

TDWI WORLD CONFERENCE CHICAGO, IL | MAY 11-16, 2008

THE PREMIER
EVENT FOR
BUSINESS
INTELLIGENCE
AND DATA
WAREHOUSING
EDUCATION



CONFERENCE BENEFITS

- › Gain practical knowledge that you can apply immediately
- › Interact with the most knowledgeable and experienced instructors in the industry
- › Get product information with a minimum of hype and hassle
- › Network and share best practices with your peers



What Your Peers Are Saying

“We use TDWI as our primary training. The classes are kept current, and the no-vendor bias is crucial. I recommend my entire staff take at least one set of training or attend a world conference every year.”

B. Briggs, Airlines Reporting Corporation

“Tremendous value. I am kicking off a funded BI initiative and found quite a bit of the information substantiated my implementation strategy as well as quite a bit that I can use to modify the strategy. It helped formulate ideas for my long-term objectives as well.”

N. Askew, Florida Virtual School

“I got a great overview of the new trends in data warehousing, along with brushing up on old skills and ideas in preparation for taking the CBIP exam.”

J. Icke, Colorado Springs Utilities

WHO SHOULD ATTEND

- › 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

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.

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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 Las Vegas Online Brochure:
www.tdwi.org/chicago2008

Online Conference At-A-Glance:
www.tdwi.org/chicago2008/cag

Instructor Information:
www.tdwi.org/chicago2008/instructors

Registration and Pricing:
www.tdwi.org/chicago2008/pricing

Vendor Exhibitions:
www.tdwi.org/chicago2008/vendors

Travel and Related Information:
www.tdwi.org/chicago2008/generalinfo

People First!—Creating a Business Intelligence Culture

Monday, May 12, 8:00–8:45 a.m.



David L. Wells, CBIP,
Independent Consultant

It is often said that successful BI is the art of bringing together people, processes, and technology. Yet many BI programs give the people dimension only a cursory glance, while giving most of their attention to the process and technology aspects. Such programs are likely to be troubled, and they will fail to achieve their full potential. These realities are certain, because people are the most essential element of BI.

A colleague at Seattle University expresses it this way: “Business intelligence doesn’t happen in BI tools. It happens between the ears of people, and in the conversations between those people.” Tools and processes help only to inspire the thinking and to facilitate the conversations.

BI culture is the environment in which people think, reason, and communicate about business truths and business decisions. Technology-focused programs frequently have a culture that is characterized by dysfunction, resistance, doubt, uncertainty, and fear. People-focused cultures have qualities of enthusiasm, belief, confidence, support, and competence. This keynote presentation contrasts the cultural extremes, describes the symptoms of troubled cultures, suggests methods to achieve cultural change, and offers the inspiration to put people first in your BI program.

The Myth of Self-Service BI

Thursday, May 15, 8:00–8:45 a.m.



Wayne Eckerson,
Director, TDWI Research,
TDWI

Most BI professionals embrace the notion of “self-service BI” as a way to liberate end users from IT intermediaries and reporting backlogs. Self-service BI gives users direct access to data to create and format their own reports when and how they want. The only problem is that a majority of users don’t want this responsibility, and those who do usually create so many reports that performance, storage, and accessibility become serious issues. Today, savvy companies are balancing self-service BI with tailored delivery of reports to optimize user adoption. This presentation will examine the myth of self-service BI and ways to remedy it.

YOU WILL LEARN

- The technical differences between self service and tailored delivery
- The target audiences for self-service and tailored delivery
- How to manage tailored delivery environments so they remain responsive to changing user needs
- How to combine self-service and tailored delivery within a dashboard environment

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 Chicago.

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/chicago2008 to view the Chicago 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/chicago2008 to see the schedule of Peer Networking sessions offered in Chicago.



Make TDWI Conferences a Part of Your Professional Development Plan

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 Chicago. 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/chicago2008, where more in-depth course and instructor information is available, before you make your final selections.

