

Trip Report

TDWI World Conference—Chicago 2006

May 14–19, 2006

Chicago, IL

Dear Attendee,

Thank you for joining us in Chicago for our TDWI World Conference and for participating in our conference evaluation. We hope you had a productive and enjoyable week. This trip report is written by TDWI's research department, and is divided into nine sections. We hope it will provide a valuable way for you to summarize your educational experience for your manager and peers.

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I. Conference Overview-----

Our World Conference in Chicago drew attendees from 40 states and 17 countries, including visitors from Canada, South America, Europe, and Asia. This was truly a worldwide event! Our most popular courses of the week were TDWI Data Warehousing Concepts and Principles, TDWI Data Modeling, Dimensional Modeling beyond the Basics, and TDWI Data Warehousing Architectures.

Business intelligence and data warehousing professionals devoured books for sale at our Membership desk. The most popular titles were:

1. *Data Strategy* by Sid Adelman, Larissa Moss, and Majid Abai
2. *Performance Dashboards* by Wayne Eckerson
3. *Business Intelligence Roadmap* by Larissa Moss and Shaku Atre
4. *CBIP Study Guide* by ICCP
5. *Data Modeling Made Simple* by Steve Hoberman

For a complete list and descriptions of all courses offered in Chicago, [download the conference brochure](#).

II. Quarterly Technology Survey-----

By Philip Russom, TDWI Senior Manager of Research and Services

The survey conducted at TDWI's World Conference in Chicago focused on the volume of data managed in data warehouse environments and how it is changing over time. As no surprise, the results of the survey show that the volume of data managed by data warehouses of all sizes is increasing. In particular, 1 TB seems to be a tipping point, since the percentage of data warehouses with small volumes (1 TB or less) is in decline, whereas the number managing midsize (1–3 TB) and large volumes (>3 TB) is increasing. This is natural, since data warehouses tend to originate with small volumes, then increase into larger ones.

At the high end, 10 TB is another tipping point, with 13 percent of respondents forecasting that they'll exceed this level by the end of 2007. Ten percent of respondents claim to be there already, whereas another 10 percent report they'll never break 10 TB. By 2010, 22 percent of respondents anticipate managing more than 10 TB. When asked if their data warehouse platforms will scale, almost half of respondents said "yes," and another 35 percent said "probably," which reveals great confidence in current database technology and not much demand for a replacement.

Questions and Responses from the Survey

“What’s the approximate total data volume that your organization’s data warehouse environment manages?”

	First Roll Out	Today	End of 2007
<1 GB	15%	4%	2%
1–500 GB	36%	25%	18%
500 GB–1 TB	13%	21%	11%
1–3 TB	7%	15%	19%
3–10 TB	5%	13%	16%
>10 TB	2%	8%	13%
Don't Know	22%	14%	23%

“When do you think your data warehouse environment will exceed 10 TB total?”

36% Don't know
 10% Never will
 10% Already has
 7% 2007
 10% 2008
 5% 2009
 22% 2010 or later
 100% Total (143 responses)

“Do you think your current data warehouse platform will scale over time?”

- 47% Yes—we definitely plan to keep what we have.
- 35% Probably—we’ll monitor data volume and decide as we go.
- 10% No—we’re evaluating a replacement.
- 8% Don’t know—we haven’t studied the issue.
- 100% Total (143 responses)

III. Keynotes -----

Monday, May 15

Data Strategy: Survival Guide for the Information Age



Larissa T. Moss

President, Method Focus, Inc.

Larissa Moss offered an opening keynote address on data strategy that was filled with sound advice, rich with insight, and delivered with enthusiasm. With years of experience and four books to her credit, it is clear that Moss is a “data person.” Her passion for the topic was evident throughout the keynote.

Moss believes that data strategy is among the most important and least understood topics in the IT industry. Few organizations have a data strategy, and even fewer can claim a well-defined strategy that is aligned with the goals of the business. Any company that managed its financial assets in the same haphazard and casual manner that most manage their data would be insolvent in a few short months.

