Trip Report
TDWI World Conference
August 20–25, 2006
San Diego, CA

Dear Attendee,

Thank you for joining us in San Diego for our TDWI World Conference and for participating in our conference evaluation. We hope you had a productive and enjoyable week.

The conference drew attendees from 41 states and 21 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 Business Intelligence Fundamentals, TDWI Data Warehousing Concepts and Principles, TDWI Data Modeling, and TDWI Data Warehousing Architectures. For a complete list and descriptions of all courses offered in San Diego, download the conference brochure.

This trip report is written by TDWI's research department and our guest contributor, independent consultant Tim Feetham. The report is divided into nine sections (see below). 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--

Sun, Sailing, and Serious Data Warehousing
By Tim Feetham, Independent Consultant

Every summer, I look forward to the TDWI conference in San Diego. The weather is unfailingly warm and sunny. Seaforth, with sailing rentals for mid-week breaks, is steps from the hotel. Just beyond the marina is a park that is great for jogging, playing the didgeridoo, or just watching the world go by. There are good restaurants in the neighborhood, and the hotel, the Manchester Grand Hyatt, is top-notch. Of course, the main draw was that TDWI and the major players in business intelligence and data warehousing put on a superior event.

TDWI offers both business and IT professionals courses on everything from hands-on experience with various technologies to workshops on high-level management strategies. During the last conference, I had worked with several products that I had not tried before and attended a BI tools shoot-out. This time I wanted to focus on professional development, management skills, and effective requirements gathering.

Read the rest of Tim Feetham's "Eye On TDWI" *trip report in*
The Data Administration Newsletter (TDAN.com).
http://www.tdan.com/special043.htm

II. Quarterly Technology Survey--------------------------------
By Philip Russom, TDWI Senior Manager of Research and Services

The technology survey conducted at TDWI's World Conference in San Diego focused on "change events"—initiated by either the business or IT—that can impact the data warehouse. Common business change events include corporate reorganizations, mergers, and acquisitions. IT change events usually involve the migration or consolidation of applications or databases. Such changes trickle down to the data warehouse, forcing revisions to how the warehouse models the business, how data is acquired and integrated, and how data is presented in reports and data analyses. As if it weren't hard enough keeping pace with business and IT change events, data warehouse professionals must also reconcile historic data that represents the organization before and after the change event. And too many of these change events will prevent the data warehouse team from building new marts, cubes, reports, and ETL jobs.

Data warehousing professionals can prepare for change events in the following ways:
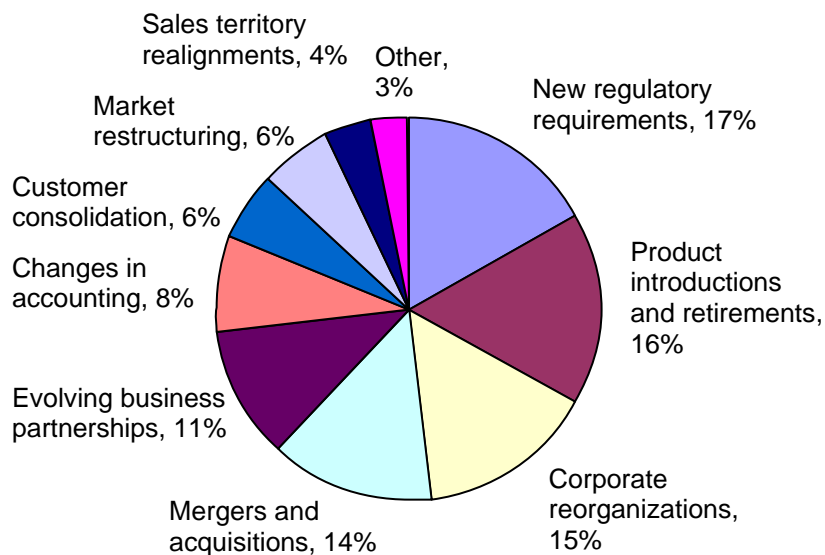
- Expect change events to become more frequent, whether from the business or IT.
- Address change events or suffer the consequences, like low trust in the data warehouse and its reports, bad decisions, and compromised business management.

