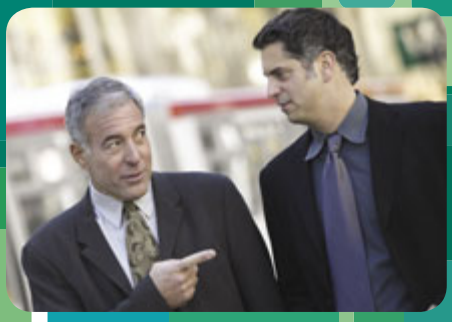
THE PREMIER EVENT FOR BUSINESS INTELLIGENCE AND DATA WAREHOUSING EDUCATION

TDWI World Conference

Boston, MA • May 13–18, 2007

www.tdwi.org/boston2007



Keynote Speakers See page 3

Everything I Need to Know about BI, I Learned from My Two-Year-Old

Steve Hoberman

Unstructured Data and Search: New Additions to the BI Technology Stack

Philip Russom

tdwi

THE DATA WAREHOUSING INSTITUTE

DRILLDOWN

An intense track of courses that will take you from high-level concepts to in-depth, actionable information

TDWI's Drilldown Series provides focused education aligned with topics that are important to business intelligence and data warehousing professionals. The Drilldown Series represents TDWI's commitment to providing our community a broad range of business intelligence and data warehousing education in addition to our core curriculum.

TDWI's World Conference in Boston will feature the following Drilldown track:

Enterprise Content Management for Business Intelligence

Who Should Attend

- BI and DW program and project managers
- IT and business directors/managers
- Business analysts
- Data architects

See page 8.

Why Attend TDWI Boston?

New and Updated Courses

TDWI's content and offerings are continually refined, and new curriculum is developed to meet your evolving needs. We have updated many of our courses to keep pace with changes in the industry, and brought new courses and instructors on board to address emerging trends and technologies. At the Boston conference, more than a quarter of the content is new or refreshed. See the Conference-At-A-Glance on pages 6–7 for a complete list of courses offered in Boston.

CBIP Certification

The Certified Business Intelligence Professional (CBIP) program is designed for those who have knowledge and experience within a particular specialty and need a respected credential that communicates that expertise to others. This exam-based certification program tests industry knowledge, skills, and experience within five areas of specialization, providing the most meaningful and credible certification available in the industry. TDWI will offer new exam preparation courses as well as testing opportunities at the conference in Boston. Please see page 4 for more information.

TDWI Best Practices Symposium

Master Data Management: Successful Strategies and Techniques

TDWI will clear the confusion around master data management in a one-day symposium consisting of lectures, case study presentations, panel discussions, and question-and-answer sessions. You will hear first hand from industry experts and practitioners about the strategies and techniques for managing master and reference data on an enterprise scale. See pages 20–21 for more information about the TDWI Best Practices Symposium.

TDWI Partner Members

These solution providers have joined TDWI as special Partner Members and share TDWI's strong commitment to quality and content in education and knowledge transfer for business intelligence and data warehousing.

baseline CONSULTING

Microsoft

Business Objects

MicroStrategy Best In Business Intelligence

COGNOS THE NEXT LEVEL OF PERFORMANCE™

NETEZZA The Power to Question Everything™

CONNECT: The Knowledge Network

Pitney Bowes GROUP 1 SOFTWARE

DATAFLUX A SAS COMPANY

SAS

DATAllegro DATA AT THE SPEED OF BUSINESS

SILVERTRAIN

DecisionPath CONSULTING

SYBASE

Hyperion™

syncsort

IBM

Teradata a division of NCR

INFORMATICA The Data Integration Company™

UNISYS imagine it. done.

KNIGHTSBRIDGE

Join Us in Boston

One of the great things about working in BI is that each day brings something new. The field remains interesting and exciting as it continues to grow, and BI professionals are evolving along with it. I know from personal experience that TDWI conferences fill an important role in the evolution of BI and of the people in the field. Over the years, TDWI conferences taught me the skills to work in the field, kept me abreast of new and emerging trends, helped me to understand and evaluate technology, and offered me opportunities to connect with and learn from other BI practitioners. TDWI's 2007 World Conference in Boston will continue to meet that high standard.

In the area of emerging topics, the Boston conference includes three days of enterprise content management (ECM) classes. Many believe that convergence of content management and BI is long overdue. Today it is at the early-adopter stage with few and fledgling products. But searchable BI, text analytics, and the like will become necessities as BI expands. Open-source BI is another trend, with Mark Madsen offering a class to clear the fog about the current state and the future of this technology.

Data modeling also brings new ideas and techniques. The drive toward business alignment creates the need to have business alignment models for data. Although many consider a logical model to be the business model, it is not a business alignment model. Stepping into the void, Steve Hoberman and Jim Thomann join forces for a conceptual modeling workshop, followed by David Fritz sharing his semantic modeling techniques and expertise.

Master data management (MDM) is a really hot topic. Our November conference confirmed strong interest but also showed confusion. We heard multiple definitions and conflicting beliefs, even among the experts. Philip Russom leads a full day MDM symposium to help unravel the MDM mysteries.

Beyond these changes, we sustain our tradition of solid education with classes in every area of BI. It is not possible to call out every exciting class and instructor. But with more than 50 classes (more than a quarter of which are new), you're certain to find something valuable each and every day of the conference.

I hope to see you in Boston. With a strong educational program, many networking opportunities, and the latest technology in the exhibit hall, the conference is sure to be a rich and rewarding experience.

Best regards,

David Wells, CBIP,
Director of Education, TDWI

TDWI World Conference

The Premier Event for Business Intelligence and Data Warehousing Education

Boston, MA • May 13–18, 2007

Sheraton Boston Hotel and Hynes Convention Center

www.tdwi.org/boston2007

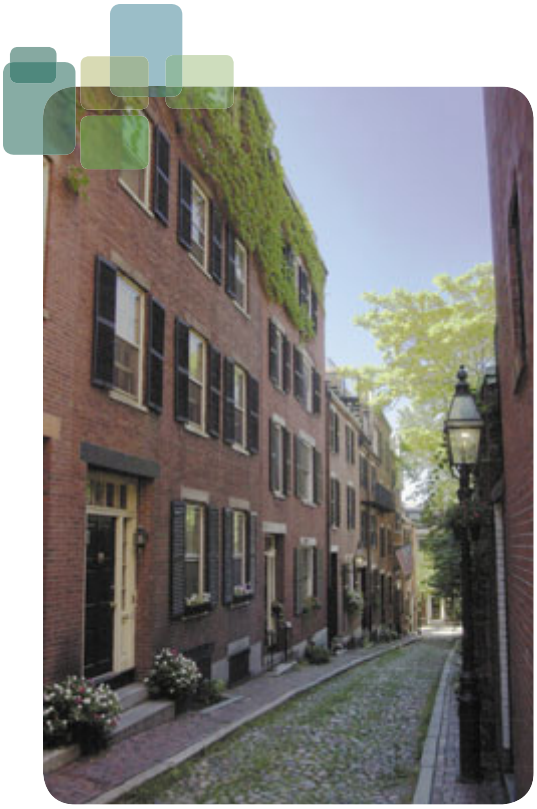


Photo courtesy of Greater Boston CVB

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THE DATA WAREHOUSING INSTITUTE

Why Choose a TDWI Conference?

In-Depth Education from Top Instructors

Unlike other conferences, TDWI offers primarily full- and half-day courses taught by practitioners with real-world experience. The sessions at a TDWI conference are classes—not presentations; and the session leaders are teachers—not just speakers. This is real education where you'll interact with the most knowledgeable and experienced instructors in the industry.

No Hype. No Fluff. No Bias.

TDWI goes to great lengths to guarantee that our courses provide objective, vendor-neutral information. All course topics and instructors are carefully selected to deliver the most timely and unbiased instruction available.

Professional Development and Certification

TDWI offers a variety of professional development opportunities, from classroom training to the Certified Business Intelligence Professional (CBIP) program, recognized as the most meaningful credential in the industry.

Broad Range of Course Offerings

From courses that cover essential skills and concepts for those new to the industry, to courses on advanced topics for experienced professionals, TDWI offers classes that are appropriate for every member of your team, no matter what their experience level.

Both Business and Technical Education

Recognizing that business intelligence interweaves business and technology in ways we've never before experienced, TDWI classes are selected to achieve the right balance of business and technical topics. TDWI conferences offer opportunities for business people to increase their knowledge of technology and for technical people to increase their business literacy.

Latest Product and Technology Information

TDWI conferences feature a manageable and highly regulated exhibit hall where attendees can get product information with a minimum of hype and hassle. For more in-depth product information, choose from classes that review the latest vendor technologies.

What Your Peers Are Saying

"I'm new to BI and new to building data warehouses, as is my company. The conference provided a great in-depth study of all the current architectures and methodologies to consider when approaching a business intelligence project. This helped me put my project into some context and provided the tools I would need to scope my project."

M. Munnis, PEMSTAR Inc

"As a new entry to the field, this conference gave me an opportunity to learn from the 'doers' in the field. The multi-levels of classes allow for everyone, from the newbies to professionals, to come away with information at both the tactical and the strategic level. Well done!"

G. Thomas, Commonwealth KY Office of Technology

"The quick-start received at the TDWI conference has paid huge dividends as we begin our journey into business intelligence. The key factors, issues or problems, and experiences of my peers (gathered from attending) have helped us avoid common pitfalls."

L. Miller, NuSkin Enterprises

"It was a great opportunity for me to bridge my existing skill-set to the requirements of my new position. Motivating and inspirational."

P. Howe, Wisconsin DOT

Keynote Presentations

Everything I Need to Know about BI, I Learned from My Two-Year-Old

Monday, May 14, 8:00–8:45 a.m.

Steve Hoberman, CBIP,
President,
Steve Hoberman & Associates, LLC

While typing comments on a BI design, I heard the familiar shuffling sounds of my two-year-old daughter making her way up the steps. Within a few minutes, she was standing at my side pushing buttons on my keyboard. This conversation followed:

"Don't do that."
"Why?"
"Daddy is working."
"Why?"
"Well, I know its Saturday, but I have to get this done."
"Why?"
"I have to complete this by next week."
"Why?"
"Well, if I stop working on the computer, I would have to help Mommy with the laundry."

I realized after this conversation, that my two-year-old is a highly skilled analyst. With her limited vocabulary, she can drill through the fluff to identify the real issues and needs. Everyone involved in BI is an analyst, whether we define, capture, model, implement, validate, manage, or support reporting requirements. Today we'll learn several analysis techniques essential for BI success—how to ask the right questions, so you can quickly find the solutions you need.

Unstructured Data and Search: New Additions to the BI Technology Stack

Thursday, May 17, 8:00–8:45 a.m.

Philip Russom,
Senior Manager of Research and Services,
TDWI

Data warehousing and business intelligence solutions have long provided a view of organizational performance upon which managers have based decisions. Yet, this view is usually based on structured data from databases, and it ignores unstructured data from text sources. Today, regulatory reporting, heightened security, and renewed customer service goals are driving user organizations to integrate information culled from unstructured data into their data warehouses. In a related trend, organizations are adding search capabilities to their BI platforms to help end users more easily find reports and data.

You Will Learn

- Why your business should adjust its decision-support technology to also encompass unstructured data and search technologies
- Which technology options are available, including various approaches to search, text mining, entity extraction, data modeling, indexing, and so on
- How technology approaches to unstructured data and search differ at different layers of the data warehouse and BI technology stack

Who Should Attend a TDWI World Conference?

- Sponsors of BI and DW programs
- Business executives and managers
- Technology executives and managers
- Business analysts
- Technology architects
- Data architects and data modelers
- Project and program managers
- Data integrators
- Developers of BI and data warehousing systems
- Business and IT consultants
- Anyone with a role in performance management

Make TDWI Conferences a Part of Your Professional

TDWI conferences are an essential part of meeting your educational goals. Whether you need to quickly develop knowledge and skill in a specific area, want to delve into advanced topics, or are interested in validating your learning by becoming a Certified Business Intelligence Professional, TDWI conferences can accommodate your needs.

Selecting Your Courses

This brochure gives you an overview of courses available at the TDWI World Conference in Boston. A good way to start is to visit the Conference-At-A-Glance pages to see which courses are available throughout the week. Then browse the course descriptions to help you narrow down which courses are right for you. You may want to visit our conference Web site at www.tdwi.org/boston2007, where more in-depth course and instructor information is available, before you make your final selections.

Don't know where to start? If you are interested in courses covering a specific topic, visit TDWI Learning Paths for course suggestions. Beginning with basics and building to advanced skills and techniques, learning paths can help you narrow down your course choices. Courses in all learning paths are offered at our public events, such as world conferences and regional seminars, or can be delivered onsite.

For more information about learning paths, visit www.tdwi.org/education/learningpath.

TDWI Evening Education

TDWI offers complimentary Night School and Peer Networking sessions to enhance your conference experience. Sign up for Evening Education sessions onsite in Boston.

Night School Sessions

Learn about best practices and cutting-edge new topics in TDWI's Night School sessions taught by industry leaders, peers, and vendors. Visit **www.tdwi.org/boston2007** to view the Boston Night School schedule and course descriptions.

Peer Networking Sessions

Peer Networking sessions provide a forum where you can network with your peers and TDWI instructors on a variety of topics. Visit **www.tdwi.org/boston2007** to see the schedule of Peer Networking sessions offered in Boston.

Become a Certified Business Intelligence Professional

The CBIP program is designed for those who have knowledge and experience within a particular specialty area and need a respected credential that communicates that expertise to others. This exam-based certification program tests industry knowledge, skills, and experience within five areas of specialization, providing the most meaningful and credible certification available in the industry. The CBIP credential is delivered in conjunction with the Institute for the Certification of Computing Professionals (ICCP), a non-profit organization established in 1973.

For more information, contact Jennifer Hay at cbip@tdwi.org or visit www.cbipro.com.

CBIP Exam Lab—Boston

cbip
Certified Business Intelligence Professional

Monday: 5:30–7:00 p.m.
Thursday: 5:30–7:00 p.m.
Friday: 8:00 a.m.–3:00 p.m.

Fee Per Exam: $249 non-Members / $225 Members
Exam Duration: Maximum 90 minutes each

Register onsite in Boston. If you have a laptop available, please bring it for testing. If not, notify Jennifer Hay at cbip@tdwi.org to reserve one.

CBIP Exam Preparation Courses

TDWI is offering the following new CBIP exam preparation courses in Boston:

M9A **CBIP Preparation for the Information Systems Core Exam**

M9P **CBIP Preparation for the Data Warehousing Exam**

TH9A **CBIP Preparation for the Leadership and Management Exam**

TH9P **CBIP Preparation for the Data Analysis and Design Exam**

Why attend an exam preparation course? These courses are designed for those who already have the knowledge and experience, but would benefit from an interactive and informative review just prior to testing. You'll get ready to test through discussion, review of concepts and terminology, and practice with sample exam questions. Every exam preparation class is led by a CBIP-certified instructor who has experienced the examination process and can share tips and techniques that will help to improve your performance when taking exams.

For more information about the CBIP exam preparation courses, see pages 17 and 31.

Development Plan

Core Discipline Descriptions

The field of BI logically segments into five core disciplines, and our courses are organized in a similar fashion. Use the Conference-At-A-Glance table on pages 6–7 to help you plan your week at TDWI's World Conference in Boston. Each course is coded to indicate how it corresponds to the five core disciplines. Some courses touch upon more than one core discipline. In those cases, the primary discipline is listed first. For definitions of the five core disciplines, see below:

- **Business Analytics (BA)** 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.
- **Leadership and Management (L&M)** 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.
- **Data Analysis and Design (DA&D)** 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 (DI)** 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.
- **Administration and Technology (A&T)** 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.

