exam is required for all CBIP specialties

This course assumes a working knowledge of information systems.

T6P Tuesday, February 24, 2:15–5:30 p.m.
CBIP Certification

CBIP Preparation for the Data Warehousing Exam

Deanne Larson

YOU WILL LEARN
- Organization and methodology concepts and terms used in the exam
- Architecture and technology concepts and terms used in the exam
- Data modeling concepts and terms used in the exam
- Data integration concepts and terms used in the exam
- Implementation and operation concepts and terms used in the exam
- What constitutes the complete body of knowledge for the exam
- Your self-assessment of knowledge and skill related to the body of knowledge
- What to expect during the examination process
- Techniques to improve your performance when taking the exam

GEARED TO
- Everyone seeking CBIP certification; the DW exam is required for all CBIP specialties

This course assumes a working knowledge of data warehousing.

The TDWI Difference

PROFESSIONAL DEVELOPMENT AND CERTIFICATION

TDWI offers a variety of professional development opportunities, from classroom training to the Certified Business Intelligence Professional (CBIP) program, recognized as the most meaningful credential in the industry.

COURSE DESCRIPTIONS

T7 Tuesday, February 24, 8:00 a.m.–5:30 p.m.
Data Integration

Beyond the Data Warehouse: Architectural Options for Data Integration

Evan Levy

Data warehousing used to be IT's weapon of choice for corralling the "islands of data" and bringing order to the decentralized information chaos. However, shifting business priorities, outsourcing's popularity, and the emergence of new technology solutions have changed the complexity of managing enterprise data.

Data access and delivery technologies such as EII, EAI, and ETL offer ways to be clever and more deliberate about delivering data to systems and users more effectively. With the emergence of customer data integration and master data management solutions, there's a new set of offerings to consider when integrating corporate information from across packaged applications, core platforms, and legacy systems.

Evan Levy identifies the architectural trade-offs and issues associated with each solution—from performance and functionality to flexibility and efficiency. He will present examples and case studies where these new integration architectures and methods have been implemented. And he'll pepper the course with architectural examples that illustrate new ways of solving age-old data integration dilemmas.

This course assumes an understanding of fundamental technology architectures.

YOU WILL LEARN

- The standard alternatives for data integration
- EAI, EII, and ETL—and how they're different
- How data integration solutions and metadata co-exist
- How CDI and MDM solve the problem
- Samples of architectures that work

GEARED TO

- CIOs; data management staff; program/project managers; center of excellence staff; application developers; DW and IT architects

T8A Tuesday, February 24, 8:00–11:15 a.m.
Administration and Technology, Leadership and Management

HandsOn-Business Intelligence Strategy

Michael L. Gonzales

A mix of lecture and lab is used to expose participants to the core elements necessary in any DW/BI strategy document. Using the hands-on strategy document service, participants will create a draft strategy document of about 40 pages, customized to their warehouse/BI initiatives.

YOU WILL LEARN

- The overall vision of the DW/BI environment, its goals, and objectives
- A definition of the data structures used to support the environment
- A definition of the technical components
- How to use the dysfunction, impact, and feasibility (DIF) matrix
- How to use analytic hierarchical processing for multi-criteria decisions

GEARED TO

- BI program/project managers; business sponsors; BI/DW architects

Enrollment is limited to 30 attendees

T8P Tuesday, February 24, 2:15–5:30 p.m.
Administration and Technology, Business Analytics

HandsOn-Statistical Analysis for BI: Essential Business Statistics for BI Applications and Solutions

Michael L. Gonzales

This course examines situations where the application of statistical methods dramatically affects a user's decision-making capability. Using a list of best-of-breed statistical methods and Excel 2007, the course examines a range of statistical support for BI applications, including data exploration and profiling, use of statistical significance in charts and graphs, and making predictions. Hands-on lab exercises provide practical, statistical solutions to business situations.

This course assumes a basic understanding of BI and DW concepts and techniques.

YOU WILL LEARN

- The role of statistics in BI
- Profiling and understanding data with descriptive statistics
- Implementing and understanding process monitoring and control charts with statistical significance
- Various statistical analysis techniques

GEARED TO

- Subject matter experts; power users; end users; business analysts; BI team members; anyone required to define or implement business metrics

Enrollment is limited to 30 attendees.

T9A Tuesday, February 24, 8:00–11:15 a.m
Leadership and Management

BI Manager Toolkit: Managing Accountability for Project Success*

Maureen Clarry, Lorna Rickard

BI initiatives operate in a climate of continuous change. BI organizations must be in touch with reality, because reality drives the need for change. A sense of urgency must be derived from the recognition that today's business is endlessly competitive and demanding. Will people successfully adjust to these changes or be overwhelmed by them, taking performance and productivity with them? Positive change is possible through change management, adequate ownership, and clear accountabilities.

**Previously titled BI Manager Toolkit: Managing Change and Productivity*

YOU WILL LEARN

- Key areas that drive change in BI initiatives
- Steps to increase personal accountability for adapting to change
- How to create clear accountabilities in matrixed reporting relationships
- A model for creating change that optimizes productivity
- A framework of BI roles and accountabilities
- Patterns of relationships that destroy accountability

GEARED TO

- Business sponsors; program/project managers; managers/team members who want to excel beyond their technical skills

T9P Tuesday, February 24, 2:15–5:30 p.m.
Leadership and Management

BI Manager Toolkit: Negotiating and Resolving Disagreements

Maureen Clarry, Lorna Rickard

Successful BI initiatives focus on results. To optimize performance, we must effectively resolve issues, settle differences, and implement solutions. Participants are introduced to five conflict-handling modes. They learn when each mode is typically most appropriate and how to apply those skills. They discover how over- or under-using any one mode can create unwanted situations.

YOU WILL LEARN

- How to analyze your effectiveness in different situations
- How to recognize the conflict style of others and respond effectively
- The impact that different conflict styles have on working relationships
- How to assess conflict situations and apply the most appropriate conflict mode
- Conflict management techniques to expand your skill and effectiveness

GEARED TO

- Business sponsors; program/project managers; managers/team members who want to excel beyond their technical skills

W1 Wednesday, February 25, 8:00 a.m.–5:30 p.m.
Business Analytics

TDWI Introduction to Business Analytics

Mark Peco

This introductory-level course provides an overview of the concepts, skills, and terminology of business analytics. Business analytics is at the forefront of BI. It is through analytics that business managers and analysts achieve the insights that lead to informed and innovative business decisions. Yet analytics is a complex field that involves many disciplines ranging from statistics to data visualization. This course provides an overview of those disciplines and describes the role of each in business analytics and BI systems.

