

TDWI

# WORLD CONFERENCE

The Premier Event for Business Intelligence and Data Warehousing Education

Orlando, FL | November 1-6, 2009



**DASHBOARDS**  
software-as-a-service  
next-generation analytics

social media  
**OPEN SOURCE**

FLASH  
rich reportlets  
BI for the masses

**text mining**

data  
governance  
mash-ups  
Office integration  
unstructured data

IN-MEMORY ANALYTICS

performance management

**future of BI**

**WEB 2.0**

BI in the cloud

## EMERGING TECHNOLOGIES

**MOBILE BI**  
taxonomies  
AJAX

BI search

DATA AS AN ASSET

**visualization**

**cool BI**

predictive analytics  
agile development

**VIRTUALIZATION**

master data management

**CLOUD COMPUTING**

Join us in Orlando,  
where you will learn:

- › The latest in emerging technologies
- › What these technologies mean to BI and DW
- › How these technologies work
- › How to deploy these technologies
- › How they can benefit your organization

**BEST  
RATE**

**LIMITED TIME SPECIAL OFFER**

Register by September 18 and **SAVE 35%**.

See details page 33.

[www.tdwi.org/2009orlandobi](http://www.tdwi.org/2009orlandobi)

**tdwi**  
THE DATA WAREHOUSING INSTITUTE

# Emerging Technologies in Data Warehousing and Business Intelligence

**WE'VE ALL BEEN HEARING THE BUZZ**—cloud computing, text mining, virtualization, open source, cool BI, Web 2.0, social media, visualization. But what do these terms really mean for business intelligence and data warehousing? It's been difficult enough to implement effective and valuable BI/DW solutions with the existing technologies. So are all of these emerging technologies going to make your job easier or harder?

TDWI is offering six days of in-depth education from industry thought leaders on how these technologies work, how you can deploy them, and the benefits they can bring to your organization. Join us in Orlando to learn how these technologies are being implemented and the impact they will have as the industry moves forward.

## COOL BI: THE LATEST INNOVATIONS

The vision of "BI for everyone" is getting closer to reality. Join us to review some of the latest industry innovations, including BI search, Office integration, rich reportlets (Flash, AJAX), mobile, advanced visualization, dashboards, in-memory analytics, mash-ups, SaaS, and open source BI tools.

## CLOUD COMPUTING

While there is still confusion over the definition of cloud computing, few dispute its potential to change the way computing resources are delivered. Join us to discuss the different uses of the cloud, how to set up a cloud computing environment, and the benefits and challenges of architecting BI solutions in the cloud.

## WEB 2.0, SOCIAL MEDIA, AND BI

The Web is the dominant user interface for applications, and the number of systems providing information—both inside and outside the

firewall—is exploding. Join us to examine Web 2.0 and social media as it relates to business intelligence.

## OPEN SOURCE

Open source is past the early stages of adoption for business intelligence and is entering mainstream use. Join us to learn when open source makes sense, discover the rationale and benefits of open source use, and gain guidance on navigating its challenges.

## TEXTUAL MINING AND TEXTUAL ANALYTICS

Unstructured (semi-structured, video, and social media) data integration must be thoroughly understood to enable analysis and reporting. The challenge is visualizing the data and deriving meaningful insights for the consumer. Join us to learn techniques to cleanse and prepare data, how to integrate taxonomies and ontologies, and techniques to store and analyze the data.

## DATA VIRTUALIZATION

Join us to look at the history of virtualization technologies; current opportunities for virtualization technologies in BI at each technical layer of the data warehouse environment; and how experts and organizations expect the technology to evolve and impact BI.

## PERFORMANCE DASHBOARDS

Performance dashboards are the new face of BI, providing a layered interface that conforms to the way users work. Join us to see how performance dashboards blend the once distinct disciplines of BI and performance management into a powerful agent of organizational change.

[See page 6 for course listings of Featured Topics.](#)

## 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.



# TDWI WORLD CONFERENCE

The Premier Event for Business Intelligence  
and Data Warehousing Education

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## 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/2009orlandobi](http://www.tdwi.org/2009orlandobi)

## KEYNOTE PRESENTATIONS

Monday, November 2, 8:00–8:45 a.m.

### Secrets to BI Success



**Cindi Howson**  
Founder, BIScorecard

Business intelligence is helping visionary companies thrive in a tough economy and beat the competition. What is so different about their approach to BI, and how can you apply their secrets to your own BI program? Based on research from her book *Successful Business Intelligence: Secrets to Making BI a Killer App*, industry expert Cindi Howson highlights how and why BI has made a difference in some companies but floundered in others. Simply establishing a data warehouse and deploying BI tools is not enough. Success hinges on how the technology is deployed and on organizational aspects companies often fail to tackle. The “secrets” are based on exclusive surveys, as well as in-depth customer case studies. These insights and best practices will let you benchmark your BI deployment against the industry and help transform your BI efforts from a technical project with limited impact, to a pervasive deployment that boosts business performance!

Thursday, November 5, 8:00–8:45 a.m.

### The Future of Business Intelligence



**Wayne Eckerson**  
Director, TDWI Research

“The future’s so bright, I gotta wear shades,” is a line from a popular 1980s song that could apply to business intelligence. When applied properly, BI functions as the senses and brains of an organization. It explains the past, informs the present, and directs the future. However, it’s one thing to understand the value of BI and another to predict its future. Sure, we can rattle off a dozen technology trends that could emerge in the next few years, but to truly understand the future of BI, we must practice what we preach and understand business drivers first. To understand what will drive business in the next three to five years, and hence the kinds of questions executives and managers will ask of their data, we must first understand macroeconomic trends.

This keynote will place BI in context of the changing global economy. It will also address how businesses may respond to new and changing economic and regulatory pressures. It will then identify the major themes that will drive the development of new BI solutions and the extension of existing BI applications.

Register today at  
[www.tdwi.org/2009orlandobi](http://www.tdwi.org/2009orlandobi)

□ REGISTER by  
October 9 and  
SAVE up to \$300!





## THE TDWI DIFFERENCE

- › In-depth data warehousing and business intelligence education from top instructors
- › Vendor-neutral education
- › Professional development and certification
- › Broad range of course offerings
- › Both business and technical education
- › Latest product and technology information

## What's New in Orlando

### New and updated courses:

<b>S1</b>	TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
<b>S2</b>	TDWI Introduction to Business Analytics
<b>M2</b>	TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
<b>M3</b>	TDWI Enterprise Metrics: Designing Integrated Business Metrics
<b>M5</b>	Data Driven: Managing Data Assets
<b>M7A</b>	Textual Mining and Textual Analytics—Unlocking Hidden Patterns and Unleashing Knowledge from Your Enterprise Data
<b>M7P</b>	Open Source BI and Data Warehousing Tools in Practice
<b>T3</b>	A Data Governance Workshop for BI Professionals
<b>T5P</b>	Cool BI: The Latest Innovations
<b>T6P</b>	How Healthy Is Your BI System? Assessing Its Strengths and Weaknesses
<b>W1</b>	TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
<b>W5A</b>	Introduction to MDM for BI Professionals
<b>W5P</b>	Gathering MDM Requirements: A Different Formula
<b>W7A</b>	Web 2.0, Social Media, and BI Part 1: Extending the BI Portfolio
<b>W7P</b>	Web 2.0, Social Media, and BI Part 2: Customer Analysis, Social Media, and Online Marketing
<b>TH1</b>	TDWI Advanced Data Modeling Techniques
<b>TH6</b>	BI in the Cloud
<b>F1</b>	TDWI Data Integration Testing: Ensuring Quality for ETL and Data Consolidation
<b>F4</b>	Agile Data Warehousing
<b>F5</b>	Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
<b>F6A</b>	Communications in the 21st Century: BI—The Universal Translator
<b>F6P</b>	Communications in the 21st Century: A Rosetta Stone for Business and IT

## Who Should Attend?

- 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

**REGISTER** at [www.tdwi.org/2009orlandobi](http://www.tdwi.org/2009orlandobi)  
**QUESTIONS?** 425.277.9181 or [education@tdwi.org](mailto:education@tdwi.org)

## How to Use This Brochure

### 1. Plan Your Conference Experience

The TDWI World Conference in Orlando 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 6-8](#))
- **By instructor** (see [Instructor Biographies](#), page 9-11)

### 3. Reference Course Descriptions

Course descriptions begin on page 12 to help you finalize your selections. Visit our conference Web site at [www.tdwi.org/2009orlandobi](http://www.tdwi.org/2009orlandobi) for more in-depth course and instructor information.

### 4. Select Your Courses

On page 32, you'll find a registration worksheet designed to help you select your courses and plan your week.

### 5. Register

Visit [www.tdwi.org/2009orlandobi](http://www.tdwi.org/2009orlandobi) to register for the conference. See pages 32-33 for more information about registration, including deadlines, pricing and a helpful worksheet to select your courses.

**Register today at**  
[www.tdwi.org/2009orlandobi](http://www.tdwi.org/2009orlandobi)



Certified by TDWI

## Get Certified at the TDWI World Conference in Orlando

TDWI's Certified Business Intelligence Professional (CBIP) is the business intelligence and data warehousing industry's most meaningful and credible certification program.

While you attend the TDWI World Conference in Orlando, take the opportunity to prepare for and complete the CBIP exams. TDWI offers exam preparatory courses, as well as courses to help you better prepare for the exams. Here's a guide to the CBIP opportunities you'll find at the TDWI World Conference:

- **CBIP exam labs** (page 8)
- **CBIP exam prep courses** (see courses T7A and T7P, page 20)
- **Courses in your specialty area** (see courses marked with the CBIP symbol in the Agenda, pages 3-4, and throughout the brochure)

## Why Become Certified?

### Distinguish yourself professionally.

Your achievement of the CBIP credential tells the world—including current and prospective employers—that you are serious about business intelligence. Let your résumé show that your in-depth knowledge has been certified by TDWI, the industry's premier provider of BI and DW education. You'll gain competitive advantage and open up opportunities down the road.

### Get an edge over the competition.

Achieve CBIP status and gain:

- › **SALARY.** Surveys consistently suggest certified professionals enjoy higher salaries.
- › **RECOGNITION.** Have your BI expertise confirmed by a recognized industry organization.
- › **SPECIALIZATION.** CBIP recognizes your experience in distinct skill areas, which helps employers confidently match your skills to their job requirements.



## Is CBIP Right for You?

The CBIP program is designed for senior-level information systems and technology professionals in the business intelligence, data warehousing, and business analytics industry. A combination of experience, knowledge, and education provide the foundation for certification.

## For More Information

Visit [www.tdwi.org/cbip](http://www.tdwi.org/cbip) for step-by-step information on how to get certified, or contact us at 425.277.9181 or [education@tdwi.org](mailto:education@tdwi.org).

**“Professionals with business intelligence or data warehousing certifications make \$7,000 more on average.”**

—2009 TDWI Salary, Roles, and Responsibilities Report

## SUNDAY

NOVEMBER 1

### 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.

### COURSE OFFERINGS

- S1 **UPDATED!** DI cbip p. 12  
 TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing  
*J. Geiger*
- S2 **UPDATED!** BA cbip p. 12  
 TDWI Introduction to Business Analytics  
*D. Wells*
- S3 AT p. 12  
 Designing a High-Performance Data Warehouse  
*S. Brobst*
- S4 LM p. 13  
 BI from Both Sides: Aligning Business and IT  
*J. Dyché*
- S5 DI p. 13  
 Ten Steps to Quality Data and Trusted Information for the Data Warehouse  
*D. McGilvray*
- S6A BA LM p. 13  
 Performance Dashboards: Measuring, Monitoring, and Managing Your Business  
*W. Eckerson*
- S6P AT p. 14  
 Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level  
*W. Eckerson*

#### Course Topics

Please note that some classes cover more than one topic.