Visit Us Online

More in-depth conference information is available online, including expanded course descriptions, instructor biographies, complete information regarding hotel and travel, and online registration information. Here are some useful links:

TDWI World Conference Boston Online Brochure:
www.tdwi.org/boston2007

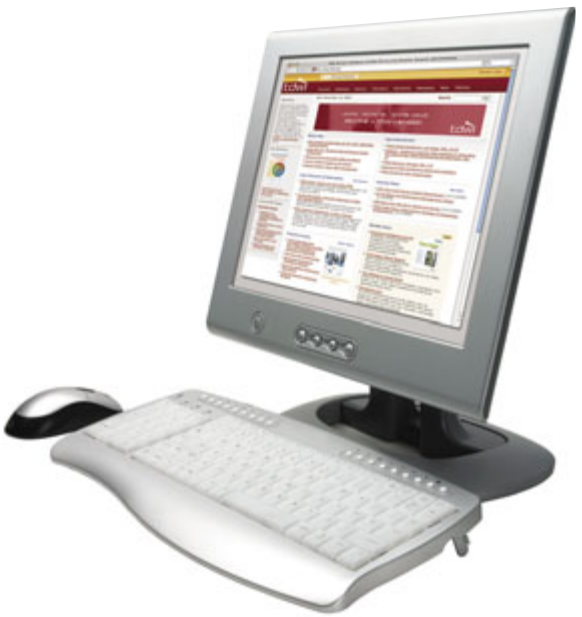
Online Conference-At-A-Glance:
www.tdwi.org/boston2007/cag

Instructor Information:
www.tdwi.org/boston2007/instructors

Registration and Pricing:
www.tdwi.org/boston2007/pricing

Vendor Exhibition:
www.tdwi.org/boston2007/vendors

Travel and Related Information:
www.tdwi.org/boston2007/generalinfo



TDWI World Conference-At-A-Glance

Schedule

SUNDAY, MAY 13 ››

COURSES
Full Day
9:00 a.m.–5:00 p.m.
Half Day A
9:00 a.m.–12:15 p.m.
Half Day P
1:45–5:00 p.m.

EVENTS
Attendee Breakfast
8:00–9:15 a.m.
Lunch Break
12:15–1:45 p.m.

MONDAY, MAY 14 ››

KEYNOTE
8:00–8:45 a.m

COURSES
Full Day
9:00 a.m.–5:00 p.m.
Half Day A
9:00 a.m.–12:15 p.m.
Half Day P
1:45–5:00 p.m.

EVENTS
Attendee Breakfast
7:15–8:15 a.m.
Lunch Break
12:15–1:45 p.m.
Evening Education
5:30–6:45 p.m.
CBIP Exam Lab
5:30–7:00 p.m.
Hospitality Suites
7:00 p.m.

TUESDAY, MAY 15 ››

COURSES
Full Day
8:00 a.m.–5:30 p.m.
Half Day A
8:00–11:15 a.m.
Half Day P
2:15–5:30 p.m.

EVENTS
Attendee Breakfast
7:15–8:15 a.m.
Exhibit Hall Open and Attendee Lunch
11:15 a.m.–2:15 p.m.
Exhibit Hall Open and Reception
5:00–7:00 p.m.
Hospitality Suites
7:00 p.m.

WEDNESDAY, MAY 16 ››

COURSES
Full Day
8:00 a.m.–5:30 p.m.
Half Day A
8:00–11:15 a.m.
Half Day P
2:15–5:30 p.m.

EVENTS
Attendee Breakfast
7:15–8:15 a.m.
Exhibit Hall Open and Attendee Lunch
11:15 a.m.–2:15 p.m.
Evening Education
6:00–7:15 p.m.
Hospitality Suites
7:00 p.m.

THURSDAY, MAY 17 ››

KEYNOTE
8:00–8:45 a.m

COURSES
Full Day
9:00 a.m.–5:00 p.m.
Half Day A
9:00 a.m.–12:15 p.m.
Half Day P
1:45–5:00 p.m.

EVENTS
Attendee Breakfast
7:15–8:15 a.m.
Lunch Break
12:15–1:45 p.m.
Evening Education
5:30–6:45 p.m.
CBIP Exam Lab
5:30–7:00 p.m.

FRIDAY, MAY 18 ››

COURSES
Full Day
8:00 a.m.–3:30 p.m.
Half Day A
8:00–11:15 a.m.
Half Day P
12:15–3:30 p.m.

EVENTS
Attendee Breakfast
7:15–8:15 a.m.
Lunch Break
11:15 a.m.–12:15 p.m.
CBIP Exam Lab
8:00 a.m.–3:00 p.m.

Course Offerings

SUNDAY, MAY 13 ››

S1 p. 9
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
N. Williams, P. Sheets DI

S2 NEW! p. 9
TDWI Business Intelligence Program Management
M. Peco L&M

S3P UPDATED! p. 10
Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs
R. Seiner L&M / DA&D

S4A NEW! p. 10
Conceptual Modeling: Understanding a 360-Degree View of the Organization
S. Hoberman, J. Thomann L&M / DA&D

S4P NEW! p. 10
High-Quality Data Warehouse Requirements via the Semantic Model
D. Fritz L&M / DA&D

MONDAY, MAY 14 ››

KEYNOTE: Everything I Need to Know about BI, I Learned from My Two-Year-Old, *S. Hoberman*

M1 p. 13
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
M. Gonzales DA&D

M2 UPDATED! p. 13
Open Source Adoption in Data Warehousing and Business Intelligence
M. Madsen A&T

M3 p. 14
The Operational Data Store in Action!
C. Imhoff DA&D / DI

M4 p. 14
Quantifying BI Value: Front-End Business Cases and Back-End Assessments
J. Wu L&M

TUESDAY, MAY 15 ››

T1 p. 17
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
M. Gonzales DA&D / BA

T2 UPDATED! p. 18
Evaluating BI Toolsets
C. Howson A&T / BA

T3 UPDATED! p. 18
Evaluating ETL Tools and Technologies: Vendors in Action
M. Madsen DI

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T4A NEW! p. 19
Value Proposition: Enterprise Content Management
R. Cohen, S. Piotrowski DI / BA

T4P NEW! p. 19
Content Management and Business Intelligence
C. White DI / BA

WEDNESDAY, MAY 16 ››

W1 p. 23
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
J. O'Brien DI

W2 UPDATED! p. 24
Building a BI Career: A Personal Growth Plan
J. Hay CAREER

W3A p. 24
Performance Dashboards: Measuring, Monitoring, and Managing Your Business
W. Eckerson L&M / BA

W3P NEW! p. 24
Evaluating BPM Solutions
T. Wall A&T / L&M

W4A NEW! p. 25
Business Intelligence across Structured and Unstructured Data
M. Abai DI / BA

W4P NEW! p. 25
Introduction to Network and Link Analysis
D. Loshin DI / BA

THURSDAY, MAY 17 ››

KEYNOTE: Unstructured Data and Search: New Additions to the BI Technology Stack, *P. Russom*

TH1 NEW! p. 27
TDWI Data Integration Testing: Ensuring Quality for ETL and Data Consolidation
D. Larson DI

TH2 p. 28
Leading and Organizing Data Warehousing Teams: Improving Individual and Team Performance
M. Clarry, L. Rickard L&M

TH3 p. 28
Data Profiling in Practice
J. Norris-Montanari DA&D / DI

TH4 NEW! p. 29
Integrated Analytics: Text and Data
S. Grimes DI / BA

FRIDAY, MAY 18 ››

F1 p. 32
TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
L. Loftis A&T / DA&D

F2A p. 32
Balanced Scorecards in the Business-Centric BI Architecture
C. Kaplan BA

F2P p. 32
Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
J. O'Brien A&T / L&M

F3A p. 33
Integrating Data Warehouses and Data Marts Using Conformed Dimensions
L. Reeves DA&D

F4A NEW! p. 33
Applying Quality Concepts to Data Management
J. Geiger DA&D / A&T

CORE DISCIPLINES **Please note that some classes cover more than one core discipline. For core discipline descriptions, see page 5.**

BA BUSINESS ANALYTICS
DA&D DATA ANALYSIS AND DESIGN
A&T ADMINISTRATION AND TECHNOLOGY
L&M LEADERSHIP AND MANAGEMENT
DI DATA INTEGRATION

S5 NEW! p. 11 **Implementing On-Demand and Operational BI** *C. Imhoff, C. White* L&M / A&T	**S6** p. 11 **Designing a High-Performance Data Warehouse** *S. Brobst* A&T	**S7 UPDATED!** p. 12 **BI Technology Review: Developments and Trends** *M. Gonzales* A&T	**S8 UPDATED!** p. 12 **Requirements Management for Business Intelligence** *M. Lampa* BA / L&M	
M5 NEW! p. 15 **Building an Effective Data Quality Management Program** *D. Loshin* L&M / DA&D	**M6** p. 15 **Real-Time Data Warehousing** *S. Brobst* A&T	**M7** p. 16 **HandsOn-OLAP** *O. Pineda, A. Cueter* A&T / BA	**M8 UPDATED!** p. 16 **Twelve *Smarter* Steps to Business Requirements Gathering** *C. Rouse* BA / L&M	**M9A NEW!** p. 17 **CBIP Preparation for the Information Systems Core Exam** *M. Peco* CAREER **M9P NEW!** p. 17 **CBIP Preparation for the Data Warehousing Exam** *M. Peco* CAREER
T5 NEW! p. 19 **Data Quality Fundamentals** *A. Maydanchik* DA&D / DI	**T6** p. 20–21 **TDWI Best Practices Symposium Master Data Management: Successful Strategies and Techniques** *Various Speakers* L&M	**T7** p. 22 **HandsOn-Business Analytics** P. Flach A&T / BA	**T8** p. 22 **Metadata Strategies for BI and DW Environments** *T. Gransee* DI / A&T	**T9** p. 23 **Enterprise Business Metrics in Practice: Using Metrics to Maximize Business Performance** *D. Merriman* BA
W5A UPDATED! p. 25 **Predictive Analytics: A Business Perspective** *T. Rathburn* BA / L&M **W5P UPDATED!** p. 25 **Predictive Analytics: Making It Work** *T. Rathburn* BA	**W6 NEW!** p. 26 **Dimensional Modeling: Advanced Topics** *C. Adamson* DA&D	**W7A** p. 26 **HandsOn-Business Intelligence Strategy** *M. Gonzales* L&M **W7P** p. 26 **HandsOn-Risk Mitigation for Business Intelligence** *M. Gonzales* A&T / L&M	**W8 UPDATED!** p. 27 **Data Quality Assessment—Practical Skills** *A. Maydanchik* DA&D / L&M	
TH5 p. 29 **Data Strategy in Practice** *S. Adelman* L&M / DI	**TH6** p. 30 **BI from Both Sides: Aligning Business and IT** *J. Dyché* L&M	**TH7** p. 30 **HandsOn-ETL** *M. Gonzales* A&T / DI	**TH8** p. 31 **Data Mining Techniques, Tools, and Tactics** *D. Abbott* BA	**TH9A NEW!** p. 31 **CBIP Preparation for the Leadership and Management Exam** *J. Geiger* CAREER **TH9P NEW!** p. 31 **CBIP Preparation for the Data Analysis and Design Exam** *J. Geiger* CAREER
F5 UPDATED! p. 33 **Large-Scale Data Warehouse Platform: Architectural Evaluation** *R. Winter, R. Burns* A&T	**F6** p. 34 **Data Warehouse Project Management** *S. Adelman* L&M	**F7 NEW!** p. 34 **HandsOn-ETL Testing** *M. Gonzales* DI	**FRIDAY SCHEDULE** TDWI has arranged the Friday schedule to finish earlier than the other days of the week yet provide a full day of instruction.	

DRILLDOWN

Enterprise Content Management (ECM) for Business Intelligence

The 2007 TDWI World Conference in Boston brings you several in-depth educational courses on Enterprise Content Management as related to business intelligence.

Many of us have become adept at capturing and utilizing structured business transaction data—data that is neatly stored in columns and rows—and we have pushed this to our data warehouses to build business intelligence systems. However, documents, Web content, e-mails, images, and more also make up a huge part of our business information. These unstructured data items are not easily stored in traditional databases, making management and sharing elusive or difficult. Organizations are stepping up to the challenge of capturing unstructured information in order to manage this data proactively and increase the value of their traditional business systems. Enterprise content management (ECM) is a term that encompasses the array of technologies, tools, and processes that capture and manage structured data, unstructured data, and even an organization's knowledge.

Business intelligence is a major beneficiary of ECM. As the volume of information in data warehouses and BI systems continues to grow, it becomes increasingly difficult for users to find relevant information and make the right decisions. Traditional BI and analytics are good at telling you the "what" of business performance, but they often leave out the "why." ECM search capabilities fill in the blanks by making related information in memos, e-mails, and policies findable, reaching further into the heart of a business. In addition to searchable BI, text and numerical analysis become more meaningful and refined as patterns and forecasts are derived from previously inaccessible data. Even social network analysis plays a part as we learn how people make better decisions through collaboration. All this brings the potential to engage new BI users.

Organizations know that good information yields better decisions. Because leveraging business intelligence with ECM may be in many of our futures, the TDWI World Conference in Boston brings you a strong lineup of new courses aimed at covering a broad spectrum of ECM topics as they relate to business intelligence—all part of our mission to educate business intelligence and data warehousing professionals with today's most important concepts and technologies.

Who Should Attend

- BI and DW program and project managers
- IT and business directors/managers
- Business analysts
- Data architects

Course Offerings

For more information, see Course Descriptions starting on page 9, or visit www.tdwi.org/boston2007/ecm.

Tuesday, May 15

T4A **Value Proposition: Enterprise Content Management**
Richard I. Cohen, *Principal, Deloitte Consulting LLP*
Steven Piotrowski, *Manager, Deloitte Consulting LLP*

T4P **Content Management and Business Intelligence**
Colin White, *President, BI Research*

Wednesday, May 16

W4A **Business Intelligence across Structured and Unstructured Data**
Majid Abai, *President, Seena Technologies*

W4P **Introduction to Network and Link Analysis**
David Loshin, *President, Knowledge Integrity, Inc.*

Thursday, May 17

KEYNOTE **Unstructured Data and Search: New Additions to the BI Technology Stack**
Philip Russom, *Senior Manager of Research and Services, TDWI*

TH4 **Integrated Analytics: Text and Data**
Seth Grimes, *Principal Consultant, Alta Plana Corporation*

Course Descriptions

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

Sunday, May 13, 9:00 a.m.–5:00 p.m.
COURSE S1—DATA INTEGRATION
PREREQUISITE: None

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

Paul Sheets, CBIP,
Principal Consultant, DecisionPath Consulting

You Will Learn

- Basic concepts of data warehousing
- Common language, terminology, and definitions in data warehousing
- Key factors that contribute to data warehousing success
- Risk factors for data warehousing projects
- Common approaches to data warehousing architecture
- Data warehousing roles and responsibilities
- Data warehouse development concepts and best practices
- Data warehouse operations and administration considerations

Geared To

- Anyone new to data warehousing; DW teams that need to develop a common base of concepts and terminology; DW team members who need to understand the roles and responsibilities of others on their team

This introductory-level course provides an overview of the activities, processes, and products involved in building a data warehouse. From business architecture to databases and access tools, the course examines the deliverables of data warehousing programs and discusses the resources and skills needed to produce them. While much of the data warehousing effort is expended in development projects, this course broadens the perspective from project to program and examines architecture and operations deliverables as well as those of development projects. The course emphasizes common language, concepts, and understanding that are necessary to enable effective teamwork and achieve data warehousing success.

The data-to-value chain describes the transition from data to value as DATA → INFORMATION → KNOWLEDGE → ACTION → OUTCOME → VALUE. This course focuses on those parts of the data-to-value chain that begin with data and end with information.

"This course is directly applicable to my management role as we migrate data marts to a DW (EDW). The 'strategies' and role definitions were of particular importance and relevance to me. This course has enabled me to participate more fully in our project management meetings. It has opened my eyes to the diversity and range of activities in the art of building data warehouses on the road to a full EDW."

S. MacLean, Liberty Mutual Insurance

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite
THIS COURSE IS ALSO TAUGHT AT SEMINARS visit: www.tdwi.org/seminars

TDWI Business Intelligence Program Management NEW!

Sunday, May 13, 9:00 a.m.–5:00 p.m.
COURSE S2—LEADERSHIP & MGMT
PREREQUISITE: None

Mark Peco, CBIP,
Managing Partner, Camar Solutions, Inc.