YOU WILL LEARN

- Fundamentals of statistics, including a variety of statistical methods, differences between descriptive and inferential statistics, and the concepts of statistical variables
- Basics of business and data analysis qualities, including intellectual curiosity, discovery and insight, problem solving, data management, and use of technology
- Basics of business measurement, including metrics concepts and terminology, business performance indicators, and common measures of quality
- Concepts and terminology of business management frameworks, including CRM, BPM, SCM, HRM, financial management, and operations management
- Common applications of business analytics, including monitoring, forecasting, and decision process automation
- Data visualization basics, including effective uses for many kinds of charts, graphs, and tables

GEARED TO

- Anyone new to BI; BI teams; BI team members; anyone with a role in definition and development of business analytics systems

W2 Wednesday, February 25, 8:00 a.m.–5:30 p.m.
Leadership and Management, Data Integration

The Human Side of Data Integration: Powerful Principles Critical to Success

Len Silverston

A key to any information integration effort such as data warehousing or data management is understanding the personal, cultural, and political environment and employing key principles and tools to enable success. This course will share principles, techniques, and exercises to help understand and move toward an environment that enables integration.

YOU WILL LEARN

- Political and cultural factors and principles critical to effective data integration
- Tools to enable data integration, such as keys to facilitating common vision, developing trust, and managing conflict
- Real-life stories of how culture and politics affected integration
- How to apply these tools through interactive exercises

GEARED TO

- Executives; managers; data architects; DW designers; enterprise architects; data modelers; any professional focused on integrating data

COURSE DESCRIPTIONS

W3A Wednesday, February 25, 8:00–11:15 a.m.
Administration and Technology, Leadership and Management

NEW! Are You Ready for Operational BI? Performing a Health Checkup

Barry Devlin

Do you think your "traditional" BI system makes you ready for operational BI? Or maybe you see immediate benefits from operational BI and can skip that old warehouse stuff. Think again! Many classical data warehousing precepts are relevant to operational BI. Equally, many require careful rethinking. We'll examine in depth the "gotchas"—architectural, technological, and organizational—of operational BI. Using the measure, evaluate, decide, and act (MEDA) model, we'll show how to assess your readiness and ability to implement operational BI—especially in the emerging context of SOA.

YOU WILL LEARN

- How to assess your readiness for operational BI using the MEDA model
- The ongoing implications of SOA for operational BI
- The value of your BI skills to SOA
- A program for implementing operational BI

GEARED TO

- BI managers, architects, and implementers; IT-savvy business professionals

W3P Wednesday, February 25, 2:15–5:30 p.m.
Business Analytics

NEW! Operational BI: War Stories from the Trenches!

John O'Brien

Learning from experience—it is the best way to determine the best way forward for any operational BI project. This session focuses on practical advice and tips from real operational BI customer implementations. This course will analyze operational BI projects from companies to understand both the business drivers and technical implementations. Successful operational BI projects have clear business objectives that will push the edges of DW environments. We will analyze in detail the technologies and designs that delivered operational BI projects for several companies.

YOU WILL LEARN

- How companies identified clear business objectives
- Why IT implementers had to be a part of a business initiative to achieve these objectives
- Technical design patterns that were needed for operational BI projects
- Technologies used for operational BI, DW, and business systems integration

GEARED TO

- BI program managers; operational BI project managers; DW architects and developers

W4 Wednesday, February 25, 8:00 a.m.–5:30 p.m.
Data Analysis and Design

Dimensional Modeling from a Business Perspective: A Model the Business Can Understand

Laura L. Reeves

Today's businesses are under pressure to deliver more with less. Meeting this challenge requires leveraging all resources—especially data. The time-proven method is through dimensional data structures. Organizations often struggle to develop dimensional models that consistently meet the business needs. Using business dimension modeling techniques, the business and systems communities can effectively partner to create a model that will support the business.

This course teaches the fundamentals of business dimensional modeling using real-world scenarios. The course provides a solid foundation that can be used by business community members to improve communication and increase understanding and participation throughout the project.

The course then puts the modeling effort into the proper context. Techniques for successfully gathering business requirements are shared, and an overview of what is needed to build the database and deliver the data to the business is provided. Design exercises reinforce the concepts presented in class.

Exposure to some IT projects is helpful.

YOU WILL LEARN

- How to identify facts and dimensions
- How to design comprehensive and flexible dimensions
- About different types of facts and how to model them
- Techniques to facilitate involvement of the business community in the modeling process

GEARED TO

- Anyone involved with the DW; business community members who are interested in understanding basic dimensional modeling concepts; BI application developers; project managers; database administrators; data modelers; data staging developers

"It had been several years since my last attendance at a TDWI conference and there was substantial change/maturity to the DW field and to the program content. A great refresher for my professional knowledge and understanding of industry best practices."

C. Ludwig
Delta Dental California

W5A Wednesday, February 25, 8:00–11:15 a.m
Business Analytics, Leadership and Management

Predictive Analytics: A Business Perspective

Thomas A. Rathburn

Traditionally, organizations use data tactically—to manage operations. For a competitive edge, leading organizations use data strategically—to expand the business, to improve profitability, to reduce costs, and to market more effectively. The mining of data for predictive indicators creates information assets that an organization can leverage to achieve these strategic objectives. Predictive analytics is a new component in an enterprise's decision-support system (DSS) architecture. It complements and interlocks with other "retrospective" DSS capabilities.

YOU WILL LEARN

- Basic principles and terminology for predictive analytics
- Who is utilizing predictive analytics, and why
- Common project pitfalls and how to avoid them
- Project performance and maintenance issues
- How to define business objectives for a decision-support system

GEARED TO

- IT/IS executives and managers; line of business executives and functional managers; technology planners; consultants

W5P Wednesday, February 25, 2:15–5:30 p.m.
Business Analytics, Data Analysis and Design

Predictive Analytics: Making It Work

Thomas A. Rathburn

Typically, organizations approach analytics from a technology perspective. Analytical tools receive a great deal of attention for their features and capabilities. This course illustrates the importance of an appropriate conceptual approach to predictive analytics, and the critical role of data handling on performance. Unlike OLAP, predictive analytics focuses on group behavior, probabilistic expectations, and low-incidence/high-impact occurrences.

Course W5A is recommended but not required.

YOU WILL LEARN

- Principles and terminology for predictive analytics
- How to define business objectives for a predictive analytics model
- Strengths and capabilities of various types of data
- Data representation and transformation techniques
- Experimental design for predictive analytics
- Conceptual foundation to common predictive analytics technologies

GEARED TO

- Line of business executives and functional managers; technology planners; consultants

W6 Wednesday, February 25, 8:00 a.m.–5:30 p.m.
Data Integration, Data Analysis and Design

Data Conversion, Consolidation, and Cleansing—Practical Skills

Arkady Maydanchik

Data conversion and consolidation is a major root cause of poor data quality. Numerous system implementations overrun schedule and budget or fail outright because quality of the converted data proves inadequate. This typically is due to lack of analysis and understanding of the source data, as well as poorly defined target data quality specifications. The problem is especially acute in data consolidations during corporate mergers and acquisitions, as well as implementations of DWs and operational data stores. This course describes a comprehensive data quality driven approach to data conversion and consolidation—dC3 methodology.