- BA Business Analytics
- DA Data Analysis and Design
- DI Data Integration
- LM Leadership and Management
- AT Administration and Technology
- cbip Professional Development (CBIP Certification)

## MONDAY

NOVEMBER 2

### SCHEDULE

**KEYNOTE** (see p. 1) 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.
Hospitality Suites	7:00 p.m.

### COURSE OFFERINGS

- M1 BA cbip p. 14  
 TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact  
*J. Geiger*
- M2 **UPDATED!** AT DA cbip p. 14  
 TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach  
*D. Wells*
- M3 **UPDATED!** BA LM cbip p. 14  
 TDWI Enterprise Metrics: Designing Integrated Business Metrics  
*M. Peco*
- M4 AT p. 15  
 Real-Time Data Warehousing  
*S. Brobst*
- M5 **NEW!** LM DA p. 15  
 Data Driven: Managing Data Assets  
*T. Redman*
- M6A LM p. 16  
 BI Manager Toolkit: Managing Accountability for Project Success  
*M. Clarry, L. Rickard*
- M6P LM p. 16  
 BI Manager Toolkit: Negotiating and Resolving Disagreements  
*M. Clarry, L. Rickard*
- M7A **NEW!** BA p. 16  
 Textual Mining and Textual Analytics—Unlocking Hidden Patterns and Unleashing Knowledge from Your Enterprise Data  
*K. Krishnan*
- M7P **NEW!** BA p. 16  
 Open Source BI and Data Warehousing Tools in Practice  
*K. Krishnan, M. Madsen*

## TUESDAY

NOVEMBER 3

### 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 LM cbip p. 17  
 TDWI Project Management for Business Intelligence  
*M. Peco*
- T2 BA p. 17  
 Predictive Modeling for the Non-Statistician (formerly Statistical Modeling)  
*M. Berry*
- T3 **NEW!** LM p. 18  
 A Data Governance Workshop for BI Professionals  
*J. Dyché, K. Nevala*
- T4 DI DA p. 18  
 Ensuring Data Quality in Data Migration—Practical Skills  
*A. Maydanchik*
- T5A AT BA p. 18  
 Developing Your BI Tool Strategy  
*C. Howson*
- T5P **UPDATED!** AT BA p. 19  
 Cool BI: The Latest Innovations  
*C. Howson*
- T6A DI LM p. 19  
 CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives  
*C. Imhoff*
- T6P **NEW!** LM p. 19  
 How Healthy Is Your BI System? Assessing Its Strengths and Weaknesses  
*C. Imhoff*
- T7A cbip p. 20  
 CBIP Preparation for the Information Systems Core Exam  
*D. Larson*
- T7P cbip p. 20  
 CBIP Preparation for the Data Warehousing Exam  
*D. Larson*

See pages 6–8 for course offerings by topic.

**WEDNESDAY** NOVEMBER 4

**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.
CBIP Exam Lab	6:00–7:30 p.m.
Hospitality Suites	7:00 p.m.

**COURSE OFFERINGS**

- W1 UPDATED!** DA cbip p. 20  
 TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems  
*S. Hoberman*
- W2** DA BA cbip p. 20  
 TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics  
*J. O'Brien*
- W3** DA cbip p. 21  
 TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems  
*D. Wells*
- W4** DI DA p. 21  
 Data Warehouse Lifecycle Overview  
*M. Ross*
- W5A UPDATED!** DI p. 22  
 Introduction to MDM for BI Professionals  
*E. Levy*
- W5P NEW!** DI p. 22  
 Gathering MDM Requirements: A Different Formula  
*E. Levy*
- W6A** DI p. 22  
 Ensuring Data Quality in Data Integration—Practical Skills  
*A. Maydanchik*
- W6P** LM DI p. 22  
 The Human Side of Data Integration: Powerful Principles Critical to Success  
*L. Silverston*
- W7A NEW!** BA p. 23  
 Web 2.0, Social Media, and BI Part 1: Extending the BI Portfolio  
*M. Madsen*
- W7P NEW!** BA p. 23  
 Web 2.0, Social Media, and BI Part 2: Customer Analysis, Social Media, and Online Marketing  
*M. Madsen*

**THURSDAY** NOVEMBER 5

**SCHEDULE**

**KEYNOTE** (see p. 1) 8:00–8:45 a.m.

**COURSES**

Full Day	9:00 a.m.–5:00 p.m.
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**EVENTS**

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

**COURSE OFFERINGS**

- TH1 NEW!** DA p. 23  
 TDWI Advanced Data Modeling Techniques  
*J. O'Brien*
- TH2** DA BA p. 24  
 Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques  
*L. Reeves*
- TH3** DI cbip p. 24  
 TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation  
*D. Larson*
- TH4** BA DI p. 24  
 The BI Pathway Approach: Delivering BI for Business Value  
*N. Williams*
- TH5** DA p. 25  
 Universal Data Models in Practice  
*L. Silverston*
- TH6 NEW!** AT p. 25  
 BI in the Cloud  
*S. Dine*

**FRIDAY** NOVEMBER 6

**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 still provide a full day of instruction.*

**COURSE OFFERINGS**

- F1 UPDATED!** DI p. 26  
 TDWI Data Integration Testing: Ensuring Quality for ETL and Data Consolidation  
*M. Gonzales*
- F2** DA p. 26  
 Using the Data Model Scorecard to Improve Data Model Quality  
*S. Hoberman*
- F3** DA p. 26  
 Integrating Data Warehouses and Data Marts Using Conformed Dimensions  
*L. Reeves*
- F4 NEW!** AT p. 26  
 Agile Data Warehousing  
*R. Hughes*
- F5 UPDATED!** AT LM p. 27  
 Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence  
*J. O'Brien*
- F6A NEW!** BA p. 27  
 Communications in the 21st Century: BI—The Universal Translator  
*S. Palmer*
- F6P NEW!** LM p. 27  
 Communications in the 21st Century: A Rosetta Stone for Business and IT  
*S. Palmer*









**Instructor biographies start on page 9.**

# COURSE OFFERINGS BY TOPIC

## ► Featured Topics Topics unique to the Orlando conference.




















### Emerging Technologies

We've all been hearing the buzz—cloud computing, text mining, virtualization, open source, cool BI, Web 2.0, social media, visualization. But what do these terms really mean for business intelligence and data warehousing? These courses are designed to show how these technologies work, how you can deploy them, and the benefits they can bring to your organization.

 <b>S6A</b>	p. 13
Performance Dashboards: Measuring, Monitoring, and Managing Your Business	
 <b>M7A NEW!</b>	p. 16
Textual Mining and Textual Analytics—Unlocking Hidden Patterns and Unleashing Knowledge from Your Enterprise Data	
 <b>M7P NEW!</b>	p. 16
Open Source BI and Data Warehousing Tools in Practice	
 <b>T5P UPDATED!</b>	p. 19
Cool BI: The Latest Innovations	
 <b>W7A NEW!</b>	p. 23
Web 2.0, Social Media, and BI Part 1: Extending the BI Portfolio	
 <b>W7P NEW!</b>	p. 23
Web 2.0, Social Media, and BI Part 2: Customer Analysis, Social Media, and Online Marketing	
 <b>TH6 NEW!</b>	p. 25
BI in the Cloud	
 <b>F5 UPDATED!</b>	p. 27
Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence (including Virtualization Technologies for BI Environments)	













### BI Essentials

Strengthen your understanding of business intelligence (BI) and data warehousing (DW). These courses are designed to take you from basic BI/DW concepts and principles to expanded essentials such as data modeling and metrics. New and returning students will find that these courses provide the building blocks that are the keys to understanding the rest of this dynamic field of information technology.

 <b>S1 UPDATED!</b>		p. 12
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing		
 <b>S2 UPDATED!</b>		p. 12
TDWI Introduction to Business Analytics		
 <b>M1</b>		p. 14
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact		
 <b>M2 UPDATED!</b>		p. 14
TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach		
 <b>T1</b>		p. 17
TDWI Project Management for Business Intelligence		
 <b>W1 UPDATED!</b>		p. 20
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems		
 <b>W2</b>		p. 20
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics		
 <b>W3</b>		p. 21
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems		
 <b>TH3</b>		p. 24
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation		
 <b>F1 UPDATED!</b>		p. 26
TDWI Data Integration Testing: Ensuring Quality for ETL and Data Consolidation		









### Data Management

Data is the cornerstone of a BI system, and the management of it can be very complex. Learn how to model, improve quality, integrate, store, and govern this most precious asset.

 <b>S5</b>		p. 13
Ten Steps to Quality Data and Trusted Information for the Data Warehouse		
 <b>M5 NEW!</b>		p. 15
Data Driven: Managing Data Assets		
 <b>T3 NEW!</b>		p. 18
A Data Governance Workshop for BI Professionals		
 <b>T4</b>		p. 18
Ensuring Data Quality in Data Migration—Practical Skills		
 <b>W5A UPDATED!</b>		p. 22
Introduction to MDM for BI Professionals		
 <b>W5P NEW!</b>		p. 22
Gathering MDM Requirements: A Different Formula		
 <b>W6A</b>		p. 22
Ensuring Data Quality in Data Integration—Practical Skills		
 <b>W6P</b>		p. 22
The Human Side of Data Integration: Powerful Principles Critical to Success		
 <b>TH3</b>		p. 24
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation		
 <b>F1 UPDATED!</b>		p. 26
TDWI Data Integration Testing: Ensuring Quality for ETL and Data Consolidation		
 <b>F3</b>		p. 26
Integrating Data Warehouses and Data Marts Using Conformed Dimensions		

### DATA MODELING

Data that is organized and optimally stored in the warehouse needs thoughtful design to adeptly fulfill business needs.

 <b>W1 UPDATED!</b>		p. 20
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems		
 <b>W2</b>		p. 20
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics		
 <b>TH1 NEW!</b>		p. 23
TDWI Advanced Data Modeling Techniques		
 <b>TH2</b>		p. 24
Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques		
 <b>TH5</b>		p. 25
Universal Data Models in Practice		
 <b>F3</b>		p. 26
Integrating Data Warehouses and Data Marts Using Conformed Dimensions		



## Recommended Courses to Better Prepare You for CBIP Certification

Courses marked with the CBIP symbol are recommended to help you better prepare for the CBIP exams. To learn more, visit [www.tdwi.org/cbip](http://www.tdwi.org/cbip) or contact us at 425.277.9181 or [education@tdwi.org](mailto:education@tdwi.org).





[www.tdwi.org/cbip](http://www.tdwi.org/cbip)

## Core Topics

Topics offered at every TDWI conference.