- Try to adapt to a change event within four weeks, although some (like a major merger) will require a multi-stage response stretching over months or even years.
- Staff the data warehouse team with personnel specializing in change management. In some companies, 35% of data warehouse resources handle change events exclusively.
- Rely on data warehouse best practices that are conducive to change management, like redundant data marts, slowly changing dimensions, time stamps, time-variant data structures, metadata management, and master data management.
- Consider virtual and federated approaches to data warehousing, since you can alter these quickly as change events occur.
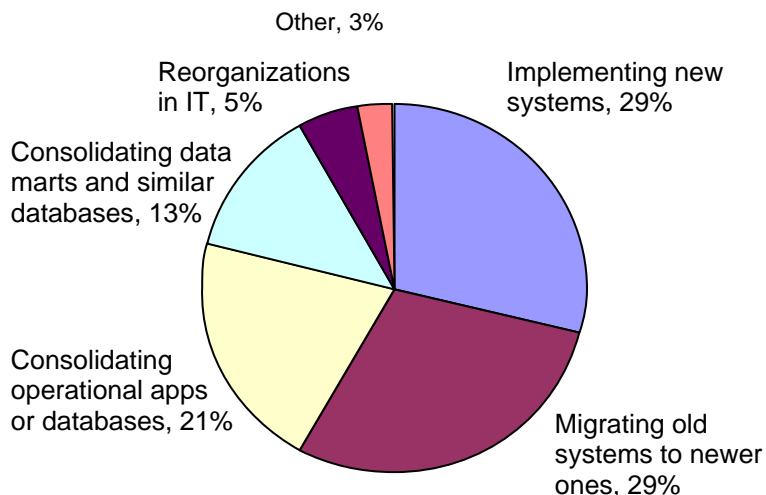
Questions and Responses from the Survey

Which business change events impact your data warehouse most often?
(Based on 276 responses from 117 respondents.)

Sales territory realignments, 4%
Other, 3%
Market restructuring, 6%
Customer consolidation, 6%
Changes in accounting, 8%
Evolving business partnerships, 11%
Mergers and acquisitions, 14%
New regulatory requirements, 17%
Product introductions and retirements, 16%
Corporate reorganizations, 15%

Which IT change events impact your data warehouse most often?
(Based on 240 responses from 117 respondents.)

Other, 3%
Reorganizations in IT, 5%
Consolidating data marts and similar databases, 13%
Consolidating operational apps or databases, 21%
Implementing new systems, 29%
Migrating old systems to newer ones, 29%

What problems in using data warehouse data result from change events?
(Based on 188 responses from 117 respondents.)

Other, 3%

Regulatory infractions, 4%

Compromises in how the business is run, 14%

Low confidence in analyses or reports, 39%

Faulty trend analysis, 21%

Poor business decisions, 19%
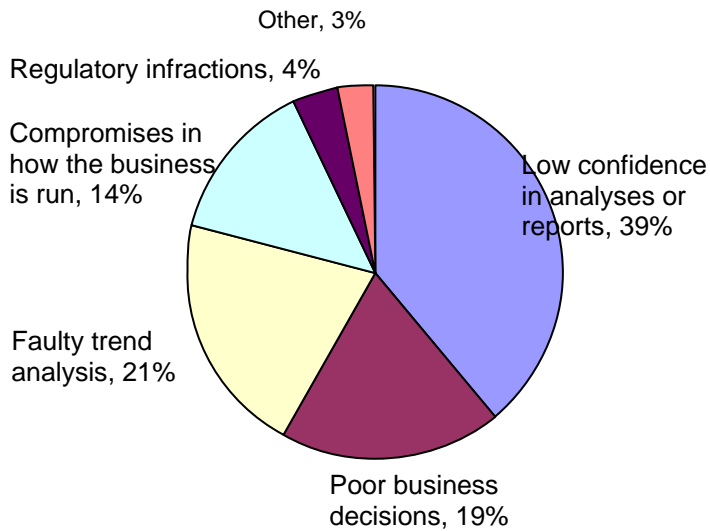
What data warehouse features or practices assist with change events?
(Based on 245 responses from 117 respondents.)

