



Certified Business  
Intelligence Professional



## TDWI CERTIFICATION

### A Road Map for Advancing Your Career

Distinguish yourself professionally.

Get an edge over the competition.

Advance your career with CBIP.

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



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

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

J. Myers, CBIP, BI Consultant

## 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.
- **OPPORTUNITY.** Hiring managers and recruiters take certification seriously.
- **CREDIBILITY.** The rigorous examination process ensures that CBIP is the industry standard.
- **VERSATILITY.** The credential validates technical knowledge without ties to a specific vendor or product.
- **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.
- **VALIDATION.** CBIP goes beyond conceptual and theoretical knowledge, demanding real-world experience and the demonstrated ability to apply your skills.
- **CONNECTIONS.** Get in touch with other CBIPs and keep learning through TDWI's events and social networks.



## Demographic Profile of Certified Business Intelligence Professionals

### Specialty Area

Data Analysis and Design	60%
Business Analytics	18%
Leadership and Management	16%
Data Integration	6%

### IT Experience

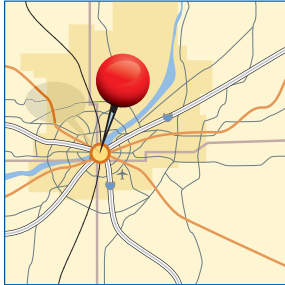
None	9%
Less than 2 years	2%
2–4 years	6%
4–6 years	8%
6–10 years	28%
10–20 years	36%
More than 20 years	12%

“Professionals with two or more BI or DW certifications make \$7,000 more on average.”

2011 TDWI Salary, Roles, and Responsibilities Report

### Business Experience

None	2%
Less than 2 years	7%
2–4 years	11%
4–6 years	14%
6–10 years	24%
10–20 years	30%
More than 20 years	12%



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**More Information about CBIP**

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

Contact: [cbip@tdwi.org](mailto:cbip@tdwi.org)

**Certify Your Team!**

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

TDWI Onsite Education can bring tailored training, CBIP preparation courses, and CBIP exams to your company location. For more information, contact Yvonne Baho at [ybaho@tdwi.org](mailto:ybaho@tdwi.org) or 978.582.7105.



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## 1 Is CBIP Right for You?

### 1. Is CBIP Right for You?

The CBIP program is designed for senior-level information systems and technology professionals in the business intelligence and data warehousing industry.

Professional experience and education that may indicate CBIP is right for you:

- Two or more years of full-time direct experience in computer information systems, data modeling, data planning, data definitions, metadata systems development, enterprise resource planning, systems analysis, application development and programming, or information technology management
- BA or MA in information systems, computer science, accounting, business administration, engineering, mathematics, sciences, or statistics

#### How do I identify my specialty area?

Read the descriptions under “Identify Your Specialty Area” below. Any of them sound like your area of expertise? You will select the exams you need to take based on your identified specialty area. Still have questions about where you fit in? Contact [cbip@tdwi.org](mailto:cbip@tdwi.org).

## 2 Identify Your Specialty Area

### 2. Identify Your Specialty Area

CBIP offers four recognized industry specialty areas to validate your skills and experience.

- **Leadership and Management.** Requires deep process knowledge, including development methodology, program and project management, as well as organizational and team-building skills. An understanding of business topics such as BPM, CRM, and SCM is also needed.
- **Business Analytics.** Understanding of both business and technical topics: concepts of performance management, business metrics definition and delivery, data visualization, and deployment and use of technology solutions such as OLAP, dashboards, scorecards, analytic applications, and data mining.

#### Need more information?

Contact:  
[cbip@tdwi.org](mailto:cbip@tdwi.org) or  
425.277.9231

# for Advancing Your Career

## 3 Identify Your Exams

Certification requires passing **THREE** exams:

### Two Mandatory Exams AND One Specialty Area Exam

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Information Systems Core Exam</li><li>• Data Warehousing Exam</li></ul> | <ul style="list-style-type: none"><li>• Leadership and Management Exam</li><li>• Business Analytics Exam</li><li>• Data Management Exam<br/>(Data Analysis and Design specialty)</li><li>• Systems Development Exam<br/>(Data Integration specialty)</li></ul> |
|---|--|

- **Data Analysis and Design.** Analysis concentrates on understanding business needs, and design translates needs into data structures. Skills include analysis, business metrics specification, and relational and dimensional modeling, as well as an understanding of data warehousing concepts, architectures, and processes.
- **Data Integration.** Proficiency in acquiring, transforming, and cleansing data. Mastery of concepts and skills for source data analysis and source qualification, data profiling, source/target mapping, data cleansing and transformation, and ETL development.

## 3. Identify Your Exams

Everyone must take two core exams on information systems and data warehousing, plus one exam for each chosen specialty area.

Still not sure? Visit [tdwi.org/cbip/specialtyareas](http://tdwi.org/cbip/specialtyareas) or contact [cbip@tdwi.org](mailto:cbip@tdwi.org).