### 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.

- S2 UPDATED!**  p. 12  
TDWI Introduction to Business Analytics
- S6A** p. 13  
Performance Dashboards: Measuring, Monitoring, and Managing Your Business
- M1**  p. 14  
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- M3 UPDATED!**  p. 14  
TDWI Enterprise Metrics: Designing Integrated Business Metrics
- M7A NEW!** p. 16  
Textual Mining and Textual Analytics—Unlocking Hidden Patterns and Unleashing Knowledge from Your Enterprise
- M7P NEW!** p. 16  
Open Source BI and Data Warehousing Tools in Practice
- T2** p. 17  
Predictive Modeling for the Non-Statistician
- T5A** p. 18  
Developing Your BI Tool Strategy
- T5P UPDATED!** p. 19  
Cool BI: The Latest Innovations
- W2**  p. 20  
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
- W7A NEW!** p. 23  
Web 2.0, Social Media, and BI Part 1: Extending the BI Portfolio
- W7P NEW!** p. 23  
Web 2.0, Social Media, and BI Part 2: Customer Analysis, Social Media, and Online Marketing
- TH2** p. 24  
Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
- TH4** p. 24  
The BI Pathway Approach: Delivering BI for Business Value
- F6A NEW!** p. 27  
Communications in the 21st Century: BI—The Universal Translator



### 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 essential as well.

- M2 UPDATED!**  p. 14  
TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
- M5 NEW!** p. 15  
Data Driven: Managing Data Assets
- T4** p. 18  
Ensuring Data Quality in Data Migration—Practical Skills
- W1 UPDATED!**  p. 20  
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- W2**  p. 20  
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
- W3**  p. 21  
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
- W4** p. 21  
Data Warehouse Lifecycle Overview
- TH1 NEW!** p. 23  
TDWI Advanced Data Modeling Techniques
- TH2** p. 24  
Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
- TH5** p. 25  
Universal Data Models in Practice
- F2** p. 26  
Using the Data Model Scorecard to Improve Data Model Quality
- F3** p. 26  
Integrating Data Warehouses and Data Marts Using Conformed Dimensions

### 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.

- S1 UPDATED!**  p. 12  
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
- S5** p. 13  
Ten Steps to Quality Data and Trusted Information for the Data Warehouse
- T6A** p. 19  
CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives
- W4** p. 21  
Data Warehouse Lifecycle Overview
- W5A UPDATED!** p. 22  
Introduction to MDM for BI Professionals
- W5P NEW!** p. 22  
Gathering MDM Requirements: A Different Formula
- W6A** p. 22  
Ensuring Data Quality in Data Integration—Practical Skills
- W6P** p. 22  
The Human Side of Data Integration: Powerful Principles Critical to Success
- TH3**  p. 24  
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
- TH4** p. 24  
The BI Pathway Approach: Delivering BI for Business Value
- F1 UPDATED!** p. 26  
TDWI Data Integration Testing: Ensuring Quality for ETL and Data Consolidation

## > Core Topics (continued)


### Leadership and Management

focuses on effectively integrating people, processes, and technology to deliver business value. The field requires depth of process knowledge, including development methodology, program management, project management, organizational and team-building skills, as well as a high-level technical understanding of BI applications and data warehousing concepts.

<input type="checkbox"/> <b>S4</b>	p. 13
BI from Both Sides: Aligning Business and IT	
<input type="checkbox"/> <b>S6A</b>	p. 13
Performance Dashboards: Measuring, Monitoring, and Managing Your Business	
<input type="checkbox"/> <b>M3 UPDATED!</b> 	p. 14
TDWI Enterprise Metrics: Designing Integrated Business Metrics	
<input type="checkbox"/> <b>M5 NEW!</b>	p. 15
Data Driven: Managing Data Assets	
<input type="checkbox"/> <b>M6A</b>	p. 16
BI Manager Toolkit: Managing Accountability for Project Success	
<input type="checkbox"/> <b>M6P</b>	p. 16
BI Manager Toolkit: Negotiating and Resolving Disagreements	
<input type="checkbox"/> <b>T1</b> 	p. 17
TDWI Project Management for Business Intelligence	
<input type="checkbox"/> <b>T3 NEW!</b>	p. 18
A Data Governance Workshop for BI Professionals	
<input type="checkbox"/> <b>T6A</b>	p. 19
CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives	
<input type="checkbox"/> <b>T6P NEW!</b>	p. 19
How Healthy Is Your BI System? Assessing Its Strengths and Weaknesses	
<input type="checkbox"/> <b>W6P</b>	p. 22
The Human Side of Data Integration: Powerful Principles Critical to Success	
<input type="checkbox"/> <b>F4 NEW!</b>	p. 26
Agile Data Warehousing	
<input type="checkbox"/> <b>F5 UPDATED!</b>	p. 27
Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence	
<input type="checkbox"/> <b>F6P NEW!</b>	p. 27
Communications in the 21st Century: A Rosetta Stone for Business and IT	

### 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.

<input type="checkbox"/> <b>S3</b>	p. 12
Designing a High-Performance Data Warehouse	
<input type="checkbox"/> <b>S6P</b>	p. 14
Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level	
<input type="checkbox"/> <b>M2 UPDATED!</b> 	p. 14
TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach	
<input type="checkbox"/> <b>M4</b>	p. 15
Real-Time Data Warehousing	
<input type="checkbox"/> <b>T5A</b>	p. 18
Developing Your BI Tool Strategy	
<input type="checkbox"/> <b>T5P UPDATED!</b>	p. 19
Cool BI: The Latest Innovations	
<input type="checkbox"/> <b>TH6 NEW!</b>	p. 25
BI in the Cloud	
<input type="checkbox"/> <b>F5 UPDATED!</b>	p. 27
Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence	

### 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.

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

**For more information, visit:**  
[www.tdwi.org/cbip](http://www.tdwi.org/cbip)

\*Please note: the CBIP Exam Software does not work with Vista 64 bit.

### Professional Development (CBIP Certification)

Consider getting your CBIP certification if you have a solid background in BI/DW and want to stand out in this growing and dynamic field. The following courses can help you strengthen your knowledge and build confidence going into the exams. In addition, there are multiple exam lab opportunities throughout the week, making it convenient for you to complete your certification requirements all at one conference!

To prepare for the **CBIP Data Warehousing and Information Systems Core exams**, consider:

<input type="checkbox"/> <b>S1 UPDATED!</b> 	p. 12
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing	
<input type="checkbox"/> <b>M1</b> 	p. 14
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact	
<input type="checkbox"/> <b>M2 UPDATED!</b> 	p. 14
TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach	
<input type="checkbox"/> <b>T7A</b> 	p. 20
CBIP Preparation for the Information Systems Core Exam	
<input type="checkbox"/> <b>T7P</b> 	p. 20
CBIP Preparation for the Data Warehousing Exam	

To prepare for the **CBIP specialty area exams**, consider the following course(s):



#### DATA ANALYSIS AND DESIGN (DA)


<input type="checkbox"/> <b>W1 UPDATED!</b> 	p. 20
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems	
<input type="checkbox"/> <b>W2</b> 	p. 20
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics	

#### DATA INTEGRATION (DI)

<input type="checkbox"/> <b>TH3</b> 	p. 24
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation	

#### BUSINESS ANALYTICS (BA)

<input type="checkbox"/> <b>S2 UPDATED!</b> 	p. 12
TDWI Introduction to Business Analytics	
<input type="checkbox"/> <b>M3 UPDATED!</b> 	p. 14
TDWI Enterprise Metrics: Designing Integrated Business Metrics	

<input type="checkbox"/> <b>W3</b> 	p. 21
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems	

#### LEADERSHIP AND MANAGEMENT (LM)

<input type="checkbox"/> <b>T1</b> 	p. 17
TDWI Project Management for Business Intelligence	

# INSTRUCTOR BIOGRAPHIES



## Michael J. A. Berry

Principal  
Data Miners, Inc.

**COURSE T2**

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 S3, M4**

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

President/CEO  
CONNECT: The Knowledge Network

**COURSES M6A, M6P**

Maureen Clarry regularly speaks on leadership and team issues related to data management, and is a frequent speaker at DAMA and PMI chapters around the country. Maureen hosts the Leadership and Management channel for the BEye Network, participates on the Business Intelligence Advisory Board for The Daniels College of Business at the University of Denver, and is on the TDWI Colorado Chapter Board. For more information about CONNECT, visit [www.connectknowledge.com](http://www.connectknowledge.com).



## Steve Dine

President  
Datasource Consulting, LLC

**COURSE TH6**

Steve Dine is president of Datasource Consulting, LLC. He has more than 10 years of experience delivering successful, highly scalable, and maintainable data integration and business intelligence solutions. Steve combines hands-on technical experience with strong business acumen. He has experience as a director of BI for a global manufacturing company as well as a consultant for Fortune 500 companies. Steve also has an experts channel and blog for the BEye Network and contributes product reviews to BIScorecard.



## Jill Dyché, CBIP

Partner  
Baseline Consulting

**COURSES S4, T3**

Jill Dyché, CBIP, 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 *e-Data* and *The CRM Handbook*. Her latest book, written with Evan Levy, is *Customer Data Integration: Reaching a Single Version of the Truth*.



## Wayne Eckerson

Director  
TDWI Research

**COURSES S6A, S6P, THURSDAY KEYNOTE**

Wayne Eckerson is the director of TDWI Research. Eckerson is an industry analyst and educator who has covered DW and BI since 1995. Eckerson is the author of many in-depth groundbreaking reports, a columnist for several business technology magazines, and a noted speaker and consultant. He is the author of *Performance Dashboards: Measuring, Monitoring, and Managing Your Business* (2005) and the creator of TDWI's BI Maturity Model and Benchmarking Assessment service. He can be reached at [weckerson@tdwi.org](mailto:weckerson@tdwi.org).



## Jonathan G. Geiger, CBIP

Executive Vice President  
Intelligent Solutions, Inc.

**COURSES S1, M1**

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](mailto:jgeiger@intelsols.com).



## Michael L. Gonzales, CBIP

Independent Consultant

**COURSE F1**

Michael L. Gonzales has been a chief architecture and solutions strategist for over a decade. Gonzales specializes in the formulation of BI strategy for competitive advantage, risk management and valuation for BI, and best practice and product assessment research. Gonzales is a PhD candidate at the University of Texas and a successful author. His most recent paper is "Risk and IT Factors that Contribute to Competitive Advantage and Corporate Performance." You can reach him at [mlg@starfocus.com](mailto:mlg@starfocus.com).



## Steve Hoberman, CBIP

President  
Steve Hoberman & Associates, LLC

**COURSES W1, 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](mailto:me@stevehoberman.com).



## Cindi Howson

Founder  
BIScorecard

**MONDAY KEYNOTE, T5A, T5P**

Cindi Howson is the founder of BIScorecard, a resource for in-depth BI tool evaluations based on exclusive hands-on testing. She is the author of *Successful Business Intelligence: Secrets to Making BI a Killer App* and is a frequent contributor to *Intelligent Enterprise* and the BEye 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. She can be contacted at [cindihowson@biscorecard.com](mailto:cindihowson@biscorecard.com).

# INSTRUCTOR BIOGRAPHIES



**Ralph Hughes**  
*Chief Systems Architect*  
*Ceregenics, Inc.*

**COURSE F4**

Ralph Hughes, MA, is a 30-year veteran of DW and BI projects for *Fortune* 500 companies such as Eli Lilly, Lockheed Martin, and AT&T. He is a certified scrum master (CSM) and PMI project management professional (PMP). His specialty is adapting standard software engineering practices to be more agile by switching to incremental and iterative development. Hughes works internationally, leading agile DW/BI projects in the aerospace, telecommunications, and pharmaceutical industries, and recently authored the book *Agile Data Warehousing*.



**Claudia Imhoff**  
*President and Founder*  
*Intelligent Solutions, Inc.*

**COURSES T6A, T6P**

Dr. Claudia Imhoff is a popular speaker and internationally recognized expert on data warehousing, business intelligence analytics, and the Corporate Information Factory (CIF). She has co-authored five books on these subjects and writes monthly columns for technical and business magazines. Dr. Imhoff is a faculty member for The Data Warehousing Institute (TDWI) and was bestowed the title of TDWI Fellow in 2006. She has a blog, expert channel, and newsletter with the BEye Network: [www.b-eye-network.com/blogs/imhoff](http://www.b-eye-network.com/blogs/imhoff)



**Krish Krishnan**  
*Industry Analyst and Data Warehouse Expert*  
*Sixth Sense Advisors, Inc.*

**COURSES M7A, M7P**

Krish Krishnan is an industry thought leader and practitioner in the area of DW. A sought-after speaker at industry conferences, Krish's expertise spans all areas of BI and DW. Krish specializes in providing high-performance solutions for small and large BI/DW initiatives. He has designed and implemented DW solutions that range from hundreds of gigabytes to multi-terabyte data volumes. Krish leads the Data Warehouse Appliance Expert Channel at the BEye Network.com and serves as associate VP of DAMA Chicago.