YOU WILL LEARN

- The data quality challenges that are inherent in data conversion and consolidation
- A data quality approach to data conversion, consolidation, and cleansing (dC3)
- Discovery and analysis techniques for a thorough understanding of the source data
- Techniques to define and implement a quality-focused data conversion strategy
- Techniques to define and implement a quality-focused data consolidation strategy
- The what, why, and how of data cleansing

GEARED TO

- Data conversion and consolidation practitioners—those in the trenches who are responsible to design, develop, maintain, and operate data conversion and consolidation processes for enterprise reporting, business analytics, compliance, ERP implementation, legacy system replacement, etc.; data quality practitioners—those in the trenches who are responsible to design, develop, maintain, and operate data cleansing processes and to perform data cleansing activities

The TDWI Difference

BROAD RANGE OF COURSE OFFERINGS

From courses that cover essential skills and concepts for those new to the industry, to courses on advanced topics for experienced professionals, TDWI offers classes that are appropriate for every member of your team, no matter what their experience level.

COURSE DESCRIPTIONS

W7 Wednesday, February 25, 8:00 a.m.–5:30 p.m.
Leadership and Management

Power, Politics, and Partnership in Business Intelligence Projects

Maureen Clarry, Lorna Rickard

This course helps you see your DW organization from a new perspective! It provides insight and strategies to create cross-functional collaboration between the executive sponsor, the steering committee, business users, management, the project team, and technical staff. If your organization struggles with misunderstandings between IT and the business, misdirected energy, finger pointing, lost opportunities, or dissatisfied customers, you will see new possibilities and solutions in this class.

The core of the class is an exercise where you assume a role as an executive sponsor, manager, team member, or customer. You then interact in a chaotic, fast-paced project environment and experience the reality of what makes productive partnerships critical, what prevents them from developing, and what role(s) we play in making them happen. Throughout, the instructors teach you strategies to address the issues you experience so you can immediately apply and practice what you learn.

Enrollment is limited to 60 attendees.

YOU WILL LEARN

- The multiplicity of roles each of us plays in DW and how to approach each role with more effective behavior
- Why cross-functional involvement is critical in DW
- Strategies to work more constructively across organizational silos
- How to address issues systemically rather than personally
- A framework for seeing roles and responsibilities more effectively
- How to overcome organizational barriers for effective governance and prioritization

GEARED TO

- Business sponsors; DW customers; project or program managers; technical staff

W8 Wednesday, February 25, 8:00 a.m.–5:30 p.m.
Data Integration, Data Analysis and Design

Data Warehouse Lifecycle Overview

Warren Thornthwaite

This course offers an overview of the Kimball Lifecycle approach including practical tips and techniques for creating a successful DW and business intelligence system. It distills the essential elements of the Kimball approach described in the best-selling book, The Data Warehouse Lifecycle Toolkit, 2nd Edition (Kimball, Ross, Thornthwaite, Mundy, and Becker).

The course provides an overview of the Kimball Lifecycle beginning with the requirements gathering process as the foundation for success. It covers the basic concepts of dimensional modeling, demystifies DW/BI architecture focusing on the fundamentals: what goes into the architecture and how do we create an architecture that will satisfy the business requirements? We then explore the data staging process focusing on the extract, transform, and load process in the context of building a dimensional DW.

YOU WILL LEARN

- Proven approach to build a DW/BI solution successfully
- Best practice techniques for handling crucial tasks
- Methods to address common pitfalls and gotchas

GEARED TO

- Those wanting to understand the core elements of the entire DW lifecycle, including project and program managers; business sponsors and users; data architects or modelers; BI application developers; ETL system developers; technical architects or administrators

TH1 Thursday, February 26, 9:00 a.m.–5:00 p.m.
Data Integration

TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

Deanne Larson

Data integration becomes increasingly complex as new expectations and technologies change the face of DW and BI. Today, the demand for real-time and right-time data increases expectations, while scorecards and dashboards increase visibility. Simultaneously, enterprise information integration (EII), enterprise application integration (EAI), master data management (MDM), and customer data integration (CDI) technologies expand the range of possibilities.

This course teaches techniques and skills to build data integration systems that meet today's needs and evolve to meet demands of the future. Starting with the right requirements, using the right technologies, and designing for adaptability are central themes throughout the course.

YOU WILL LEARN

- Analysis techniques to capture data integration requirements, including those for source data, data consolidation, data quality, data granularity, data currency, and historical data
- How the alphabet soup of technologies fits into the data integration architecture
- Design techniques for the mainstream of data integration, including source-to-target mapping, source data capture, data transformation and cleansing, and database loading
- Techniques to enrich the data integration design with processes for automated scheduling, execution monitoring, metadata capture, restart and recovery, and more
- Tips to design for the complex issues of data integration, including detecting data changes, identifying data quality defects, managing complex schedule dependencies, meeting real-time data demands, and more

GEARED TO

- BI and DW architects; data integration process designers and developers; BI and DW program and project managers

TH2 Thursday, February 26, 9:00 a.m.–5:00 p.m.
Data Analysis and Design

Dimensional Modeling: Advanced Topics

Chris Adamson

Real-world DW designs rarely resemble the simple star schemas found in product demos or introductory courses—a single fact table, fully additive facts, and several standard dimension tables.

This course takes you beyond fundamental principles of star schema design, providing an extended set of techniques to address the real-world complexity.

The course begins with a brief review of the core concepts in dimensional modeling. These fundamentals are then built upon in four areas: multiple star schema designs, alternative fact table designs, dimensional intricacy, and scaling beyond a single subject area.

This comprehensive treatment provides the breadth and depth you will need to meet your DW design challenges—whether you are building a dimensional DW, CIF marts, or stand-alone data marts.

This course assumes an understanding of basic star schema concepts.

YOU WILL LEARN

- Why most subject areas require multiple fact tables and how to identify them
- When to use alternatives to the basic transaction fact table, including snapshots, accumulating snapshots, and core/custom pairings
- How to cope with dimensional intricacy, using techniques such as outriggers, bridge tables, mini-dimensions, and transaction dimensions
- Techniques to ensure your DW will scale as new subject areas are added

GEARED TO

- Professionals who need a comprehensive understanding of star schema design, including DW designers, BI developers, report designers, project managers, power users, and database administrators

TH3 Thursday, February 26, 9:00 a.m.–5:00 p.m.
Administration and Technology

Designing a High-Performance Data Warehouse

Stephen A. Brobst

A remarkable number of new features and functions have been introduced into the high-end database products specifically aimed at decision-support workloads. This course will look at the latest developments in optimizer technology, index structures, OLAP database engines, and data mining techniques for delivering high performance in large-scale decision-support environments. These innovations in high-end database functionality lead to new approaches for designing DSS database structures and sizing machines for supporting DSS workloads.

Mr. Brobst will share his benchmarking experiences and impart design techniques for designing DW environments for scalability and high performance. The content of this course is based on experience with some of the largest commercial and government databases in the world. The course also will discuss advanced topics such as issues in object-relational performance management and the architectural frameworks for deployment of data marts and operational data stores.