You Will Learn

- Three frameworks that help to see the big picture when managing BI programs
- Six critical areas of BI program management: portfolio management, process management, quality management, change management, service management, and value management
- How the BI Maturity Model is used to manage evolution through multiple stages of BI growth and development
- Tools and techniques to assess your BI program
- Tools and techniques for quality measurement and management

Geared To

- BI program managers, directors, and sponsors; anyone with leadership and management responsibilities in business intelligence, information services, data warehousing, or data integration

A BI program is a large and complex undertaking with many interests, activities, and dimensions that must all be managed simultaneously. Program management encompasses the disciplines and activities necessary to coordinate multiple, overlapping, and interdependent projects. Yet program management reaches beyond project activities to ensure quality and availability of business-critical information services and continuous support of vital business decision-making processes. Using a combination of lecture, discussion, and exercises, this course teaches techniques and provides tools to address six crucial areas of BI program management: portfolios, processes, quality, change, service, and value.

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite

Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs

UPDATED!

Sunday, May 13, 1:45–5:00 p.m.
COURSE S3P—LEADERSHIP & MGMT / DATA ANALYSIS & DESIGN
PREREQUISITE: None

Robert S. Seiner,
President and Principal,
KIK Consulting & Educational Services, LLC, and
Publisher, The Data Administration Newsletter, LLC

You Will Learn

- How to build a successful plan for a data governance program
- How to take a practical and "non-invasive" approach to data governance
- How to leverage and enforce existing accountability for data

Geared To

- Data managers; business data owners; directors and managers of information management services

This workshop focuses on how to build and implement the components of a practical and effective data governance program. Throughout the session, the instructor will share his experiences and the trials and tribulations of successful data stewardship and governance implementations. The workshop will be interactive and will encourage attendee participation to share and learn about best practices and experiences in data governance.

"We are starting to see the value of a stewardship program, and the materials provided will give us an advantage to completing this program while helping us to avoid mistakes."

D. Herbert, Russell Investment Group

"This course has shown me the value of establishing a data governance and steward program early on. I realize how behind my organization is as we move toward a clean slate with business system implementation and data."

A. Buffabe, United Space Alliance

Conceptual Modeling: Understanding a 360-Degree View of the Organization

NEW!

Sunday, May 13, 9:00 a.m.–12:15 p.m.
COURSE S4A—LEADERSHIP & MGMT / DATA ANALYSIS & DESIGN
PREREQUISITE: None

Steve Hoberman, CBIP,
President,
Steve Hoberman
& Associates, LLC

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

You Will Learn

- The role of conceptual modeling in BI
- What a domain model is, and when/how to build and use it
- What a subject area model is, and when/how to build and use it
- How domain and subject area models work together

Geared To

- Anyone who needs to capture, explain, or understand how the business works

A BI initiative succeeds best when based upon a well-documented, all-encompassing view of the entire organization. The purpose of BI is to provide information that enables people to take positive actions that help to meet the organization's goals. A 360-degree organization view must capture enterprise terminology and business rules, yet fit on a single page and communicate clearly and concisely. This course teaches two important modeling techniques to capture the 360-degree view—domain modeling and subject area modeling. This half-day session explains the power of these models and includes workshop activities to practice building them.

High-Quality Data Warehouse Requirements via the Semantic Model

NEW!

Sunday, May 13, 1:45–5:00 p.m.
COURSE S4P—LEADERSHIP & MGMT / DATA ANALYSIS & DESIGN
PREREQUISITE: Some knowledge of data modeling is helpful

David Fritz,
Consultant,
BusinessEdge Solutions Inc

You Will Learn

- The differences between semantic, logical, and physical data models
- How to build a semantic model
- The use and value of semantic models

Geared To

- Business systems analysts and process architects; data architects and modelers

A common reason for the failure of DW initiatives—and systems initiatives in general—is poorly defined requirements. By rigorously capturing the DW user's perspective of the data early on, the semantic model is used to validate logical and physical designs and as a foundation for designing the user data access layer. Techniques for building DW requirements-oriented semantic models, and for integrating them into a DW methodology, will be discussed.

Implementing On-Demand and Operational BI NEW!

Sunday, May 13, 9:00 a.m.–5:00 p.m.
COURSE S5—LEADERSHIP & MGMT / ADMIN & TECH
PREREQUISITE: A basic understanding of business intelligence and data warehousing

Claudia Imhoff,
President and CEO,
Intelligent Solutions, Inc.

Colin White,
President and Founder,
BI Research

You Will Learn

- The three forms of BI—strategic, tactical, and operational—and how they differ from each other
- The architecture needed to support operational BI
- Technologies that support operational BI requirements
- How companies are implementing operational BI, and the benefits they have garnered from these implementations
- The steps to get started on implementing an operational BI environment

Geared To

- BI and data warehouse project managers; designers and implementers; business users

Business intelligence (BI) and data warehousing (DW) applications are playing an ever increasing and important role in driving and optimizing daily business operations. This trend is leading to major changes in both the functionality and the usability of BI-related technologies and products. Developing an operational BI strategy in this dynamic and constantly changing environment is not a simple task.

This course shows how you can extend the traditional data warehousing and business intelligence environment with real-time data consolidation and federation, business process and performance management, business planning systems, and enterprise portal and collaboration capabilities. Also covered will be the steps to help you get started, things to watch out for, and other considerations for your implementation. The result is an operational BI environment that enables companies to build a smart and flexible business decision-making environment for optimizing operational business processes.

Designing a High-Performance Data Warehouse

Sunday, May 13, 9:00 a.m.–5:00 p.m.
COURSE S6—ADMIN & TECH
PREREQUISITE: Database and systems knowledge

Stephen A. Brobst,
Managing Partner,
Strategic Technologies & Systems

You Will Learn

- Advanced optimization techniques and how they affect DSS database performance
- Database design techniques such as star schemas, selective denormalization, partitioning, etc., in terms of trade-offs related to performance, usability, and flexibility
- New indexing strategies and how they impact workload balance and capacity planning
- OLAP design and the trade-offs between MOLAP, ROLAP, and HOLAP
- The role of data marts and operational data stores

Geared To

- Technical architects; DBAs; DW administrators

A remarkable number of new features and functions have been introduced into the high-end database products specifically aimed at decision-support workloads. This course will look at the latest developments in optimizer technology, index structures, OLAP database engines, and data mining techniques for delivering high performance in large-scale decision-support environments. These new innovations in high-end database functionality lead to new approaches for designing DSS database structures and sizing machines for supporting DSS workloads.

Mr. Brobst will share his benchmarking experiences and impart design techniques for designing DW environments for scalability and high performance. The content of this course is based on experience with some of the largest commercial and government databases in the world. The course also will discuss advanced topics such as issues in object-relational performance management and the architectural frameworks for deployment of data marts and operational data stores.

"I have a much better understanding of the impact of different decisions made in the design process of the DW. Stephen gave many tips/ideas/conclusions of best-case design for reinventing our data warehouse. Excellent course!"

B. Pennington, Rollins, Inc.

"This course provides direction for analyzing best methods to optimize data retrieval for both OLTP systems and decision-support systems. There is a tremendous difference. I can readily apply DBA experience to this course."

W. Graves, Healthcare Management Administrations

Course Descriptions

BI Technology Review: Developments and Trends*

UPDATED!

Sunday, May 13, 9:00 a.m.–5:00 p.m.
COURSE S7—ADMIN & TECH
PREREQUISITE: None

Michael L. Gonzales, CBIP,
Principal,
HandsOn-BI, LLC

You Will Learn

- Emerging technology that is shaping our future
- Recent changes and developments for existing BI technology and vendors
- One- and two-year predictions for existing BI technology and vendors
- Vital and pressing issues to consider for your BI environment and strategy

Geared To

- Program and project managers; technical architects; BI application and data warehouse developers; database and systems administrators

Staying abreast of ever-changing technology is difficult. Yet it is "a must" for every BI professional. Whether you are a manager, developer, architect, or administrator, you need to stay informed about the rapidly changing technologies that make business intelligence work.

Michael Gonzales is in touch with what is new and upcoming in the world of BI technology. Keeping his ever-popular HandsOn series of courses up to date and writing TDWI's quarterly Technology Update column is challenging. These activities demand that Gonzales is continuously aware of vendor plans, informed of new and innovative entries into the marketplace, and on top of product growth and evolution. From servers and infrastructure to analytic applications, this session offers an objective and unbiased look at what is happening in the world of BI technology.

Expect this to be a lively, engaging, and interactive session. Beyond hearing about new and emerging technology, you will see product features demonstrated and have the opportunity to join in discussion about the current and future states of the technology.

***Previously titled Technology Update Live! with Michael Gonzales**

"Understanding the strengths and weaknesses of each vendor in the respective technology helps me accurately assess best fit in my organization. Great job. The side-by-side comparisons helped draw out a number of things. The instructor had great insight into this space."

B. Wells, The Principal Financial Group

"A clear understanding and picture of the technologies and vendor movements. If there's a single example of Michael Gonzales's hands-on nature, this is it!"

C. Rice, Infovative LLC

Requirements Management for Business Intelligence*

UPDATED!

Sunday, May 13, 9:00 a.m.–5:00 p.m.
COURSE S8—BUSINESS ANALYTICS / LEADERSHIP & MGMT
PREREQUISITE: Prior exposure to business process modeling, data modeling, and project management is helpful; participants are encouraged to read the course case study prior to attending

Mike Lampa,
President,
TeamDNA, Inc

You Will Learn

- Overview of facilitation concepts
- Profile of the facilitator and of core team members
- Group dynamics
- Establishing project scope
- Business model management
- Business intelligence requirements gathering techniques

Geared To

- Enterprise architects; data architects; business analysts; systems analysts; project managers; anyone interested in facilitating small to large groups utilizing a consistent and repeatable approach for obtaining specific program or project objectives and succinct business intelligence functional requirements from the business community

This course provides participants with the knowledge and skills to plan, develop, and conduct group facilitated workshop sessions. It provides an overview of the facilitation technique, and demonstrates how interactive facilitated workshops can be used for the development of business process, data, and information needs models to support the business intelligence requirements gathering activities.

The course is constructed in such a manner that each section builds on the previous section and is followed by exercises that allow the student to practice the skills just learned.

***Previously titled Driving Out Business Requirements Using Group Facilitation Techniques**

"A very skilled instructor. Taught great techniques, which are applicable in my job. I will apply many techniques in my work."

H. Mariager, Nykiedit A/S

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

Monday, May 14, 9:00 a.m.–5:00 p.m.
COURSE M1—DATA ANALYSIS & DESIGN
PREREQUISITE: Knowledge of DW concepts and BI fundamentals

Michael L. Gonzales, CBIP,
Principal,
HandsOn-BI, LLC

You Will Learn

- Modeling techniques to gather business requirements
- Differences in modeling approaches for business transactions, business events, and business metrics
- Semantic and subject modeling techniques for the "big-picture" view
- Relational modeling skills and when to apply them
- Dimensional modeling skills and when to apply them
- State-transition modeling skills and when to apply them
- The role of normalization in data warehousing and BI systems
- How time-variant data is represented in data models
- Optimization techniques for warehousing data stores
- Applied data modeling for data warehouses, data marts, and analytic applications

Geared To

- Data architects; data modelers; project and program managers; DSS and analytics developers; business people with data warehousing and business intelligence roles

BI and data warehousing systems challenge the proven data modeling techniques of the past. From requirements gathering to optimization, new roles and uses of data demand updated data modeling skills. The "toolbox" for data modelers has expanded beyond basic entity-relationship modeling and now includes techniques to manage time-variant data to distinguish between event data and reference data, to manage data redundancy, and much more.

For those with data modeling experience, this course extends their skills to include modeling of business metrics, modeling of temporal data, and more. For those new to data modeling, the course provides a sound introduction to the array of modeling skills needed for BI and data warehousing systems. Those who need to understand data models, but not necessarily to develop them, will understand the various forms of data models and what they are intended to communicate.

"This class was at the exact level I needed. I already understood the difference between relational and dimensional models, but now I have an even better understanding of the 'how' and 'why' between the two."

L. Hibbard, National Instruments

Open Source Adoption in Data Warehousing and Business Intelligence **UPDATED!**

Monday, May 14, 9:00 a.m.–5:00 p.m.
COURSE M2—ADMIN & TECH
PREREQUISITE: None

Mark Madsen,
President,
Third Nature, Inc.

You Will Learn

- Why and where you would (or would not) use open-source software in a data warehouse environment
- What some of the early adopters are doing
- Open-source software available for the BI/DW environment
- Current thought on open source and its impact in the commercial software market

Geared To

- BI sponsors and application owners
- Technology managers and architects
- Application developers
- Anyone interested in learning more about open source in BI/DW

Open-source software (OSS) has become a force in the commercial software industry. Data warehousing is not immune to the impact of open source, with developments in the past year affecting a range of different technologies. IT organizations are challenged with sorting through OSS to measure the risks, the rewards, and to decide what is worth implementing.

This session will review technology adoption theory to frame the discussion, then review the state of relevant open-source projects within the data warehouse technology stack. The second half of the session will consist of evaluations of live software, case studies, and demonstrations to provide a deeper understanding of the software available.

The Operational Data Store in Action!

Monday, May 14, 9:00 a.m.–5:00 p.m.
COURSE M3—DATA ANALYSIS & DESIGN / DATA INTEGRATION
PREREQUISITE: Knowledge of DW fundamentals

Claudia Imhoff,
President and CEO,
Intelligent Solutions, Inc.

You Will Learn

- Architectural differences between the ODS and the data warehouse
- Classes of operational data stores
- Implementation best practices of the ODS
- Resource requirements and methodology for building the ODS
- Quality issues within the ODS

Geared To

- Data architects; data modelers; programmers; data warehouse administrators

The operational data store (ODS) has finally become a very important and recognized structure within the Corporate Information Factory. While the data warehouse answers our strategic information requirements, the ODS addresses our tactical information requirements. E-business and CRM initiatives have created an emphasis on tactical information. The ODS can receive information from a data warehouse or a data mart when current analytics are required for CRM or Web analysis. Current analytics can include information about very important customers (VIPs)—how much they buy, how recently they have purchased, or how often they frequent a Web site. The ODS also receives data from source systems, external sources of purchased information, and can become the focal point for quality issues. Over time, the ODS can become the system of record for data used to feed operational systems.

This course focuses on discussing differences between the ODS and the data warehouse, architecture requirements within the ODS, development methodology for the ODS, and an approach for handling quality issues in this heavily used environment. The role of middleware and the virtual ODS will also be covered.

"This course has a good mix of all practical aspects of implementing a DW—dos and don'ts."

V. Bharyiya, TES

Quantifying BI Value: Front-End Business Cases and Back-End Assessments

Monday, May 14, 9:00 a.m.–5:00 p.m.
COURSE M4—LEADERSHIP & MGMT
PREREQUISITE: None

Jonathan Wu,
Senior Principal,
Knightsbridge Solutions

You Will Learn

- The rationale for developing a business case
- The components of a business case
- How to anticipate the financial rewards
- How to calculate financial measures: ROI, TVO, TCO, and payback period
- The rationale for conducting a post-implementation assessment
- How to conduct a post-implementation assessment
- Components of a post-implementation assessment document

Geared To

- Directors of IT; IT managers; project managers

This full-day course is comprised of two sessions that address the financial impact of BI and DW initiatives to an organization. The morning session is devoted to building the business case and the financial measures that would be used to estimate the anticipated value. The afternoon session builds upon the morning session and reviews the financial impact after the solution has been implemented.

Morning: Financial Assessment for Business Case
Building the business case and quantifying the anticipated financial benefits of a BI and DW initiative is often essential to winning support and receiving funding. Calculating the financial measures provides a basis for evaluating the BI and DW initiative against other internal initiatives. In addition, the financial measures in the business case provide a foundation for conducting a post-implementation assessment.