**Deanne Larson, CBIP**  
*President*  
*Larson & Associates*

**COURSES T7A, T7P, TH3**

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*

**COURSES W5A, W5P**

Evan Levy is a partner and cofounder 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.



**Mark Madsen**  
*President*  
*Third Nature, Inc.*

**COURSES M7P, W7A, W7P**

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**  
*Cofounder*  
*Data Quality Group LLC*

**COURSES T4, W6A**

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 S5**

Danette McGilvray is president and principal consultant for Granite Falls Consulting, Inc., which specializes in information quality management and data governance. She is the author of *Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information*. She has worked with people in all levels and functional areas of the organization, giving her a real-life perspective of information management challenges. Projects include enterprise information quality and governance programs, DW and integration strategies, and large-scale ERP data migrations.



**Kimberly Nevala**  
*Senior Consultant*  
*Baseline Consulting*

**COURSE T3**

Kimberly Nevala is a senior consultant at Baseline Consulting, a technology and management consulting firm specializing in data integration and business analytics. As a specialist in data governance and data management issues, Kimberly leads key Baseline clients in MDM and CDI program planning and implementation, and helps design and launch data governance initiatives using both top-down and bottom-up approaches. She is co-author of the TDWI publication *Ten Mistakes to Avoid When Launching a Data Governance Program*.



**John O'Brien, CBIP**  
*President and Executive Architect*  
*Zukeran Technologies Corporation*

**COURSES W2, TH1, F5**

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 made up 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.

**Steve Palmer**

President  
FactFusion, Inc.

**COURSES F6A, F6P**

Steve Palmer is president of FactFusion, Inc., a consulting and advisory company focused on guiding companies toward the benefits of business intelligence, EPM, and enterprise information management. Steve has pioneered in data warehousing, business intelligence, and information management since the mid 1980s. The FactFusion mission, Enterprise Intelligence Realization, was developed with the extensive experience of practitioners and consultants with some of the world's largest companies. Steve can be reached at [steve.palmer@factfusion.com](mailto:steve.palmer@factfusion.com) or 661.251.9400.

**Mark Peco, CBIP**

Partner  
InQvis

**COURSES M3, T1**

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. Contact him at [mark.peco@inqvis.com](mailto:mark.peco@inqvis.com).

**Thomas C. Redman**

*The Data Doc*  
Navesink Consulting Group

**COURSE M5**

Thomas Redman, "The Data Doc," is president of Navesink Consulting Group, which he founded in 1996. He is the leading inventor of practical techniques that help organizations make order-of-magnitude improvements and reap business benefits. Prior to founding Navesink, Tom established the AT&T Bell Laboratories Data Quality Lab in 1987 and led it until 1995. His most recent book is *Data Driven: Profiting from Your Most Important Asset*.

**Laura L. Reeves**

Principal  
StarSoft Solutions, Inc.

**COURSES TH2, F3**

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 cofounder, Laura has implemented data warehouses for many business functions for private and public industry.

**Lorna Rickard**

Chief Workforce Architect  
CONNECT: The Knowledge Network

**COURSES M6A, M6P**

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.

**Margy Ross**

Kimball Group

**COURSE W4**

Margy Ross is the co-author of *The Data Warehouse Toolkit, Second Edition*, and both editions of *The Data Warehouse Lifecycle Toolkit* with Ralph Kimball. She has focused on business intelligence and data warehousing since 1984, having consulted extensively in the areas of program/project strategy, business requirements analysis, and dimensional modeling for more than 25 years. Since cofounding DecisionWorks Consulting, Margy is now president of the Kimball Group and an instructor for Kimball University.

**Len Silverston**

President  
Universal Data Models, LLC

**COURSES W6P, TH5**

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.

**David L. Wells, CBIP**

BI Consultant, Mentor, and Teacher

**COURSES S2, M2, W3**

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. Contact him at [dave\\_wells@earthlink.net](mailto:dave_wells@earthlink.net).


**Nancy Williams, CBIP**

Vice President and Principal Consultant  
DecisionPath Consulting

**COURSE TH4**

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 and co-authored numerous publications in the fields of BI and business performance management, including the recently released book, *The Profit Impact of Business Intelligence*. She can be reached at [nancy.williams@decisionpath.com](mailto:nancy.williams@decisionpath.com).

# COURSE DESCRIPTIONS

**S1 UPDATED!**  Sunday, November 1, 9:00 a.m.–5:00 p.m.  
Data Integration

## TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing

**Jonathan G. Geiger**

This introductory-level course provides an overview of the activities, processes, and products involved in building a DW. From business architecture to databases and access tools, the course examines the deliverables of DW programs and discusses the resources and skills needed to produce them. While much of the DW effort is expended in development projects, this course broadens the perspective from project to program and examines architecture and operations deliverables as well as those of development projects. The course emphasizes common language, concepts, and understanding that are necessary to enable effective teamwork and achieve DW success.

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 data-to-value chain that begin with data and end with information.


*For an introduction to the INFORMATION → ... → VALUE portion of the chain, consider M1, TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact.*

### YOU WILL LEARN

- Basic concepts of DW
- Common language, terminology, and definitions in DW
- Key factors that contribute to DW success
- Risk factors for DW projects
- Common approaches to DW architecture
- DW roles and responsibilities
- DW development concepts and best practices
- DW operations and administration considerations

### GEARED TO

- Anyone new to DW; DW teams; DW team members

**S2 UPDATED!**  Sunday, November 1, 9:00 a.m.–5:00 p.m.  
Business Analytics

## TDWI Introduction to Business Analytics

**David L. Wells**

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

**S3** Sunday, November 1, 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.

Stephen 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

**S4** Sunday, November 1, 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, but 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

**S5** Sunday, November 1, 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 10 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

**S6A** Sunday, November 1, 9:00 a.m.–12:15 p.m.  
Business Analytics, Leadership and Management

## Performance Dashboards: Measuring, Monitoring, and Managing Your Business

**Wayne Eckerson**

Performance dashboards are the new face of BI, providing a layered interface that conforms to the way users work. In a performance dashboard, users move through successive layers of information in a carefully guided and systematic manner. This course will show how performance dashboards blend the once distinct disciplines of BI and performance management into a powerful agent of organizational change.

#### YOU WILL LEARN

- The difference between scorecards and dashboards
- The difference between operational, tactical, and strategic dashboards
- The MAD framework for designing dashboards
- How to design effective KPIs
- Different ways to cascade KPIs
- How to architect a performance dashboard
- Business drivers and costs for delivering performance dashboards
- Requirements for selecting dashboard products

#### GEARED TO

- Business sponsors and managers; BI directors, project managers and tool managers; developers

# COURSE DESCRIPTIONS

S6P

Sunday, November 1, 1:45–5:00 p.m.  
Administration and Technology

## Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level

Wayne Eckerson

How do you take your BI environment to the next level? Knowing this requires an understanding of where you are and how you got there. TDWI's BI Maturity Model captures the stages of data warehousing and analytical growth, starting with spreadmarts and operational reporting and ending with an enterprise DW and BI service that provides stakeholders with insights based on consistently defined information and supported by a unified data delivery and analytical architecture.

### YOU WILL LEARN

- The value of a maturity model for selling BI projects
- The five stages of data warehousing and analytical maturity
- How the "gulf" and "chasm" are key stumbling blocks to BI advancement
- Technical architectures that align with each stage of maturity
- Best practices for moving between stages

### GEARED TO

- BI program leaders; technical architects and administrators

M1 

Monday, November 2, 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.

*For an introduction to the DATA → INFORMATION portion of the chain, consider S1, TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing.*


### 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

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QUESTIONS? 425.277.9181 or [education@tdwi.org](mailto:education@tdwi.org)

### 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

M2 UPDATED!  Monday, November 2, 9:00 a.m.–5:00 p.m.  
Administration and Technology, Data Analysis and Design

## TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach

David L. Wells


This course provides an overview of some of the common architectures (hub versus bus) and methodologies (top-down versus bottom-up) that uniquely combine to form a data warehousing approach. There are many available published approaches and it can be difficult to objectively evaluate, select and manage the "right" approach for a given situation. This course develops an assessment framework that can be applied across a range of approaches to help guide architects and managers in their selection process. As an illustration, the framework is developed and applied to some of the published approaches that are available in the literature and promoted by leading practitioners.

### YOU WILL LEARN

- To identify and describe some popular and common data warehousing architectures
- To identify differences between top-down, bottom-up and hybrid methodologies
- How architectures and methodologies are dependent on each other and combine to form an approach
- To describe key features of some available, published data warehousing approaches
- How to objectively assess and select the "right" approach for your data warehousing program
- How to use ongoing assessments to ensure your approach maintains its relevance over time

### GEARED TO

- DW/BI architects; program managers and directors; business sponsors for DW/BI programs; practitioners who need to distinguish between DW approaches; participants in DW architectural and/or methodology decisions

M3 UPDATED!  Monday, November 2, 9:00 a.m.–5:00 p.m.  
Business Analytics, Leadership and Management

## TDWI Enterprise Metrics: Designing Integrated Business Metrics

Mark Peco

Measurement-based disciplines are central to business management. BPM, CRM, SCM, and related disciplines increase the visibility and importance of business-by-the-numbers. Technology enables the

trend with dashboards and scorecards, but with the technological advances come new challenges. How do we get the right metrics? How do we keep them current in a continuously changing business environment? How do we prevent the customer measures of CRM from conflicting with those of SCM? How do we achieve consistency, cohesion, and integration among metrics? This course teaches techniques that address the complex and challenging questions of business metrics design.

#### YOU WILL LEARN

- The risks inherent in ad hoc and on-demand approaches to business metrics
- How and why metrics bring new challenges
- Processes to define and manage a comprehensive collection of metrics that serve diverse needs and communities of interest
- Techniques to ensure cohesion, assure consistency, and avoid conflict among metrics
- Distinctions between measures, metrics, indicators, and indexes and when to use each

#### GEARED TO

- BI program and project managers; business managers who depend on metrics; business analysts; developers of dashboards and scorecards; data stewards and data administrators; data modelers

#### M4

Monday, November 2, 9:00 a.m.–5:00 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

#### M5 NEW!

Monday, November 2, 9:00 a.m.–5:00 p.m.  
Leadership and Management, Data Analysis and Design

### Data Driven: Managing Data Assets

#### Thomas C. Redman

For some time, managers have urged their organizations to manage data like an asset. Lacking an understanding of what that means, few organizations have taken anything but tepid first steps. Quality remains low with devastating consequences (the current financial crises are but the latest example); governance programs are wrongly positioned, ill focused, and undermined; and internal politics stymie progress. Worse still, data molds away, its potential to improve operations, better understand customers, and uncover new niches left unexplored.

This workshop introduces three simple recommendations that organizations should follow to manage data assets. It describes the nature of data in organizations; the importance of data quality, where it fits, and the habits of those with the best data; and 15 ways that organizations can bring data to market. It also surveys the tough political issues that arise and offers steps organizations can take to advance their management systems and embrace data.

#### YOU WILL LEARN

- What it means to manage data assets
- The many ways to put data to work
- Where data quality fits and how those with the best data do it
- How to take advantage of, or at least steer clear of, the brutal politics associated with data

#### GEARED TO

- Senior executives; chief data officers; those charged with leading data programs; veterans of data management, data quality, and data governance; fresh faces seeking new perspectives on data

## The TDWI Difference

### VENDOR-NEUTRAL EDUCATION

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.