# 4

Prepare

## What courses should I take to prepare for the exams?


TDWI offers dedicated preparation courses for all CBIP exams. These courses can be taken:

- **At TDWI World Conferences**  
([tdwi.org/conferences](http://tdwi.org/conferences))
- **Via TDWI Onsite Education**  
([tdwi.org/onsite](http://tdwi.org/onsite))

Contact us to learn more:  
[cbip@tdwi.org](mailto:cbip@tdwi.org) or 425.277.9231

## 4. Prepare

If you're one of the rare few with a wealth of knowledge and experience—both broad and deep—you can take the exams without any preparation. However, the exams are rigorous. TDWI offers resources that can help.

Courses with CBIP-related content are offered at TDWI World Conferences, TDWI Seminars, and through TDWI Onsite Education. Look for courses marked with the CBIP symbol () CBIP).

### CBIP Exams Guide

The CBIP Exams Guide covers all specialty areas and contains examination outlines, reference reading lists, sample exam questions, and answers/explanations for each exam in the CBIP program. It includes testing software and practice timed exams. The guide is not intended to be a complete study resource, but it can help you identify areas where additional study and/or work experience may be necessary. Visit [tdwi.org/cbip/examguide](http://tdwi.org/cbip/examguide).

### Exam Preparation Courses

In addition to CBIP-friendly courses, TDWI also offers dedicated preparation courses for each CBIP exam. Novices and veterans alike can improve their exam scores with these prep courses, which are designed for those who already have the knowledge and experience but would benefit from an interactive and informative review just prior to testing. You'll get ready to test through discussion, review of concepts and terminology, and practice with sample exam questions. Look for course titles beginning with "CBIP Preparation."

#### Prep courses include:

- The concepts and terms that are used in the exam
- The body of knowledge covered by the exam
- A self-assessment of knowledge and skills
- What to expect during the examination process
- Techniques to improve your performance

## TDWI Onsite Education

### CBIP: Your Location, Our Instructors, Your Team

If you have a team or group of individuals seeking CBIP certification, consider TDWI Onsite Education. Our instructors will bring the exam prep courses, any extra education, and the examinations right to your conference room with a training

package tailored to your team's needs. You'll accelerate the certification process and improve overall exam performance—without incurring travel expenses or sending staff out of the office.

Contact:  
Yvonne Baho  
Director, TDWI Onsite Education  
[ybaho@tdwi.org](mailto:ybaho@tdwi.org)  
978.582.7105



## 5 Take the Exams

### 5. Take the Exams

There are three ways to take CBIP exams:

- At **TDWI World Conferences** ([tdwi.org/conferences](http://tdwi.org/conferences))
- Via **TDWI Onsite Education** ([tdwi.org/onsite](http://tdwi.org/onsite))
- Via **individual exams** proctored in your area (contact [cbip@tdwi.org](mailto:cbip@tdwi.org)). To qualify for this option, candidates must have a computer with high-speed Internet, a Webcam, and audio capability.

Each exam is 110 questions long with a time limit of 1.5 hours. Exam questions are multiple choice and are “straight-line,” which means the answer to one question does not affect the next question.

Scores are available immediately. **There are two certification levels:**

- **Practitioner Level:** Score 50 percent or higher on each of three exams. Practitioner Level certification demonstrates a working knowledge of concepts, skills, and techniques within a specialty, as well as the ability to assume leadership responsibilities at both the project and program levels.
- **Mastery Level:** Score 70 percent or higher on each of three exams. Mastery Level professionals have mastered concepts, skills, and best practices within a specialty. They have the ability to lead a team effectively at the project and program levels, and have the skills to mentor others.

## 6 Keep Current and Connected

### 6. Keep Current and Connected

#### Don't let your certification lapse!

Your certification is valid for four years; after this initial period, it must be renewed every three years. Recertification requires proof of 120 credit hours of continuing education earned since the last renewal. In addition, an annual fee of \$125 is due to ICCP except for the first year.

#### [tdwi.org/cbip/recertification](http://tdwi.org/cbip/recertification)

Keep learning and connecting with TDWI.

- **Education:** Keep your knowledge up to date by attending TDWI World Conferences, BI Executive Summits, and other events.  
[tdwi.org/education](http://tdwi.org/education)
- **Community:** Join the exclusive CBIP group on LinkedIn, the hottest professional social networking site on the Internet.  
[tdwi.org/linkedin/cbip](http://tdwi.org/linkedin/cbip)
- **Chapters:** Join a TDWI Chapter in your area.  
[tdwi.org/chapters](http://tdwi.org/chapters)
- **TDWI Premium Membership:** Stay on the cutting edge with TDWI's research and exclusive publications. Explore the benefits today.  
[tdwi.org/PremiumMembership](http://tdwi.org/PremiumMembership)