UPDATED JANUARY 2009

BUSINESS INTELLIGENCE AND DATA WAREHOUSING EDUCATION:

Your Location, Our Instructors, Your Team

www.tdwi.org/onsite

tdwi TO GO
ONSITE EDUCATION

From our Director of Onsite Education

Yvonne M. Baho
Director, TDWI Onsite Education

Calculate the value of TDWI Onsite Education

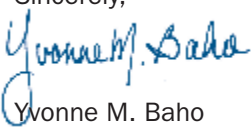
TDWI knows that budgets are tight this year. Yet, your team still faces the challenges of implementing, managing, and growing your BI/DW initiatives. TDWI Onsite Education helps you maximize your training dollars by bringing the training to you!

Compare the costs of a one-day course:

	Off-site Training	**TDWI Onsite Training**
Airfare	$500/person	$0
Hotel	$200/night	$0
Training	$600/day	$300–$500/day
Total	**$1,300/person**	**as low as $300/person**

I believe the numbers speak for themselves. If you need to train your team of BI professionals, consider TDWI Onsite Education. Read on for an overview of TDWI's Onsite Education offerings. For a complete listing of courses, visit www.tdwi.org/onsite, or feel free to contact me directly to discuss your training needs.

Sincerely,



Yvonne M. Baho
Director, TDWI Onsite Education
978.582.7105
ybaho@tdwi.org

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ONSITE EDUCATION

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6 easy steps

to bring TDWI Onsite Education to your organization

Step 1 Work with TDWI to create a tailored training plan and select course(s).

Step 2 Schedule the training when it best fits your availability and project timetable.

Step 3 Choose your location—simply reserve a basic conference or training room. Computers are not required.

Step 4 Participate in a pre-course discussion with the TDWI instructor to ensure content is aligned with your training objectives.

Step 5 Receive course materials, which are shipped to your door.

Step 6 TDWI instructors travel to your location and train your team.

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Choose from a wide variety of courses you can bring onsite.

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TDWI Onsite Instructors

TDWI instructors are carefully selected, rigorously qualified, and routinely measured and observed to ensure that we achieve and sustain the highest standards for professional education. We require that our instructors have extensive BI experience and demonstrated teaching skills. In addition, all instructors are current BI practitioners who bring their real-world experience to every class.

Dean Abbott
Senior Consultant
The Modeling Agency

Chris Adamson
Data Warehouse Specialist
Oakton Software LLC

Maureen Clarry
CEO/President
CONNECT: The Knowledge Network

Frank Dravis
Senior Consultant
Baseline Consulting

Paul Flach, CBIP
General Manager
Lyceum Group

Jonathan Geiger, CBIP
Executive Vice President
Intelligent Solutions, Inc.

Michael Gonzales, CBIP
Principal
Claraview, Inc.

Steve Hoberman, CBIP
President
Steve Hoberman & Associates, LLC

Deanne Larson, CBIP
President
Larson & Associates

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

Arkady Maydanchik
Co-Founder
Data Quality Group, LLC

Larissa Moss
President
Method Focus, Inc.

Kim Nevala
Senior Consultant
Baseline Consulting

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

Mark Peco, CBIP
Partner
InQvis Inc.

Tony Rathburn
Senior Consultant
The Modeling Agency

Laura Reeves
Principal
StarSoft Solutions, Inc.

Lorna Rickard
Chief Workforce Architect
CONNECT: The Knowledge Network

James Thomann, PhD, CBIP
Principal Consultant, DecisionPath Consulting, and TDWI Fellow

David Wells, CBIP
Independent Consultant

Nancy Williams, CBIP
Vice President and Principal Consultant, DecisionPath Consulting

Instructor Industry Experience

In addition to general experience, our instructors have specific industry expertise in the following areas:

- Professional Services
- Financial Services
- Telecom
- Utilities
- Insurance
- Manufacturing
- Software/Internet
- Government
- Education
- Advertising/Marketing/ Public Relations
- Media/Entertainment/Publishing
- Retail/Wholesale/Distribution

Worldwide Training

TDWI has brought its Onsite Education to the following countries:

- United States
- Canada
- Turkey
- India
- United Kingdom
- Slovenia
- Columbia
- Israel
- Poland
- Mexico
- Sweden
- France
- Germany
- Singapore

NEW Onsite Courses for 2009

QUALITY YOU CAN COUNT ON
Onsite Education offers TDWI's best courses and instructors—all field-tested at TDWI World Conferences and Seminars.