This course assumes database and systems knowledge

YOU WILL LEARN

- Advanced optimization techniques and how they impact DSS database performance
- Database design techniques such as star schemas, selective denormalization, partitioning, etc., in terms of trade-offs related to performance, usability, and flexibility
- New indexing strategies and how they impact workload balance and capacity planning
- OLAP design and the trade-offs between MOLAP, ROLAP, and HOLAP
- The role of data marts and operational data stores

GEARED TO

- Technical architects; DBAs; DW administrators

TH4 Thursday, February 26, 9:00 a.m.–5:00 p.m.
Business Analytics

UPDATED! Predictive Modeling for the Non-Statistician*

Michael J. A. Berry

This class is designed for people who are familiar with data and databases, but unfamiliar with the modeling techniques used to perform important tasks such as scoring customers for likelihood to make a purchase or default on a loan.

A model is simply a formal description of relationships that exist in data. A model of a profitable customer can be used to classify new customers as likely or unlikely to be profitable. A model of past responders can be used to predict who will respond to future offers. A model may take the form of a set of rules or a mathematical formula. Either way, it can be tested for stability and accuracy so it can be applied with confidence.

Several popular modeling techniques will be introduced and demystified, including decision trees, contingency tables, and linear regression. These techniques will be applied to real data from a real product penetration case study.

This course assumes a familiarity with data and databases.

YOU WILL LEARN

- How models help turn data into information
- The difference between descriptive and predictive models
- When to have confidence in a model's predictions
- How several popular modeling techniques, including decision trees and regression models, actually work

GEARED TO

- Data, business, and marketing analysts; anyone with lots of data and not enough information

**Previously titled Statistical Modeling for the Non-Statistician*

COURSE DESCRIPTIONS

TH5 Thursday, February 26, 9:00 a.m.–5:00 p.m.
Business Analytics

Data Mining Techniques, Tools, and Tactics

Dean Abbott

This vendor-neutral course presents an examination of the data mining process at a functional level. Practical tips and recommendations will accompany the instructional material. If you desire a rapid boost in your understanding of data mining concepts, tools, techniques, and supporting methods, then this course is designed for you. This course offers attendees a stronger grasp of data mining techniques and a solid understanding of how various methods and tools apply to different kinds of data-intensive problems.

The instructor has applied data mining technology to the solution of real-world problems for more than 19 years, using more than two dozen commercially available products. Live modeling demonstrations will support the instructional sessions, highlighting strengths, limitations, value, and general performance of leading commercial products.

YOU WILL LEARN

- The data mining process and general implementation
- How to prepare raw data and benefit from visualization
- Key data mining methods and how they compare
- How to validate models and assess their value
- Data mining product selection
- Solution integration, ongoing performance, and maintenance
- Where to begin and how to obtain resources and support

GEARED TO

- IT professionals; project leaders; decision-support system architects; business analysts; functional analysts, including customer relationship managers, risk analysts, business forecasters, statistical analysts, inventory flow analysts, direct marketing analysts, medical diagnostic analysts, market timers, e-commerce system architects, and Web data analysts

TH6 Thursday, February 26, 9:00 a.m.–5:00 p.m.
Data Analysis and Design, Leadership and Management

Data Quality Assessment—Practical Skills

Arkady Maydanchik

More and more companies initiate data quality programs and form data stewardship groups every year. The starting point for any such program must be data quality assessment. Yet in the absence of a comprehensive methodology, measuring data quality remains an elusive concept. It proves to be easier to produce hundreds or thousands of data error reports than to make any sense of them.

This course gives comprehensive treatment to the process and practical challenges of data quality assessment. It starts with the systematic treatment of various data quality rules, and proceeds to the results analysis and building of an aggregated data quality scorecard. Special attention is given to the architecture and functionality of the data quality metadata warehouse.

YOU WILL LEARN

- The what, why, when, and how of data quality assessment
- How to identify and use data quality rules for assessment
- How to ensure completeness of data quality assessment
- How to construct and use a data quality scorecard
- How to collect, warehouse, and use data quality metadata

GEARED TO

- Data quality practitioners—those in the trenches who are responsible to manage, maintain, and deliver high quality data and to continuously improve the quality of data

TH7 Thursday, February 26, 9:00 a.m.–5:00 p.m.
Leadership and Management

UPDATED! Leadership Mastery in Technical Environments

Art Petty

Effectively developing new leaders is a critical issue in technical environments where individual contributors often are thrust into the unfamiliar role of leading others. This full-day, highly interactive workshop will help technical professionals at all levels develop an understanding of the skills and approaches needed to succeed as leaders and to succeed at developing leaders on their teams. The program walks the participant through the process of understanding their role and principal challenges/goals as a leader and introduces tools and approaches for tuning in to their firm's strategies and market challenges, creating a culture of innovation, achieving operational excellence, and excelling as a developer of others. The participant will leave the workshop with an action plan to apply the tools and concepts covered in the course to their professional challenges at work.

YOU WILL LEARN

- How to develop and succeed as a formal or informal leader
- Concepts and approaches for effectively leading and developing technical professionals
- Tools and approaches for dealing with complex people and team challenges
- Actionable ideas for strengthening your own leadership skills and the skills of leaders that report to you
- Ideas for better aligning and executing around your organization's key strategies

GEARED TO

- Professionals interested in pursuing leadership roles or improving their skills in achieving results by leading others

This course assumes an interest in becoming or developing as a leader, actual experience as a team leader, supervisor, or manager, or informal leadership experience as a project or product manager.

F1 Friday, February 27, 8:00 a.m.–3:30 p.m.
Administration and Technology

NEW! BI Adoption: Change the Way You Think about BI

Tony Lopykinski

Organizations continue to struggle with many issues that inhibit their ability to achieve long-term success with their BI initiative. Although technology often plays a key role, the non-technical elements around people, process, politics, and corporate culture pose the greatest threat toward sabotaging even the best-intended BI efforts. In order to truly make business intelligence a more pervasive way of doing business, organization must change the way they think about and approach BI.

This course will address the critical importance of including business alignment and change management tactics as part of your overall BI strategy and internal practices. It merges real world best practices in both business intelligence and change management to help drive awareness, increase adoption, and create a sustainable momentum that will deliver the greatest long-term value from your organization's BI capabilities.

YOU WILL LEARN

- Overview of change management best practices
- How change management and business alignment are related to many of the challenges faced in deploying BI
- The importance of making change management best practices part of your BI best practices
- How to drive business alignment by applying both BI and change management best practices
- The steps/tools necessary to build a communication and change management strategy

GEARED TO

- Business sponsors; IT leaders; BI program directors; project managers and staff

F2 Friday, February 27, 8:00 a.m.–3:30 p.m.
Data Analysis and Design

Data Modeling in an Unstructured World

Steve Hoberman

How would you model a requirement such as, "Show me consumer feedback on my product from all Web site discussion groups for the last six months?" Introducing unstructured data such as Web pages, e-mail messages, word processing documents, and even multimedia files into our BI environment introduces new challenges for the data analyst and modeler.