Feature	Value
Data	19
Slowly changing	16
Metadata	15
Master data	11
Business model stored as time-variant	10
Reference data fully normalized and time	8
Internal object	6
Fully time-variant meta, reference & transaction	5
Data	5
Time variance at attribute and association	3
Other	2
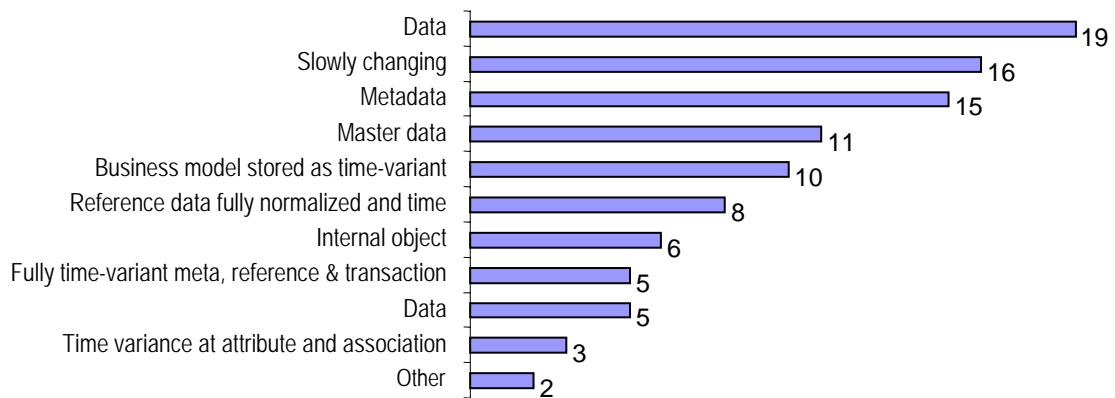
III. Keynotes ---

By Tim Feetham, Independent Consultant

Monday , August 21
Funny Business: A Satirical Look at Corporate Life

Bob Hirschfeld
Cybersatirist

The keynote for the start of the week, Bob Hirschfeld's "Funny Business: A Satirical Look at Corporate Life," immediately put the crowd in a good mood. Hirschfeld is a cybersatirist who has written for some big names such as Jay Leno. Hirschfeld cracked us up by taking the everyday things that we deal with in business and turning the light of basic reason on them. For example, how do you turn off your computer? Answer: click the start button. There were painful chuckles when Hirschfeld pointed out the supreme logic of the modern phone tree that finally told him though an automated response that he could get the solution to his network problems on the Web. I wish I had a nickel for every time I have run into that very situation.

Thursday , August 24
Charting the Path to Real Business Intelligence

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

TDWI got everyone fired up for the conference home stretch with an excellent breakfast and a solid keynote from Nancy Williams, whose topic was "Charting the Path to Real Business Intelligence." Williams started out with three rather spectacular BI case studies. It's always nice to have a good case study in your pocket for discussions with management. These included case 1, ROI of over 1000%—case 2, reduced operating costs by 50%—and case 3, ROI of over $6 million. After getting our attention, Nancy went on to say that even if organizations recognize that there are gains to be made through a sound enterprise BI implementation, many don't know how to go about putting one together. She went on to describe four stages of BI maturity, which went from no data warehouse, no BI experience, through changed informational paradigms at the functional/departmental level championed by individuals, to the top level, where executive management leads the charge to create an enterprise view of information and

its use. Few attendees could have gotten this far in the week without knowing that gaining executive sponsorship is a good thing. However, Williams did a nice job of giving us the case studies and framework to help executives connect the dots.