Challenge

Your BI/DW program is troubled by miscommunication and misunderstanding. People use different language to mean the same things and sometimes the same words with different meanings. They often disagree on basic principles, concepts, and architectural constructs. You need to get everyone on the same page.

Solution

A BI/DW team that works from the same set of concepts and uses the same terminology.

Recommended TDWI Onsite Courses to help meet this challenge:

- TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing (page 6)
- TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact (page 6)
- TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach (page 6)

Core Skills

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

One-day course

This course provides an overview of the activities, processes, and products involved in building a data warehouse. The course examines the architecture, operations, and design deliverables of data warehousing programs. It also covers the resources and skills needed to produce DW programs, broadening the discussion from a project-level to a program-level perspective.

TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

One-day course

Business intelligence focuses on the use of information to drive effective business actions. It is the vehicle to achieve maximum business value from both developing and mature data warehouses. By focusing on concepts necessary to turn information into value, this course provides a comprehensive overview of the business, technical, and cultural implications of business intelligence.

TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach

One-day course or two-day workshop

Many data management architectures (hub versus bus) can be used to successfully deploy business intelligence, and many approaches (top-down versus bottom-up) may be used to develop the data warehouse. This course provides guidelines and techniques to assess requirements and make informed choices when designing data warehouses.

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

One-day course

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.

NEW TDWI Project Management for Business Intelligence

One-day course

Due to the varying types, technologies, and unique challenges of BI projects, there is no "one size fits all" approach to BI 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.

NEW Business Requirements Workshop: BI Requirements Gathering Techniques

One-day workshop

Defining business requirements is challenging for any system, but it is especially difficult for BI systems. Most of the challenges result from human and cognitive issues, more than from technology. The real potential of BI often goes unrealized when requirements thinking is limited to analysis and reporting. This workshop offers an opportunity to explore and practice several techniques to overcome the barriers and identify real and meaningful BI requirements.

NEW Requirements Analysis for Institutional Intelligence

One-day course or two-day workshop

Institutional Intelligence (I^2) applies the techniques and technologies of business intelligence to the missions, goals, and strategies of educational institutions. This course teaches processes and techniques for requirements gathering and requirements management that specifically target the complexities inherent in I^2. A multi-dimensional framework for requirements management ensures that the many perspectives of institutional intelligence requirements—motivation, capabilities, performance, governance, management, compliance, risk, and measurement—are all understood and represented in the resulting set of requirements.

Business Intelligence Roadmap: The Complete Project Lifecycle for Decision-Support Applications

Two-day course

This popular methodology course provides a step-by-step guide through the engineering stages of justification, planning, analysis, design, construction, and deployment specifically designed for business intelligence and data warehousing applications.

The BI Pathway Approach: Delivering BI for Business Value

Two-day course

Building on the core concepts and highly successful fundamentals that have been central to data warehousing over the years, this course reveals the time-tested BI Pathway, a methodology that will help organizations ensure that the true business requirements for BI/DW are completely understood and that the BI/DW environment provides actionable information that makes a difference to the business.

VENDOR-NEUTRAL TRAINING
TDWI goes to great lengths to guarantee that Onsite courses provide objective, unbiased information.

Challenge

You have made an impression with a handful of early BI projects. Now the business wants more and you are challenged to grow the infrastructure and the processes to meet the demand. You need to add the structure and discipline to have a robust BI program but avoid becoming a BI bureaucracy.