Don't know where to start? Visit www.tdwi.org/education/learningpath for a suggested sequence of course choices based on BI/DW roles, responsibilities, and core disciplines. Beginning with the basics and building to advanced skills and techniques, you can use this as a framework for building your personal education plan.

COURSE INFORMATION

See Course Descriptions starting on page 8.



Set Yourself Apart from the Crowd: Get Certified



Setting yourself apart from the crowd can be a difficult task. Through TDWI's CBIP (Certified Business Intelligence Professional) program, we help you define, establish, and distinguish yourself professionally with a meaningful BI certification credential. This exam-based certification program tests industry knowledge, skills, and experience within five areas of specialization. There are no specific educational requirements for taking CBIP exams. However, professionals who participate in some sort of exam preparatory exercise tend to be more successful. CBIP Exam Labs are available in Chicago (see below for details).

For more information, visit www.cbipro.com.

CBIP EXAM LABS

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 Chicago. A sign-up sheet will be posted. If you have a laptop available, please bring it for testing. If not, indicate on the sign-up sheet that you will need one.

CBIP EXAM PREPARATION COURSES

TDWI is offering the following CBIP exam preparation courses in Chicago:

MBA CBIP Preparation for the Information Systems Core Exam

MBP CBIP Preparation for the Data Warehousing 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 page 13.

Featured Topics in Chicago

While TDWI conferences always cover the full spectrum of business intelligence and data warehousing, the conference in Chicago will also include courses throughout the week that broaden your knowledge, skill, and ability in the following areas:

BUSINESS ANALYTICS THROUGH THE ANALYST'S EYES

All too frequently, BI practitioners approach business analytics from the perspective of analytic technology. This isn't a surprise, given that most BI practitioners work in information technology departments or come from an IT background. Most business analytics systems (maybe most BI programs) can increase their level of analytic maturity and corresponding business value by looking at analytics from the business analyst's perspective. Throughout the week, this featured topic includes courses that address the basics of analytics, continues to greater depth with courses that cover the "who, why, and how" of analytics, and concludes with courses that look at the specific skills, activities, and challenges of being a business analyst and performing business analysis.

- S4** Business Requirements for BI Impact

- S7** TDWI Introduction to Business Analytics

- M5** HandsOn-Business Analytics

- M7** TDWI Enterprise Metrics: Designing Integrated Business Metrics

- T5A** HandsOn-Statistical Analysis for BI: Essential Business Statistics for BI Applications and Solutions

- T7** Putting the Business Back in BI: A Framework for Requirements and Value Management

- W5** HandsOn-OLAP

- W7** Statistical Modeling for Non-Statisticians

- TH5** **NEW!** HandsOn-Requirements Gathering: Advanced Techniques for BI Requirements

- TH7** Boot Camp for Analysts—Proficiency and Skill Development



CORE COMPETENCIES

BI is a complex thing of many dimensions—programs, projects, processes, people, technology, and more. It is much easier to spend money on BI than to derive value from it. Those who have achieved the greatest success with and highest value from BI appear to have one thing in common—organizational competency. They recognize that BI is at least as much a human and cultural endeavor as it is one of technology. Attention to core competencies—program management, project management, requirements gathering, development processes, data integration, data and information quality, and information services—creates a strong BI organization and paves the way to a business culture of information, analytics, knowledge, insight, and innovation.

- S1** TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

- S3** BI from Both Sides: Aligning Business and IT

- S4** Business Requirements for BI Impact

- M1** TDWI Business Intelligence Program Management

- M3** **NEW!** Core Competencies for Business Intelligence

- M4** Data Warehouse Lifecycle Overview

- M6A** **NEW!** Capacity Planning for Enterprise Data Warehouse Deployment

- T1** TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems

- T3P** Performance Dashboards: Measuring, Monitoring, and Managing Your Business

- W1** TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

- W3** Ensuring Data Quality in Data Integration—Practical Skills

- W4A** Let's Stop Calling It Metadata: It's about Managing Information

- TH1** **NEW!** TDWI Quality Management for Business Intelligence Systems

- TH3** Data Conversion, Consolidation, and Cleansing—Practical Skills

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 Chicago. 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 **LM**

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. 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**

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. 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 **AT**

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.