Afternoon: Financial Assessment Post-Implementation
Quantifying the financial benefits of a BI and DW solution validates the decision to undertake the initiative as well as quantifies the success and justifies the investment that was made. Conducting a post-implementation assessment can be time consuming and difficult to perform. However, formally defining and conveying the benefits of the BI and DW solution to the organization can be very rewarding.

"Great delivery. Exercise was valuable. Demonstrates why it is difficult, but also shows that the process is achievable."

M. McCuistion, PeaceHealth

Building an Effective Data Quality Management Program

NEW!

Monday, May 14, 9:00 a.m.–5:00 p.m.
COURSE M5—LEADERSHIP & MGMT / DATA ANALYSIS & DESIGN
PREREQUISITE: None

David Loshin,
President,
Knowledge Integrity, Inc.

You Will Learn

- How to establish a business case for data quality (DQ) improvement
- How to measure and report DQ performance metrics and project prioritization
- The role of data quality tools
- The importance of data standards
- The fundamentals of data governance

Geared To

- Business managers; data management professionals

The quality of enterprise data assets is increasingly coming under scrutiny in the wake of numerous pressures. Data migration and integration projects and business intelligence programs depend on high data quality, while regulatory pressures like Sarbanes-Oxley and HIPAA require measures for ensuring information integrity and governance. However, as the emergence of information quality as a management imperative is gaining widespread acceptance, a frequent first reaction to a request for data quality management is to buy data quality tools. Yet in the absence of a fundamental data quality management program, tools act only as band-aids without addressing strategic, measurable information improvement.

In this course, we present a technical and management blueprint for building a long-term data quality management program that will be able to provide ongoing measurable results.

Real-Time Data Warehousing

Monday, May 14, 9:00 a.m.–5:00 p.m.
COURSE M6—ADMIN & TECH
PREREQUISITE: Knowledge of DW fundamentals

Stephen A. Brobst,
Managing Partner,
Strategic Technologies & Systems

You Will Learn

- Active DW definitions and framework
- Evolutionary steps toward active DW deployment
- The architecture of an active DW
- Implementing extreme performance, data freshness, and availability
- CRM and the active DW
- The role of enterprise application integration (EAI)

Geared To

- DW architects, designers, developers, and administrators

Active data warehousing is rapidly changing the landscape for deployment of decision-support capability. The challenges of supporting extreme service levels in the areas of performance, availability, and data freshness demand new methods for DW construction. Particular attention is paid to architectural topologies for successful implementation and the role of frameworks for enterprise application integration (EAI). In this workshop, we will discuss the evolution of DW technology and new methods for meeting the associated service levels with each stage of evolution.

The evolutionary steps from first-generation DW implementations to active DW deployment are provided as a means for incrementally delivering business value in the path toward advanced decision-support capability. An architectural framework for implementation of enterprise DW for deploying both strategic and tactical decision support will be presented. Implementation of scalable solutions with capability for near real-time data acquisition and mixed workload management with aggressive service levels will be discussed with real customer scenarios as case study examples.

"A very good starting point to understand the challenges and avoid mistakes if you want to establish a real-/right-time data warehouse. Very good theoretical and practical introduction to real-time DWH. The presentation answered a lot of questions I had to this issue."

P. Baun, Coloplast A/S

"The course will help us get ahead of the eight ball rather than trying to constantly play catch up to the latest thinking in best practices. This single course justified the cost of the conference attendance. Material was fascinating; presenter was engaging—all in all, an invaluable experience."

C. Riddell, BCBS of NC

Course Descriptions

HandsOn-OLAP™

Monday, May 14, 9:00 a.m.–5:00 p.m.
COURSE M7—ADMIN & TECH / BUSINESS ANALYTICS
PREREQUISITE: Understanding of relational database and DW terms and concepts

Olga Pineda, CBIP,
South America Operations Manager, HandsOn-BI, LLC

Antuaneth Cueter,
Senior Consultant, HandsOn-BI, LLC

You Will Learn

- The best practices, in both data and technical architectures, for implementing an OLAP strategy
- The core components to effective OLAP and more
- Through extensive lab exercises, you will gain hands-on experience with leading OLAP tools such as:
  - MOLAP: using Hyperion Essbase and Cognos PowerPlay
  - HOLAP: using MS Analysis Services
  - ROLAP: using MicroStrategy Intelligence Server
- The right application of atomic level data, star schemas, and MOLAP cubes
- How to effectively apply leading OLAP tools, including MS Analysis Services, Hyperion Essbase, MicroStrategy, and Cognos
- OLAP Exploratory Data Mining with PolyVista
- To compare and contrast OLAP features in order to make the best decision for your organization

Geared To

- Anyone involved in the product selection, design, and/or construction of multidimensional data access methods for the organization

HandsOn-OLAP is committed to providing non-biased information about best-of-class technologies and techniques as well as exposing participants to leading OLAP tools, their use, and their application. The course begins with an examination of data and technical architectures specific to OLAP. Participants are then led through discussions and lab exercises that emphasize product features, functionality, and applicability of products such as MS Analysis Services, Hyperion Essbase, PolyVista, MicroStrategy, and Cognos PowerPlay.

This course is designed to provide participants with an opportunity to compare and experience critical features of leading OLAP tools. Using a formal case study, students will create multidimensional reporting applications. Extensive lab time provides students with valuable insight into the features of each product, and into how each product might fit in the students' warehouse efforts.

HandsOn-OLAP is designed to provide participants with a non-biased view of leading OLAP tools.

Enrollment is limited to 30 attendees.

"Good cross-sectional view of OLAP tools out there."

A. Levine, NASD

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite

Twelve *Smarter* Steps to Business Requirements Gathering

UPDATED!

Monday, May 14, 9:00 a.m.–5:00 p.m.
COURSE M8—BUSINESS ANALYTICS / LEADERSHIP & MGMT
PREREQUISITE: None

Christina Rouse,
National Practice Director, Business Intelligence, SilverTrain, Inc

You Will Learn

- 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

Geared To

- Data warehouse business analysts; first time DW project managers; OLAP architects; report writers

The BI community has done very well in managing data migration and back-end database design. We haven't done so well with efficient business requirements gathering.

This course focuses on tips, tools, and techniques to improve the efficiency and accuracy of business requirements gathering. Specifically, time is spent talking about how these business requirements impact the data model and the semantic layer of your BI tool.

CBIP Preparation for the Information Systems Core Exam

NEW!

Monday, May 14, 9:00 a.m.–12:15 p.m.
COURSE M9A—CAREER
PREREQUISITE: Working knowledge of information systems

Mark Peco, CBIP,
Managing Partner,
Camar Solutions, Inc.

You Will Learn

- Technology and business concepts and terms used in the exam
- Application system concepts and terms used in the exam
- Data management concepts and terms used in the exam
- Systems development concepts and terms used in the exam
- What constitutes the complete body of knowledge for the exam
- Your self-assessment of knowledge and skill related to the body of knowledge
- What to expect during the examination process
- Techniques to improve your performance when taking the exam

Geared To

- Everyone seeking CBIP certification; the information systems core exam is required for all CBIP specialties

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite

CBIP Preparation for the Data Warehousing Exam

NEW!

Monday, May 14, 1:45–5:00 p.m.
COURSE M9P—CAREER
PREREQUISITE: Working knowledge of data warehousing

Mark Peco, CBIP, *Managing Partner, Camar Solutions, Inc.*

You Will Learn

- Organization and methodology concepts and terms used in the exam
- Architecture and technology concepts and terms used in the exam
- Data modeling concepts and terms used in the exam
- Data integration concepts and terms used in the exam
- Implementation and operation concepts and terms used in the exam
- What constitutes the complete body of knowledge for the exam
- Your self-assessment of knowledge and skill related to the body of knowledge
- What to expect during the examination process
- Techniques to improve your performance when taking the exam

Geared To

- Everyone seeking CBIP certification; the data warehousing exam is required for all CBIP specialties

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics

Tuesday, May 15, 8:00 a.m.–5:30 p.m.
COURSE T1—DATA ANALYSIS & DESIGN / BUSINESS ANALYTICS
PREREQUISITE: None

Michael L. Gonzales, CBIP,
Principal,
HandsOn-BI, LLC

You Will Learn

- Concepts of dimensional data modeling
- The relationship between business metrics and dimensional data
- Similarities and differences between relational and dimensional data models
- Requirements gathering techniques for business metrics and dimensional data
- How to build a logical dimensional model
- How to translate a logical dimensional model to a star schema design
- How dimensional data is used to deliver business analytics and OLAP capabilities

Geared To

- Data architects; data mart developers; business analysts; BI and DW program and project managers

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.

The course begins with a comparison of relational and dimensional data organization and provides an example of business questions not readily answered using more traditional data structures of relational modeling. It then illustrates the steps to design analytic solutions, starting from business questions and concluding by demonstrating an OLAP solution. These steps encompass techniques to capture business questions, represent them as a business solution, translate them to a technology solution, and deliver them to those who need information.

"This class is an excellent introduction to the concepts of dimensional modeling. There are things in this class for business and IT professionals."

S. Bennett, Exelon

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite
THIS COURSE IS ALSO TAUGHT AT SEMINARS visit: www.tdwi.org/seminars

Course Descriptions

Evaluating BI Toolsets

UPDATED!

Tuesday, May 15, 8:00 a.m.–5:30 p.m.
COURSE T2—ADMIN & TECH / BUSINESS ANALYTICS
PREREQUISITE: Knowledge of DW fundamentals; understanding of OLAP ideal

Cindi Howson,
President,
ASK LLC

You Will Learn

- A process for selecting and/or standardizing on a toolset
- An overview of the BI market and vendors' positions
- A framework for evaluating BI vendors and suites
- Functional differences between leading BI suites
- Strengths and weaknesses of seven vendors
- How three leading vendors fulfill key criteria (through carefully scripted demos)

Geared To

- Project sponsors; business analysts; BI application owners

Companies have multiple BI tools inherited from acquisitions and departmental initiatives. However, the holy grail of BI is one toolset that adapts to individual users' changing information requirements. This course will delve into how to select and standardize on a toolset, taking into account key functional requirements, including vendor finances; query, reporting, and OLAP capabilities; administrative and architecture differences; and product pricing and packaging.

The morning session focuses on defining and understanding requirements. Vendor examples are interwoven for illustrative purposes. The afternoon session addresses how to maximize scripted demos as part of your selection process. Three leading BI vendors are selected to participate in scripted demos so you can see the tools in action and compare how they fulfill certain critical criteria.

For specific vendor participation, see this course description on the TDWI Web site.

"Thank you for an incredible course on evaluating BI toolsets. Your course went a long way to showing the strengths and weaknesses of key vendors' existing products, as well as providing specific guidelines to follow when evaluating any BI toolset."
S. Vigo, Ameristar Casinos

"Cindi's knowledge and experience is evident in her approach to evaluating BI toolsets. Watching her moderate the vendor evaluation was enlightening!"
D. Dalhamer, Standard Register Company

Evaluating ETL Tools and Technologies: Vendors in Action

UPDATED!

Tuesday, May 15, 8:00 a.m.–5:30 p.m.
COURSE T3—DATA INTEGRATION
PREREQUISITE: Understanding of relational database and DW terms/concepts

Mark Madsen,
President,
Third Nature, Inc.

You Will Learn

- How to make the buy-versus-build decision for ETL
- A process to apply to ETL tool evaluation
- Criteria useful for comparing ETL products
- Key differences between some of the major ETL tools
- How different ETL tools accomplish the same tasks
- Strengths and weaknesses of leading products
- Important elements to include in your own proof-of-concept

Geared To

- Anyone involved in the design or implementation of ETL for a data warehouse or business intelligence application

This course provides an overview of ETL tools and technologies and shows how to evaluate them for use on your projects. The presentation is divided into two sessions. The first session provides the basis for evaluation, while the second shows the vendors demonstrating their tools on a common set of data and rules.

Session 1: Evaluating ETL Tools
The first session describes the trade-offs between buying products and building your own ETL, a summary of products on the market, and the process and criteria for reviewing those products. It will help you arrive at a shortlist of tools to evaluate, and give you an idea of how to compare them.

Session 2: Vendors in Action
Using a proof-of-concept format, we will take an in-depth look at some of the leading ETL products on the market. This demonstrates how some of the leading ETL products work on common scenarios encountered in data extraction and integration projects.

The vendors will develop extracts in their tools during this session, working with scenarios more complex than the common marketing literature shows. We will delve into the details of how and why extracts are implemented the way they are, going beyond what is normally seen in sales demonstrations.

For specific vendor participation, see this course description on the TDWI Web site.

"Excellent class! Actual head-to-head comparison of three different tools gives ways to determine how to make an intelligent decision process work for your criteria. We are looking for an ETL tool to replace a homegrown load program. Mark gave me questions to ask, ways to look at tools, etc., to make our decision. Great job!"
B. Pennington, Rollins, Inc.

"Valuable information that will help us decide the appropriate approach for implementing/changing an ETL approach. Great presenter!"
J. Jensen, Spokane Teachers Credit Union

Value Proposition: Enterprise Content Management NEW!

Tuesday, May 15, 8:00–11:15 a.m.
COURSE T4A—DATA INTEGRATION / BUSINESS ANALYTICS
PREREQUISITE: General understanding of BI and ECM concepts

Richard I. Cohen,
Principal,
Deloitte Consulting LLP

Steven Piotrowski,
Manager,
Deloitte Consulting LLP

You Will Learn

- What ECM is
- How ECM can be applied to drive value
- What you can do to make it happen at your company

Geared To

- Managers and directors focused on delivering both structured and unstructured content delivery systems

Enterprise content management (ECM) is one of the most critical initiatives that businesses will undertake over the next decade. ECM covers the entire EC lifecycle, whether dealing with physical records management or electronic documents and content. Thus, ECM covers management of all phases of the EC lifecycle, including creation and aggregation; review; storage and management; delivery; formatting; archival; and destruction. This course will help you gain a better understanding of ECM and the value drivers available to your organization, as well as considerations that must be addressed in developing a strategy that incorporates both the business intelligence environment and the content management environment.

Content Management and Business Intelligence NEW!

Tuesday, May 15, 2:15–5:30 p.m.
COURSE T4P—DATA INTEGRATION / BUSINESS ANALYTICS
PREREQUISITE: None

Colin White,
President and Founder,
BI Research

You Will Learn

- Solutions for managing enterprise, workgroup, and Web 2.0 content
- Techniques for exploiting unstructured content in BI
- The role of search and search analytics
- How to use performance workspaces to deliver content and BI

Geared To

- BI and data warehouse project managers; architects and designers

The amount of unstructured data content in organizations is growing, and the use of Web 2.0 technologies such as blogs, wikis, and RSS will accelerate this growth. Unstructured content has significant business value, and BI-related technologies can be used to help exploit this value for improving business performance. This seminar examines the use of unstructured content with BI, and it offers several strategies for accessing, capturing, and analyzing this content.

Data Quality Fundamentals NEW!

Tuesday, May 15, 8:00 a.m.–5:30 p.m.
COURSE T5—DATA ANALYSIS & DESIGN / DATA INTEGRATION
PREREQUISITE: None

Arkady Maydanchik,
Co-Founder,
Data Quality Group LLC

You Will Learn

- What data quality is and how it impacts the corporate bottom line
- What causes deterioration in data quality
- The key components and results of a comprehensive data quality program
- The roles and responsibilities in a data quality team
- Concepts and principles of data quality assessment and data cleansing
- Quality considerations for data integration
- Quality considerations for data conversion and consolidation

Geared To

- Everyone with a role in data management, from program and project managers to designers and developers of databases and data integration, conversion, and consolidation processes

Data quality management is one of the greatest challenges of information technology. According to the experts, the cost of poor data quality can reach as high as 15- to 25-percent of operating profit. Corporations are losing 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 description of causes of data quality problems and proceeds to outline major components of a comprehensive data quality program.

Special Program for Business and Technical Executives

TDWI Best Practices Symposium

Master Data Management: Successful Strategies and Techniques

Tuesday, May 15, 8:00 a.m.–5:30 p.m.
COURSE T6—LEADERSHIP & MGMT
PREREQUISITE: None

Practical Advice from Data Management Professionals!