Solution

A balanced and pragmatic approach to program management, project management, and data governance.

Recommended TDWI Onsite Courses to help meet this challenge:

- TDWI Business Intelligence Program Management (page 8)
- TDWI Project Management for Business Intelligence (page 7)
- Data Governance for BI Professionals (page 8)

Leadership and Management

TDWI Business Intelligence Executive Briefing

Three-hour briefing

This survey of the BI landscape provides a business-oriented, non-technical explanation of all facets of BI, from data integration to business application. Critical processes and disciplines for effective business intelligence are described, including program management, governance, change management, and information quality. Key topics include differences between data warehousing and BI, understanding the BI business case, and BI best practices.

TDWI Business Intelligence Program Management

One-day course or two-day workshop

Program management encompasses the disciplines and activities necessary to coordinate multiple, overlapping, and interdependent projects. This course teaches techniques and provides tools to address six crucial areas of BI program management: portfolios, processes, quality, change, service, and value.

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

One-day course

More and more frequently, we find ourselves in situations where an existing BI program needs problem solving, new energy, or new directions. There are guidelines, resources, and best practices that apply to mature BI environments, but the connections are not always obvious. Gain new insights and revitalize an established BI program by looking at proven best practices from a fresh perspective.

NEW Data Governance for BI Professionals

One-day course

This course discusses the tactics necessary to launch and sustain an effective data governance effort. It will cover the 10 most common mistakes companies make when launching data governance, and offers case

studies of what companies have done right in ensuring data governance adoption. The workshop pays particular attention to how BI and data warehousing skills can be leveraged when beginning a new data governance effort, and will include a short self-assessment exercise for participants to gauge their own readiness for data governance.

Business Requirements for BI Impact

One-day course

Capturing, organizing, and communicating the key business requirements for your BI program requires an approach that aligns your company's business strategy and objectives with the technical infrastructure to deliver the right management information to the right people at the right time. This course teaches techniques to uncover requirements that can drive business results and answer analytical needs, including a framework for capturing these requirements that is valuable for both business sponsors and data modelers.

Agile Project Management for Data Warehouse Projects

Two-day course

Traditional project management techniques just won't cut it when the pressure is on to deliver a BI solution in a tight time frame. Agile project management enables an effective development environment without sacrificing quality or causing a lot of re-work. This course describes self-organizing project teams, spiral methodologies, and "extreme scoping."

Bringing Business and IT Together: Practical Steps to Improved Working Relationships

One-day course

Business/IT working relationships have been troubled since the dawn of the information age. As the interdependencies of business and technology grow, the cost of failed relationships also increases. This course offers a systematic approach to address real problems and improve business/IT working relationships through continuous attention to organizational alignment.

Leading and Organizing Business Intelligence Teams: Improving Individual and Team Performance

One-day course or two-day workshop

Has your organization learned how to focus on results, create a productive environment, and partner with your business customers? This entertaining class will provide practical tips and techniques for leading teams through cultural and people challenges to realize an initiative's full potential.

HandsOn-Business Intelligence Strategy

One-day course

A mix of lecture and lab is used to expose participants to the core elements necessary in any data warehouse or business intelligence strategy document. Using the HandsOn strategy document service, participants will create a draft strategy document of about 40 pages that is customized to their warehouse/BI initiatives, including figures, tables, and appendices.

HandsOn-Risk Mitigation for Business Intelligence

One-day course

BI projects are fraught with risks, from data quality to integration, and from applicability to analytic value. These risks often bring entire projects to a halt, leaving planners scrambling for cover, sponsors looking for remedies, and budgets wiped out. This lab introduces participants to technologies that facilitate rules-based audit (RBA) and proof-of-concept (POC) efforts to get answers, add clarity, and understand the scale and scope of the project at hand—to mitigate risk.

HIGH-IMPACT
Advance project goals by giving your team a common understanding of core concepts.