THE HUMAN SIDE OF BI

It's all too easy to focus on the tangible side of BI—the dashboards, the OLAP cubes, the databases. Yet deep down, most of us know that it is people who make the tools and technology valuable. The human side of BI has many dimensions—individual, teams, organizations, companies, and cultures. TDWI's Chicago conference offers a full week of courses to help you understand the difficult and elusive dynamics of human interaction in the BI environment. Ensuring that you have the right communication, interaction, and leadership skills goes a long way toward advancing your mission. Targeted courses offered throughout the week cover many aspects of people as a critical BI component, including building better business and IT partnerships, negotiating, developing leadership, and the human side of data integration.

S2P Bringing Business and IT Together: Practical Steps to Improved Working Relationships

Monday Keynote

People First!—Creating a Business Intelligence Culture

M2 Leading Change: The People Dimension

T2 Power, Politics, and Partnership in Data Warehousing Projects

W2 **NEW!** Negotiating for BI Success

TH2 The Human Side of Data Integration: Powerful Principles Critical to Success

F2A **NEW!** Leadership Mastery in Technical Environments



SUNDAY

MAY 11

SCHEDULE

COURSES

Full Day	9:00 a.m.–5:00 p.m.
Half Day P	1:45–5:00 p.m.

EVENTS

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

COURSE OFFERINGS

- S1** BA p. 8
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
J. Summerton

- S2P** LM p. 8
Bringing Business and IT Together: Practical Steps to Improved Working Relationships
D. Wells

- S3** LM p. 8
BI from Both Sides: Aligning Business and IT
J. Dyché

- S4** BA LM p. 9
Business Requirements for BI Impact
N. Williams, D. Bloom

- S5 UPDATED!** AT p. 9
BI Technology Review: Developments and Trends
M. Gonzales

- S6** AT p. 9
Designing a High-Performance Data Warehouse
S. Brobst

- S7** BA p. 10
TDWI Introduction to Business Analytics
M. Peco, J. Thomann

- S8 NEW!** LM p. 10
Convergence of SOA and BI
R. Abate

FEATURED TOPICS IN CHICAGO

Business Analytics through the Analyst's Eyes
S4, S7, M5, M7, T5A, T7, W5, W7, TH5, TH7

Core Competencies

S1, S3, S4, M1, M3, M4, M6A, T1, T3P, W1, W3, W4A, TH1, TH3

The Human Side of BI

S2P, Monday Keynote, M2, T2, W2, TH2, F2A

MONDAY

MAY 12

SCHEDULE

KEYNOTE (see p. 2) 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

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.

COURSE OFFERINGS

- M1** LM p. 10
TDWI Business Intelligence Program Management
N. Williams

- M2** LM p. 11
Leading Change: The People Dimension
L. Yonke

- M3 NEW!** LM DA p. 11
Core Competencies for Business Intelligence
J. Geiger

- M4** DI DA p. 11
Data Warehouse Lifecycle Overview
B. Becker

- M5** AT BA p. 12
HandsOn-Business Analytics
M. Gonzales

- M6A NEW!** AT p. 12
Capacity Planning for Enterprise Data Warehouse Deployment
S. Brobst

- M6P NEW!** LM AT p. 12
The Future of Data Warehousing
S. Brobst

- M7** BA LM p. 13
TDWI Enterprise Metrics: Designing Integrated Business Metrics
M. Peco, J. Thomann

- M8A** C p. 13
CBIP Preparation for the Information Systems Core Exam
P. Flach

- M8P** C p. 13
CBIP Preparation for the Data Warehousing Exam
P. Flach

TUESDAY

MAY 13

SCHEDULE

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

Breakfast	7:15–8:15 a.m.
Exhibit Hall Open and 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.