Eleven components, says Moss, are essential for data strategy, and each must be defined and managed to support the strategies of the business:

- Data standardization and integration
- Data quality
- Metadata management
- Data modeling
- Data security and privacy
- Performance
- DBMS selection and management
- Inclusion of unstructured data
- Connection with business analytics and business intelligence

- Data ownership
- Data stewardship

Organizational change may be needed to address these components in an effective and coordinated way. Moss identified seven roles with designated responsibilities to meet the challenge:

- Data strategist
- Strategic architect
- Database administrator / database architect
- Data administrator
- Metadata administrator
- Data quality analyst
- Security officer

Finally, Larissa Moss asked a thought-provoking question: If we addressed the components of data strategy effectively, if we organized well and fulfilled all of these data management responsibilities, if we did data strategy right, could we achieve business intelligence *without* a data warehouse?

Thursday, May 18

Managing Metadata: Replicating the Business Strategies of Others



R. Todd Stephens

Technical Director, BellSouth

In the Thursday morning keynote address, R. Todd Stephens offered a new and distinctly different perspective about metadata management. Typical organizations approach metadata as a necessary evil—a problem that must be solved to enable data warehousing. Placing metadata as secondary or subservient to data warehousing, suggests Stephens, results from confused priorities and a failure to understand cause and effect. Taking an enterprise view of metadata, he defines it as “Metadata is everything but the thing itself.” Metadata management, he says, is not a data warehouse problem but a business mandate. The solution is to approach the problem as one of providing metadata services to metadata customers—both producers and users of metadata. Stephens speaks from experience: He directs metadata services for BellSouth.

Using the customer-service model, Stephens continued by describing a variety of corporate business strategies and positioning them as analogies from which enterprise metadata strategy may be crafted. Among the business strategies that he discussed were:

- Early implementation strategy: Employed by companies such as Boeing, Accenture, EDS, IBM, Cisco, and SAS, this approach couples metadata results to metadata-producing projects such as data warehousing. It can be a high-payoff strategy, but it also brings a high level of risk. This relatively common approach to metadata works to serve a relatively small number of metadata customers.
- Evolving implementation strategy: Found in companies such as Hilton, eBay, Amazon, and Apple, this strategy addresses metadata independently of projects. It is a “metadata to the masses” approach that depends heavily on a self-service model with end-user training as a key component.
- Dell Computer has blended early implementation with evolving implementation using an approach that Stephens describes as “cut out all of the crap and eliminate the bureaucracy.” In this model, approximately 50 percent of customers produce and/or use metadata through self-service. A quick-service model with minimum assistance serves an additional 30 percent of metadata customers. The remaining 20 percent are full-service (high-assistance, low self-service) and complete-service (zero self-service) customers.

Stephens cited several other examples with variations of the early-implementation and evolving implementation approaches. Of particular interest was Harley-Davidson with its strong focus on branding—a concept that applies readily to metadata services. Also interesting was the McDonald’s example, summarized as “simplify the menu and standardize the offerings.”

Stephen’s message can be summarized as:

- View metadata as an enterprise need.
- Take a broad and inclusive view of metadata.
- Look beyond data warehousing projects when defining a metadata approach.
- Develop metadata strategy using a service-to-customer philosophy.
- Do it, and do it well.
- Continuously expand your metadata services and grow your customer base.

IV. Special Program for Business and Technical Executives -----

By Philip Russom, TDWI Senior Manager of Research and Services

This one-day event focused on enterprise data quality and data governance, plus intersections between the two. TDWI put these together because many user organizations are extending data quality practices and technologies beyond their initial implementations, and thus finding that they need organizational support—which governance and similar programs provide—to succeed on an enterprise scale.