Challenge

Lots of data, but where is the information? You have integrated data into the warehouse, published many reports, and supported a high volume of query activity. You have scratched the surface of analysis with OLAP. But the business is demanding more analytic capabilities. The demand for dashboards and scorecards raises many questions: What to measure? Which metrics are critical? How to achieve continuity among metrics? When should you use a dashboard or scorecard approach? Where do predictive analytics fit in?

Solution

Consciously extend your BI architecture and development processes to encompass measurement, metrics, and business analytics.

Recommended TDWI Onsite Courses to help meet this challenge:

- TDWI Introduction to Business Analytics (page 10)
- TDWI Enterprise Metrics: Designing Integrated Business Metrics (page 10)
- Predictive Analytics: An Intensive Overview of Strategy, Application, and Best Practices for Data Mining (page 11)

Business Analytics

TDWI Introduction to Business Analytics

One-day course

Business 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 context of business analytics and BI systems.

TDWI Enterprise Metrics: Designing Integrated Business Metrics

One-day course

Measurement-based disciplines are central to business management. How do we get the correct, consistent, and cohesive metrics in a continually changing environment and audience? This course teaches techniques that address the complex and challenging questions of business metrics design.

Fundamentals of Business Analytics

One-day course

This course provides a detailed examination of the data and technical architecture requirements needed to implement a best-of-class infrastructure for business intelligence. This course also provides exposure to leading business intelligence tools, their use, and their application. Query and reporting, OLAP, metadata, data mining, portals, and spatial analysis are all reviewed, as well as the latest business intelligence concepts and technologies, including real-time data warehousing, business activity monitoring (BAM), and zero-latent enterprises.

Enterprise Business Metrics in Practice

One-day interactive course or two-day workshop

This highly interactive course walks participants through an approach for identifying an integrated set of business performance metrics, implementing measurement/analysis processes and mechanisms (e.g., dashboards/reports), and taking action based on the insight that is generated. It is designed to provide business and IT teams with a process and best practices for working together to define and use business metrics to significantly improve business performance.

NEW Understanding Cause and Effect: An Introduction to Systems Thinking

One-day course

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

NEW Insightful and Actionable Analytics: A Systems Thinking Approach

One-day course

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

NEW Strategic Feedback: Strategy Mapping Meets Systems Thinking

One-day course

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

Putting the Business Back in BI: A Framework for Requirements and Value Management

One-day course or two-day workshop

BI means "business intelligence," yet it sometimes seems that technology interests supersede those of business. When a BI program gives more attention to dashboards, scorecards, OLAP, and data warehouses than to finance, R&D, marketing, operations, and so on, it is time to put the business back into BI. This course teaches processes and techniques for requirements gathering and requirements management that specifically target the complexities inherent in BI.

Predictive Analytics: An Intensive Overview of Strategy, Application, and Best Practices for Data Mining

Two-day course

This course offers an introduction to data mining terminology, methods, resources, and business issues. Participants will learn about various methods of predictive analytics, competitive advantages, and common pitfalls that often cause data mining projects to fall short of their potential. Leading products are used to illustrate and compare methods. Results are drawn from actual data mining applications and interpreted in the context of business impact.

Data Mining Techniques, Tools, and Tactics

Two-day course

This course delivers a comprehensive overview of data mining concepts, tools, techniques, and supporting methods. It offers participants a stronger grasp of data mining techniques and a solid understanding of how various methods and tools apply to different kinds of data-intensive problems.

Data Mining Application Workshop

One-day course

This course offers a structured approach to team-oriented data mining exercises in a lab environment. Participants will experience a balanced, broad, vendor-neutral perspective of data mining.

HandsOn-OLAP

One-day course

This course delivers a non-biased view of leading OLAP tools, allowing participants the opportunity to compare and experience important product features. During the lab portion of this course, participants will explore different vendor offerings by creating multidimensional structures and reporting applications.