COURSE OFFERINGS

- T1** DA p. 14
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
S. Hoberman

- T2** LM p. 14
Power, Politics, and Partnership in Data Warehousing Projects
M. Clarry, L. Rickard

- T3A NEW!** DI AT p. 14
Integrating Unstructured Data into BI Solutions
P. Russom

- T3P** BA LM p. 15
Performance Dashboards: Measuring, Monitoring, and Managing Your Business
W. Eckerson

- T4 UPDATED!** AT BA p. 15
Evaluating BI Toolsets and BI Tools in Action
C. Howson

- T5A** AT BA p. 15
HandsOn-Statistical Analysis for BI: Essential Business Statistics for BI Applications and Solutions
M. Gonzales

- T5P** AT LM p. 16
HandsOn-Business Intelligence Strategy
M. Gonzales

- T6** AT p. 16
Real-Time Data Warehousing
S. Brobst

- T7** LM p. 16
Putting the Business Back in BI: A Framework for Requirements and Value Management
D. Wells

- T8 UPDATED!** DI AT p. 17
Evaluating ETL Tools and Technologies: Vendors in Action
M. Madsen

- T9 NEW!** LM p. 17
Navigating the Next Major Fork in the BI Roadmap
B. Devlin, C. Imhoff

WEDNESDAY

MAY 14

SCHEDULE

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

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

COURSE OFFERINGS

- W1** DI p. 18
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
M. Gonzales

- W2 NEW!** LM p. 18
Negotiating for BI Success
L. Rickard

- W3** DI DA p. 18
Ensuring Data Quality in Data Integration—Practical Skills
A. Maydanchik

- W4A** DI LM p. 19
Let's Stop Calling It Metadata: It's about Managing Information
J. Geiger

- W4P NEW!** AT p. 19
Feeling SaaS-y? Software as a Service Invades Business Intelligence
C. Imhoff

- W5** AT BA p. 19
HandsOn-OLAP
P. Flach, O. Pineda

- W6A** AT LM p. 20
BPM Solution Selection and Implementation Best Practices
T. Wall

- W6P NEW!** LM p. 20
Using Business Architecture to Strengthen Information Architecture
B. Moore

- W7** BA p. 20
Statistical Modeling for Non-Statisticians
M. Berry

- W8** DA BA p. 20
Dimensional Modeling beyond the Basics: Intermediate and Advanced Techniques
L. Reeves

- W9A NEW!** DA p. 21
Data Requirements Analysis
D. Loshin

- W9P** DA DI p. 21
Data Profiling for Reengineering, Knowledge Discovery, and Information Quality
D. Loshin

THURSDAY

MAY 15

SCHEDULE

KEYNOTE (see p. 2) 8:00–8:45 a.m.

COURSES

Full Day	9:00 a.m.–5:00 p.m.
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EVENTS

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.

COURSE OFFERINGS

- TH1 NEW!** DI p. 21
TDWI Quality Management for Business Intelligence Systems
D. Larson

- TH2** LM DI p. 22
The Human Side of Data Integration: Powerful Principles Critical to Success
L. Silverston

- TH3** DI DA p. 22
Data Conversion, Consolidation, and Cleansing—Practical Skills
A. Maydanchik

- TH4** LM DA p. 22
The Role of Politics, Authority, and Culture in Governing Data
D. McGilvray, R. Seiner

- TH5 NEW!** AT BA p. 23
HandsOn-Requirements Gathering: Advanced Techniques for BI Requirements
M. Gonzales

- TH6** BA p. 23
Data Mining Techniques, Tools, and Tactics
D. Abbott

- TH7** BA LM p. 23
Boot Camp for Analysts—Proficiency and Skill Development
J. Doran, B. Ford

- TH8 NEW!** DA p. 24
Data Modeling in an Unstructured World
S. Hoberman

FRIDAY

MAY 16

SCHEDULE

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

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.