Read the rest of Tim Feetham's "Eye On TDWI" *trip report in*
The Data Administration Newsletter (TDAN.com).
http://www.tdan.com/special043.htm

IV. TDWI Executive Summit---------------------------------------
By Wayne Eckerson, TDWI Director of Research and Services

The TDWI Executive Summit was held on Monday and Tuesday in San Diego, with 75 BI directors and business sponsors in attendance. Using a variety of interactive formats, including panels, roundtables, and peer networking sessions, the group addressed a number of topics: 1) how to organize a BI team to optimize business alignment; 2) the evolution of BI capabilities; 3) new models for the delivery of BI functionality, including appliances, open source, and software as a service; 4) master data management and CDI; 5) BI solutions from ERP vendors; 6) performance dashboards; and 7) maximizing vendor partnerships.

Here are some representative comments from Summit attendees:

"This has been very valuable. The Summit covered a lot of timely, targeted subjects in a fast-paced format."

"This is an excellent forum for business and IT management to take the first step in learning and talking the same language."

"The presentations were excellent, but the best part of the Summit was the networking with peers and comparing notes about common problems that we face within our companies."

"The event gave us a chance to network on a more intimate level."

"The TDWI Executive Summit is a clear-focused, interesting forum to hear the leading-edge, cutting-edge, and bleeding-edge technologies and concepts. Provides some thought and consideration of direction, strategy, and purpose of information in business."

V. Certification Program --

TDWI continued the industry's leading certification program at our San Diego 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 San Diego, download the conference brochure.

Sunday , August 20, 2006

An Introduction to Business Activity Monitoring (BAM)

John Myers
Business Intelligence Consultant, Blue Buffalo Group

Participants learned:

- What is BAM?
- How do I use BAM?
- How is BAM different from ADW?
- BAM Examples

Is a DW Appliance in Your Future?

Kimberly Stanick
Senior Consultant, Baseline Consulting

Participants learned:

- What are DW appliances?
- Why have they come about?
- How are they being used?
- What opportunities and challenges do they bring?
- Who are the providers?

Mission-Critical BI: Emerging Technologies and Business Process Models

Alan Simon
Independent Consultant

Participants learned:

- How innovative business process models can greatly extend the effectiveness and value of traditional business intelligence
- Which emerging technologies and architectural concepts are most effective to mission-critical BI, and how they can best be applied
- Specific real-world examples for supply chain and other mission-critical business functions

Monday , August 21, 2006
Should You Outsource the Data Warehouse?

Sid Adelman
Principal, Sid Adelman & Associates

Participants learned:

- What functions should not be outsourced
- What functions could be outsourced
- Outsourcing landmines
- Selling management on an outsourcing strategy

Text Analytics: Yesterday, Today, and Tomorrow

David L. Bean
Chief Technology Officer, Attensity

Participants learned:

- Why text analytics is not content management
- What is state-of-the-art
- What to expect from different tools and technologies

Twelve *Smarter* 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
- How to categorize and manage different user groups

Wednesday , August 23, 2006
Data Warehousing at the University of North Carolina
Chapel Hill: A Case Study with a Focus on Lessons Learned

Cary White
Data Warehouse Development Team Project Manager University of North Carolina, Chapel Hill

Participants learned:

- Unique challenges of data warehousing in a university setting
- Turning points in the project and choices made along the way
- Lessons learned during the life of this project, most of which are relevant to data warehousing in any setting
- Some best practices gleaned from literature and from the lessons learned over the life of the project

Engaging the Business: BI Impact from Sponsorship to End Users

Eisa Quelette
Director of Business Intelligence, Professional Innovations, Inc.