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# COURSE DESCRIPTIONS

**M6A**

Monday, November 2, 9:00 a.m.–12:15 p.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

**M6P**

Monday, November 2, 1:45–5:00 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

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**QUESTIONS?** 425.277.9181 or [education@tdwi.org](mailto:education@tdwi.org)

### GEARED TO

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

**M7A NEW!**

Monday, November 2, 9:00 a.m.–12:15 p.m.  
Business Analytics

## Textual Mining and Textual Analytics—Unlocking Hidden Patterns and Unleashing Knowledge from Your Enterprise Data

**Krish Krishnan**

Unstructured (semistructured, video, and social media) data integration must be thoroughly understood in order to enable analysis and reporting. The challenge is visualizing the data and deriving meaningful insights for the consumer.

This course discusses textual mining and analytics. The textual mining session will discuss how to analyze and prepare data for integration into the data warehouse. We will examine techniques to cleanse and prepare the data, the integration of taxonomies and ontologies, and techniques to store the data. The textual analytics session looks at the visualization of data/content that is available across the enterprise. We will discuss the definition of textual analytics from an architecture and application perspective and how to implement an effective solution with textual analytics. We will also look at social media and its impact on textual analytics.

Finally, we will discuss how to leverage existing business intelligence investments when implementing a textual analytics solution.

### YOU WILL LEARN

- About corporate data
- Text mining: classification and cleansing of textual data; metadata; taxonomies and ontologies; stemming and spelling; pattern matching
- Textual analytics: architecture, solutions, visualization, and implementing solutions
- How to enable effective use of enterprise search and BI solutions
- Social networking and text mining
- Context search and text mining (Kosmix)
- Technologies for text mining

### GEARED TO

- IT practitioners and managers; business analysts

**M7P NEW!**

Monday, November 2, 1:45–5:00 p.m.  
Business Analytics

## Open Source BI and Data Warehousing Tools in Practice

**Krish Krishnan, Mark Madsen**

Why open source? Why now? Open source is past the early stages of adoption for business intelligence and is entering mainstream use. As the products mature, we're faced with new questions:

- When should I consider open source software?
- What does introducing open source mean for my existing BI investments?
- What parts of the data warehouse stack are a best fit?
- What open source alternatives are available today?

This course will provide insight into the circumstances where open source fits, describe the rationale and benefits as seen by open source users, and demonstrate the current state of the art in open source.

One of the advantages of open source is that you can download, test, and put the software into production on your schedule. We'll take advantage of this by demonstrating open source products from all levels in the data warehouse stack.

Virtual machine images of all the software will be available prior to the course so you can try it out for yourself during the session or on your own time. This is not a requirement for course attendance.

#### YOU WILL LEARN

- The reasons people are using open source and the benefits they gain
- Open source alternatives to commercial BI and data warehouse software
- How and where open source offerings fit into our data warehouse projects
- How open source can enable broader and deeper use of analytic information

#### GEARED TO

- BI sponsors and application owners; technology managers and architects; application developers; anyone interested in learning more about open source in BI/DW



Tuesday, November 3, 8:00 a.m.–5:30 p.m.  
Leadership and Management

## TDWI Project Management for Business Intelligence

**Mark Peco**

Managing BI projects is a difficult responsibility that challenges even the most experienced of IT project managers. Source system dependencies, uncertain data quality, volatile business requirements, and business urgency are but a few examples among a multitude of challenges. Many kinds of BI projects, ranging from data integration to predictive analytics, add to the complexities—and multiple technologies from data warehousing to data mining compound the problem. With BI projects, there is no project management silver bullet—no “one size fits all” approach to project management. Learn how to choose among traditional, agile, and other project management methods. Then find out how to apply the chosen method for project planning, execution, monitoring, control, completion, and closure.

*This course assumes completion of TDWI Business Intelligence Fundamentals or equivalent knowledge of BI concepts and terminology.*

#### YOU WILL LEARN

- Why and how managing BI projects is more difficult than managing traditional IT projects
- How to define a manageable BI project
- How to choose among traditional, agile, and rational unified project management methods
- How to combine methods to create a hybrid approach to BI project management
- How to plan a project with each project management method
- How to apply each method in project execution
- How each method supports project monitoring and control
- How to apply each method at project completion

#### GEARED TO

- BI and data warehousing project managers; business and IT managers with BI roles and responsibilities

**T2**

Tuesday, November 3, 8:00 a.m.–5:30 p.m.  
Business Analytics

## 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.

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

*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

# COURSE DESCRIPTIONS

**T3 NEW!**

Tuesday, November 3, 8:00 a.m.–5:30 p.m.  
Leadership and Management

## A Data Governance Workshop for BI Professionals

**Jill Dyché, Kimberly Nevala**

Having managed and worked on dozens of data governance projects both within and outside of business intelligence, Baseline Consulting's Jill Dyché and Kim Nevala will guide attendees through a deliberate approach to data governance meant to be deployed by BI and data warehousing teams.

Through a combination of workshops, exercises, and interactive dialog, Jill and Kim will share a process for making data governance an aligned activity between business and IT stakeholders. They will explain the mistakes companies make when implementing data governance as an enterprise program; discuss real-life lessons learned from clients; and share practical tips for moving forward in designing a sustainable data governance program for the long term. They will present the "Ten Mistakes to Avoid When Launching a Data Governance Program"—which is also the title of their co-authored TDWI handbook—and provide frameworks to follow for successful data governance delivery. Jill and Kim will also discuss roles and responsibilities necessary for effective data governance; show examples of how their clients have steered clear of the risks and barriers inherent in large-scale data governance rollouts; and describe how you can use deliberate design techniques to replicate their successes.

### YOU WILL LEARN

- Why launching a data governance council is never the first step
- Common mistakes companies make when starting data governance
- How to leverage existing data management practices
- Primary and secondary roles and responsibilities
- What "managing data as an asset" really means

### GEARED TO

- BI executives and practitioners seeking to expand their organizational impact through data; project managers and business sponsors interested in their role in data governance initiatives

**T4**

Tuesday, November 3, 8:00 a.m.–5:30 p.m.  
Data Integration, Data Analysis and Design

## Ensuring Data Quality in Data Migration—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

**T5A**

Tuesday, November 3, 8:00–11:15 a.m.  
Administration and Technology, Business Analytics

## Developing Your BI Tool Strategy

**Cindi Howson**

The BI tool is the most important component to business users. Select a 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 pureplays is critical to developing a successful BI tool strategy. This course highlights recent events that affect BI buyers, provides a methodology for making better BI investments, and clarifies features of a BI platform. Specific product examples are interwoven for illustrative purposes.

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

### YOU WILL LEARN

- BI market overview and trends
- Framework for evaluating BI vendors and tools
- Functional differences between leading BI suites

### GEARED TO

- BI directors; business analysts; BI application owners

**T5P UPDATED!**

Tuesday, November 3, 2:15–5:30 p.m.  
Administration and Technology, Business Analytics

**Cool BI: The Latest Innovations****Cindi Howson**

BI tools often are perceived as being tools for power users and analysts. BI has changed significantly in recent years, bringing the vision of “BI for everyone” closer to reality. This course will review some of the latest industry innovations that will allow BI to reach more users, based on the right tool for the right person. Topics covered include BI Search, Office integration, rich reportlets (Flash, AJAX), mobile, advanced visualization, dashboards, in-memory analytics, mash-ups, SaaS, and open source BI tools. Mini demos will be incorporated to illustrate concepts and capabilities.

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

**YOU WILL LEARN**

- What some of the latest innovations are and what they mean
- What to look for when evaluating these capabilities
- Where the market stands in adopting the capabilities

**GEARED TO**

- BI directors; business analysts; BI application owners

**T6A**

Tuesday, November 3, 8:00–11:15 a.m.  
Data Integration, Leadership and Management

**CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives****Claudia Imhoff**

In the past decade, we have seen business intelligence expand into every corner of an organization. There is no part that does not require some form of BI. We also have seen a marvelous influx of innovative and useful technologies to support this new paradigm. These changes, though, wreak havoc on established BI environments that are not based on a sound and flexible architecture.

Fortunately, the Corporate Information Factory (CIF) is just such an architecture! This presentation describes the extension of the CIF to accommodate the latest technologies and techniques for supporting your BI environment. These include accommodating BPM, BAM, or other performance initiatives; facilitating operational BI; supporting virtual and physical components through consolidation, propagation, and federation techniques; and the support mechanisms to ensure the necessary enterprise focus for full BI value.

**YOU WILL LEARN**

- Why an architecture is needed and how the CIF fills that bill
- The new ways that data gets into the environment and out into the hands of the business community
- The environmental support mechanisms that ensure full enterprise access to critical BI capabilities
- The rationale behind each of the CIF components
- Methodologies for implementing each component and tips for getting started

**GEARED TO**

- Data warehousing professionals; business executives with a stake in the data warehouse

**T6P NEW!**

Tuesday, November 3, 2:15–5:30 p.m.  
Leadership and Management

**How Healthy Is Your BI System? Assessing Its Strengths and Weaknesses****Claudia Imhoff**

Almost every major enterprise today has some form of DW and BI capabilities. However, many question the value of their decision-making environments, struggle with next steps, and wonder how to improve the usability of their environment. The best way to answer these questions is to perform an assessment of existing capabilities, comparing them to documented best practices and developing a road map of improvements. This seminar introduces the structure of a readiness assessment, providing actionable recommendations that enable the DW/BI team to maximize its potential for success by leveraging its strengths and mitigating its cultural issues, risks, and weaknesses.

**YOU WILL LEARN**

- The assessment's objectives
- Four stages of an assessment: information gathering, analysis, presentation, and knowledge transfer
- Process and expected deliverables
- Sample assessment findings
- How vendors can help

**GEARED TO**

- Business sponsors; business managers; project managers; project leads

**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

**T7A** 

Tuesday, November 3, 8:00–11:15 a.m.  
CBIP Certification

## CBIP Preparation for the Information Systems Core Exam

**Deanne Larson**

This course is for those who have knowledge and experience in the information systems field but would benefit from an interactive and informative review prior to taking the information systems core exam. You'll prepare to test through discussion, review of concepts and terminology, and practice with sample exam questions. A CBIP-certified instructor who has experienced the process and can share tips to improve your performance on the exam will lead this class.

*This course assumes a working knowledge of information systems.*

### YOU WILL LEARN

- Concepts and terms used in the exam (technology and business; application system; data management; systems development)
- What constitutes the complete body of knowledge for the exam
- How to assess your knowledge and skill
- What to expect during the examination process
- Techniques to improve your performance on the exam

### GEARED TO

- Everyone seeking CBIP certification (the core exam is required for all CBIP specialties)

**T7P** 

Tuesday, November 3, 2:15–5:30 p.m.  
CBIP Certification

## CBIP Preparation for the Data Warehousing Exam

**Deanne Larson**

This course is for those who already have DW knowledge and experience but would benefit from an interactive and informative review prior to testing. You'll get ready to test through discussion, review of concepts and terminology, and practice with sample exam questions. A CBIP-certified instructor who has experienced the process and can share tips to improve your performance on the exam will lead this class.

*This course assumes a working knowledge of data warehousing.*

### YOU WILL LEARN

- Concepts and terms used in the exam (organization and methodology; architecture and technology; data modeling; data integration; implementation and operation)
- What constitutes the complete body of knowledge for the exam
- How to assess your knowledge and skill
- What to expect during the examination process
- Techniques to improve your performance on the exam

### GEARED TO

- Everyone seeking CBIP certification (the DW exam is required for all CBIP specialties)

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**W1 UPDATED!** 

Wed., November 4, 8:00 a.m.–5:30 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, 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 data warehousing concepts and business intelligence 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

**W2** 

Wednesday, November 4, 8:00 a.m.–5:30 p.m.  
Data Analysis and Design, Business Analytics

## TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics

**John O'Brien**

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



Wednesday, November 4, 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

**W4**

Wednesday, November 4, 8:00 a.m.–5:30 p.m.  
Data Integration, Data Analysis and Design

## Data Warehouse Lifecycle Overview

**Margy Ross**

This course offers an overview of the Kimball Lifecycle approach including practical tips and techniques for creating a successful data warehouse and business intelligence system. It distills the essential elements of the Kimball approach described in the best-selling book, *The Data Warehouse Lifecycle Toolkit, Second 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 and 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 data warehouse.