HandsOn-Business Analytics

One-day course

All too often, there is a gap between the promise of business intelligence and what is actually implemented. This course reveals techniques and technologies useful for filling that gap. The lab portion of this course guides participants through several exercises that include the use of leading data mining, dashboards/scorecards, advanced visualization, and spatial analysis tools.

HandsOn-Advanced Analytics

One-day course

This course examines a broad range of BI architectures and technologies. Building upon this foundation, participants will perform lab exercises that use advanced BI analytics techniques for real-time analytics, data mining, spatial analysis, business rules engines, and RFID.

HandsOn-Data Mining

One-day course

Hands-On Data Mining is committed to providing non-biased information on best-of-class technologies and techniques as well as exposing participants to leading data mining tools, their use, and their application. The course encompasses a mix of lecture and formal lab exercises. The lecture components include an overview of data mining, the fundamental uses of the technology, and how to effectively blend that technology into the overall BI environment.

HandsOn-Statistical Analysis for BI

One-day course

This lecture and lab course examines business situations in which the application of statistical methods dramatically affects a user's decision-making capability. Using a select list of best-of-breed statistical methods and Excel 2007, the course reviews a range of statistical support for business intelligence applications, including data exploration and profiling, use of statistical significance in charts and graphs, and making predictions.

CONVENIENT
Schedule training when it best accommodates your workload.

Challenge

Lots of analytics but too little analysis. You have the dashboards, the scorecards, and the OLAP cubes. Yet real understanding of business behaviors remains elusive. You need to find a way to make the leap from analytics to insight—knowing what has happened, why it happened, and what it means for the future.

Solution

A cause-and-effect approach to evaluating business analytics.

Recommended TDWI Onsite Courses to help meet this challenge:

- Understanding Cause and Effect: An Introduction to Systems Thinking (page 11)
- Insightful and Actionable Analytics: A Systems Thinking Approach (page 11)
- Strategic Feedback: Strategy Mapping Meets Systems Thinking (page 11)

Data Analysis and Design

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

Two-day course or four-day workshop

Business intelligence demands that the "toolbox" for data modelers be expanded beyond basic entity-relationship modeling. It now includes techniques to manage time-variant data, to distinguish between event data and reference data, to manage data redundancy, and more. From BI requirements gathering to physical data design, this course provides a solid data modeling background for people of various data modeling and analysis skill levels.

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics

One-day course

Dimensional data is a core component of modern business intelligence and data warehousing 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 business intelligence and data warehousing projects needs to have fundamental knowledge of the pathway from business questions to business analytics. This course traces that pathway.

NEW TDWI Advanced Data Modeling Techniques

Two-day course

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.

Enterprise Data Modeling for Business Intelligence

One-day course

The enterprise data model (EDM) is back! EDM struggled in the late 1980s and early 1990s, but today EDM is getting high scores, with much of the value being generated from business intelligence programs. Learn the ingredients for EDM success within data quality, master data management, and data warehouse initiatives. Explore the characteristics and variations of an EDM and what it takes to build and sustain an EDM.

Intermediate and Advanced Techniques for Effective Data Modeling

Two-day course

This course presents both intermediate and advanced techniques that will lead to greater success with data modeling deliverables. Techniques are explained with the help of numerous examples. Many of these techniques have been developed and fine-tuned through years of practice and experience.

Data Modeling in Practice

Two-day, case study–based workshop

In this team workshop with minimal lecture, participants will use modeling skills to complete a series of data modeling deliverables, including data mart logical and physical data models. Experience and training will be put to the test in exercises that resolve analysis, design, and integration issues.

The Data Model Scorecard

One-day course

There is no standard way to measure the strengths and weaknesses of our data models, which means that much is left to interpretation, perception, and the test of time. The Data Model Scorecard is a set of data model quality gauges that contains all of the criteria for highlighting strengths and identifying areas for improvement in our designs. This course will go into detail on the Scorecard and provide techniques and tips for improving the quality of data models.