Master data management has been practiced for years in isolated silos, like the data warehouse, an ERP system, or a CDI initiative. The challenge today is to apply it on a broad scale that unifies data definitions in multiple information systems across an enterprise and beyond. When applied on an enterprise scale, master data management provides a single, global view of a business entity (like customer, product, or financials)—a view that is more complete, accurate, up-to-date, and standardized than that of individual applications. The resulting data consistency helps user organizations to attain greater efficiency, coordination, and change management, as well as to comply with regulations and be prepared for audits.

Despite intense interest in master data management, confusion abounds. Few data management professionals have done it with any depth or breadth. There are many approaches to master data management, as seen in the diverse best practices of user organizations and the array of products offered by software vendors. And people in the same organization can't agree on basic questions, like "how do we define customer?" or "what's our system of record?"

TDWI will clear the confusion around master data management in a one-day symposium consisting of lectures, case study presentations, panel discussions, and question-and-answer sessions. You will hear first-hand from industry experts and practitioners from a variety of industries about the strategies and techniques for managing master and reference data on an enterprise scale.

What You Will Learn

By attending this event, you will learn:

- The costs of managing master data poorly and the benefits of managing it well
- How to tackle master data problems and opportunities in specific industries
- Master data issues specific to data warehousing, financials, CRM, ERP, and so on
- Strategic approaches for integrating master data on an enterprise scale
- Where to start and where to go with master data management
- Staffing and organizational approaches that ensure success
- Alignment between business goals and master data solutions
- Metrics-drawn users worldwide that help you measure your own progress
- What to look for in technologies and tools
- And much more!

Don't Miss This Opportunity!

TDWI's Best Practices Symposium on master data management is an ideal opportunity for business and IT executives to get a quick and pragmatic overview of challenges, opportunities, and critical success factors.

Featured Speakers

David L. Day,
Consultant, IT Application Development, Finance IT, Nationwide Mutual Insurance

Jill Dyché, CBIP,
Partner, Baseline Consulting

Eric Hansen,
Financial Business Manager, Nationwide Mutual Insurance

Evan Levy, CBIP,
Partner, Baseline Consulting

Philip Russom,
Senior Manager of Research and Services, TDWI

JB Sastry,
Senior Enterprise Architect, GE Money

Mark Weaver,
Manager, Data Administration, WellPoint Inc.

AGENDA – Tuesday, May 15

The State of Master Data Management, Part I — 8:00 a.m.

Philip Russom, *Senior Manager of Research and Services, TDWI*

Ever wonder what other companies are doing to manage master data? TDWI recently surveyed 800+ data professionals and their business sponsors, and discovered that user organizations are managing master data more than ever before as they combine analytic and operational approaches and grow into enterprise scope. This two-part presentation quantifies the current state of users' practices, so attendees will have metrics for assessing the state of their own initiatives.

CASE STUDY: The Role of MDM in a Data Semantics Strategy — 8:30 a.m.

Mark Weaver, *Manager, Data Administration, WellPoint Inc.*

In many organizations, MDM is closely related to metadata management, application codes, and data modeling. All these and more come together at WellPoint, Inc. (a leading healthcare insurer), where various types of master data relate in hierarchies to provide a consistent, cross-application view of a customer, claim, or policy. At WellPoint, linking master data with metadata and applications is a semantics strategy that gives the business financial savings and improved customer service through data consistency and quality.

Break — 9:30 a.m.

CASE STUDY: World-Class Financials via Data Governance and MDM — 9:45 a.m.

David L. Day, *Consultant, IT Application Development, Finance IT, Nationwide Mutual Insurance*

Eric Hansen, *Financial Business Manager, Nationwide Mutual Insurance*
TDWI 2006 Best Practices Award winner for Master Data Management

To improve the consistency of financial data across 100+ IT systems, Nationwide Insurance undertook an ambitious MDM initiative as part of a larger CFO-driven program, supported by a data governance program. The resulting MDM solution is cutting edge in its enterprise scope, bidirectional integration of master data, collaborative data governance, and marriage of analytic and operational master data. Today, the master data infrastructure assures data quality and data integrity for world-class financial consolidation, forecasting, and reporting.

MORNING WRAP-UP — 11:00 a.m.

Lunch — 11:15 a.m.

The State of Master Data Management, Part II — 2:15 p.m.

Philip Russom, *Senior Manager of Research and Services, TDWI*

CASE STUDY: MDM for a Consistent View of Customers — 2:45 p.m.

JB Sastry, *Senior Enterprise Architect, GE Money*
TDWI 2006 Best Practices Award winner for Customer Relationship Management

At GE Money, MDM helps unify customer data into a consistent view across diverse business units and applications. The challenge is that there are many flavors of customer data integration (CDI), definitions of master data, and competing business functions that must reach consensus. Hence, achieving accuracy, timeliness, and relevance with customer data in various business contexts calls for a well-thought-out process and architecture.

Break — 3:45 p.m.

10 Mistakes to Avoid when Planning Your MDM Program — 4:00 p.m.

Jill Dyché, CBIP, *Partner, Baseline Consulting*

Evan Levy, CBIP, *Partner, Baseline Consulting*

In their book *Customer Data Integration: Achieving the Single Version of the Truth* (Wiley, 2006), Jill Dyché and Evan Levy define MDM as "the set of disciplines and methods to ensure the currency, meaning, and quality of a company's reference data within and across subject areas." It's a lofty goal, transcending technology platforms and functions. To help you get going with your MDM program, the authors will share first-hand experiences based on content from their article, "10 Mistakes to Avoid when Planning Your MDM Program," published recently by TDWI.

SPEAKER PANEL and WRAP-UP — 5:00 p.m.

Dismissal — 5:30 p.m.

Special one-day Executive Package available! See pages 36–37 for details.

HandsOn-Business Analytics™

Tuesday, May 15, 8:00 a.m.–5:30 p.m.
COURSE T7—ADMIN & TECH / BUSINESS ANALYTICS
PREREQUISITE: Understanding of relational database and data warehouse terms and concepts

Paul Flach,
Senior Consultant,
HandsOn-BI, LLC

You Will Learn

- The best practices for blending data mining, dashboards, scorecards, advanced visualization, and spatial data technology into your BI environments
- The core components to effective spatial analysis, data mining, dashboards/scorecards, and visualization applications
- Through extensive lab exercises, you will gain hands-on experience with leading BI tools, including:
  - Microsoft Data Mining
  - Microsoft Scorecard
  - ESRI Business Analyst
  - PolyVista
  - Tableau
- How and when to effectively apply advanced BI technology in order to enhance your information content and analytical landscape

Geared To

- Anyone involved in the sponsorship, management, design, and construction of BI solutions for an enterprise

Business intelligence (BI) is well beyond the domain of traditional topics such as ETL and OLAP. Today, BI drives the information organization with technologies and techniques that allow the enterprise to glean actionable insight from volumes of disparate data, with near real-time refresh cycles.

This course starts by defining the promise of business intelligence and the gap that exists between what is promised and what is often implemented. The lecture portion of the course then sets out to identify the technologies and techniques necessary to fill the gap, including data mining, dashboards/scorecards, advanced visualization, and spatial analysis.

Hands-on exercises complement all lecture content. Throughout the course, participants experience leading products representing tangible evidence and applicability, to enhance the informational content of any BI effort. Specific technologies include:

- Data Mining: Microsoft Data Mining lab
- Dashboards: Hyperion Intelligent Dashboard
- Scorecards: Microsoft
- Visualization: Tableau and PolyVista labs
- Spatial Analysis: ESRI Business Analyst lab

HandsOn-Business Analytics is designed to provide participants with a non-biased view of leading BI tools.

Enrollment is limited to 30 attendees.

Metadata Strategies for BI and DW Environments

Tuesday, May 15, 8:00 a.m.–5:30 p.m.
COURSE T8—DATA INTEGRATION / ADMIN & TECH
PREREQUISITE: None

Tom Gransee,
Senior Principal,
Knightsbridge Solutions

You Will Learn

- How to use a formalized approach for developing a metadata strategy
- How to identify practical metadata projects that deliver real benefits
- How to evaluate and define metadata architectures
- How to demonstrate ROI and initiate sustainable metadata projects
- How to evaluate and select a metadata repository tool
- Alternatives for starting without purchasing a metadata repository

Geared To

- Managers and directors of IT who are responsible for large and complex data management systems

Many organizations still aren't adequately addressing metadata, even though there is an abundance of evidence available that data warehouse/business intelligence solutions without formalized metadata solutions don't provide the desired results. Solutions without metadata don't deliver the anticipated benefits relating to ease of data navigation, total cost of ownership, and flexibility to support rapid change/expansion.

Information-access metadata strategies address the daunting task of implementing a practical metadata solution to support DW/BI. From funding the project, to building your approach, to tool selection, to implementation, metadata initiatives are relatively complex, with no complete out-of-the-box solutions available.

Gransee will address these issues by providing a framework for defining and implementing practical metadata solutions within your organization. In addition, he will show examples of how metadata can be used to build, administer, and navigate complex DW/BI environments, and he will review the progress of metadata industry standards and their impact on projects.

"Tom is very knowledgeable—examples in the course book are good."
L. Virgilio, CooperVision

Enterprise Business Metrics in Practice: Using Metrics to Maximize Business Performance

Tuesday, May 15, 8:00 a.m.–5:30 p.m.
COURSE T9—BUSINESS ANALYTICS
PREREQUISITE: None

Dan Merriman,
Principal,
The Revere Group

You Will Learn

- How to define and use business metrics to maximize the business results of major business/IT initiatives
- How to quantify and continually improve the business value enabled by BI/DW
- Best practices that can be used by joint business and IT teams to define business metrics, processes, and mechanisms (e.g., dashboards, scorecards, reports)
- Techniques for defining an integrated set of core "value metrics" that quantify bottom-line impact and "analysis metrics" that provide critical insight for identifying and diagnosing potential problems

Geared To

- BI program and project managers; business managers who utilize business metrics; business analysts; developers of dashboards and scorecards; data stewards and data administrators

One of the most valuable applications of business metrics is maximizing the performance improvements enabled by major business and technology initiatives. An effective set of business metrics and associated analysis processes motivates proper behavior while providing actionable insight into where attention should be focused in order to maximize quantifiable results. Coupling these business metric skills with the feature-rich dashboard technology now being offered by BI vendors creates the powerful capability companies need to maximize their business performance.

This highly interactive "in practice" course walks the 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.

Enrollment is limited to 60 attendees.

"Provides a fairly simple method to drive out business value and metrics to measure success. Good class. Liked working sessions to try to apply in our own real-world situations—not just theory."

B. Penner, Principal Financial Group

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite

TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

Wednesday, May 16, 8:00 a.m.–5:30 p.m.
COURSE W1—DATA INTEGRATION
PREREQUISITE: None

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

You Will Learn

- Analysis techniques to capture data integration requirements, including those for source data, data consolidation, data quality, data granularity, data currency, and historical data
- How the alphabet soup of integration technologies—ETL, EII, EAI, MDM, and CDI—fits into the overall data integration architecture
- Design techniques for the mainstream of data integration, including source-to-target mapping, source data capture, data transformation and cleansing, and database loading
- Techniques to enrich the data integration design with processes for automated scheduling, execution monitoring, metadata capture, restart and recovery, and more
- Tips to design for the complex issues of data integration, including detecting data changes, identifying data quality defects, managing complex schedule dependencies, meeting real-time data demands, and more

Geared To

- BI and data warehousing architects; data integration process designers and developers; BI and data warehousing program and project managers

Data integration is becoming increasingly complex as new expectations and technologies change the face of data warehousing and business intelligence. Design of data integration systems was comparatively straightforward when extract-transform-load (ETL) was the only option. In today's world, the demand for real-time and right-time data increases expectations while scorecards and dashboards increase visibility. Simultaneously, enterprise information integration (EII), enterprise application integration (EAI), master data management (MDM), and customer data integration (CDI) technologies expand the range of possibilities.

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

"We are trying to integrate data from multiple countries in a common data warehouse. The course will help me ensure that I'm considering all factors for data integration."

R. Solomon, Aegon USA

"Important for understanding current technology in data integration. Good ideas for preventing data accuracy issues."

J. Brenner, SGI

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite
THIS COURSE IS ALSO TAUGHT AT SEMINARS visit: www.tdwi.org/seminars

Course Descriptions

Building a BI Career: A Personal Growth Plan UPDATED!

Wednesday, May 16, 8:00 a.m.–5:30 p.m.
COURSE W2—CAREER
PREREQUISITE: None

Jennifer Hay, CBIP,
Certification Program Manager,
TDWI

You Will Learn

- To understand and systematically evaluate your BI career related abilities
- To understand and categorize your work style and environment preferences
- To understand and appreciate what hiring managers seek in various BI roles
- To understand and apply your abilities and preferences to identify best-fit BI job roles
- To apply your abilities, preferences, and understanding toward career growth

Geared To

- Professionals wanting to move into a BI environment; BI professionals looking to transition their job roles; BI professionals wanting to grow from surviving to thriving in their current job role

In this interactive course, you'll evaluate your abilities and preferences using proven methods in evaluation and self-assessment. Insight obtained through TDWI research will be used to match abilities and work styles to BI job roles.

Ultimately, you'll see how you can use the knowledge of your abilities and preferences, together with an understanding of hiring manager preferences, to create a personal growth plan.

Performance Dashboards: Measuring, Monitoring, and Managing Your Business

Wednesday, May 16, 8:00–11:15 a.m.
COURSE W3A—LEADERSHIP & MGMT / BUSINESS ANALYTICS
PREREQUISITE: None

Wayne W. Eckerson,
Director of Research and Services,
TDWI

You Will Learn

- The three "threes"—three layers, applications, and types
- The difference between scorecards and dashboards
- How to architect a performance dashboard and design effective KPIs
- The landscape for dashboard products and technologies

Geared To

- Business sponsors and managers; BI directors, project managers, and tool managers; developers

Performance dashboards are the new face of BI. They provide a layered interface that conforms to the way users work rather than forcing them to conform to the way BI tools work. Like peeling an onion, users move through successive layers of information in a performance dashboard in a carefully guided and systematic manner. This course will show how performance dashboards blend the once distinct disciplines of BI and performance management into a powerful agent of organizational change.

Evaluating BPM Solutions NEW!

Wednesday, May 16, 2:15–5:30 p.m.
COURSE W3P—ADMIN & TECH / LEADERSHIP & MGMT
PREREQUISITE: Knowledge of performance management initiatives within your organization

Tim Wall,
Vice President, Services,
BPM Partners

You Will Learn

- Business Performance Management (BPM) definition, components, and how BPM solutions fit within a corporate technology framework
- Best practices in the BPM solution evaluation process
- Emerging trends to watch in the BPM market

Geared To

- Project sponsors; business analysts; IT professionals supporting BPM and BI solutions

This course will enable participants to understand the key business challenges organizations are addressing with BPM solutions, and the complexities and best practices in evaluating, selecting, and implementing BPM solutions. The course will provide an overview of BPM solutions, including specific practical benefits associated with the effective deployment of BPM solutions that can be realized by the finance, operations, and IT functions within an organization. In addition, the course will outline emerging trends within the BPM solution marketplace that organizations need to take into consideration when selecting and implementing BPM solutions.

Business Intelligence across Structured and Unstructured Data

NEW!

Wednesday, May 16, 8:00–11:15 a.m.
COURSE W4A—DATA INTEGRATION / BUSINESS ANALYTICS
PREREQUISITE: Understanding of basic BI techniques

Majid Abai,
President,
Seena Technologies

You Will Learn

- The importance of focusing on unstructured data
- How to develop BI systems that cross the boundaries between structured and unstructured data
- Pitfalls and best practices in developing such systems

Geared To

- Data and enterprise architects; program and project managers; BI developers

Business intelligence continues to deliver excellent results from structured information to organizations. However, over 80-percent of information in organizations is stored in unstructured format. The ability to perform BI across unstructured and structured data will provide organizations a dimension that has never been realized. Such information will allow organizations to detect fraud, decrease costs, and increase revenues.

Introduction to Network and Link Analysis

NEW!