#### 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

## 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.

# COURSE DESCRIPTIONS

**W5A UPDATED!** Wednesday, November 4, 8:00–11:15 a.m.  
Data Integration

## Introduction to MDM for BI Professionals

**Evan Levy**

The promise of MDM to solve the problems created by siloed enterprise applications, exponential data growth, and competitive business requirements has lured both business and IT professionals. This presentation introduces the concept of MDM as a business solution, emphasizing real-life use cases for MDM. Discussion will focus on business drivers, justifying a MDM program, and how MDM can be positioned to complement and enhance a BI environment. Also covered will be career path expansion opportunities through MDM advocacy.

### YOU WILL LEARN

- How to pitch the value of MDM
- The common arguments against MDM
- What successful MDM programs look like
- Emerging MDM best practices

### GEARED TO

- CIOs and chief data officers; data stewards and data management staff; program and project managers; BI Competency Center or project team members

**W5P NEW!** Wednesday, November 4, 2:15–5:30 p.m.  
Data Integration

## Gathering MDM Requirements: A Different Formula

**Evan Levy**

As MDM grows in the marketplace, it's still commonplace to find projects that have not realized the value that MDM promises. To be successful, MDM projects must address the value MDM brings to the enterprise. They must also address how enabled information will be used to support business objectives. This requires a different approach to requirements gathering. In this half-day session, James Masuoka will describe what MDM requirements should cover, focusing on the distinct processes and skills that are required for successful MDM implementation projects.

### YOU WILL LEARN

- Breadth of MDM business and technical requirements that are gathered
- Differences between BI requirements and MDM requirements gathering
- MDM requirements gathering process
- Skills required in the MDM requirements gathering team

### GEARED TO

- PMs; practitioners; business analysts and business sponsors interested in their role in MDM projects

**W6A** Wednesday, November 4, 8:00–11:15 a.m.  
Data Integration

## Ensuring Data Quality in Data Integration— Practical Skills

**Arkady Maydanchik**

The corporate data universe consists of numerous databases connected by countless real-time and batch data interfaces. Data continuously moves about and changes. The databases are endlessly redesigned and upgraded, as are the programs responsible for the data integration. The typical result of these dynamics is that information systems get better, while data quality deteriorates. Without a comprehensive data quality monitoring program, bad data spread like viruses. This course discusses various practices that can be put in place to mitigate the problem and maintain high data quality through data integration.

### YOU WILL LEARN

- Data quality challenges
- The role of data quality monitoring
- Techniques to monitor quality for real-time data integration and batch data integration
- How an information integration hub can be applied to managing data quality

### GEARED TO

- Data integration practitioners

**W6P** Wednesday, November 4, 2:15–5:30 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

**W7A NEW!**Wednesday, November 4, 8:00–11:15 a.m.  
Business Analytics

## Web 2.0, Social Media, and BI Part 1: Extending the BI Portfolio

**Mark Madsen**

The Web is the dominant user interface for applications, and the number of systems providing information both inside and outside the firewall is exploding. Business intelligence has not kept pace; instead, it runs the risk of becoming another legacy environment as Web technologies continue to innovate.

Extracting data and integrating content into dashboards, portals, or applications is challenging because it is difficult to bridge Web-based systems and the data warehouse. The data you want might be available on a Web page, through an API, or stored in files.

This session will help you understand how these Web and social technologies work, how they impact the BI environment, and how you can use them within the context of the data warehouse.

### YOU WILL LEARN

- About social features, Web 2.0, and what they mean for our BI tools and environments
- How Web technologies and mash-ups work
- Core Web 2.0 and social media concepts
- Tools and techniques to integrate Web-based data
- Future trends involving Web 2.0 and social software in the BI market

### GEARED TO

- BI/DW architects, designers, and developers

**W7P NEW!**Wednesday, November 4, 2:15–5:30 p.m.  
Business Analytics

## Web 2.0, Social Media, and BI Part 2: Customer Analysis, Social Media, and Online Marketing

**Mark Madsen**

Data about customers and their behavior is increasingly valuable and is more accessible than ever thanks to the Web and mobile devices. The biggest areas of impact are marketing and sales, where BI and analytics support have been weak to nonexistent.

Combined with modern architectures and analysis techniques, Web and social data can transform marketing and sales. We will examine several cases and demos highlighting online marketing and social media and how they generate and use customer data.

This course looks at Web 2.0 and social media as it relates to business intelligence. We'll examine Web technologies and social software features and put them into several contexts—as bits of technology, external applications, potential sources of data, and a subject for analysis.

*Web 2.0, Social Media, and BI Part 1 suggested*

### YOU WILL LEARN

- Why the Web and social media are important and how they are influencing companies
- How to use social media and the Web as a source of data
- Social media and marketing metrics and measurement
- Techniques for customer (both consumer and business) analysis
- What the future of social, mobile, and Web analytics looks like

### GEARED TO

- BI/DW architects, designers, and managers

**TH1 NEW!**Thursday, November 5, 9:00 a.m.–5:00 p.m.  
Data Analysis and Design

## TDWI Advanced Data Modeling Techniques

**John O'Brien**

Whether you are a business data modeler who represents data requirements as entities and relationships or a physical data modeler more concerned with tables, columns, and indexes, you know that the hard stuff lies beneath the surface. Every data design, whether logical or technical, is challenged by one or more complex considerations—scalability, adaptability, performance, legacy and package databases, etc. Every data model raises questions. Advanced modeling techniques provide many of the answers.

*This course assumes completion of the course TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems or equivalent understanding of entity-relationship modeling, dimensional modeling, and DW terms and concepts.*

### YOU WILL LEARN

- When, where, and how to apply advanced modeling techniques, including:
  - Normalization and denormalization
  - Abstraction, patterns, and universal models
  - Generalization, specialization, and inheritance
  - Time and time-dependency in the data model
  - States and state-dependency in the data model
  - Recursion for lists, trees, and networks
  - Complementary models—process, state-transition, use cases, and event maps
  - Advanced indexing and outer join optimization
  - Data model validation and testing

### GEARED TO

- Data modelers with some practical experience; data architects; database developers

# COURSE DESCRIPTIONS

**TH2**

Thursday, November 5, 9:00 a.m.–5:00 p.m.  
Data Analysis and Design, Business Analytics

## Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques

**Laura L. Reeves**

You have done your homework. You have learned the fundamental dimensional modeling skills, and you have jumped into the first, second, and third project. Now what? Your modeling problems do not fit neatly into the textbook examples. Maybe you are stumped, or perhaps you think you have solved the problem correctly but need a second opinion.

This accelerated class will go beyond the fundamental questions to tackle some of the most commonly asked questions and address the most common mistakes that people make. This course is based on real-world experience in dealing with large data volumes and very complex models. The goal of this course is to equip you with the tools and knowledge to address your complex modeling challenges and to meet your demanding business needs.

*This course assumes basic knowledge about dimensional modeling and some hands-on experience, as well as knowledge of dimensional DW concepts.*

### YOU WILL LEARN

- Advanced techniques for handling complex, real-life dimensional modeling problems
- How to weigh advantages and disadvantages of design options
- Guidelines for designing complex data marts
- Techniques to keep users involved in the modeling process

### GEARED TO

- Data modelers; database administrators; project managers; staging system developers; end-user application designers

**TH3** 

Thursday, November 5, 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.

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### 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

**TH4**

Thursday, November 5, 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

#### TH5

Thursday, November 5, 9:00 a.m.–5:00 p.m.  
Data Analysis and Design

### Universal Data Models in Practice

#### Len Silverston

More than 60 percent of a data model consists of common constructs that are applicable to most enterprises. Doesn't it make sense, then, to have a source for these common constructs instead of "reinventing the wheel" each time you model data for an enterprise data model, data warehouse design, and/or project data model?

This interactive seminar walks you through the process of using common or "universal" data models and patterns to jump-start and quality-assure any data modeling effort. We will examine many data modeling pitfalls, learn how to avoid them, and learn more effective techniques for modeling. These models, hints, and techniques could save your organization a great deal of time and money by avoiding unnecessary modeling and redesign costs for your enterprise! This dramatically different seminar teaches data modeling by example. We will teach mainly by showing real-life examples of best practice models, reinforced by class exercises. You can then use these to help create data models for your organization—you will build on the examples presented to develop your own data models, which you can use immediately to jump-start your own efforts.

*This course assumes basic knowledge of data modeling concepts.*

#### YOU WILL LEARN

- Powerful patterns for modeling common types of data such as roles, statuses, categories, hierarchies, and rules, using specific and abstract styles of modeling
- Reusable "universal" data models, including constructs for modeling parties, roles, relationships, contact information, and products/services
- Pitfalls in data modeling and "war stories" illustrating consequences of incorrect modeling; examples and experiences of how organizations have applied these models and patterns
- How to apply these models and patterns to your organization through hands-on exercises

#### GEARED TO

- Data modelers; data warehouse designers; data analysts; data administrators; database designers; database administrators; database consultants; any other information systems professionals who need to be involved in data warehouse designs, data models, database designs, and data integration issues

**Enrollment is limited to 50 attendees.**

#### TH6 NEW!

Thursday, November 5, 9:00 a.m.–5:00 p.m.  
Administration and Technology

### BI in the Cloud

#### Steve Dine

There is a great deal of confusion over the definition of cloud computing and its benefits to organizations. Many analysts even feel that it has yet to live up to the hype. However, few argue about the cloud's potential to change the way computing resources are delivered. In this course, we not only discuss the different definitions of the cloud, but also provide tangibility with a step-by-step demonstration of setting up a server instance in the cloud. We also discuss the potential benefits and challenges of architecting BI solutions in an external, virtual computing architecture and present different options from vendors to strategies for organizations looking to leverage utility computing in their BI programs.

In the afternoon, Lenin Gali, director of business intelligence for ShareThis, will present an in-depth case study of his experiences with implementing and managing a terabyte-sized data warehouse in the cloud. He will discuss the architecture that has been implemented and the technologies used to process large volumes of data. Lenin will also share lessons learned and the best practices and pitfalls of business intelligence in the cloud.

*This course assumes completion of Data Warehousing Concepts and Principles and Business Intelligence Fundamentals, as well as experience with BI programs.*

#### YOU WILL LEARN

- The different definitions of cloud computing
- How to launch a server instance in the cloud
- The different vendors offering cloud solutions, from infrastructure to BI
- The benefits and current challenges to implementing BI in the cloud
- Architectures that work well in today's cloud
- Emerging technologies that are being used to implement large scale data warehouses in the cloud

#### GEARED TO

- Those with experience on prior BI projects and/or those who work on or manage existing BI programs

## 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.

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# COURSE DESCRIPTIONS

**F1 UPDATED!**

Friday, November 6, 8:00 a.m.–3:30 p.m.  
Data Integration

## TDWI Data Integration Testing: Ensuring Quality for ETL and Data Consolidation

**Michael L. Gonzales**

Testing of software systems is always challenging, but testing data integration systems is especially hard. Complex logic for consolidating data from disparate sources, data quality problems in source systems, “surprise” changes in source systems, and other factors combine to make data integration testing uniquely challenging. Although concepts of unit testing, stream testing, and system testing are still important, they alone are not adequate to the task of ensuring quality in data warehousing and data integration systems.