These new challenges, if successfully overcome, can reap huge rewards for an organization measured, by money, safety or time. This session will explain unstructured data using real world examples, demonstrate the modeling complexities, and conclude with a workshop to reinforce unstructured data concepts and challenges.

This course assumes knowledge of data modeling syntax and terminology.

YOU WILL LEARN

- The difference between structured, semi-structured, and unstructured data
- The challenges in analyzing and modeling unstructured data due to factors such as format and medium
- Relational and dimensional approaches for modeling taxonomies, ontologies, and domains

GEARED TO

- Analysts; modelers; architects

F3 Friday, February 27, 8:00 a.m.–3:30 p.m.
Administration and Technology

Real-Time Data Warehousing

Stephen A. Brobst

Active DW is rapidly changing the landscape for deployment of decision-support capability. The challenges of supporting extreme service levels in the areas of performance, availability, and data freshness demand new methods for DW construction. Particular attention is paid to architectural topologies for successful implementation and the role of frameworks for enterprise application integration. In this workshop, we will discuss the evolution of DW technology and new methods for meeting the associated service levels with each stage of evolution.

The evolutionary steps from first-generation DW implementations to active DW deployment are provided as a means for incrementally delivering business value in the path toward advanced decision-support capability. An architectural framework for implementation of enterprise DW for deploying both strategic and tactical decision support will be presented.

Implementation of scalable solutions with capability for near-real-time data acquisition and mixed workload management with aggressive service levels will be discussed with real customer scenarios as case study examples.

This course assumes knowledge of DW fundamentals.

YOU WILL LEARN

- Active DW definitions and framework
- Evolutionary steps toward active DW deployment
- The architecture of an active DW
- Implementing extreme performance, data freshness, and availability
- CRM and the active DW
- The role of enterprise application integration

GEARED TO

- DW architects, designers, developers, and administrators

COURSE DESCRIPTIONS

F4 Friday, February 27, 8:00 a.m.–3:30 p.m.
Administration and Technology

NEW! Best Practices for Established BI Programs—or New Life for Older Data Warehouses

Jody Eubank, David L. Wells

Do you struggle with an aging DW? Do you want to take your DW from surviving to thriving? Are you wondering how to make the leap from warehousing to BI? Many of the BI resources—courses, articles, frameworks, etc.—are geared to those who are building new DWs and BI systems. Yet we increasingly find ourselves in situations where an existing BI program needs problem solving, new energy, or new directions. The guidelines, resources, and best practices do apply for mature BI environments, but the connections are not always obvious. If you are among those with responsibility for an established BI program, you'll gain new insight by looking at proven best practices from a fresh perspective.

YOU WILL LEARN

- How and why mature BI programs have different challenges than developing programs
- How to identify and describe issues, problems, needs, and missed opportunities in an established BI environment
- How to present findings and gain sponsorship and support
- How recognized best practices for building a BI program apply when your challenge is to revitalize, re-architect, or "fix" an established BI environment
- How to bring new life to a static or stalled BI program without strategic or large-scale projects

GEARED TO

- BI/DW program/project managers; anyone responsible for operation, evolution, and continuing value of an established BI program

F5A Friday, February 27, 8:00–11:15 a.m.
Administration and Technology

NEW! Essential Components to a Successful Data Warehouse Solution

Leslie Echelberger, John O'Brien

DW practitioners have rationalized business metadata for years, but down-in-the-trenches DW technicians know that a reliable DW solution relies on robust technical and operational metadata. This course will address essential metadata components that are required to run DW operations, management, and growth planning. Without technical and operational metadata, your DW is running in the dark.

YOU WILL LEARN

- Metadata developer standards
- Technical metadata components
- Row-level metadata
- Meta-driven ETL engines
- Meta-driven alerts and notifications
- Exposing metadata through DW portals

GEARED TO

- DW architects and developers

F5P Friday, February 27, 12:15–3:30 p.m.
Administration and Technology, Leadership and Management

UPDATED! Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence

John O'Brien

In this course, we will examine four emerging IT technologies. You will gain an understanding of these technologies, their value proposition, and trends adopted early in many companies that we can expect to become mainstream in the future. We will examine how each technology could affect production DWs and BI architectures, designs, operations, and strategies. This course explores the latest "buzz" in technology and how it will shape the next generation of DWs and BI.

This course assumes general knowledge of DW and BI architectures and strategies.

YOU WILL LEARN

- Service-oriented architecture's impacts on BI
- The "Google Effect" and next-generation BI Search
- What Web 2.0 technologies bring to everyday BI
- The cloud computing impact on BI

GEARED TO

- Business innovators; enterprise architects; technology managers; application developers; data modelers

F6 Friday, February 27, 8:00 a.m.–3:30 p.m.
Data Integration, Data Analysis and Design

NEW! Modern Data Quality Techniques in Action—A Demonstration Using Human Resources Data

Gian Di Loreto

From business analysts to IT developers, everyone has a stake in data quality. We all need to understand the art and the science of modern data quality techniques that reach far beyond de-duplication and address standardization. This unique course demonstrates the art, the science, and the practices using data that is found in every organization—HR data.

Data quality is always a challenge, and HR data is especially challenging. It is rich with examples of data quality issues and problems. The data that once was viewed as "just personnel records" has attained new importance, visibility, and value with pivotal roles in regulatory compliance, labor relations, benefits administration, labor cost allocation, and more.

YOU WILL LEARN

- An overview of modern data quality techniques and practices
- An overview of the content, structure, and challenges of HR data
- How to apply data quality techniques to the specifics of HR data
- How to define, build, and test data quality rules
- A definitive list of business-based data quality rules for HR data

GEARED TO

- BI/DW professionals who need to cleanse and integrate HR data; anyone who is charged with creating, migrating, or maintaining HR data; IT professionals with responsibility to support HR data quality management; data quality professionals who want to learn by example

GENERAL INFORMATION

HOTEL

Many courses sell out and hotel accommodations fill quickly at TDWI conferences. Register for the conference and reserve your hotel room early to ensure availability, as space is limited.

Caesars Palace, situated in the heart of the Las Vegas strip, will serve as the official headquarters hotel for TDWI's World Conference.

Caesars Palace
3570 Las Vegas Boulevard, South
Las Vegas, Nevada 89109
Phone: 866.227.5938 (toll free)
Web Site: www.caesars-palace.com
Reservations: www.tdwi.org/lasvegas2009/caesarspalace

TDWI has reserved a block of rooms at sharply reduced rates for conference attendees at Caesars Palace. Rates range from $205.00–$265.00 for single or double occupancy. Visit www.tdwi.org/lasvegas2009/hotel for more details.

Discounted rates are available through Friday, January 23, 2009. Please use the above URL or contact the hotel directly for room reservations. Be sure to reference "TDWI" to get the conference rate. Rooms are limited, so make your reservations early. If you need special facilities or services, notify the hotel when you make your reservation.