The event consisted of lectures, case study presentations, panel discussions, and question-and-answer sessions. Across these were heard several recurring themes:

- **Improvements to business process can lead to improvements in data quality.** Although data is a technical entity, improving its quality is not purely a technical matter. Adjusting how business people handle data via applications can be as effective as software tools that correct data problems. As speaker Melanie Jodouin of Bell Canada put it: “Don’t forget that it’s the right mix of people, process, and technology.”
- **Organizational structures are critical success factors.** These structures may include stewardship programs, competency centers, or teams for data quality and data warehousing. Yet, some companies are headed toward data governance, which subsumes these and other data-oriented structures. For example, speaker Darren Taylor of Blue Cross Blue Shield of Kansas City explained how his organization has developed the Information Access Division, which brings business and technology people together to manage data’s quality, use, and business impact.
- **Go upstream when possible.** TDWI research shows that the leading origin of data defects is the business user entering data into an application. So it makes sense to bring data quality processes and technologies upstream to the source. Speaker Bedeke Cresci of CheckFree called this the “salmon factor,” and swimming upstream is one of the leading trends in data quality practice today.
- **Clean metadata is as important as clean data.** “And metadata must be shareable,” added Darren Taylor, who has implemented a metadata portal that both business and technical people can access. Metadata and data quality are so closely linked at Bell Canada that Melanie Jodouin’s team manages both in tandem.
- **No pain, no gain.** In fact, if the business pain from low-quality data isn’t bad enough, there won’t be any meaningful action, much less any gain. CheckFree’s Kevin McDearis exhorted attendees to look for opportunistic pain when deciding where to start and where to get early successes.
- **Continuous improvement requires both reactive and proactive approaches.** According to Melanie Jodouin: “A data quality analyst cannot focus on influencing projects to build in data quality while at the same time responding to data problems.” For two years, Bell Canada has maintained separate teams for reactive and proactive tasks.

Summing up his experience, attendee Drew Doherty of D&B Canada said: “This was an excellent way to see real-world examples of how organizations have created true business value through creative data quality strategies.” A second attendee reported finding “very tangible material that I can apply to my business requirements,” while a third said: “This program will help me define my data quality road map for my team.”

V. Certification Program -----

TDWI continued the industry’s leading certification program at our Chicago conference. In partnership with the Institute for Certification of Computing Professionals, TDWI offered both a day-long Exam Prep course and opportunities to test for certification.

TDWI offers certification at the Practitioner and Mastery levels. Becoming certified requires a combination of in-depth education and real experience to pass examinations that test knowledge, skill, and understanding of application. The credential is offered in five specialties: Leadership & Management, Business Analytics, Data Analysis & Design, Data Integration, and Administration & Technology.

For more information on certification and testing, write to cbip@tdwi.org.

VI. Evening Education -----

Night School Courses

Night School sessions were offered after regular courses ended to promote networking among attendees and to test new topics. For a complete list and descriptions of all other courses offered in Chicago, [download the conference brochure](#).

Sunday, May 14

Dictionary on a Shoestring!



Bonnie O'Neil

Senior Principal Data Architect, Project Performance Corporation

Participants learned:

- Why dictionaries are important: business benefits
- How to launch a business metadata initiative when your client doesn't know what that is
- Basic shoestring principles: How to launch all sorts of metadata initiatives with no budget

Monday, May 15

Smart Steps to Business Requirements Gathering



Christina Rouse

National Practice Director, Business Intelligence, SilverTrain, Inc

Participants learned:

- How to inventory data elements
- How to manage user system expectations
- How to interview executives versus power users
- How to proceed from a data inventory to a business flavor of a data model

Wednesday, May 17

Delivering Data Warehouse and Business Intelligence in Higher Education—It Is Not Just about Technology



Ora Fish

Data Warehouse Program Manager, Rensselaer Polytechnic Institute

Participants learned:

- Phased DW implementation strategy—what works and what does not
- BI deployment strategy and the value of dash boards
- Practical solutions to ensuring information quality
- Ways to address analytical culture
- How to align business and IT

Enterprise Alignment—Measuring the Value of Your Data Warehouse



Lance Miller

Director, Services Marketing, Teradata, a division of NCR

Participants learned:

- How to identify business/IT goals relating to DW
- About a framework/methodology for aligning business/IT
- How to measure value relating to DW/BI

Thursday, May 18

Using the Data Warehouse to Derive Income Generation Uses of RFID



[Mark Albala](#)

Senior Principal, Conversion Services International, Inc.