Advanced Dimensional Modeling Techniques for Practitioners

Two-day course

This course takes participants beyond the basics to learn proven techniques that address many of the complexities encountered in practice. From multiple fact tables to dimensional complexity, participants will learn proven techniques used by the experts to match data designs to business realities, implement highly complex data models, and work with very large data volumes.

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

One-day course

Organizations often struggle to develop dimensional models that consistently meet business needs. Using time-proven business dimensional modeling techniques, the business and systems communities can effectively partner to create a data model that will support the business today and in the future. This course is designed to teach the fundamentals of business dimensional modeling, which in turn improves communications and understanding of requirements and enhances the business community's participation throughout a project.

FLEXIBLE
Tailor training to your specific needs and incorporate organization-specific information.

Challenge

Data, data, everywhere... You have many databases with overlapping, inconsistent, and conflicting data. You are drowning in data, and disparity makes it difficult to find any real information. You need to integrate the data to provide a single, reliable source of information.

Solution

A data warehouse or similar carefully designed repository of integrated data.

Recommended TDWI Onsite Courses to help meet this challenge:

- TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation (page 15)
- TDWI Data Cleansing: Delivering High-Quality Warehouse Data (page 15)
- Master Data Management for BI Professionals (page 15)

Data Integration

TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

Two-day course

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

TDWI Data Cleansing: Delivering High-Quality Warehouse Data

One-day course or two-day workshop

This course is designed for those who need to develop a plan for data quality in the data warehouse. It identifies the components of a data quality plan and describes the techniques and skills needed to develop and implement a plan that is tailored to an organization's specific needs. Key topics include techniques to identify rules for data integrity and data correctness, to detect data quality defects, and to choose among actions for defect correction and prevention.

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

One-day course or two-day workshop

This course uses a combination of lecture, examples, and practice to teach effective testing techniques for data integration. 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 especially difficult. From data profiling to stress and regression tests, participants learn how to apply the most powerful testing techniques throughout the data integration lifecycle.

NEW Master Data Management for BI Professionals

One-day course

The promise of MDM to solve the challenging problems created by siloed enterprise applications, exponential data growth, and unprecedented competitive business requirements has lured both business and IT professionals. This course discusses

some of the hard-won lessons learned on MDM projects, including 10 mistakes to avoid when planning an MDM initiative. A series of best practices for MDM planning, architecture, and rollout are presented—as well as a hands-on exercise to help participants prepare for "making the pitch" for MDM.

HandsOn-ETL

One-day course

Hands-On ETL is committed to providing non-biased information on best-of-class technologies and techniques as well as exposing participants to leading ETL tools, their use, and their application. This course is designed to provide participants with an opportunity to compare and experience critical features of leading ETL tools. In a formal lab setting, students will use three tools for extracting, transforming, cleansing, and loading raw source data into a target star schema.

HandsOn-ETL Testing

One-day course

ETL testing is part of the software development cycle. ETL processes have inherent risks, especially in definition and execution. This makes verification and testing a prudent, necessary, and advisable practice to mitigate risk and ensure results. This lecture and lab course is designed to provide participants with a non-biased view of quality assurance processes as applied to ETL solutions.

HandsOn-Data Integration

One-day course

Modern BI dictates that technologies and techniques address a broad range of data movement and data integration services to facilitate the applications being developed. From batch to real-time data movement cycles and from structured to unstructured data types, data integration has become the foundation to successful BI. This course is designed to provide participants with an opportunity to compare and experience critical features of leading data integration tools.

Challenge

Business people lack confidence in the BI results that you produce—they simply don't trust the data. It makes little difference that most of the "dirty" data in the data warehouse comes directly from the day-to-day operational systems of the business. Data quality is seen as a data warehouse problem. You need to take charge of the data quality problem and rebuild trust in the data warehouse and your BI systems.

Solution

A comprehensive but practical approach to data quality that includes both measurement and cleansing.