AIR TRAVEL DISCOUNTS

American Airlines, TDWI's official carrier, is offering exclusive discounts on airfares for TDWI conference attendees. Information: www.tdwi.org/lasvegas2009/hotel

CAR RENTAL DISCOUNTS

Avis is offering discounts on car rental fees for TDWI conference attendees. Information: www.tdwi.org/lasvegas2009/hotel

VENDOR EXHIBITION

Come by the TDWI Exhibit Hall, where the leading providers of hardware, software, and services for BI, data warehousing, and related technologies will be demonstrating their latest solutions. Times will be set aside for visiting with these solution providers without missing any courses.

VENDOR EVENT SCHEDULE

Monday	Tuesday	Wednesday
Hospitality Suites 7:00 p.m.	**Exhibit Hall Open and Lunch** 11:15 a.m.–2:15 p.m. **Exhibit Hall Open and Reception** 5:00–7:00 p.m. **Hospitality Suites** 7:00 p.m.	**Exhibit Hall Open and Lunch** 11:15 a.m.–2:15 p.m. **Hospitality Suites** 7:00 p.m.

The following companies have exhibited with TDWI in the past two years:

Ab Initio Software Corporation
Actuate
Altosoft
AMB Dataminers Inc.
Appfluent Technology
Applix
ASG
BEZ Systems, Inc.
BizGui
Blue Hammock
Business Objects, an SAP company
ChartSearch, Inc.
CIBER
Claraview
Cognos, an IBM Company
Collabera, Inc.
Collaborative Consulting
Comarch Inc.
Composite Software, Inc.
Connotate
Corda Technologies
Dashboard Insight
DataFlux
DataLever Corporation
DATAllegro
DataMentors, Inc.
DataMicron Inc.
DataMirror
Dataupia
Dayhuff Group
DecisionPath Consulting
Denodo Technologies
Dundas Data Visualization Consulting
e2e Analytix Inc.
EasyAsk
ESRI
eThority
ETI
Exeros
expressor software
FAST
First American Proxix Solutions
GoldenGate Software
Greenplum
HCL
HP
HP Information Management Practice
HyperRoll Inc.
i2 Technologies
IBM
Identity Systems
InetSoft
Infobright Inc.
Informatica Corporation
Information Builders
InforSense Ltd.
Ingres Corporation
JasperSoft
Kalido
Kickfire
Knowledge Relay
Kognitio
Lavastorm
LoganBritton, Inc.
LogiXML
Microsoft Corporation
MicroStrategy
Netezza Corporation
Netrics
Noetix Corporation
Oco, Inc.
Oracle
Panoratio
ParAccel, Inc.
Pentaho Corporation
Pervasive Software
Pitney Bowes Group 1 Software
Project Performance Corp.
QL2
QlikTech Inc.
Relational Solutions, Inc.
Rocket Software
SAND Technology
SAP America, Inc.
SAS Institute Inc.
SeaTab Software Inc.
Silver Creek Systems
SilverTrain, Inc.
St. Joseph's University
Strategy Companion Corp.
StratXData
Sun Microsystems
Sybase, Inc.
Syncsort Incorporated
Sypherlink
Talend
Teleran Technologies Inc.
Teradata Corporation
TIBCO Software Inc., Spotfire Division
Trillium Software, a division of Harte-Hanks
Unisys Corporation
Vertica Systems
Visual Mining, Inc.
Wherescape
XLCubed Ltd
Zoomix

GENERAL INFORMATION

TDWI Night School and Consultations

TDWI offers complimentary Night School and Guru Sessions to enhance your conference experience. Sign up for these sessions at the conference.

NIGHT SCHOOL SESSIONS

Learn about best practices and cutting-edge new topics in TDWI's Night School sessions taught by industry leaders, peers, and vendors. Visit www.tdwi.org/lasvegas2009 to view the Night School schedule and course descriptions.

GURU SESSIONS

Need some free consulting? Many TDWI instructors make themselves available for 30-minute, one-on-one consultative sessions during the conference. This is a great way to get answers to problems you are struggling with, or simply validate your approach and direction.

ABOUT TDWI

TDWI, a division of 1105 Media, is the premier provider of in-depth, high-quality education and research in the business intelligence and data warehousing industry. TDWI is a comprehensive resource for industry information and professional development opportunities. TDWI sponsors and promotes quarterly World Conferences, regional seminars, onsite courses, a worldwide Membership program, business intelligence certification, resourceful publications, industry news, an in-depth research program, and a comprehensive Web site: www.tdwi.org.

EDUCATION

TDWI brings more than a decade of experience to the table when delivering high-impact education for business intelligence and data warehousing professionals. In addition to our World Conferences, we offer educational opportunities at regional seminars and through our Onsite program.

TDWI SEMINAR SERIES

In-Depth Training in a Small Class Setting

www.tdwi.org/seminars

TDWI Seminars offer a broad range of courses focused on the skills and techniques at the heart of successful business intelligence and data warehousing implementations. The small class sizes and unique format of TDWI Seminars provide a high-impact learning experience with significant student-teacher interactivity. TDWI Seminars are offered at locations throughout the United States and Canada.

TDWI ONSITE EDUCATION

World-Class Data Warehousing and Business Intelligence Education in Your Environment

www.tdwi.org/onsite

TDWI Onsite brings TDWI courses to customer sites and offers training for all experience levels. Everyone involved gains a common knowledge base and learns in support of the same corporate objectives. Training can be tailored to meet specific business needs and can incorporate organization-specific information.

TDWI MEMBERSHIP

www.tdwi.org/membership

In a challenging and ever-changing business intelligence and data warehousing environment, TDWI Membership offers a cost-effective solution for maintaining your competitive edge. TDWI will provide you with a comprehensive, and constantly growing, selection of industry research, news and information, online resources, and peer networking opportunities developed exclusively for its Members.

TDWI offers a cost-effective way to keep your entire team current on the latest trends and technologies. TDWI's Team Membership program provides significant discounts to organizations that register individuals as TDWI Team Members.

TDWI'S EDUCATIONAL PHILOSOPHY

TDWI strives to offer a rich and robust educational experience at all of our conferences. Although the majority of TDWI instructors are industry gurus and practitioners, we believe that there is much to be learned from peers and from vendors as well. Your peers frequently offer real-world, pragmatic solutions to many of the same issues that challenge your programs and projects. The vendor community is rich with technical knowledge and skill that is valuable to share. You'll find peer and vendor instructors as part of our night school program, and you will occasionally see carefully selected vendors as instructors in the daytime program. TDWI does not endorse any specific products, services, or tools, and goes to great lengths to ensure that course offerings do not have a bias toward particular vendors or solution providers. To sustain the high standard of quality and product neutrality, we ask your assistance and feedback by responding thoughtfully to the objectivity category when completing course evaluation forms.

TDWI CONTACT INFORMATION

Phone: 425.277.9126
Fax: 425.687.2842
E-mail: info@tdwi.org
Web: www.tdwi.org

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TEC Technology Evaluation Centers Inc.