Participants learned:

- The data stream from RFID
- How that ties to your master data management initiative
- Why real time is important
- The implications for your data warehouse

Peer Networking

TDWI sponsored peer networking sessions on the following topics:

Data Strategy

[Sid Adelman](#)

Principal, Sid Adelman & Associates

[Larissa T. Moss](#)

President, Method Focus, Inc.

TDWI Chicago Chapter Meeting

[Wayne W. Eckerson](#)

Director of Research and Services,

TDWI

Peer Networking sessions provide a forum where attendees can network with peers and TDWI instructors on a variety of topics.

If you have ideas for additional topics for future sessions, please contact Nancy Hanlon at nhanlon@tdwi.org.

Guru Sessions

Throughout the week in Chicago, attendees also had the opportunity to schedule free, 30-minute, one-on-one consultations with a variety of course instructors. These “guru sessions” provided attendees with an opportunity to obtain expert insight into their specific issues and challenges.

VII. Vendor Exhibit Hall -----

By Jill Brunette, Program Support Coordinator

The following vendors exhibited at TDWI's World Conference in Chicago, IL, and showcased the following products:

DATA WAREHOUSE DESIGN

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Business Objects	BusinessObjects Data Integrator, BusinessObjects Rapid Marts, BusinessObjects Data Federator, BusinessObjects Metadata Manager, BusinessObjects Composer
Cognos Inc.	DecisionStream, Cognos Analytic Applications
DATALlegro	DATALlegro P2
Fair Isaac Corporation	FIC Professional Services
IBM	DB2 Data Warehouse, Extended Edition
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
MicroStrategy	MicroStrategy Architect, MicroStrategy BI Developer Kit
SAS Institute Inc.	SAS® ETL Studio, SAS Management Console
Sunopsis	Sunopsis Data Conductor
Sybase	Sybase PowerDesigner, Sybase Industry Warehouse Studio
Teradata, a division of NCR	Teradata Professional Services

DATA INTEGRATION

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Business Objects	BusinessObjects Data Integrator, BusinessObjects Rapid Marts, BusinessObjects Data Federator, BusinessObjects Data Quality (IQ8), BusinessObjects Metadata Manager, BusinessObjects Composer
Cognos Inc.	DecisionStream, Cognos Analytic Applications
DataFlux	dfPower Studio
DataMirror Corporation	Transformation Server™ (Real-time, multi-platform change data capture, transform and flow), iReflect (Real-time Oracle Data Distribution and Business Continuity), LiveAudit™ (Data monitoring, E-Records audit trails), DB/XML Transform™ (Database-to-XML transformation), Constellar Hub™ (Enterprise data warehouse integration and infrastructure)
Fair Isaac Corporation	Smartlink, Contact Builder, Precision View
Fast Search and Transfer, Inc.	FAST Data Cleansing Solution
GoldenGate Software, Inc.	Transactional Data Management
IBM	Websphere Information Integrator
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Microsoft Corporation	SQL Server 2005 Integration Services
SAS Institute Inc.	SAS® ETL Studio, SAS Management Console
Sunopsis	Sunopsis Data Conductor, Sunopsis Active Integration Platform

Sybase	Sybase Avaki EII
Syncsort Inc.	DMExpress
Trillium Software, a division of Harte-Hanks	Trillium Software Discovery, Trillium Software Quality

