

# TDWI PREMIUM MEMBERSHIP: ESSENTIAL TOOLS FOR BI/DW PROFESSIONALS

Publications // Research // Education



Exclusive Access to Thought Leadership and  
Best Practices In Business Intelligence and Data Warehousing

# TDWI Premium Membership at a Glance

TDWI Premium Membership provides you with the essential tools you need to do your job. Members receive exclusive access to industry thought leadership and best practices through:

- Critically reviewed, practical publications
- Independent, industry benchmarking research
- Special education and training benefits

## Receive all these exclusive benefits for just \$275.

(Renewing Premium Members pay only \$249 per year.)

### ✧ Publications

	VALUE
<i>Business Intelligence Journal</i> <small>QUARTERLY</small>	\$200
<i>Ten Mistakes to Avoid</i> <small>QUARTERLY</small>	\$150
<i>TDWI FlashPoint</i> e-newsletter <small>MONTHLY</small>	\$150

### ✧ Research

	VALUE
<i>TDWI Salary, Roles, and Responsibilities Report</i> <small>ANNUAL</small>	\$150
<i>TDWI BI Benchmark Report</i> <small>ANNUAL</small>	\$150

### ✧ Education Benefits

	VALUE
TDWI World Conferences <small>FIVE OFFERED PER YEAR</small>	Up to \$275 per event
TDWI Seminars <small>SIX OFFERED PER YEAR</small>	Up to \$360 per event
CBIP exams and exam guide	Save \$25 each

### ✧ Team Membership

	VALUE
<i>All of the above, PLUS:</i>	
Reduced rates for 5 or more individuals	Save from \$175 to \$7,475
Consulting calls with TDWI researchers	Varies

### ✧ Exclusive Online Archives

Publications and research are posted on [tdwi.org](http://tdwi.org) as password-protected PDFs.



# TDWI Premium Membership: Essential Tools for BI/DW Professionals

## Information Resources You Can Put to Work

You wouldn't begin work without your computer, your phone, and a cup of your favorite hot beverage. But BI/DW professionals need a few more tools to succeed.

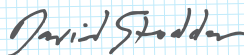
In today's competitive and constantly changing business environment, you need to stay on top of current trends, emerging technologies, and established best practices. Every quarter the TDWI team provides a selection of exclusive, vendor-neutral, educational publications and research that will keep you at the cutting edge of BI/DW thought leadership—information that is relevant, rigorously reviewed, and actionable. You'll also receive special education benefits to help you take advantage of the vendor-neutral, in-depth, high-quality training from TDWI that BI/DW professionals have depended on for more than 15 years.

Keep reading for more information about specific benefits, or visit [tdwi.org/PremiumMembership](http://tdwi.org/PremiumMembership) to sign up.

Sincerely,



Philip Russom  
TDWI Research Director  
for Data Management



David Stodder  
TDWI Research Director  
for Business Intelligence

*P.S. Become a TDWI Premium Member today and get the essential tools you need to do your job and advance your career.*

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

## Get Exclusive Access to Original Research and Opinion from Trusted Experts

**TDWI's on-staff researchers, Philip Russom and David Stodder, give you an edge on the latest trends and technologies.**



**Philip Russom** is TDWI Research Director for Data Management. He has worked as an industry analyst for Forrester Research, Giga Information Group, Hurwitz Group, and his own private BI practice. He also focused on BI as a contributing editor for several well-known IT magazines.



**David Stodder** is TDWI Research Director for Business Intelligence. He has served as vice president and research director with Ventana Research as well as heading up his own independent firm. He was also the founding chief editor of *Intelligent Enterprise*, a major BI/DW publication and media site, where he served as editorial director for nine years.

TDWI Premium Membership also offers access to thought leadership from industry-known writers, analysts, and instructors, including:

**Maureen Clarry**  
**Jonathan Geiger**  
**Mark Hammond**  
**Cindi Howson**  
**Ralph Hughes**  
**Claudia Imhoff**

**Mark Madsen**  
**Laura Reeves**  
**Stephen Swoyer**  
**Hugh Watson**  
**Dave Wells**  
... and many more







## ✧ Publications

**TDWI Premium Member publications are vendor-neutral, rigorously reviewed, and designed to provide you the practical information you need to do your job.**

### **Business Intelligence Journal** QUARTERLY

The *Business Intelligence Journal* is the only industry journal targeted specially for BI professionals, and provides a filter to the best thinking in BI. The content is contributed by leaders in the BI field who offer practical advice via case studies, articles, and expert opinion. Each submission goes through a review process that ensures it is relevant and free of vendor bias.