Wednesday, May 16, 2:15–5:30 p.m.
COURSE W4P—DATA INTEGRATION / BUSINESS ANALYTICS
PREREQUISITE: None

David Loshin,
President,
Knowledge Integrity, Inc.

You Will Learn

- Models for network and link analysis
- Basic characteristics of networks and interaction
- How linkage metadata drives the analysis

Geared To

- Business analysts; information architects; data management, BI, and data mining analysts

Network and link analysis is the process of analyzing the relationships, interactions, and flows between discrete objects such as people, locations, or things. The simplicity of the connection between two objects hides potentially complex associations. The interesting part lies in understanding what those links really mean, and how to measure and assess affinity between different objects. Consequently, the result of the analysis depends on the metadata, taxonomies, and semantics associated with the defined nodes and relationships. In turn, we can explore ways to identify linkage patterns in networks and derive actionable knowledge from the links that exist that can add to customer profiles, activity analysis, fraud detection, and other useful intelligence programs.

Predictive Analytics: A Business Perspective

UPDATED!

Wednesday, May 16, 8:00–11:15 a.m.
COURSE W5A—BUSINESS ANALYTICS / LEADERSHIP & MGMT
PREREQUISITE: None

Thomas A. Rathburn,
Senior Consultant,
The Modeling Agency

You Will Learn

- Basic principles and terminology for predictive analytics
- Who is utilizing predictive analytics, and why
- Common project pitfalls and how to avoid them
- Project performance and maintenance issues
- How to define business objectives for a decision-support system

Geared To

- IT/IS executives and managers; line of business executives and functional managers; technology planners; consultants

Traditionally, organizations use data tactically—to manage operations. For a competitive edge, leading organizations use data strategically—to expand the business, to improve profitability, to reduce costs, and to market more effectively. The mining of data for predictive indicators creates information assets that an organization can leverage to achieve these strategic objectives. Predictive analytics is a new component in an enterprise's decision-support system (DSS) architecture. It complements and interlocks with other "retrospective" DSS capabilities such as query and reporting, OLAP, data visualization, and traditional statistical analysis.

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite

Predictive Analytics: Making it Work

UPDATED!

Wednesday, May 16, 2:15–5:30 p.m.
COURSE W5P—BUSINESS ANALYTICS
PREREQUISITE: W5A recommended

Thomas A. Rathburn, *Senior Consultant, The Modeling Agency*

You Will Learn

- Principles and terminology for predictive analytics
- How to define business objectives for a predictive analytics model
- Strengths and capabilities of various types of data
- Data representation and transformation techniques
- Experimental design for predictive analytics
- Conceptual foundation to common predictive analytics technologies

Geared To

- Line of business executives and functional managers; technology planners; consultants

Typically, organizations approach analytics from a technology perspective. Analytical tools receive a great deal of attention for their features and capabilities. This course illustrates the importance of an appropriate conceptual approach to predictive analytics, and the critical role of data handling on performance. Unlike OLAP, predictive analytics focuses on group behavior, probabilistic expectations, and low-incidence/high-impact occurrences.

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite

Dimensional Modeling: Advanced Topics NEW!

Wednesday, May 16, 8:00 a.m.–5:30 p.m.
COURSE W6—DATA ANALYSIS & DESIGN
PREREQUISITE: Understanding of basic star schema concepts

Chris Adamson,
Data Warehouse Specialist and Founder,
Oakton Software LLC

You Will Learn

- Why most subject areas require multiple fact tables, and how to identify them
- When to use alternatives to the basic transaction fact table, including snapshots, accumulating snapshots, and core/custom pairings
- How to cope with dimensional intricacy, using techniques such as outriggers, bridge tables, mini-dimensions, and transaction dimensions
- Techniques to ensure your data warehouse will scale as new subject areas are added

Geared To

- Professionals who need a comprehensive understanding of data warehouse schema design, including data warehouse designers, business intelligence developers, report designers, project managers, power users, and database administrators

Real-world data warehouse designs rarely resemble the star schemas found in product demos or introductory courses—simple schemas composed of a single fact table, fully additive facts, and several standard dimension tables.

This course takes you beyond fundamental principles of star schema design principles, providing an extended set of techniques to address the real-world complexity of business requirements.

The course begins with a brief review of the core concepts in dimensional modeling with which attendees should have a basic understanding—concepts such as facts and dimensions, additivity, surrogate keys, and slowly changing dimensions. These fundamentals are then built upon in four areas: multiple star schema designs, alternative fact table designs, dimensional intricacy, and scaling beyond a single subject area.

Whether you use star schema as the basis of a dimensional data warehouse, to build standalone data marts, or within parts of your corporate information factory, this comprehensive treatment provides the breadth and depth you will need to meet your data warehouse design challenges.

HandsOn-Business Intelligence Strategy™

Wednesday, May 16, 8:00–11:15 a.m.
COURSE W7A—LEADERSHIP & MGMT
PREREQUISITE: None

Michael L. Gonzales, CBIP,
Principal,
HandsOn-BI, LLC

You Will Learn

- The overall vision of the DW/BI environment, its goals, and objectives
- A definition of the data structures used to support the environment
- A definition of the technical components
- How to use the dysfunction, impact, and feasibility (DIF) matrix
- How to use analytic hierarchical processing for multi-criteria decisions

Geared To

- BI program/project managers; business sponsors; BI/DW architects

A mix of lecture and lab is used to expose participants to the core elements necessary in any DW/BI strategy document. Using the hands-on strategy document service, participants will create a draft strategy document of about 40 pages, customized to their warehouse/BI initiatives

Enrollment is limited to 30 attendees.

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite

HandsOn-Risk Mitigation for Business Intelligence™

Wednesday, May 16, 2:15–5:30 p.m.
COURSE W7P—ADMIN & TECH / LEADERSHIP & MGMT
PREREQUISITE: None

Michael L. Gonzales, CBIP, *Principal, HandsOn-BI, LLC*

You Will Learn

- How to define and conduct a data quality audit, rule-based audit (RBA), and proof-of-concept (POC)
- About technology that facilitates RBA and POC efforts, including how to use the technology in audit and POC applications

Geared To

- Business sponsors; BI program/project managers; architects, designers, and developers of BI systems

BI projects are peppered 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. Conducting a RBA or POC provides answers, adds clarity, and offers an understanding of the scale and scope of the project at hand—essentially, mitigating risk.

Enrollment is limited to 30 attendees.

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite

Data Quality Assessment—Practical Skills* UPDATED!

Wednesday, May 16, 8:00 a.m.–5:30 p.m.
COURSE W8—DATA ANALYSIS & DESIGN / LEADERSHIP & MGMT
PREREQUISITE: None

Arkady Maydanchik,
Co-Founder,
Data Quality Group LLC.

You Will Learn

- The what, why, when, and how of data quality assessment
- How to identify and use data quality rules for assessment
- How to ensure completeness of data quality assessment
- How to construct and use a data quality scorecard
- How to collect, warehouse, and use data quality metadata

Geared To

- Data quality practitioners in the trenches who are responsible to manage, maintain, and deliver high-quality data and to continuously improve the quality of data

More and more companies initiate data quality programs and form data stewardship groups every year. The starting point for any such program must be data quality assessment. Yet in the absence of a comprehensive methodology, measuring data quality remains an elusive concept. It proves to be easier to produce hundreds or thousands of data error reports than to make any sense of them.

This course gives comprehensive treatment to the process and practical challenges of data quality assessment. It starts with the systematic treatment of various data quality rules, and proceeds to the results analysis and building of an aggregated data quality scorecard. Special attention is paid to the architecture and functionality of the data quality metadata warehouse.

***Previously titled Practical Skills for Data Quality Assessment**

"The content could be applied verbatim, or ideas/plans could be derived and implemented. This course is helpful for professionals from various levels."

G. Kalluri, DeVry, Inc.

"Arkady's passion for this subject comes through in his teaching. His brisk pace and passion make for a great class."

S. Grover, Business Driven Data

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite

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

Thursday, May 17, 9:00 a.m.–5:00 p.m.
COURSE TH1—DATA INTEGRATION
PREREQUISITE: Understanding of data integration concepts and ETL processing

Deanne Larson, CBIP,
Vice President,
Larson & Associates

You Will Learn

- Why and how data integration testing differs from traditional software testing
- A variety of testing techniques and their roles and uses when testing data integration systems
- How to identify and define test criteria for data integration systems
- How to develop and use test cases for data integration systems
- Methods and guidelines to determine what, when, and how to test
- The challenges of regression testing in data warehousing and how to address them
- Pragmatic tips and techniques to maximize test coverage while containing the time and cost of testing

Geared To

- ETL and data integration developers; data integration designers and architects; data warehousing project managers; testing and quality assurance specialists

Testing of software systems is always challenging, but testing data integration systems is especially hard. 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. Although concepts of unit testing, stream testing, and system testing are still important, they alone are not adequate to the task of ensuring quality in data warehousing and data integration systems.

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

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite

Leading and Organizing Data Warehousing Teams: Improving Individual and Team Performance

Thursday, May 17, 9:00 a.m.–5:00 p.m.
COURSE TH2—LEADERSHIP & MGMT
PREREQUISITE: None

Maureen Clarry,
CEO/President,
CONNECT:
The Knowledge Network

Lorna Rickard,
Chief Workforce Architect,
CONNECT:
The Knowledge Network

You Will Learn

- A framework for analyzing individual and team performance
- Managing change readiness in the data warehousing team
- Pragmatic tips for doing more with less
- Ways to improve cross-functional collaboration
- Decision-making options that increase buy-in
- Roles and responsibilities for successful data warehousing teams

Geared To

- Business sponsors; IT and data warehousing professionals; program and project managers who want a fresh perspective; new managers and team members who want to create a great work environment

Data warehousing projects struggle with a variety of issues that chronically inhibit success. Some of these issues are technical—many are not. At the core of these issues are cultural and people challenges. Many of these issues are not unique to data warehousing, yet continue to be opportunities to improve performance. Is your data warehousing team struggling with change, unclear roles and responsibilities, lack of agreement, finger pointing, or an unpredictable culture?

Has your organization learned how to focus on results, create a productive environment, and partner with your business customers? Regardless of your position on the data warehousing team, this entertaining class will provide you with practical tips and techniques for leading your team through these issues.

"Fantastic course. Knowledgeable instructors. Wonderful format. Great use of case study. Definitely will help facilitate teamwork and team building. Excellent."
S. Ogrizovic, WIPFLI, LLP

"Overall, this was one of the most productive courses that I attended during the TDWI conference. The work sessions and exercises are excellent—not only to data warehousing, but overall organizational structure and alignment."
M. Pooleery, Cigna International Expatriate Benefits

Data Profiling in Practice

Thursday, May 17, 9:00 a.m.–5:00 p.m.
COURSE TH3—DATA ANALYSIS & DESIGN / DATA INTEGRATION
PREREQUISITE: Knowledge of DW fundamentals

Joyce Norris-Montanari, CBIP,
President,
DBTech Solutions, Inc.

You Will Learn

- Business drivers mandating the need for data quality
- Fundamental characteristics of data profiling
- How to profile and assess enterprise data
- How to justify, select, and use your data profiling tool
- How to analyze the profile results

Geared To

- Data warehouse architects; data quality practitioners; data administrators and data stewards; select data and end-user stakeholders

Accurate and timely data is the lifeblood of any competitive organization in today's world. Data profiling can yield consistent, accurate, and reliable information to boost sales and initiate healthy customer relationships that can affect the company's bottom line. However, data profiling is becoming more than just a project phase when loading data into a database in a BI project. It has become a mandatory process that spans all information-integration initiatives across the corporation.

Companies are finally starting to elevate and understand the need for good quality data. Assessment of corporate data to implement integration processes is driving more corporations toward a complete data quality initiative. Enterprise data integration (MDM, CDI, PDI, etc.) is made possible, in part, by taking advantage of the robust functionality of profiling and quality tools.

In this workshop, you will use the profiling analysis skills acquired during the first part of the class to analyze a retail database. The retail database includes Web orders and catalog orders, all in the integration "game" of customer integration (CDI).

Each team will analyze the profiling results, which will be delivered in spreadsheet format to protect the vendor. Expect a creative, challenging, and fun-filled day with productive discussions surrounding the integration and quality issues of data.

Enrollment is limited to 60 attendees.

"Gives a strong understanding of the value of profiling tools and result analysis."
C. McGregor, Union Bank of California

Integrated Analytics: Text and Data

NEW!

Thursday, May 17, 9:00–5:00 p.m.
COURSE TH4—DATA INTEGRATION / BUSINESS ANALYTICS
PREREQUISITE: None

Seth Grimes,
Principal Consultant,
Alta Plana Corporation

You Will Learn

- Techniques and tools for extracting information from "unstructured" text
- Analysis and visualization of text-derived data
- Convergence of search and business intelligence
- How to exploit integrated analytics in the extended enterprise

Geared To

- IT managers and practitioners; business analysts

It has been widely claimed that 80-percent of business-critical information is locked in "unstructured" form—primarily text. Integrated analytics is the art of mining and exploiting this previously inaccessible information.

Software tools can now transform text into data that can be analyzed alongside numerical data. The goal is to create analytical responses to business problems that are more complete, to extend business intelligence to new sources of information in the name of organizational efficiency and effectiveness.

We start with information extraction, the process of discerning facts—entities and relationships and their attributes—and concepts in "unstructured" text. The process is analogous to ETL, which organizes fielded, numerical data into semantically meaningful structures.

Software tools apply linguistic and statistical techniques—natural language processing implemented with machine learning and rules processing, and taxonomies and ontologies—to sources as varied as news articles, scientific papers, call-center notes, and regulatory filings. They are being applied with great success in the life sciences and healthcare, media analysis, CRM, intelligence, finance and insurance, manufacturing, and other fields that are document-rich and hungry for business insight.

Data Strategy in Practice

Thursday, May 17, 9:00 a.m.–5:00 p.m.
COURSE TH5—LEADERSHIP & MGMT / DATA INTEGRATION
PREREQUISITE: An understanding of your organization, its major systems, and its major data components, and knowledge of where your organization is heading

Sid Adelman,
Principal,
Adelman & Associates

You Will Learn

- Components of a data strategy
- Benefits of a data strategy
- How a data strategy fits into your IT strategy
- How to implement a data strategy in your own organization

Geared To

- CTOs; data warehouse managers; application development managers; data enterprise managers; teams responsible for developing a data strategy

In this workshop, you will learn what it takes to develop and implement a data strategy for your organization. Using your own understanding of your systems, the data, the organization, and the politics, you will fashion the components that will make up a data strategy for your enterprise. You will walk away with tailored deliverables that will be the foundation for your organization's data strategy.

A set of structured questions will help focus the session on your environment and your organization's experience and maturity in developing a data strategy. Students with similar environments will be teamed up.

The workshop contains minimal lecture; the majority of the time will be spent working through and uncovering the challenges you will face. We will discuss how the data strategy is a critical part of the IT strategy, and how this supports the goals and objectives of the enterprise. We will go over how each of the components of the data strategy interact, interface, and complement each other. Finally, we will discuss why a data strategy is necessary for an organization's survival.

Expect a very interactive workshop where you will be challenged to develop workable solutions for your own environment as well as those of your teammates.

Enrollment is limited to 60 attendees.

"Tremendous value, as my organization—like many—tries to use technology to fix business processes. This course is business- and process-based, and shows how IT should assist (partner/own/assist) in the different roles. Very well presented. Good assortment of topics, and good depth within them. Excellent in drawing the audience into participating and sharing information. Great time management."