INFRASTRUCTURE

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Business Objects	BusinessObjects Enterprise; Integration Kits for SAP, PeopleSoft, SSA Global/Baan and Siebel; BusinessObjects Data Integrator; BusinessObjects Rapid Marts, BusinessObjects Data Federator, BusinessObjects Metadata Manager, BusinessObjects Composer
Cognos	DecisionStream, Cognos Analytic Applications
DATALlegro	DATALlegro P5
DataMirror	Transformation Server, iReflect, iCluster
Fair Isaac Corporation	Model Builder
Fast Search and Transfer, Inc.	FAST Adaptive Information Warehouse
IBM	DB2 Data Warehouse, Extended Edition
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Microsoft Corporation	SQL Server 2005
MicroStrategy	MicroStrategy Intelligence Server
Sunopsis	Sunopsis Data Conductor, Sunopsis Active Integration Platform
Sybase	Sybase IQ
Teradata, a division of NCR	Teradata Database

ADMINISTRATION AND OPERATIONS

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Business Objects	BusinessObjects Data Integrator, Supervisor, Designer, Auditor
DataMirror Corporation	iCluster™ (IBM iSeries high availability), iReflect™ (high data availability and data distribution for Oracle)
Fair Isaac Corporation	Blaze Advisor
GoldenGate Software, Inc.	Transactional Data Management
IBM	DB2 Data Warehouse, Extended Edition
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Microsoft Corporation	SQL Server 2005 Management Studio
MicroStrategy	MicroStrategy Administrator, MicroStrategy Intelligence Server
SAS Institute Inc.	SAS® Management Console
Teleran Technologies Inc.	Teleran Usage Management and Auditing Platform: iGuard, iSight, Auto Helpdesk, Service Level Manager

DATA ANALYSIS

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
ADVIZOR Solutions	ADVIZOR Visual Discovery™ and Predictive Analytics
Business Objects	WebIntelligence, InfoView, Business Query, Crystal Enterprise, OLAP Intelligence, BusinessObjects Metadata Manager, BusinessObjects IQ Insight
Celequest	LAVA – BI Appliance
Cognos Inc.	Cognos Series 7, Cognos Metrics Manager, Cognos ReportNet
DATALlegro	DATALlegro C25
DataFlux	dfPower Studio
Fair Isaac Corporation	Model Builder, Decision Tree, Decision Optimizer, Peacock
Hyperion Solutions Corporation	Hyperion System 9 , Hyperion System 9 Applications+ , Hyperion System 9 BI+
IBM	DB2 Alphablox, DB2 OLAP, DB2 Intelligent Miner
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
KXEN	KXEN Analytic Framework
Microsoft Corporation	SQL Server 2005 Analysis Services
MicroStrategy	MicroStrategy Desktop, MicroStrategy Web, MicroStrategy OLAP Services, MicroStrategy Office, MicroStrategy Report Services
QlikTech	QlikView Business Intelligence Software
SAS Institute Inc.	SAS® Analytic Intelligence
Sybase	Sybase IQ
Teradata, a division of NCR	Teradata Warehouse Miner
Trillium Software, a division of Harte-Hanks	Trillium Software Discovery, Trillium Software Quality
XLcubed Ltd.	XLcubed Excel Edition, XLcubed Web Edition

INFORMATION DELIVERY

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
ADVIZOR Solutions	ADVIZOR Analyst and ADVIZOR Server
Business Objects	BusinessObjects Enterprise, InfoView, InfoView Mobile, Broadcast Agent, Crystal Reports Server
Cognos Inc.	Cognos Series 7, Cognos ReportNet
Fair Isaac Corporation	Blaze Advisor, Realtime
Fast Search and Transfer, Inc.	FAST Adaptive Information Warehouse
Hyperion Solutions Corporation	Hyperion System 9 , Hyperion System 9 Applications+ , Hyperion System 9 BI+
IBM	DB2 Alphablox
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
KXEN	KXEN Analytic Framework