TDWI has arranged the Friday schedule to finish earlier than the other days of the week yet provide a full day of instruction.

COURSE OFFERINGS

- F1** AT p. 24
TDWI Technology Architecture for BI: Planning and Design of the Technical Infrastructure
D. Larson

- F2A NEW!** LM p. 24
Leadership Mastery in Technical Environments
A. Petty

- F2P UPDATED!** AT LM p. 24
Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
J. O'Brien

- F3 UPDATED!** DA p. 25
Integrating Data Warehouses and Data Marts Using Conformed Dimensions
L. Reeves

- F4 UPDATED!** C p. 25
Building a BI Career: A Personal Growth Plan
J. Hay, D. Wells

- F5** AT BA p. 25
HandsOn-Data Mining
M. Gonzales

COURSE TRACKS

Please note that some classes cover more than one course track.

- BA Business Analytics
- LM Leadership and Management
- DA Data Analysis and Design
- DI Data Integration
- AT Administration and Technology
- C Career

S1 **BA** Sunday, May 11, 9:00 a.m.–5:00 p.m.

TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

Jed Summerton

This course is designed to promote common language, consistent definitions, shared expectations, and mutual understanding essential to successful BI programs. BI focuses on the use of information to drive effective business actions—it is the vehicle to achieve maximum business value from DW. This course provides a comprehensive overview of business, technical, and cultural implications of BI.

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 chain that begin with information and end with value.

YOU WILL LEARN

- The factors that contribute to maximum business value
- Six common kinds of BI/DW business applications
- Key elements and common applications of business analytics
- The roles of dashboards, scorecards, and analytic applications
- The relationships between BI and DW
- Components of the BI infrastructure: people, processes, and technologies
- Best practices and common mistakes in BI programs

GEARED TO

- Anyone with a role in BI programs; DW managers and leaders who are seeking to increase the value delivered from the DW; business and technical people who need to work together to implement BI; teams who need to develop a common base of concepts and terminology for BI



S1

“Excellent background for anyone considering BI. Great for establishing common language within companies.”

J. Wallace,
WestJet Airlines

S2P

“Every company has similar ‘disconnect’ issues between IT and business. This course provided a great way to quantify and measure it.”

B. Crownhart,
MoneyGram International, Inc.

S3

“This course allows me to better sell our BI strategy.”

J. Delgadillo, Iusacell

S2P **LM** Sunday, May 11, 1:45–5:00 p.m.

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

David L. Wells

Business/IT working relationships have been troubled since the dawn of the information age. As interdependencies of business and technology grow, the cost of failed relationships increases. Business/IT working relationships must undergo fundamental change for the value of BI to fully be realized. Everyone is familiar with the problem, yet few know how to correct the problem. This course offers a systematic approach to address real problems and improve business/IT working relationships.

YOU WILL LEARN

- Common symptoms of broken business/IT relationships
- How to go beyond treating symptoms to address the causes
- The critical elements of successful working relationships and how to apply them

GEARED TO

- Business/IT executives and leaders; those in IT who work with business; those in business who work with IT

S3 **LM** Sunday, May 11, 9:00 a.m.–5:00 p.m.

BI from Both Sides: Aligning Business and IT

Jill Dyché

“How do I educate my business unit managers/end users/ developers/executives about BI?” This is a question that people across BI maturity levels continue to ask.

As BI 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 justify ongoing information deployment.

This popular workshop—often attended by IT and business-user teams from the same company—focuses on ways to ensure that DW and BI projects remain a strategic priority. 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 BI success stories are interwoven throughout the day to illustrate high-profile best practices.

YOU WILL LEARN

- What we’ve learned the hard way—how BI best practices have evolved
- How to plan BI projects around corporate strategy
- Selling BI internally, and why it’s a process
- A structured way to launch BI governance

GEARED TO

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

S4 BA LM Sunday, May 11, 9:00 a.m.–5:00 p.m.