B. Tabler, Long Term Care Authority

BI from Both Sides: Aligning Business and IT

Thursday, May 17, 9:00 a.m.–5:00 p.m.
COURSE TH6—LEADERSHIP & MGMT
PREREQUISITE: None

Jill Dyché, CBIP,
Partner,
Baseline Consulting

You Will Learn

- What we've learned the hard way—how BI best practices have evolved
- How to plan BI projects around corporate strategy
- Why data asset management is going mainstream
- Selling BI internally, and why it's a process
- Organizational ownership issues and the "P" word—politics!
- Evolving from the DW development team toward the information center of excellence

Geared To

- CIOs and chief data officers; business sponsors and end users; data management staff; project and program managers; members of the BI competency center

Executives are starting to get it. They understand that data warehousing is a strategic enabler, and conversations are shifting away from the platform and toward business value. As business intelligence becomes an ever more critical corporate program, line of business managers and end users are not only key stakeholders, they also increasingly hold the purse strings. Managers and IT need better ways of planning their BI initiatives, and understanding how to use corporate objectives to justify ongoing information deployment. The onslaught of enterprise-class solutions like ERP, CRM, and business performance management render data warehousing and the accompanying data management functions more important than ever.

This popular workshop—often attended by IT and business user teams from the same company—focuses on ways to ensure that data warehouse and BI projects remain top-of-mind in your organization. For managers considering new BI applications, it covers a series of real-life scenarios that illustrate requirements-driven development. For those already underway with their BI initiatives, it presents best-practice case studies to ensure that BI is approached not as a one-time-only activity, but as a portfolio of capabilities deployed over time. Examples of real-life companies are interwoven throughout the day to illustrate high-profile best practices.

The workshop covers some valuable lessons learned about BI development methods, data management and ownership issues, the evolution of the DW development team, the necessary "internal PR," and other staples of successful BI.

"This course is great for people making strategic decisions in IT."
T. Elliott, Burger King Corporation

"Excellent real-world cases and examples presented. Good rationale for BI/DW combined strategy."
F. Giguere, Aetna

HandsOn-ETL™

Thursday, May 17, 9:00 a.m.–5:00 p.m.
COURSE TH7—ADMIN & TECH / DATA INTEGRATION
PREREQUISITE: Understanding of relational database and DW terms and concepts

Michael L. Gonzales, CBIP,
Principal,
HandsOn-BI LLC

You Will Learn

- The best practices, in both data and technical architectures, for implementing a successful extraction, transformation, and loading process
- The core components to effective ETL processes
- Through extensive lab exercises, you will gain hands-on experience with leading ETL tools, including:
  - Ascential Software DataStage
  - SAS ETL Technology
  - MS Data Transformation Services
  - Syncsort High Performance Utilities
  - Oracle Warehouse Builder
  - DFD-Pro Data Flow Diagramming Utility
  - Other (the combination of products is based on availability)
- How and when to effectively apply leading ETL tools
- How to compare and contrast ETL features in order to make the best decision for your organization

Geared To

- Anyone involved in the design and construction of extraction, transformation, and loading of a DW

HandsOn-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. The course begins with an examination of data and technical architectures specific to ETL. Participants are then led through discussions and lab exercises that emphasize product features, functionality, and applicability of products such as DataStage, SAS, MS DTS, and Syncsort.

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. Extensive lab time provides students with valuable insight into the features of each product, and into how each product might fit in the students' warehouse efforts.

HandsOn-ETL is designed to provide participants with a non-biased view of leading ETL tools.

Enrollment is limited to 30 attendees.

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite

Data Mining Techniques, Tools, and Tactics

Thursday, May 17, 9:00 a.m.–5:00 p.m.
COURSE TH8—BUSINESS ANALYTICS
PREREQUISITE: W5A, Predictive Analytics: A Business Perspective, and W5P, Predictive Analytics: Making It Work, recommended

Dean Abbott,
Senior Consultant,
The Modeling Agency

You Will Learn

- The data mining process and general implementation
- How to prepare raw data and benefit from visualization
- Key data mining methods and how they compare
- How to validate models and assess their value
- Data mining product selection
- Solution integration, ongoing performance, and maintenance
- Where to begin and how to obtain resources and support

Geared To

- IT professionals who wish to expand their business intelligence skills; project leaders who must extract value from their data; decision-support system architects who require a solid understanding of the infrastructures required for supporting a data mining solution; business analysts who must develop and interpret the models, communicate the results, and make actionable recommendations; functional analysts, including customer relationship managers, risk analysts, business forecasters, statistical analysts, inventory flow analysts, direct marketing analysts, medical diagnostic analysts, market timers, e-commerce system architects, and Web data analysts

This vendor-neutral course presents an examination of the data mining process at a functional level. Practical tips and recommendations will accompany the instructional material. If you desire a rapid boost in your understanding of data mining concepts, tools, techniques, and supporting methods, then this course is designed for you. The intent of this course is to offer attendees 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.

The instructor has applied data mining technology to the solution of real-world problems for more than 19 years, using more than two dozen commercially available products. Live modeling demonstrations will support the instructional sessions, highlighting strengths, limitations, value, and general performance of leading commercial products.

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite

CBIP Preparation for the Leadership and Management Exam NEW!

Thursday, May 17, 9:00 a.m.–12:15 p.m.
COURSE TH9A—CAREER
PREREQUISITE: Working knowledge of information systems, data warehousing, and leadership and management

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

You Will Learn

- Business management concepts and terms used in the exam
- Organization management concepts and terms used in the exam
- Project management concepts and terms used in the exam
- Information systems management concepts and terms used in the exam
- What constitutes the complete body of knowledge for the exam
- Your self-assessment of knowledge and skill related to the body of knowledge
- What to expect during the examination process
- Techniques to improve your performance when taking the exam

Geared To

- Anyone seeking CBIP certification in Leadership and Management

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite

CBIP Preparation for the Data Analysis and Design Exam NEW!

Thursday, May 17, 1:45–5:00 p.m.
COURSE TH9P—CAREER
PREREQUISITE: Working knowledge of information systems, data warehousing, and data analysis and design

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

You Will Learn

- Data management concepts and terms used in the exam
- Information quality concepts and terms used in the exam
- Data modeling concepts and terms used in the exam
- Data governance concepts and terms used in the exam
- What constitutes the complete body of knowledge for the exam
- Your self-assessment of knowledge and skill related to the body of knowledge
- What to expect during the examination process
- Techniques to improve your performance when taking the exam

Geared To

- Anyone seeking CBIP certification in Data Analysis and Design

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite

TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach

Friday, May 18, 8:00 a.m.–3:30 p.m.
COURSE F1—ADMIN & TECH / DATA ANALYSIS & DESIGN
PREREQUISITE: None

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

You Will Learn

- To distinguish between various data warehouse architectures
- To distinguish between top-down, bottom-up, and hybrid methodologies
- To understand dependencies between architecture and methodology
- To assess cost, value, and time-to-delivery implications of various approaches
- To use a systematic approach to determine the best-fit architecture and methodology for your DW program

Geared To

- DW/BI program and project managers; data architects; anyone who participates in making architecture and methodology decisions; anyone who needs to understand differences between the various approaches

This course sorts out the confusion about data warehouse architectures and methodologies. Many data management architectures (hub versus bus) can be used to deploy business intelligence successfully, and many approaches (top-down versus bottom-up) may be used to develop the data warehouse. Choosing the right architecture and development approach for your organization is a challenge influenced by many factors. This course provides guidelines and techniques to assess your requirements and make informed choices.

This course focuses on those parts of the data-to-value chain that begin with information and end with value. For an introduction to the DATA —> INFORMATION portion of the chain, consider S1, TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing.

"Drives home the idea of being objective when choosing a methodology and architecture. Provides tools to measure what the best architecture is. Great presentation. Memorable examples."

M. Parsons, Brooks Automation

"I would recommend this for anyone who wants to build, design, or implement a DW."

K. Krishnan, Daugherty Business Solutions

BRING THIS COURSE ONSITE visit: www.tdwi.org/onsite
THIS COURSE IS ALSO TAUGHT AT SEMINARS visit: www.tdwi.org/seminars

Balanced Scorecards in the Business-Centric BI Architecture

Friday, May 18, 8:00–11:15 a.m.
COURSE F2A—BUSINESS ANALYTICS
PREREQUISITE: None

Charles Kaplan, CBIP,
Director,
DecisionPath Consulting

You Will Learn

- How to consider a balanced scorecard solution in the context of your BI program goals
- How to align the information needs of your balanced scorecard with those of your broader BI program to minimize, rework, and maximize ROI
- How to ensure that your balanced scorecard initiative doesn't lead to another stovepiped application

Geared To

- Business sponsors; BI program/project managers; business analysts; chief architects

The rising popularity of balanced scorecards raises the question of how these solutions should fit within the context of a BI program. In this course, you will learn how to communicate and align the business value of a balanced scorecard initiative with your other BI priorities and initiatives.

Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence

Friday, May 18, 12:15–3:30 p.m.
COURSE F2P—ADMIN & TECH / LEADERSHIP & MGMT
PREREQUISITE: General knowledge of DW and BI architectures and strategies

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

You Will Learn

- The role(s) of DW in service-oriented architectures (SOA)
- About EII technology, terminology, and applicability
- How "appliances" are changing the rules of DW architecture and adding value
- The promise of GRID and utility computing

Geared To

- Business innovators; enterprise architects; technology managers; application developers; data modelers

In this course, we will examine four specific emerging IT technologies. You will gain a better understanding of these technologies, and an understanding of how each may affect existing architectures, designs, operations, and strategies. This entertaining course looks at the latest "buzz" in technology and explores how it will shape the next generation of data warehouses and business intelligence.

Integrating Data Warehouses and Data Marts Using Conformed Dimensions

Friday, May 18, 8:00–11:15 a.m.
COURSE F3A—DATA ANALYSIS & DESIGN
PREREQUISITE: Knowledge of dimensional DW concepts; knowledge of basic DW and data mart concepts

Laura L. Reeves,
Principal,
StarSoft Solutions, Inc.

You Will Learn

- The *real* differences between "top-down" and "bottom-up" approaches
- What conformed dimensions are and how to design them
- How to begin drafting your DW data architecture

Geared To

- Data architects or modelers; DBAs; project or program managers

This accelerated course is designed to help you better understand how to design and build new data marts, as well as retrofit existing data marts into an integrated enterprise DW architecture. This interactive course will provide you with the tools and techniques to remove data silos from your organization, and provide decision makers with a single view of all your data.

Applying Quality Concepts to Data Management NEW!

Friday, May 18, 8:00–11:15 a.m.
COURSE F4A—DATA ANALYSIS & DESIGN / ADMIN & TECH
PREREQUISITE: None

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

You Will Learn

- A top-down approach for effective data management
- Critical roles and responsibilities for data management
- Application of continuous improvement concepts and statistical methods to data management
- How to develop a data management plan

Geared To

- Data management and data warehousing leaders and practitioners

Successful enterprise-quality management programs depend on effective leadership and governance, educated participants, a top-down planning process, emphasis on continuous improvement, application of statistical techniques, and a reliance on data. These same principles apply to managing data as well. This session will describe the components of quality management programs and demonstrate how they can be applied to improve management of the enterprise asset of "data." In addition, we will explore how to establish the leadership and other critical roles and responsibilities and how to develop a comprehensive data management plan.

Large-Scale Data Warehouse Platform: Architectural Evaluation* UPDATED!

Friday, May 18, 8:00 a.m.–3:30 p.m.
COURSE F5—ADMIN & TECH
PREREQUISITE: Broad understanding of data warehousing concepts and challenges

Richard Winter,
President,
Winter Corporation

Rick Burns
Vice President,
Engineering,
Winter Corporation

You Will Learn

- How today's large-scale data warehousing products actually accomplish their fundamental operations, such as load and query
- How parallel processing, query optimization, indexing, and partitioning contribute to high performance, scalability, and availability; how each data warehouse product handles these functions
- How data warehouse architectures differ—and why it matters
- How to conduct a fact-based technical evaluation for the large-scale data warehouse
- Keys to developing useful data warehouse requirements
- How to identify and manage the most important risks in your data warehouse project

Geared To

- Database architects; project managers; technical staff; business sponsors

Throughout the entire lifecycle of a large-scale data warehouse program, you face crucial decisions that can dictate its success or failure—from choosing the best platform to host a major new application, to deciding whether the deployed platform can meet expanding requirements, to assessing whether your data warehouse is outgrowing its architecture and whether new technology can improve its price/performance.

To ensure sound decisions that continually enhance performance, scalability, and availability, your data warehouse team must stay informed of today's rapidly changing landscape of related products, architectures, technologies, and practices.

Using examples from WinterCorp's end-user consulting practice, the course will help you gain insight you can use to manage the performance, scalability, and availability of your data warehouse throughout its lifecycle.

***Previously titled Selecting a Large-Scale Data Warehouse Platform**

"We are at the point now of spending a lot of money on DBMS/OS/HW. I rely on Richard's objectivity and expertise in vendor evaluations onsite with large companies."

P. Noseworthy, Canada Border Services

Data Warehouse Project Management

Friday, May 18, 8:00 a.m.–3:30 p.m.
COURSE F6—LEADERSHIP & MGMT
PREREQUISITE: None

Sid Adelman,
Principal,
Adelman & Associates

You Will Learn

- How to create a project agreement
- How to staff your project
- How to manage user expectations
- How to identify and mitigate risk
- Data warehouse methodology, project planning, and project control

Geared To

- DW project managers; DW managers; business people implementing a DW

Data warehouse project managers are often given an unrealistic schedule, an under-funded budget, inadequate staff, and a project sponsor who has no clue about what to expect or what to ask for. Project planning for the data warehouse is different than for operational systems—the scope is usually less clear, and the expectations range from reasonable to impossible. The data warehouse project manager is faced with a whole new set of uncertainties and problems.

This course directly addresses the problems and suggests best practice solutions. It will provide many of the materials the project manager has to develop and should maximize the chances for success.

This session will address the components of project management that are unique to the data warehouse. It will give prospective data warehouse project managers a good understanding of their role as well as the important ingredients for their success.

"I am a project manager on the business side, and this course was very applicable to my data-to-day activities. Excellent glossary in the back! Very useful and practical for the course and after."

M. Willison, Shell Canada Limited

"Wonderful course. I really enjoyed it. Lots of great pointers and ideas. Something everyone can use—a lifecycle of the project and managing expectations."

J. Hoffman, GE

HandsOn-ETL Testing™ NEW!

Friday, May 18, 8:00 a.m.–3:30 p.m.
COURSE F7—DATA INTEGRATION
PREREQUISITE: An understanding of relational databases, data warehousing, and ETL concepts and principles

Michael L. Gonzales, CBIP,
Principal,
HandsOn-BI, LLC

You Will Learn

- How to establish quality assurance as an integral component of BI and DW development efforts—specifically, ETL processes and solutions
- Principles and standards of software quality assurance
- Testing methodology best practices in order to reduce production costs in the operation and maintenance of software solutions
- The core components to effective ETL testing
- How to manage data quality in the DW
- International quality assurance models
- Through lab exercises, you will gain hands-on experience with ETL testing and quality assurance methodologies and techniques

Geared To

- Project managers; data architects; data acquisition (ETL) developers/managers; testing and quality assurance analysts and specialists; anyone who wants to understand: (1) software quality assurance principles and methodologies, and (2) how to effectively apply quality assurance in the ETL process

ETL testing is applied as part of the software development cycle. ETL processes have inherent risks, especially in definition and execution. This makes the verification and testing a prudent, necessary, and advisable practice in order to mitigate risk and ensure results.

Hands-On ETL Testing is designed to provide participants with a non-biased view of quality assurance processes as applied to ETL solutions. The course encompasses a mix of lecture and formal lab exercises. The lecture components include an overview of ETL processes and concepts, the foundation of software quality assurance, and how to effectively blend the technologies and techniques into your overall BI environment.

The course begins by examining ETL terminology and quality assurance principles and methodologies. We then focus on the following core topics:

- Testing methodology, testing cost, test planning, test case design, and the test process, execution, and evaluation
- Techniques and types of testing such as functional and basic non-functional tests, performance tests, security tests, data quality tests, data migration tests, and acceptance tests

Enrollment is limited to 30 attendees.

General Information

Hotel

Many courses sell out and hotel accommodations fill quickly at TDWI conferences. Register for the conference and reserve your hotel room early to ensure availability, as space is limited.

Sheraton Boston Hotel, located in the heart of the historic and fashionable Back Bay neighborhood, will serve as the official headquarters hotel for TDWI's World Conference—Spring 2007.