Microsoft Corporation	SQL Server 2005 Reporting Services Microsoft Office Excel 2007 and Microsoft Office SharePoint Server 2007
MicroStrategy	MicroStrategy Narrowcast Server
QlikTech	QlikView Server, QlikView Publisher
SAS Institute Inc.	SAS [®] Enterprise BI Server
XLcubed Ltd.	XLcubed Excel Edition, XLcubed Web Edition

ANALYTIC APPLICATIONS AND DEVELOPMENT TOOLS

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION [™] Software
ADVIZOR Solutions	ADVIZOR Authoring Toolkit
Business Objects	BusinessObjects Set Analysis, BusinessObjects Predictive Analysis, BusinessObjects Statistical Process Control, Application Foundation, Customer Intelligence, Product and Service Intelligence, Operations Intelligence, Supply Chain Intelligence, Data Integrator, Rapid Marts, Crystal Reports
Cognos Inc.	Cognos Analytic Applications (Supply Chain Analytics, Customer Analytics, Financial/Operational Analytics)
Fair Isaac Corporation	Model Builder, Blaze Advisor, Decision Tree, Decision Optimizer, Peacock
Hyperion Solutions Corporation	Hyperion System 9 , Hyperion System 9 Applications+ , Hyperion System 9 BI+
IBM	DB2 Alphablox, DB2 Cube Views
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
KXEN	KXEN Analytic Framework
Microsoft Corporation	SQL Server 2005 BI Development Studio Microsoft Office Business Scorecard Manager 2005
MicroStrategy	MicroStrategy BI Developer Kit, MicroStrategy Analytic Modules, MicroStrategy Software Development Kit, MicroStrategy Architect, MicroStrategy Web Services, MicroStrategy Desktop, MicroStrategy Web
QlikTech	QlikView Business Intelligence Software
SAS Institute Inc.	SAS [®] Analytic Intelligence
SilverTrain, Inc.	SilverTrain is a product agnostic, full lifecycle Business Intelligence consulting firm. We architect and build BI / DW solutions customized to our clients' unique business objectives. SilverTrain's BI expertise incorporates Service Oriented Architecture to address the business needs of your company, both today and in the future.
Sybase	Sybase IQ, Sybase Industry Warehouse Studio
Teradata, a division of NCR	Teradata Application Platform

BUSINESS INTELLIGENCE SERVICES

<i>Vendor</i>	<i>Product</i>
Ab Initio Software Corp	Ab Initio CO>OPERATION [™] Software
ADVIZOR Solutions	ADVIZOR Business Decision Making services

Business Objects	Business Objects Consulting Services
DataFlux	dfPower Studio
DataMirror Corporation	Expertise in deploying data warehouses and operational data stores on IBM DB2, Oracle, SQL Server, Sybase and Teradata. Real-time change data capture, transform and flow across heterogeneous data sources.
Fair Isaac Corporation	Enterprise Data Warehouse and Business Intelligence Services including: BI Strategy, Program Management, Full Life Cycle Development Methodologies, Data Architecture & Integration, Data Quality & Governance, Advanced Analytics, Analytical Applications, Enterprise Reporting, Dashboards and Visualizations
Fast Search and Transfer, Inc.	FAST Database Offloading Solution
Hyperion Solutions Corporation	Hyperion System 9 , Hyperion System 9 Applications+ , Hyperion System 9 BI+
IBM	IBM Business Consulting Services
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
KXEN	KXEN Analytic Framework
Knightsbridge Solutions LLC	Serving Fortune 500 organizations in a variety of industries, Knightsbridge delivers actionable and measurable business results that inform decision-making, optimize IT efficiency, and improve business performance. Focusing exclusively on the information management disciplines of data warehousing, data integration, information quality, and business intelligence, Knightsbridge delivers practical solutions that reduce time, reduce cost, and reduce risk.
MicroStrategy	MicroStrategy Technical Account Services
QlikTech	QlikView Business Intelligence Software, QlikView Server, QlikView Publisher.
SAS Institute Inc.	SAS [®] Enterprise BI Server, SAS Analytic Intelligence
Sybase	Sybase Professional Services
Teradata, a division of NCR	Teradata Solutions Methodology