Recommended TDWI Onsite Courses to help meet this challenge:

- Data Quality Fundamentals (page 17)
- Data Quality Assessment—Practical Skills for Data Quality (page 17)
- Data Cleansing—Practical Skills for Data Quality (page 17)

Data Quality

Data Quality Fundamentals

One-day course

Corporations lose millions of dollars due to inaccurate data. Yet the data quality profession is still in its infancy. This course provides a high-level overview of data quality problems and solutions. It starts with the causes of data quality problems and proceeds to outline major components of a comprehensive data quality program.

Data Quality Assessment—Practical Skills for Data Quality

One-day course

The starting point for any data quality program should be a data quality assessment. This course gives a comprehensive treatment to the process and practical challenges of a data quality assessment, starting with the systematic treatment of various data quality rules and then proceeding to results analysis and the building of an aggregated data quality scorecard. Special attention is given to the architecture and functionality of the data quality metadata warehouse.

Data Cleansing—Practical Skills for Data Quality

One-day course

Bad data is the cancer of information systems, spreading from place to place and wreaking operational and financial havoc. Data cleansing efforts usually focus only on customer data standardization, deduplication, and matching. Cleansing the rest of the data is relegated to manual work, and it rarely succeeds. This course presents a comprehensive, fail-safe approach to data cleansing for all data types.

Ensuring Data Quality in Data Integration—Practical Skills

One-day course

When it comes to data integration, a comprehensive data quality monitoring program is a must. This course discusses various practices that can be put in place to mitigate data problems and maintain high data quality throughout data integration.

Data Conversion, Consolidation, and Cleansing—Practical Skills for Data Quality

One-day course

Data conversion and consolidation is a major cause of poor data quality. Numerous system implementations overrun schedules and budgets or fail outright because of the inadequate quality of converted data. The problem is especially acute in data consolidations during corporate mergers and acquisitions, as well as implementations of data warehouses and operational data stores. This course describes a comprehensive data quality–driven approach to data conversion and consolidation—the dC3 methodology.

JUST IN TIME

Get the right training to your project team at the time it is needed most. You can build training into your project schedules with TDWI's just-in-time training concepts.

Challenge

You have the infrastructure, technology, and skills in place but find it difficult to deliver the kinds of BI systems that make a real difference to the business. The tools are powerful, but each time you seek requirements the business people ask for more reports. You must find a way to get past the "one more report" mentality and find the real business requirements.

Solution

Requirements gathering and requirements management processes and techniques specifically geared to BI.

Recommended TDWI Onsite Courses to help meet this challenge:

- TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems (page 6)
- Putting the Business Back in BI: A Framework for Requirements and Value Management (page 11)
- Business Requirements Workshop: BI Requirements Gathering Techniques (page 7)

Administration and Technology

TDWI Technology Architecture for BI: Planning and Design of the Technical Infrastructure

One-day course

Designing a sound technology architecture is challenging because BI technologies are many, diverse, and continuously changing. A carefully configured technology infrastructure is essential to satisfying the common service-level goals of BI—availability, reliability, scalability, security, and performance. This course teaches the skills needed to meet the challenge of technical architecture design.

TDWI Technology Administration for BI: Managing and Supporting BI Technology

One-day course

Much of the cost and all of the value derived from BI projects occur after the delivery of a BI system. Support of BI systems depends largely on systems and database administration activities to ensure that goals are met for performance, availability, security, growth, adaptability, disaster recovery, and more. This course provides in-depth discussion and exercises on skills and techniques that are needed to ensure a sustained and healthy BI environment.

HandsOn-Technology Architecture Workshop

One-day workshop

This workshop gets to the heart of technology architecture requirements for your BI or DW program. The workshop explores your specific technology needs and issues, and then systematically works to configure a best-fit technology architecture tailored to your program.

Certify Your Team for Excellence

Standards. Quality. Knowledge. With millions of dollars and your company's strategic initiatives at stake, you need the highest performing team possible. Demonstrate that your team has the qualifications needed to create, implement, and manage your company's BI initiatives. The Certified Business Intelligence Professional (CBIP) designation shows that your team operates with the highest level of knowledge possible in the business intelligence industry.