REGISTRATION INFORMATION

REGISTRATION DEADLINES

Early Registration Discount Deadline . . . . . January 30, 2009
Regular Registration Deadline . . . . . February 20, 2009

After February 20, please register onsite. Registration will be limited to space available. You will incur a $50 late registration fee after February 20.

TEAM DISCOUNT

When three or more people from a single company or government agency register at the same time, the entire team receives a 10-percent discount. **All registration forms must be submitted together in order to qualify for the team discount.**

TDWI MEMBERSHIP INCLUDED

All Non-Member registrations for three or more days include a one-year TDWI Membership. Visit www.tdwi.org/membership for more information on TDWI Member benefits.

REFUND AND CANCELLATION POLICY

You may substitute another person in your place by calling 800.280.6218 or 541.346.3537 before February 13, 2009. If you must cancel, your refund request must be in writing and postmarked no later than February 13. Your fee will be returned, less a 20-percent cancellation fee. Direct your letter to the conference registration office in Oregon (see address below). No refunds or credits will be issued after February 13.

HOW TO REGISTER

Mail: REGISTRATION WITH PAYMENT TO:
TDWI World Conference Registration
1277 University of Oregon
Eugene, Oregon 97403-1277
Fax: 541.346.3545 or 541.346.3509 (credit card payment only)
Web: www.tdwi.org/lasvegas2009
Phone: 800.280.6218 or 541.346.3537 (M–F, 8:00 a.m.–5:00 p.m. PT)

REGISTRATION QUESTIONS?

Phone: 800.280.6218 or 541.346.3537 (M–F, 8:00 a.m.–5:00 p.m. PT)
E-mail: tdwireg@continue.uoregon.edu
Web: www.tdwi.org/lasvegas2009

TDWI's Federal Tax ID Number is 20-4583700.
TDWI is a division of 1105 Media, Inc.

SECURE WEB REGISTRATION

Rest easy—online registrations at www.tdwi.org/lasvegas2009 are secure. Our secured server environment keeps your information private.

REGISTRATION WORKSHEET

Visit www.tdwi.org/lasvegas2009 for more information.

Check one full-day course or one A.M. (A) course and one P.M. (P) course for each day you will attend.

SUNDAY, FEBRUARY 22

- ☐ **S1** TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- ☐ **S2** TDWI Business Intelligence Program Management
- ☐ **S3** Agile Project Management for Data Warehouse Projects
- ☐ **S4** Aligning Balanced Scorecard and BI to Optimize Business Performance
- ☐ **S5A** Governance Part I: IT Governance and Data Governance in the Age of Asset Management
- ☐ **S5P** Governance Part II: Setting Up Your BI Governance Program
- ☐ **S6A** Building a BI Team
- ☐ **S6P** The Politics of Business Analytics
- ☐ **S7P** Understanding Cause and Effect: An Introduction to Systems Thinking
- ☐ **S8** HandsOn-Business Analytics

MONDAY, FEBRUARY 23

- ☐ **M1** TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- ☐ **M2** BI from Both Sides: Aligning Business and IT
- ☐ **M3** Get Real with Business Intelligence: An Introduction to Operational BI
- ☐ **M4** Evaluating BI Toolsets and BI Tools in Action
- ☐ **M5** Ten Steps to Quality Data and Trusted Information for the Data Warehouse
- ☐ **M6** The BI Pathway Approach: Delivering BI for Business Value
- ☐ **M7A** Insightful and Actionable Analytics: A Systems-Thinking Approach
- ☐ **M7P** Strategic Feedback: Strategy Mapping Meets Systems Thinking
- ☐ **M8** HandsOn-Data Mining

TUESDAY, FEBRUARY 24

- ☐ **T1** TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
- ☐ **T2** TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
- ☐ **T3A** Data Quality for Operational BI
- ☐ **T3P** Operational BI in Action: Dealing with Complex Customer Interactions
- ☐ **T4A** Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs
- ☐ **T4P** Rejuvenating Strategic Business Intelligence
- ☐ **T5** Evaluating ETL Tools and Technologies: Vendors in Action
- ☐ **T6A** CBIP Preparation for the Information Systems Core Exam
- ☐ **T6P** CBIP Preparation for the Data Warehousing Exam
- ☐ **T7** Beyond the Data Warehouse: Architectural Options for Data Integration
- ☐ **T8A** HandsOn Business Intelligence Strategy
- ☐ **T8P** HandsOn Statistical Analysis for BI: Essential Business Statistics for BI Applications and Solutions
- ☐ **T9A** BI Manager Toolkit: Managing Accountability for Project Success
- ☐ **T9P** BI Manager Toolkit: Negotiating and Resolving Disagreements

WEDNESDAY, FEBRUARY 25

- ☐ **W1** TDWI Introduction to Business Analytics
- ☐ **W2** The Human Side of Data Integration: Powerful Principles Critical to Success
- ☐ **W3A** Are You Ready for Operational BI? Performing a Health Checkup
- ☐ **W3P** Operational BI: War Stories from the Trenches!
- ☐ **W4** Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
- ☐ **W5A** Predictive Analytics: A Business Perspective
- ☐ **W5P** Predictive Analytics: Making It Work
- ☐ **W6** Data Conversion, Consolidation, and Cleansing—Practical Skills
- ☐ **W7** Power, Politics, and Partnership in Business Intelligence Projects
- ☐ **W8** Data Warehouse Lifecycle Overview

THURSDAY, FEBRUARY 26

- ☐ **TH1** Data Integration Techniques: ETL and Alternatives for Data Consolidation
- ☐ **TH2** Dimensional Modeling: Advanced Topics
- ☐ **TH3** Designing a High-Performance Data Warehouse
- ☐ **TH4** Predictive Modeling for the Non-Statistician
- ☐ **TH5** Data Mining Techniques, Tools, and Tactics
- ☐ **TH6** Data Quality Assessment—Practical Skills
- ☐ **TH7** Leadership Mastery in Technical Environments

FRIDAY, FEBRUARY 27

- ☐ **F1** BI Adoption: Change the Way You Think about BI
- ☐ **F2** Data Modeling in an Unstructured World
- ☐ **F3** Real-Time Data Warehousing
- ☐ **F4** Best Practices for Established BI Programs—or New Life for Older Data Warehouses
- ☐ **F5A** Essential Components to a Successful Data Warehouse Solution
- ☐ **F5P** Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
- ☐ **F6** Modern Data Quality Techniques in Action—A Demonstration Using Human Resources Data

MONDAY, FEBRUARY 23–WEDNESDAY, FEBRUARY 25

☐ **TDWI BI EXECUTIVE SUMMIT** (3 DAYS)

REGISTRATION DEADLINES

Early Registration Discount Deadline . . . . . January 30, 2009
Regular Registration Deadline . . . . . February 20, 2009

After February 20, please register onsite. Registration will be limited to space available. You will incur a $50 late registration fee after February 20.