Participants learned:

- How to make the biggest impact at all levels of the business, from sponsors to end users, regardless of your title
- Strategies for gaining project sponsorship and approval before, during, and after the first phase of the project
- Constant iterative approach to incorporate changes into your delivery road map, continuously aligning business and IT to ensure success

Thursday , August 24, 2006

Is There Metadata Without Semantics? A Look at Semantic Technology and Business Intelligence

Neil Raden
Founder and CEO, Hired Brains, Inc.

Rapidly emerging from the froth, business semantics is showing some bona fide potential. The application of semantic technology, such as the semantic Web and ontology, is being woven into the fabric of computing and even data management. But so far, data warehousing seems to be oblivious to its potential.

A number of factors will cause that to change very rapidly. Enterprise information integration (EII) technology is maturing, causing the data warehouse's primacy to come into question. The biggest drawback of EII is its weak metadata component, which could be dramatically upgraded with semantics. But don't weep for the warehouse yet—the need for stable, integrated, historical data will be greater than ever when the current monolithic enterprise apps are reconfigured as smaller chunks of services, increasing the need for the services provided by a data warehouse. Whether this will ultimately end up as a persistent repository (a data warehouse) or a virtual or hybrid structures, it is too early to tell. What business semantics offers over our current amalgam of metadata schemes is greater depth, consistency, and above all, the ability for machines to draw inferences from the metadata. This last ability is central to embedding analytics in composite applications.

In this session, participants learned how business semantics are already playing a role in the traditional territory of data warehousing and what to expect in the coming 12 to 24 months.

Master Data Management—Definitions and Best Practices

Daniel E. Linstedt
CTO, Myers-Holum, Inc.

There are so many definitions of MDM, and not many of them synchronize to lead to a single path. In this short lecture we will dive into the multitude of definitions that pervade our industry, particularly when it comes to master data management. We will lift the veil and provide a navigational path through the definitions of MDM, how they apply to your business, and what the pitfalls are. This discussion will focus on clearing the air and providing a foundational set of principles from which MDM initiatives can take place. Included in this course will be business tips for setting up and driving MDM initiatives, including roles and responsibilities, reconciliation, and defining the difference between master lists and master data management.

Using Measures, Metrics, and Scorecards in Pursuit of the University of Washington's Educational Mission

Todd B. Mildon
University Registrar and Director of Academic Data Management, University of Washington

Participants learned:

- How the University of Washington has developed specific measures and metrics in support of its broad educational mission
- How the university plans to expand the use of metrics and scorecards, particularly through the widespread implementation of business intelligence tools
- How cooperative data management and cross-campus collaboration enable the efficient creation of useful measures and metrics

Peer Networking

TDWI sponsored peer networking sessions on the following topics:

Closing the Gap between Business and IT
Maureen Clarry

Data Warehousing and Business Intelligence in Higher Education
Ora Fish

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 San Diego, attendees 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 San Diego, CA, and showcased the following products:

DATA WAREHOUSE DESIGN

Vendor	Product
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	"P" Series
HyperRoll	HyperRoll for Relational
IBM	DB2 Data Warehouse, Extended Edition
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Microsoft Corporation	SQL Server 2005 Business Intelligence Development Studio
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

Vendor	Product
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)
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	TS Discovery, TS Quality

INFRASTRUCTURE

Vendor	Product
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	"P" Series
DataMirror	Transformation Server, iReflect, iCluster
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

Vendor	Product
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)
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

Vendor	Product
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
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
Corda Technologies	Corda CenterView, Corda PopChart, Corda OptiMap, Corda Highwire
DATAllegro	"C" Series
DataFlux	dfPower Studio

Hyperion Solutions Corporation	Hyperion System 9 , Hyperion System 9 Applications+ , Hyperion System 9 BI+
HyperRoll	HyperRoll for Relational
IBM	DB2 Alphablox, DB2 OLAP, DB2 Intelligent Miner
Informatica Corporation	Informatica PowerCenter Advanced Edition, Informatica PowerExchange
Microsoft Corporation	SQL Server 2005 Analysis Services
MicroStrategy	MicroStrategy Desktop, MicroStrategy Web, MicroStrategy OLAP Services, MicroStrategy Office, MicroStrategy Report Services
SAS Institute Inc.	SAS® Analytic Intelligence
Sybase	Sybase IQ
Syncsort	DMExpress
Teradata, a division of NCR	Teradata Warehouse Miner
Trillium Software, a division of Harte-Hanks	TS Discovery, TS Quality
XLCubed Ltd.	XLCubed Excel Edition, XLCubed Web Edition