VIII. Hospitality Suites -----

--Sunday, May 14--

Making Data Work with Enterprise-Wide Data Quality

Sponsored by Informatica Corporation

--Monday, May 15--

Cognos Fuels High-Value Decision-Making at Kerr-McGee

Sponsored by Cognos Inc.

IBM Data Warehousing and Analytics

Sponsored by IBM

Taste of Chicago

Sponsored by Unisys Corporation and Microsoft Corporation

--Tuesday, May 16--

Don't Trust Your Information? Go Ahead, Tell Us Your Problems...

Sponsored by Business Objects

PASS. SHOOT. SWING. SCORE.

Sponsored by Knightsbridge Solutions LLC

SAS Presents: The Power of X

Sponsored by SAS Institute Inc.

IX. Onsite Training, Upcoming Events, and Publications-

TDWI Onsite

Education on your timeline, in your environment, within your budget.

TDWI Onsite brings superior content and skilled instructors to your organization with a commitment to delivering the highest quality business intelligence and data warehousing education available. We can tailor TDWI's courses to meet your company's unique challenges and issues, so everyone involved in a project shares a common knowledge base and learns in support of the same corporate objectives. For more information, contact Yvonne Baho at 978.582.7105 or ybaho@tdwi.org, or visit www.tdwi.org/onsite.



TDWI Seminar Series

In-depth training in a small class setting.

Whether you are embarking on a new data warehousing project or working in a mature business intelligence environment, TDWI Seminars offer courses to meet your specific needs and advance your project goals. From the fundamentals of business intelligence to advanced techniques for data modelers, you will learn concepts and techniques to accelerate your professional development. TDWI Seminars are offered throughout the United States and Canada, so you can get the training you need when and where your schedule allows.

Remaining Dates and Locations for 2006:

Boston	June 5–8
San Francisco	June 26–29
Minneapolis	July 10–14
Washington, D.C.	July 24–27
Toronto, ON	September 18–21
Dallas	October 16–20

For more information on the TDWI Seminar Series, please visit: www.tdwi.org/seminars.

TDWI World Conferences

Remaining Dates and Locations for 2006:

August 20–25, 2006

San Diego, CA

www.tdwi.org/sandiego2006

November 5–10, 2006

Orlando, FL

TDWI Online

TDWI's Marketplace provides you with a comprehensive resource for quick and accurate information on the most innovative products and services available for business intelligence and data warehousing today. Visit www.tdwi.org/marketplace.

Recent Publications

- ***What Works: Best Practices in Business Intelligence and Data Warehousing*** (Volume 21), a compendium of industry case studies and lessons from the experts. www.tdwi.org/Publications/WhatWorks
- ***Business Intelligence Journal*** (Volume 11, Number 1) contains articles, research, book reviews, case studies, and expert perspectives from leading industry and academia gurus furthering the practice of BI and DW. A Members-only publication. www.tdwi.org/Publications/BIJournal
- ***Taking Data Quality to the Enterprise through Data Governance***, part of the 2006 Report Series, with findings based on interviews with industry experts, leading-edge customers, and survey data. www.tdwi.org/Research/ReportSeries
- ***Ten Mistakes to Avoid When Creating Performance Dashboards*** (Q1, 2006). This series examines 10 common mistakes to avoid in your BI/DW project. A Members-only publication. www.tdwi.org/Publications/TenMistake
- ***Business Intelligence Maturity Model***, TDWI's annual poster depicting a BI or DW process or lifecycle. www.tdwi.org/Poster

For more information on TDWI Research, please visit www.tdwi.org/Research.