This course uses a combination of lecture, examples, and practice to teach effective testing techniques for data integration. From data profiling to stress and regression tests, you’ll learn about effective models that can be used to apply the most powerful testing techniques throughout the data integration lifecycle.

*This course assumes TDWI Data Warehousing Concepts and Principles and TDWI Data Integration Techniques or equivalent knowledge.*

### YOU WILL LEARN

- Why data integration testing is particularly challenging
- The data quality challenges that are inherent in data integration systems and projects
- Several testing techniques and the circumstances where each is most effective
- How to test data integration systems throughout the lifecycle from requirements to deployment
- Methods for effective test planning and test execution

### GEARED TO

- ETL and data integration system developers; data integration systems designers and architects; testing and quality assurance specialists; data warehousing and data migration project managers

**F2**

Friday, November 6, 8:00 a.m.–3:30 p.m.  
Data Analysis and Design

## Using the Data Model Scorecard to Improve Data Model Quality

**Steve Hoberman**

Gravity, wind, and aim influence an arrow’s trajectory much as deadlines, skills, and biases influence a data model’s trajectory. These factors strongly affect whether a model will reach its target of appropriately representing a business solution. The archer’s score can be calculated quickly, and we can easily see success or failure. This is where the analogy ends however, because there is no standard way of measuring the strengths and weaknesses of our data models, leaving much up to interpretation, perception, and the test of time.

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After years of reviewing hundreds of data models, I have formalized a set of data model quality criteria into what I call the Data Model Scorecard. The Scorecard contains all the criteria for highlighting strengths and identifying areas for improvement in our designs. This course goes into detail on the Scorecard and provides techniques and tips for improving the quality of your models.

*This course assumes a basic understanding of data modeling.*

### YOU WILL LEARN

- The importance of having an objective measure of data model quality
- The categories that make up the Scorecard
- How to apply the Scorecard to different types of models
- Techniques to strengthen our models
- How to introduce the Scorecard into a development methodology and your company culture

### GEARED TO

- Analysts; architects; developers; database administrators; modelers

**F3**

Friday, November 6, 8:00 a.m.–3:30 p.m.  
Data Analysis and Design

## Integrating Data Warehouses and Data Marts Using Conformed Dimensions

**Laura L. Reeves**

This accelerated course is designed to help you better understand how to design and build new data marts, as well as retrofit existing data marts into an integrated enterprise DW architecture. This interactive course will provide you with the tools and techniques to remove data silos from your organization, and provide decision makers with a single view of all your data.

*This course assumes knowledge of dimensional DW concepts as well as basic DW and data mart concepts.*

### YOU WILL LEARN

- The real differences between “top-down” and “bottom-up” approaches
- What conformed dimensions are and how to design them
- How to begin drafting your DW data architecture

### GEARED TO

- Data architects or modelers; DBAs; project or program managers

**F4 NEW!**

Friday, November 6, 8:00 a.m.–3:30 p.m.  
Leadership and Management

## Agile Data Warehousing

**Ralph Hughes**

This course details how to double the speed of the typical data warehousing and business intelligence team by means of two popular agile development approaches: Scrum and XP. Agile data warehousing eliminates the work of writing seldom-read

specifications that are validated through endless committee reviews. Instead, developers are unleashed to craft a steady stream of customer-pleasing DW/BI modules. Techniques for rapidly gathering requirements, estimating work quickly and accurately, and quality assurance through automated and continuous integration testing will be central to the discussion, as well as strategies for advocating an agile approach to skeptical IT management.

*This course assumes familiarity with basic data warehouse architectures, data transformation processes, and elementary project management concepts.*

#### YOU WILL LEARN

- How to identify the aspects of traditional project management that decimate traditional DW/BI teams' delivery speed
- How to work the complete DW/BI development lifecycle according to the principles of Scrum and XP
- How an agile method mixes with the latest generation of DW/BI tools to dramatically streamline the standard DW/BI data and process architecture so development teams can deliver applications faster, better, and for less money

#### GEARED TO

- Senior-level participants in data warehousing projects or programs, including program managers; project managers; solutions architects; lead technical team members

**F5 UPDATED!** Friday, November 6, 8:00 a.m.–3:30 p.m.  
Administration and Technology, Leadership and Management

## 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
- Extending BI with text analytics
- 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

**F6A NEW!** Friday, November 6, 8:00 a.m.–11:15 a.m.  
Business Analytics

## Communications in the 21st Century: BI—The Universal Translator

**Steve Palmer**

The original BI vision of providing insight for business leaders is now in the mainstream for consumers. If you drive a hybrid car, use online banking, or watch cable television, you are living through BI. These examples all describe use of the BI metaphor we will call CI, or consumer intelligence. Deconstructing these examples of CI allows us to identify what makes them valuable and how they can be used in the enterprise. Learn how to dramatically transform communication between business and IT people by using visually rich methods to deliver high value business solutions.

#### YOU WILL LEARN

- Effective communication techniques for IT and business
- New methods for BI requirements gathering
- High impact guidelines for BI visualization
- An architectural approach to deconstructing anything

#### GEARED TO

- Executives; sponsors; LOB owners; BI/analytics/EPM program and project managers; business and systems analysts; architects

**F6P NEW!** Friday, November 6, 12:15–3:30 p.m.  
Leadership and Management

## Communications in the 21st Century: A Rosetta Stone for Business and IT

**Steve Palmer**

Most people would agree a language barrier exists between business people and the IT folks trying to serve them. We must begin using new techniques for bridging that communication gap. If a picture is worth a thousand words, an interactive picture is worth a million. Visualization is a critical means to creating a common language and form of expression to align what the business person means with what the IT professional understands, and vice versa. Learn how to apply visualization techniques as a means to "talk" to one another. Learn how mind-mapping, modeling, deconstruction, prototyping, and artistic representation all work together to create a new language.

#### YOU WILL LEARN

- Effective communication techniques for IT and business
- New methods for BI requirements gathering
- High impact guidelines for BI visualization
- An architectural approach to deconstructing anything

#### GEARED TO

- Executives; sponsors; LOB owners; BI/analytics/EPM program and project managers; business and systems analysts; architects

# VENDOR EXHIBITION



## 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 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.
	Hospitality Suites 7:00 p.m.	

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. Visit [www.tdwi.org/2009orlandobi](http://www.tdwi.org/2009orlandobi) for more information about exhibitors at the TDWI World Conference in Orlando.

### THE FOLLOWING COMPANIES HAVE EXHIBITED WITH TDWI IN THE PAST TWO YEARS:

Ab Initio Software Corporation  
Actuate  
Altosoft  
AMB Dataminers Inc.  
Applix  
ASG  
Aster Data Systems  
Balanced Insight, Inc.  
BEZ Systems, Inc.  
BizGui  
CA, Inc.  
ChartSearch, Inc.  
CIBER  
Claraview  
Clear Sight Analytics LLC  
Collabera, Inc.  
Collaborative Consulting  
Compact Solutions  
Composite Software, Inc.  
Connotate  
Corda Technologies  
Dashboard Insight  
DataDirect Technologies  
DataFlux  
DataLever Corporation  
DATAlegro  
DataMentors, Inc.  
DataMicron Inc.  
DataMirror  
Dataupia  
DecisionPath Consulting

Dundas Data  
Visualization Consulting  
Dunn Solutions Group  
e2e Analytix Inc.  
EasyAsk, a division of  
Progress Software  
ESRI  
eThority  
ETI  
Exeros  
expressor software  
GoldenGate Software  
Greenplum  
HCL  
Hexaware Technologies  
HP  
i2 Technologies  
IBM  
Identity Systems  
illuminate Solutions  
Incisive Analytics  
InetSoft  
Infobright Inc.  
Informatica Corporation  
Information Builders  
InforSense  
infoUSA  
Ingres Corporation  
iOLAP, Inc.  
Jaspersoft  
Jinfony Software

Kalido  
Kickfire  
Knowledge Relay  
Kognitio  
Lavastorm  
LoganBritton, Inc.  
Melissa Data  
Microsoft Corporation  
MicroStrategy  
Netezza Corporation  
Netrics  
Noetix Corporation  
Oco Inc.  
Oracle  
ParAccel, Inc.  
Pentaho  
Pervasive Software  
Pitney Bowes Group 1 Software  
Project Performance Corporation  
Proxix Solutions, Inc.  
QL2  
QlikView  
SAND Technology  
SAP  
SAS Institute Inc.  
Silver Creek Systems  
SilverTrain, Inc.  
St. Joseph's University  
Strategy Companion Corporation  
StratXData  
Sun Microsystems, Inc.

Sybase  
Syncsort Incorporated  
Sypherlink, Inc.  
Talend  
Teleran Technologies  
Teradata Corporation  
The Dayhuff Group  
TIBCO Spotfire  
Tidal Software  
Trillium Software, a division  
of Harte-Hanks  
Unisys Corporation  
Vertica Systems, Inc.  
Visual Mining, Inc.  
Wherescape  
XLCubed Ltd.  
Zettapoint  
Zoomix

**For information about exhibiting or vendor sponsorships, contact Steve Cissell at [scissell@tdwi.org](mailto:scissell@tdwi.org) or 425.277.9135.**

## Added Value for Your Education Dollar

CONNECT. SHARE. LEARN.

As a TDWI Member, you have access to valuable tools and crucial information that will help you interact and connect with other business intelligence and data warehousing professionals and advance your career in the business intelligence and data warehousing industry.

### Membership Benefits

When you become a Member, you will receive a Membership certificate and have full access to exclusive content on our Web site at [www.tdwi.org](http://www.tdwi.org). We'll provide you with a comprehensive selection of industry research, news and information, online resources, and peer networking opportunities developed exclusively for Members.

### Research

TDWI original research is produced throughout the year on topics that span the spectrum of business intelligence, data warehousing, and business performance management.

### Annual TDWI Salary, Roles, and Responsibilities Report

The *TDWI Salary, Roles, and Responsibilities Report* provides an overview of compensation, roles, responsibilities, skills, experience, training, and job satisfaction of industry professionals. It also takes an in-depth look at the profiles of 10 specific industry roles.

### Quarterly Best Practices Reports

TDWI Best Practices Reports are designed to educate technical and business professionals about new business intelligence technologies, concepts, or approaches that address a significant problem or issue.

### Publications

TDWI publications are written by TDWI directors and industry-leading practitioners who have in-the-trenches experience and an edge on the latest trends and technology. Each publication is rich with information to help you do your job and do it more effectively.

### Quarterly Business Intelligence Journal

The *Business Intelligence Journal* is an in-depth, unbiased information resource that provides actionable insight on how to plan, build, and deploy business intelligence and data warehousing solutions.

### Quarterly Ten Mistakes to Avoid series

The Ten Mistakes to Avoid series, published quarterly, addresses the 10 most common mistakes managers and teams make—from data modeling to building an operational data store—and gives you inside knowledge on how to avoid these common pitfalls.

### Team Memberships

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 Team Membership is easy to manage and renew—you designate one person as the contact for your entire team.

### Networking

The network you build with TDWI instructors and thought leaders by being involved with TDWI is one of the most valuable aspects of Membership. You can develop invaluable industry connections with Members in a specific vertical at our live educational events, or network online anonymously or openly through a variety of social network communities.

**LinkedIn:** [www.tdwi.org/linkedin/tdwi](http://www.tdwi.org/linkedin/tdwi)

**Twitter:** <http://twitter.com/TDWI>

**Facebook:** [www.tdwi.org/facebook](http://www.tdwi.org/facebook)



## TDWI Guru Sessions

Need some free consulting? TDWI offers complimentary Guru Sessions to enhance your conference experience. 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. Sign up for these sessions at the conference.

# ABOUT TDWI

TDWI, a division of 1105 Media, Inc., 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](http://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 TDWI World Conferences, we offer educational opportunities at regional seminars, symposiums, and through our Onsite program.