Well-rounded BI teams are comprised of specialists from five key areas:

- Administration and Technology
- Business Analytics
- Data Analysis and Design
- Data Integration
- Leadership and Management

For more information about the specialty areas, see page 21.

What is CBIP?

TDWI's Certified Business Intelligence Professional (CBIP) credential is a true test-based certification program. The CBIP credential is offered in five key areas of specialization, providing the most meaningful and credible certification available in the industry.

Successful completion of three exams is required for certification. Two exams are mandatory (the Information Systems Core Exam and the Data Warehousing Exam) and the third is chosen from one of the five specialty areas.

CBIP Onsite

TDWI's Onsite Education program allows your team to receive tailored preparation for the examinations. TDWI Onsite offers exam preparation courses as well as training packages. See page 20 for more information.

COST-EFFECTIVE
Eliminate travel-related expenses and get more for your training dollar.

Bring CBIP exam preparation courses onsite

These one-day courses are designed for those who already have the knowledge and experience but would benefit from an interactive and informative review prior to testing. Time is built into each course to take the exam.

CBIP Preparation for the Information Systems Core Exam

CBIP Preparation for the Data Warehousing Exam

CBIP Preparation for the Leadership and Management Exam

CBIP Preparation for the Business Analytics Exam

CBIP Preparation for the Data Analysis and Design Exam

CBIP Preparation for the Data Integration Exam

CBIP Preparation for the Administration and Technology Exam

CBIP training packages offered onsite

These training packages combine recommended TDWI courses with CBIP exam preparation courses. Training packages may also be customized to best fit your needs.

Preparation for Information Systems Core Exam and Data Warehousing Exam

Three-day package includes:

- TDWI Business Intelligence Fundamentals (page 6)
- TDWI Data Warehousing Concepts and Principles (page 6)
- CBIP Preparation for the Information Systems Core Exam
- CBIP Preparation for the Data Warehousing Exam

Preparation for Leadership and Management Specialty

Two-day package includes:

- TDWI Business Intelligence Program Management (page 8)
- CBIP Preparation for the Leadership and Management Exam

Preparation for Business Analytics Specialty

Three-day package includes:

- TDWI Introduction to Business Analytics (page 10)
- TDWI Enterprise Metrics (page 10)
- CBIP Preparation for the Business Analytics Exam

Preparation for Data Analysis and Design Specialty

Four-day package includes:

- TDWI Data Modeling (page 13)
- TDWI Dimensional Data Modeling Primer (page 13)
- CBIP Preparation for the Data Management Exam

Preparation for Data Integration Specialty

Three-day package includes:

- TDWI Data Integration Techniques (page 15)
- TDWI Data Cleansing (page 15)
- CBIP Preparation for the Systems Development Exam

Preparation for Administration and Technology Specialty

Three-day package includes:

- TDWI Technology Architecture (page 18)
- TDWI Technology Administration (page 18)
- CBIP Preparation for the Systems Security Exam or Database Administration Exam

CBIP Specialty Areas:

- **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.

- **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.

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

- **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.

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

For more information about CBIP and the specialty areas, visit: www.tdwi.org/cbip.

For more about TDWI Onsite, contact:

Yvonne M. Baho
Director, Onsite Education

T 978.582.7105
F 978.582.0184
E ybaho@tdwi.org

"By bringing a customized version of a TDWI course in-house, we were able to take full advantage of the deep expertise of the TDWI instructor while at the same time complementing that with an internal perspective by some of our senior practitioners. Our participants not only learned the content; they learned how the content will be applied in our company's context. Highly valuable!"

R. Stern, Director of Training
Parson Consulting

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BUSINESS INTELLIGENCE AND DATA WAREHOUSING EDUCATION:

Your Location, Our Instructors, Your Team

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1201 Monster Road SW
Suite 250
Renton, WA 98057