Sheraton Boston Hotel
39 Dalton Street
Boston, MA 02199
Phone: 617.236.2000

Web Site: www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=430

Reservations: www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=0610095013&key=E910A

TDWI has reserved a block of rooms at sharply reduced rates for conference attendees at the Sheraton Boston Hotel: **$199.00 for single/double occupancy.**

This discounted rate is available through Wednesday, April 18, 2007. Please use the above TDWI URL or contact the hotel directly for room reservations. **Be sure to reference "TDWI" to get the preferred conference rate.** Rooms are limited, so make your reservations early. If you need special facilities or services, notify the hotel when you make your reservation.

Air Travel Discounts

American Airlines, TDWI's official carrier, is offering exclusive discounts on airfares for TDWI conference attendees. For information, visit www.tdwi.org/boston2007/hotel/htm.

Car Rental Discounts

AVIS is offering discounts on car rental fees for TDWI conference attendees. For information, visit www.tdwi.org/boston2007/hotel/htm.

About TDWI

TDWI, a division of 1105 Media, is the premier provider of in-depth, high-quality education and research in the business intelligence and data warehousing industry. Starting in 1995 with a single conference, TDWI is now a comprehensive resource for industry information and professional development opportunities. TDWI sponsors and promotes quarterly World Conferences, regional seminars, onsite courses, a worldwide Membership program, business intelligence certification, resourceful publications, industry news, an in-depth research program, and a comprehensive Web site (www.tdwi.org).

Membership

Membership with TDWI is available for an annual fee of $275 ($325 outside the U.S.). TDWI offers a Team Membership for organizations that register multiple individuals as TDWI Members. For more information, please visit www.tdwi.org.

Contact Information:

Phone: 425.277.9126
Fax: 425.687.2842
E-mail: info@tdwi.org
Web: www.tdwi.org

TDWI's Educational Philosophy

TDWI strives to offer a rich and robust educational experience at all of our conferences. Although the majority of TDWI instructors are industry gurus and practitioners, we believe that there is much to be learned from peers and from vendors as well. Your peers frequently offer real-world, pragmatic solutions to many of the same issues that challenge your programs and projects. The vendor community is rich with technical knowledge and skill that is valuable to share. You'll find peer and vendor instructors as part of our night school program, and you will occasionally see carefully selected vendors as instructors in the daytime program. TDWI does not endorse any specific products, services, or tools, and goes to great lengths to ensure that course offerings do not have a bias toward particular vendors or solution providers. To sustain the high standard of quality and product neutrality, we ask your assistance and feedback by responding thoughtfully to the *objectivity* category when completing course evaluation forms.

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TEC Technology Evaluation Centers Inc. The Impartial Software Evaluator

TDAN.com The Data Administration Newsletter

Vendor Exhibition

Come by the TDWI Exhibit Hall, where the leading providers of hardware, software, and services for BI, data warehousing, and related technologies will be demonstrating their latest solutions. Times will be set aside for visiting with these solution providers without missing any courses.

VENDOR EVENT SCHEDULE

Monday	Tuesday	Wednesday
Hospitality Suites 7:00 p.m.	**Exhibit Hall Open and Attendee Lunch** 11:15 a.m.–2:15 p.m. **Exhibit Hall Open and Reception** 5:00–7:00 p.m. **Hospitality Suites** 7:00 p.m.	**Exhibit Hall Open and Attendee Lunch** 11:15 a.m.–2:15 p.m. **Hospitality Suites** 7:00 p.m.

The following companies have exhibited with TDWI in the past two years:

Ab Initio Software Corporation
Actuate Corporation
ADVIZOR Solutions
Alebra Technologies Inc.
AMB Dataminers Inc.
Appfluent Technology
ASG
Attunity Inc.
BIReady
Business Objects
Celequest
ChoiceMaker Technologies, Inc.
Cognizant Technology Solutions
Cognos Inc.
Collaborative Consulting
Composite Software, Inc.
Conversion Services International Inc.
Corda Technologies
Core Integration Partners Inc.
Crossroads Systems
DataFlux Corporation
DataLever Corporation
DATAllegro
DataMentors, Inc.
DataMirror Corporation
DecisionPath Consulting
DecisionPoint Software
Dunn & Bradstreet (D&B)
e2e Analytix Inc.
Embarcadero Technologies
Endeca
ESRI
ETI
Fair Isaac
Fast Search & Transfer, Inc.
GoldenGate Software
Google
Group 1 Software
Headstrong
Hewlett-Packard Company
Hoover's Inc.
Hyperion
HyperRoll Inc.
IBM Corporation
iDashboards
Identity Systems
Infobright Inc.
Informatica Corporation
Information Builders
Initiate Systems, Inc.
Kalido
Knightsbridge Solutions, LLC
KXEN
LogiXML
Melissa Data
MetaMatrix
Microsoft Corporation
MicroStrategy
Netezza Corporation
Noetix Corporation
onDemand LLC
Oracle Corporation
Pervasive Software
PIOCON Technologies Inc.
PolyVista, Inc.
Proxix Solutions, Inc.
QlikTech Inc.
Relational Solutions, Inc.
RightOrder
SAND Technology
SAP America, Inc.
SAS Institute Inc.
SGI
Silicon Graphics
SilverTrain, Inc.
Siperian
Strategy Companion Corp.
Sun Microsystems
Sybase, Inc.
Syncsort Inc.
Systems Union Inc.
Tata Consulting Services
Teksouth Corporation
Teleran Technologies Inc.
Teradata, a division of NCR
Trillium Software, a division of Harte-Hanks
Unisys Corporation
WhereScape USA Inc.
Wipro Technologies
XLCubed Ltd.

Registration Information

EARLY REGISTRATION BONUS!

Register and pay before April 13, 2007, and select one of these gifts as a bonus.

101 TDWI denim shirt (unisex—please state size on registration form)

102 TDWI navy blue polo shirt (men's sizes—please state size on registration form)

103 TDWI navy blue v-neck t-shirt (women's sizes—please state size on registration form)

104 128 MB Jump Drive

Registration Deadlines

Early Registration Discount Deadline . . . . . April 13, 2007
Regular Registration Deadline . . . . . May 11, 2007

After May 11, 2007, please register onsite. Registration will be limited to space available. You will incur a $50 late registration fee after May 11, 2007.

Team Discount

When three or more people from a single company or government agency register at the same time, the entire team receives a 10-percent discount. **All registration forms must be submitted together in order to qualify for the team discount.**

Executive Package

TDWI is offering a special one-day Executive Package rate for the TDWI Best Practices Symposium. This special rate is indicated on the registration form.

Refund and Cancellation Policy

You may substitute another person in your place by calling 800.280.6218 or 541.346.3537 before May 4, 2007. If you must cancel, your refund request must be in writing and postmarked no later than May 4, 2007. Your fee will be returned, less a 20-percent cancellation fee. Direct your letter to the conference registration office in Oregon (see address below). No refunds or credits will be issued after May 4, 2007.

How to Register

Mail: REGISTRATION WITH PAYMENT TO:
TDWI World Conference Registration
1277 University of Oregon
Eugene, Oregon 97403-1277
Fax: 541.346.3545 or 541.346.3509 (credit card payment only)
Web: www.tdwi.org/boston2007
Phone: 800.280.6218 or 541.346.3537 (M–F, 8:00 a.m.–5:00 p.m. PT)

Registration Questions?

Phone: 800.280.6218 or 541.346.3537 (M–F, 8:00 a.m.–5:00 p.m. PT)
E-mail: tdwireg@continue.uoregon.edu
Web: www.tdwi.org/boston2007

TDWI's Federal Tax ID Number is 20-4583700. TDWI is a division of 1105 Media, Inc.

Secure Web Registration

Rest easy—online registrations at www.tdwi.org/boston2007 are secure. Our secured server environment keeps your information private.

Registration Form

TDWI World Conference
Boston, MA • May 13–18, 2007

tdwi

EARLY REGISTRATION BONUS!

Register and pay before April 13, 2007, and select one of the gifts from page 36 as your bonus.

CHECK SELECTION: ❑ 101 ❑ 102 ❑ 103 ❑ 104

SIZE: Men's (polo) or Unisex (denim) ❑ XS (denim) ❑ S ❑ M ❑ L ❑ XL ❑ XXL
Women's (v–neck) ❑ S ❑ M ❑ L ❑ XL ❑ 1X

STEP 1. REGISTRATION

CHECK ONE FULL-DAY COURSE OR TWO HALF-DAY COURSES FOR EACH DAY YOU WILL ATTEND.

SUNDAY, MAY 13

__ S1 TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
__ S2 TDWI Business Intelligence Program Management
__ S3P Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs
__ S4A Conceptual Modeling: Understanding a 360-Degree View of the Organization
__ S4P High-Quality Data Warehouse Requirements via the Semantic Model
__ S5 Implementing On-Demand and Operational BI
__ S6 Designing a High-Performance Data Warehouse
__ S7 BI Technology Review: Developments and Trends
__ S8 Requirements Management for Business Intelligence

MONDAY, MAY 14, 2007

__ M1 TDWI Data Modeling: Data Analysis and Design for BI and Date Warehousing Systems
__ M2 Open Source Adoption in Data Warehousing and Business Intelligence
__ M3 The Operational Data Store in Action!
__ M4 Quantifying BI Value: Front-End Business Cases and Back-End Assessments
__ M5 Building an Effective Data Quality Management Program
__ M6 Real-Time Data Warehousing
__ M7 HandsOn-OLAP
__ M8 Twelve *Smarter* Steps to Business Requirements Gathering
__ M9A CBIP Preparation for the Information Systems Core Exam
__ M9P CBIP Preparation for the Data Warehousing Exam

TUESDAY, MAY 15, 2007

__ T1 TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
__ T2 Evaluating BI Toolsets
__ T3 Evaluating ETL Tools and Technologies: Vendors in Action
__ T4A Value Proposition: Enterprise Content Management
__ T4P Content Management and Business Intelligence
__ T5 Data Quality Fundamentals
__ T6 TDWI Best Practices Symposium
__ T7 HandsOn-Business Analytics
__ T8 Metadata Strategies for BI and DW Environments
__ T9 Enterprise Business Metrics in Practice: Using Metrics to Maximize Business Performance

WEDNESDAY, MAY 16, 2007

__ W1 TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
__ W2 Building a BI Career: A Personal Growth Plan
__ W3A Performance Dashboards: Measuring, Monitoring, and Managing Your Business
__ W3P Evaluating BPM Solutions
__ W4A Business Intelligence across Structured and Unstructured Data
__ W4P Introduction to Network and Link Analysis
__ W5A Predictive Analytics: A Business Perspective
__ W5P Predictive Analytics: Making It Work
__ W6 Dimensional Modeling: Advanced Topics
__ W7A HandsOn-Business Intelligence Strategy
__ W7P HandsOn-Risk Mitigation for Business Intelligence
__ W8 Data Quality Assessment—Practical Skills

THURSDAY, MAY 17, 2007

__ TH1 TDWI Data Integration Testing: Ensuring Quality for ETL and Data Consolidation
__ TH2 Leading and Organizing Data Warehousing Teams: Improving Individual and Team Performance
__ TH3 Data Profiling in Practice
__ TH4 Integrated Analytics: Text and Data
__ TH5 Data Strategy in Practice
__ TH6 BI from Both Sides: Aligning Business and IT
__ TH7 HandsOn-ETL
__ TH8 Data Mining Techniques, Tools, and Tactics
__ TH9A CBIP Preparation for the Leadership and Management Exam
__ TH9P CBIP Preparation for the Data Analysis and Design Exam

FRIDAY, MAY 18, 2007

__ F1 TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
__ F2A Balanced Scorecards in the Business-Centric BI Architecture
__ F2P Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
__ F3A Integrating Data Warehouses and Data Marts Using Conformed Dimensions
__ F4A Applying Quality Concepts to Data Management
__ F5 Large-Scale Data Warehouse Platform: Architectural Evaluation
__ F6 Data Warehouse Project Management
__ F7 HandsOn-ETL Testing

STEP 2. YOU MAY ALSO REQUEST THE FOLLOWING:

❑ ADDITIONAL COURSE BOOKS—List course numbers to order:
(Full-day $45 each/$30 Members, Half-day $22 each/$15 Members)

_____ _____ _____ _____ _____ _____ _____ _____ _____ _____ _____

***M9A, M9P, TH9A, and TH9P course books are not available for purchase**
***Course books are not available after the conference**

ENROLLMENT IN TDWI ON-TRACK (no additional fee)—Check areas of interest:
❑ Leadership & Mgmt ❑ Business Analytics ❑ Data Analysis & Design
❑ Data Integration ❑ Admin & Technology

STEP 3. TYPE OR PRINT YOUR NAME, ADDRESS, PHONE NUMBERS, AND E-MAIL ID CLEARLY

PRIORITY CODE:CBBOS07

LAST NAME

FIRST NAME FOR ATTENDEE BADGE

TITLE

COMPANY OR INSTITUTION

DEPARTMENT INDUSTRY

MAILING ADDRESS

CITY STATE ZIP COUNTRY

TELEPHONE

E-MAIL—REQUIRED! (Please print this ID very clearly. We send last-minute confirmations and announcements via e-mail.)

STEP 4. CALCULATE YOUR PAYMENT

FEES—EARLY REGISTRATION (Through April 13, 2007)	TDWI Member	Non-Member
❑ **Best Practices Symposium Package: T6** (1 Day)	$ 560	$ 650
❑ Standard Package (3 Days)	$1,670	$1,945*
❑ Mega Package (4 Days)	$2,070	$2,345*
❑ Giga Package (5 Days)	$2,270	$2,545*
❑ Tera Package (6 Days)	$2,470	$2,745*

FEES—REGULAR REGISTRATION (April 14–May 11, 2007)	TDWI Member	Non-Member
❑ **Best Practices Symposium Package: T6** (1 Day)	$ 575	$ 665
❑ Standard Package (3 Days)	$1,715	$1,990*
❑ Mega Package (4 Days)	$2,115	$2,390*
❑ Giga Package (5 Days)	$2,315	$2,590*
❑ Tera Package (6 Days)	$2,515	$2,790*

* All Non-Member registrations for three or more days include a one-year TDWI Membership.
❑ Check here to **decline** the complimentary TDWI Membership.

FEE FROM TABLE ABOVE $ _____

GROUP DISCOUNT (Deduct 10% from above) –$ _____
For 3 or more people from the same company registering at the same time

LATE FEE (After May 11, 2007) add $50 +$ _____

ADDITIONAL COURSE BOOKS +$ _____
Full-day $45 each/$30 Members, Half-day $22 each/$15 Members, from STEP 2
*M9A, M9P, TH9A, and TH9P course books are not available for purchase

› TOTAL FEE $_____

❑ Check Enclosed (payable to TDWI)
❑ Government Purchase Order Enclosed
❑ Credit Card: ❑ AMEX ❑ Diners Club ❑ Discover Card ❑ MasterCard ❑ VISA

NUMBER EXPIRATION DATE

YOUR SIGNATURE FOR CREDIT CARD

CREDIT CARD BILLING ADDRESS (REQUIRED)

STEP 5. SEND IN YOUR REGISTRATION

MAIL registration with full payment to: TDWI World Conference—Boston 2007 Registration, 1277 University of Oregon, Eugene, OR 97403-1277
FAX your registration and credit card information to: 541.346.3545 or 541.346.3509
REGISTER ONLINE at: www.tdwi.org/boston2007

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Hot Topics

- Enterprise Content Management for Business Intelligence
- Data Integration Testing
- Data Quality Techniques for Practitioners
- Evaluating Tools and Technologies
- Next Frontier Data Modeling: Conceptual and Semantic

"The TDWI conference opened a lot of new opportunities for me professionally and personally. The peer networking is invaluable, and so is the chance to meet the Gurus. This conference is a must-attend event for every data warehousing person, whether they are in the business or technology areas."

K. Krishnan, Daugherty Business Solutions

Register and Win!

Register using the priority code below and be entered to win $200 in American Express Gift Cheques.

Register before April 13, 2007, and receive an early registration discount and bonus gift.

Register Today!
www.tdwi.org/boston2007

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