## TDWI SEMINAR SERIES

### In-Depth Training in a Small Class Setting

[www.tdwi.org/seminars](http://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 SYMPOSIUMS

[www.tdwi.org/ontheroad](http://www.tdwi.org/ontheroad)

TDWI Symposiums offer the best of our Seminar Series combined with an exhibit area to keep you abreast of the latest in technology. As always, our vendor-neutral approach ensures that your classes will be loaded with objective, actionable information. Symposiums 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 Symposiums provide a high-impact learning experience with significant student-teacher interactivity. Visit [www.tdwi.org/ontheroad](http://www.tdwi.org/ontheroad) to find a Symposium happening near you.

## TDWI ONSITE EDUCATION

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

[www.tdwi.org/onsite](http://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](http://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.

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## TDWI CONTACT INFORMATION

**Phone:** 425.277.9126

**Fax:** 425.687.2842

**E-mail:** [info@tdwi.org](mailto:info@tdwi.org)

**Web:** [www.tdwi.org](http://www.tdwi.org)

## TDWI EDUCATION DEPARTMENT

**Phone:** 425.277.9181

**E-mail:** [education@tdwi.org](mailto:education@tdwi.org)

# HOTEL AND TRAVEL

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.

The Renaissance Orlando Hotel at SeaWorld, directly across from SeaWorld Orlando and



Discovery Cove, will serve as the official headquarters hotel for TDWI's World Conference in Orlando.

## Renaissance Orlando Hotel at SeaWorld

6677 Sea Harbor Drive  
Orlando, FL 32821

**Phone:** 407.351.5555 or 800.327.6677

**Web:** [www.renaissanceseaworldorlando.com](http://www.renaissanceseaworldorlando.com)

**Reservations:** <http://cwp.marriott.com/mcosr/tdwi/>

TDWI has reserved a block of rooms for conference attendees at sharply reduced rates: \$199, plus tax, for single/double occupancy. Visit [www.tdwi.org/2009orlandobi/hotel](http://www.tdwi.org/2009orlandobi/hotel) for more details.

**This discounted rate is available through Wednesday, October 7, 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.

American Airlines (TDWI's official carrier) is offering exclusive discounts on airfares for TDWI conference attendees. Information: [www.tdwi.org/2009orlandobi/hotel](http://www.tdwi.org/2009orlandobi/hotel)

Avis is offering discounts on car rental fees for TDWI conference attendees. Information: [www.tdwi.org/2009orlandobi/hotel](http://www.tdwi.org/2009orlandobi/hotel)

## PREMIER MEDIA SPONSORS



## MEDIA SPONSORS

### Application Development Trends



For information about media sponsorships or press participation, contact Lesley Nadarski at [Inadarski@tdwi.org](mailto:Inadarski@tdwi.org) or 425.277.9154.

**REGISTER** at [www.tdwi.org/2009orlandobi](http://www.tdwi.org/2009orlandobi)  
**QUESTIONS?** 425.277.9181 or [education@tdwi.org](mailto:education@tdwi.org)

# HOW TO REGISTER

## STEP 1. SELECT YOUR COURSES

Check one full-day course or one A.M. (A) course and one P.M. (P) course for each day you will attend. Courses without an A or P designation are full day courses.

### SUNDAY, NOVEMBER 1

- S1** TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
- S2** TDWI Introduction to Business Analytics
- S3** Designing a High-Performance Data Warehouse
- S4** BI from Both Sides: Aligning Business and IT
- S5** Ten Steps to Quality Data and Trusted Information for the Data Warehouse
- S6A** Performance Dashboards: Measuring, Monitoring, and Managing Your Business
- S6P** Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level

### MONDAY, NOVEMBER 2

- M1** TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- M2** TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
- M3** TDWI Enterprise Metrics: Designing Integrated Business Metrics
- M4** Real-Time Data Warehousing
- M5** Data Driven: Managing Data Assets
- M6A** BI Manager Toolkit: Managing Accountability for Project Success
- M6P** BI Manager Toolkit: Negotiating and Resolving Disagreements
- M7A** Textual Mining and Textual Analytics—Unlocking Hidden Patterns and Unleashing Knowledge from Your Enterprise Data
- M7P** Open Source BI and Data Warehousing Tools in Practice

### TUESDAY, NOVEMBER 3

- T1** TDWI Project Management for Business Intelligence
- T2** Predictive Modeling for the Non-Statistician
- T3** A Data Governance Workshop for BI Professionals
- T4** Ensuring Data Quality in Data Migration—Practical Skills
- T5A** Developing Your BI Tool Strategy
- T5P** Cool BI: The Latest Innovations
- T6A** CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives
- T6P** How Healthy Is Your BI System? Assessing Its Strengths and Weaknesses
- T7A** CBIP Preparation for the Information Systems Core Exam
- T7P** CBIP Preparation for the Data Warehousing Exam

### WEDNESDAY, NOVEMBER 4

- W1** TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- W2** TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
- W3** TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
- W4** Data Warehouse Lifecycle Overview
- W5A** Introduction to MDM for BI Professionals
- W5P** Gathering MDM Requirements: A Different Formula
- W6A** Ensuring Data Quality in Data Integration—Practical Skills
- W6P** The Human Side of Data Integration: Powerful Principles Critical to Success
- W7A** Web 2.0, Social Media, and BI Part 1: Extending the BI Portfolio
- W7P** Web 2.0, Social Media, and BI Part 2: Customer Analysis, Social Media, and Online Marketing

### THURSDAY, NOVEMBER 5

- TH1** TDWI Advanced Data Modeling Techniques
- TH2** Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
- TH3** TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
- TH4** The BI Pathway Approach: Delivering BI for Business Value
- TH5** Universal Data Models in Practice
- TH6** BI in the Cloud

### FRIDAY, NOVEMBER 6

- F1** TDWI Data Integration Testing: Ensuring Quality for ETL and Data Consolidation
- F2** Using the Data Model Scorecard to Improve Data Model Quality
- F3** Integrating Data Warehouses and Data Marts Using Conformed Dimensions
- F4** Agile Data Warehousing
- F5** Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
- F6A** Communications in the 21st Century: BI—The Universal Translator
- F6P** Communications in the 21st Century: A Rosetta Stone for Business and IT

## CONFERENCE QUESTIONS?

**Phone:** 425.277.9181

**E-mail:** education@tdwi.org

## 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

Register today at  
[www.tdwi.org/2009orlandobi](http://www.tdwi.org/2009orlandobi)



**STEP 2. 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)

\* PLEASE NOTE: T7A and T7P course books are not available for purchase.  
Course books are not available after the conference.

**STEP 3. CALCULATE YOUR PAYMENT**

Multiple-day packages do not require consecutive days.

**FEES—BEST RATE (Through September 18, 2009)**

	TDWI Member	Non-Member	SAVE ‡
<input type="checkbox"/> Standard Package (3 days)	\$1,273	\$1,430**	35%
<input type="checkbox"/> Mega Package (4 days)	\$1,602	\$1,801**	35%
<input type="checkbox"/> Giga Package (5 days)	\$1,885	\$2,119**	35%
<input type="checkbox"/> Tera Package (6 days)	\$2,126	\$2,389**	35%

‡ Percentage of savings off the regular registration package fees.

**FEES—EARLY REGISTRATION (September 19–October 9, 2009)**

	TDWI Member	Non-Member	SAVE †
<input type="checkbox"/> Standard Package (3 days)	\$1,782	\$2,025**	10%
<input type="checkbox"/> Mega Package (4 days)	\$2,244	\$2,550**	15%
<input type="checkbox"/> Giga Package (5 days)	\$2,640	\$3,000**	20%
<input type="checkbox"/> Tera Package (6 days)	\$2,970	\$3,375**	25%

† Percentage of savings off the early registration day rate of \$660 for Members and \$750 for non-Members. Day rate includes full-day course instruction.

**FEES—REGULAR REGISTRATION (October 10–October 30, 2009)**

	TDWI Member	Non-Member	SAVE ††
<input type="checkbox"/> Standard Package (3 days)	\$1,958	\$2,201**	10%
<input type="checkbox"/> Mega Package (4 days)	\$2,465	\$2,771**	15%
<input type="checkbox"/> Giga Package (5 days)	\$2,900	\$3,260**	20%
<input type="checkbox"/> Tera Package (6 days)	\$3,270	\$3,675**	25%

†† Percentage of savings off the regular registration day rate of \$775 for Members and \$815 for non-Members. Day rate includes full-day course instruction.

\*\*All non-Member registrations for three or more days include a one-year TDWI Membership. When you register, you may choose 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 October 30, 2009—add \$50)** + \$ \_\_\_\_\_

**ADDITIONAL COURSE BOOKS** + \$ \_\_\_\_\_  
Full-day \$45 each/\$30 Members, half-day \$22 each/\$15 Members  
PLEASE NOTE: T7A and T7P course books are not available for purchase.  
Course books are not available after the conference.

**> TOTAL FEE** = \$ \_\_\_\_\_

**STEP 4. REGISTER**

**Online:** [www.tdwi.org/2009orlandobi/register](http://www.tdwi.org/2009orlandobi/register)

**Phone:** 800.280.6218 or

541.346.3537 (M–F, 8:00 a.m.–5:00 p.m. PT)

**Fax/Mail:** Download a registration worksheet and form at [www.tdwi.org/2009orlandobi/fax](http://www.tdwi.org/2009orlandobi/fax)

Rest easy—online registrations are secure. Our secured server environment keeps your information private.

TDWI's Federal Tax ID Number is 20-4583700.

TDWI is a division of 1105 Media, Inc.

**REGISTRATION DEADLINES**

**BEST RATE** Deadline (use priority code: EB350R) September 18, 2009

Early Registration Discount Deadline . . . . . October 9, 2009

Regular Registration Deadline . . . . . October 30, 2009

After October 30, please register onsite. Registration will be limited to space available. You will incur a \$50 late registration fee after October 30.

**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. See page 29 or visit [www.tdwi.org/membership](http://www.tdwi.org/membership) for more information on TDWI Member benefits. Membership is activated on your conference registration date, so you can begin to enjoy benefits right away.

**REFUND AND CANCELLATION POLICY**

You may substitute another person in your place by calling 800.280.6218 or 541.346.3537 (M–F, 8:00 a.m.–5:00 p.m. PT) before October 23, 2009. If you must cancel, your refund request must be e-mailed to [tdwireg@continue.uoregon.edu](mailto:tdwireg@continue.uoregon.edu) no later than October 23. Your fee will be returned, less a 20 percent cancellation fee. No refunds or credits will be issued after October 23.





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Orlando, FL | November 1-6, 2009 [www.tdwi.org/2009orlandobi](http://www.tdwi.org/2009orlandobi)

RECENT ATTENDEES SHARE THEIR EXPERIENCES AND IMPRESSIONS OF ATTENDING A TDWI WORLD CONFERENCE.



Nick Krokoszynski  
Applications Data Manager  
Actelion Pharmaceuticals

“The conference has been good. I’ve really enjoyed the speakers and the sessions that I’ve been taking.”



David George  
Portfolio Manager  
USDA Forest Service

“This is the third TDWI conference I’ve been to, and I love them. The instructors are very high caliber, high quality people. The more I learn about this industry, the more impressed I am by the instructors here.”



Ed Boyle  
BI Program Manager  
Citrix Online

“I’ve been to several TDWI conferences, and they’re always consistently good. I like the fact that they’re vendor neutral. Also, the week is very well thought out, with a consistent message across all the presentations.”

**TAKE A SNEAK PEEK!** Select Course Previews Now Available for Download  
[www.tdwi.org/2009orlandobi/coursepreviews](http://www.tdwi.org/2009orlandobi/coursepreviews)