### **Ten Mistakes to Avoid** QUARTERLY

Each quarterly *Ten Mistakes to Avoid* handbook addresses the 10 most common mistakes managers and teams make and gives you inside knowledge on how to avoid pitfalls. It's the perfect way to communicate with sponsors and executives about key BI issues.

### **TDWI FlashPoint** MONTHLY

*TDWI FlashPoint* is a monthly e-newsletter that features unique how-to articles, key findings from TDWI research, and tips on building and managing your business intelligence and data warehousing teams.

## ✧ Research

**TDWI's analysts bring you insightful, benchmarking research that helps you compare your role, responsibilities, and organization to others in the industry.**

### **TDWI Salary, Roles, and Responsibilities Report** ANNUAL

This survey-based, original research report provides an overview of compensation, roles, responsibilities, training, and job satisfaction of industry professionals. It also takes an in-depth look at the profiles of 10 specific industry roles.

### **TDWI BI Benchmark Report** ANNUAL

This report helps you compare your BI organization to others in the industry. The survey-based, independent research analyzes factors that contribute to BI success, such as organization, scope, maturity, team and budget sizes, and number of current projects.



**Become a TDWI Premium Member today!**  
**Visit [tdwi.org/PremiumMembership](http://tdwi.org/PremiumMembership) to sign up.**



✧ EXCLUSIVELY FOR  
TDWI PREMIUM MEMBERS

Look for this mark on TDWI publications, research, and online. When you see it, you'll know you're getting exclusive access to BI/DW thought leadership.



✧ Education

**TDWI has provided vendor-neutral, in-depth, essential BI/DW education for more than 15 years. TDWI Premium Members enjoy special education benefits:**

**TDWI World Conferences**

Each TDWI World Conference features a unique program of top-notch instructors, full- and half-day courses, one-on-one consulting, peer networking, and an exhibit hall packed with BI solutions. TDWI Premium Members receive an exclusive discount on conference registration fees.

**TDWI Seminars**

These topic-focused education opportunities provide you with practical skills and techniques to make your projects successful. TDWI Premium Members receive an exclusive discount on seminar registration.

**CBIP**



The Certified Business Intelligence Professional designation is the BI/DW industry's most recognized credential. Prove your mastery of essential data management disciplines and put "CBIP" on your résumé and signature. TDWI Premium Members receive an exclusive discount on the exams and exam guide.

✧ Teams

**Keep your entire team current on the latest trends and technologies. TDWI Team Members receive all of the individual Premium Member benefits, PLUS:**

- Reduced rates for larger groups, starting with 5 individuals
- Free consulting calls with TDWI researchers and research partners
- Designate one person as the contact for your team—TDWI Team Membership is easy to manage and renew

**Find out more: [tdwi.org/team-membership](http://tdwi.org/team-membership)**

**Become a  
Premium Member  
today!**

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

**Contact us:**

**T** 425.226.3053

**F** 425.687.2842

**E** [membership@tdwi.org](mailto:membership@tdwi.org)

"[TDWI] Premium Membership is really beneficial for us as a group. It's a vehicle that enables us to discuss data warehousing-related issues, get education, and get everyone on the same page."



**Eric Schleicher**  
Apollo Group, Inc.

"I love [TDWI Premium Membership]. It's the only way that I've been able to get information when I want it and when I need it."



**Carol McGrath**  
Workingin Limited

"That's one of my favorite perks of being a Premium Member—getting all the information so I can keep up with what's going on in the industry."



**Minh Luu**  
Blizzard Entertainment

## We're Here for You

There are a lot of ways to connect with TDWI. Contact us today for exclusive access to industry thought leadership and best practices.

### Connect!

Connect with TDWI and build your network with TDWI instructors, research analysts, and fellow members.



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



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