INFORMATION DELIVERY

Vendor	*Product*
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Business Objects	BusinessObjects Enterprise, InfoView, InfoView Mobile, Broadcast Agent, Crystal Reports Server
Cognos Inc.	Cognos Series 7, Cognos ReportNet
Corda Technologies	Corda CenterView, Corda PopChart, Corda OptiMap, Corda Highwire
Google	www.google.com
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
Microsoft Corporation	Business Scorecard manager 2005
MicroStrategy	MicroStrategy Narrowcast Server
SAS Institute Inc.	SAS® Enterprise BI Server
Syncsort	DMExpress
XLCubed Ltd.	XLCubed Excel Edition, XLCubed Web Edition

ANALYTIC APPLICATIONS AND DEVELOPMENT TOOLS

Vendor	*Product*
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
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)
Corda Technologies	Corda CenterView, Corda PopChart, Corda OptiMap, Corda Highwire
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
Microsoft Corporation	Microsoft Office PerformancePoint Server 2007
MicroStrategy	MicroStrategy BI Developer Kit, MicroStrategy Analytic Modules, MicroStrategy Software Development Kit, MicroStrategy Architect, MicroStrategy Web Services, MicroStrategy Desktop, MicroStrategy Web
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

Vendor	*Product*
Ab Initio Software Corp	Ab Initio CO>OPERATION™ Software
Business Objects	Business Objects Consulting Services
Corda Technologies	Corda CenterView, Corda Solutions
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.
e2e Analytix Inc.	Serving Global 2000 organizations across industry verticals, e2e delivers best of breed BI product expertise and solutions. Focusing exclusively on the information management disciplines of data warehousing, data integration, information quality, and business intelligence, e2e delivers state of the art, award winning, solutions that reduce time, reduce cost, and reduce risk.
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
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
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, August 20--

Best Practices for Data Governance
Sponsored by Informatica Corporation

--Monday, August 21--

Cognos Powers Success at Alliant Energy
Sponsored by Cognos Inc.

Zen and the Art of Enterprise Information Management
Sponsored by Business Objects

--Tuesday, August 22--

Microsoft & Partners Casino Night
Sponsored by Microsoft Corporation

SAS Technology Unit (STU) Real-Time Rendezvous
Sponsored by SAS Institute Inc.

--Wednesday, August 23--

The Teradata Sports Bar
Sponsored by Teradata, a division of NCR

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. Additionally, 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:

Toronto, ON   September 18–21
Dallas   October 16–20

For more information on the TDWI Seminar Series, please visit www.tdwi.org/seminars. Check our Web site soon for 2007 dates and locations.

Upcoming TDWI World Conferences

Orlando, FL
November 5–10, 2006
www.tdwi.org/orlando2006

Las Vegas, NV
February 18–23, 2007

Boston, MA
May 13–18, 2007

San Diego, CA
August 19–24, 2007

TDWI Online

TDWI's Market Solutions 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

- ***Symbiotic Cycles of Data Profiling, Integration, and Quality,*** TDWI's annual poster depicting a BI or DW process or lifecycle. www.tdwi.org/Poster
- ***Business Intelligence Journal*** (Volume 11, Number 3) 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
- ***Ten Mistakes to Avoid When Planning Your CDI/MDM Project*** (Q3, 2006). This series examines 10 common mistakes to avoid in your BI/DW project. A Members-only publication. www.tdwi.org/Publications/TenMistake
- ***Deploying Dashboards and Scorecards,*** 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
- ***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

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