REGISTRATION FORM

TDWI WORLD CONFERENCE | LAS VEGAS | FEBRUARY 22–27, 2009

STEP 1. CLEARLY TYPE OR PRINT YOUR INFORMATION

PRIORITY CODE: CBLV09

LAST NAME

FIRST NAME FOR ATTENDEE BADGE

TITLE

COMPANY OR INSTITUTION

DEPARTMENT INDUSTRY

MAILING ADDRESS

CITY STATE ZIP COUNTRY

TELEPHONE

E-MAIL–REQUIRED! (Please print this address clearly. We send last-minute confirmations and announcements via e-mail.)

STEP 2. SELECT YOUR COURSES

Complete the registration worksheet on page 38, then write in the course number(s) of one full-day course or one A.M. (A) course and one P.M. (P) course for each day you will attend.

Write your course number(s) in the space provided.

☐ SUNDAY, FEBRUARY 22

One full-day course **OR** Two half-day courses (one A.M. and one P.M.)

A.M. P.M.

☐ MONDAY, FEBRUARY 23

One full-day course **OR** Two half-day courses (one A.M. and one P.M.)

A.M. P.M.

☐ TUESDAY, FEBRUARY 24

One full-day course **OR** Two half-day courses (one A.M. and one P.M.)

A.M. P.M.

☐ WEDNESDAY, FEBRUARY 25

One full-day course **OR** Two half-day courses (one A.M. and one P.M.)

A.M. P.M.

☐ THURSDAY, FEBRUARY 26

One full-day course **OR** Two half-day courses (one A.M. and one P.M.)

A.M. P.M.

☐ FRIDAY, FEBRUARY 27

One full-day course **OR** Two half-day courses (one A.M. and one P.M.)

A.M. P.M.

STEP 3. REQUEST ADDITIONAL COURSE BOOKS*

To order additional course books, please list course numbers below:
(Full-day $45 each/$30 Members, Half-day $22 each/$15 Members)

* T6A and T6P course books are not available for purchase.
Course books are not available after the conference.

STEP 4. CALCULATE YOUR PAYMENT

FEES—EARLY REGISTRATION (Through Jan. 30, 2009)

	TDWI Member	Non-Member	SAVE†	
☐ BI Executive Summit (3 Days)	$1,782	$2,025**	10%	
☐ Standard Package (3 Days)	$1,782	$2,025**	10%	
☐ Mega Package (4 Days)	$2,244	$2,550**	15%	
☐ Giga Package (5 Days)	$2,640	$3,000**	20%	
☐ Tera Package (6 Days)	$2,970	$3,375**	**25%**	***Best Value!***

FEES—REGULAR REGISTRATION (Jan. 31–Feb. 20, 2009)

	TDWI Member	Non-Member	SAVE†	
☐ BI Executive Summit (3 Days)	$1,958	$2,201**	10%	
☐ Standard Package (3 Days)	$1,958	$2,201**	10%	
☐ Mega Package (4 Days)	$2,465	$2,771**	15%	
☐ Giga Package (5 Days)	$2,900	$3,260**	20%	
☐ Tera Package (6 Days)	$3,270	$3,675**	**25%**	***Best Value!***

† Percentage of savings off the one day rate.

** All Non-Member registrations for three or more days include a one-year TDWI Membership.
☐ Check here to **decline** the TDWI Membership.

FEE FROM TABLE ABOVE $ _____

TEAM DISCOUNT (Deduct 10% from above) – $ _____
For 3 or more people from the same company registering at the same time

LATE FEE (After February 20, 2009) add $50 + $ _____

ADDITIONAL COURSE BOOKS* + $ _____
Full-day $45 each/$30 Members, Half-day $22 each/$15 Members, from STEP 2
*T6A and T6P course books are not available for purchase.

› TOTAL FEE $ _____

☐ Check Enclosed (payable to TDWI)
☐ Government Purchase Order Enclosed
☐ Credit Card: ☐ AMEX ☐ Diners Club ☐ Discover Card ☐ MasterCard ☐ VISA

NUMBER EXPIRATION DATE CVV2 (number on back of card)

YOUR SIGNATURE FOR CREDIT CARD

CREDIT CARD BILLING ADDRESS (REQUIRED)

STEP 5. SEND IN YOUR REGISTRATION

MAIL registration with full payment to:
TDWI World Conference—Las Vegas 2009 Registration,
1277 University of Oregon, Eugene, OR 97403-1277

FAX your registration and credit card information to:
541.346.3545 or 541.346.3509

REGISTER ONLINE at: www.tdwi.org/lasvegas2009

Please be aware that still photography, video, and audio recording may occur at this event. By attending this event, you consent to have your image, photograph, likeness, picture, rendering, or audio recording utilized for TDWI educational, marketing, and sales purposes. You hereby grant TDWI the right to unrestricted use, reproduction, display, dissemination, publication, and distribution in any medium, provided that TDWI will take measures on behalf of attendees against infringement and/or inappropriate use of your image, photograph, likeness, picture, rendering, and audio recording.

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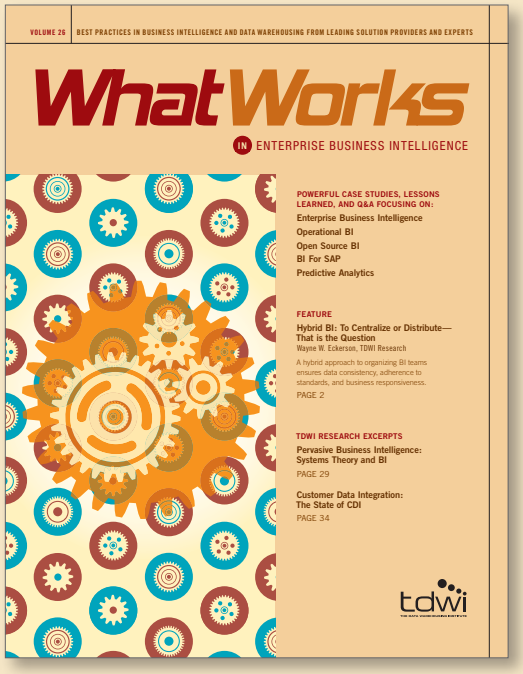
☐ Las Vegas | February 22–27, 2009



Now Available for Download

What Works in Enterprise BI

What Works in Enterprise Business Intelligence, Volume 26, offers a fresh, topically focused collection of customer success stories and expert perspectives from solution providers. In addition, this volume includes Q&A with the experts, articles, and report excerpts from TDWI Research.

This volume offers case studies and lessons from the experts in the following categories:

- Enterprise BI
- Operational BI
- Open Source BI
- BI for SAP
- Predictive Analytics

Download this valuable content at
www.tdwi.org/downloadWW26

PLUS, download free *What Works* white papers at
www.tdwi.org/whatworks26wp

Register and Win!

Register using the priority code below and be entered to win a $200 American Express Gift Card.

REGISTER TODAY!
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