Business Requirements for BI Impact

Nancy Williams, David Bloom

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

YOU WILL LEARN

- What makes a good business requirement for BI impact—how business requirements for BI differ from traditional requirements approaches, and why is this important
- Practical and effective tips for capturing and documenting high-value business requirements in your specific organization
- How business-oriented BI requirements can support your BI program planning, release planning, and development efforts
- Hands-on exercises that will give you an opportunity to practice course concepts with instructor guidance

GEARED TO

- Business sponsors; BI program/project managers; business analysts; chief architects; anyone else with the responsibility for overall success of a BI initiative

S5 AT Sunday, May 11, 9:00 a.m.–5:00 p.m.

UPDATED! BI Technology Review: Developments and Trends

Michael L. Gonzales

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 BI work.

Michael Gonzales is in touch with what is new and upcoming in the world of BI technology. Keeping his 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.

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 DW developers; database and systems administrators

S6 AT Sunday, May 11, 9:00 a.m.–5:00 p.m.

Designing a High-Performance Data Warehouse

Stephen A. Brobst

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 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.

This course assumes database and systems knowledge.

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

- BA Business Analytics
- LM Leadership and Management
- DA Data Analysis and Design
- DI Data Integration
- AT Administration and Technology
- C Career

S4

“Provides the best of the best practices for gathering requirements. Too often you forget effective methodology and do things just because you always have.”

D. Gray,
ORIX USA

S5

“This course will help us make better decisions for our clients on what technologies to use in the future.”

S. Kienhuis, Pecoma
Business Technology

S6

“Stephen delivered a very well thought out presentation for high-performance DW. I look forward to using and sharing his ideas within our organization.”

D. Decker, Upsher Smith
Laboratories, Inc.

S7 **BA** Sunday, May 11, 9:00 a.m.–5:00 p.m.

TDWI Introduction to Business Analytics

Mark Peco, James Thomann

This introductory-level course provides an overview of the concepts, skills, and terminology of business analytics. Business analytics is at the forefront of BI. It is through analytics that business managers and analysts achieve the insights that lead to informed and innovative business decisions. Yet analytics is a complex field that involves many disciplines ranging from statistics to data visualization. This course provides an overview of those disciplines and describes the role of each in business analytics and BI systems.

YOU WILL LEARN

- Fundamentals of statistics, including a variety of statistical methods, differences between descriptive and inferential statistics, and the concepts of statistical variables
- Basics of business and data analysis qualities, including intellectual curiosity, discovery and insight, problem solving, data management, and use of technology
- Basics of business measurement, including metrics concepts and terminology, business performance indicators, and common measures of quality
- Concepts and terminology of business management frameworks, including CRM, BPM, SCM, HRM, financial management, and operations management
- Common applications of business analytics, including monitoring, forecasting, and decision process automation
- Data visualization basics, including effective uses for many kinds of charts, graphs, and tables

GEARED TO

- Anyone new to BI; BI teams; BI team members; anyone with a role in definition and development of business analytics systems

S8 **LM** Sunday, May 11, 9:00 a.m.–5:00 p.m.

NEW! Convergence of SOA and BI

Robert J. Abate

In this course, you will learn about the convergence and alignment between SOA and BI solutions. You will see how a managed information environment is evolving from a “metadata-based single source of truth” to the “information assurance and delivery-engine-including repository.” You will learn how to build a structured, iterative data integration architecture using a model-driven methodology, providing you with a solid foundation for your SOA environment and support real-time BI.

We will examine the value of data to both solutions, and how the following areas provide structure to this enterprise information integration environment: reference architectures and model-driven development; how to gain full traceability from requirements to test cases; metadata management for

compliance enforcement, audit support, analysis, and reporting; master data management, integration, and control; effective governance initiatives and the DG maturity model; integration of analytics, KPIs, reporting, and transaction control; source data management controlling transaction-level quality; near-real-time business information considerations; security and integration utilizing portals; and control of information usage.

YOU WILL LEARN

- The background and definitions of commonly used terms
- What the managed information environment components are and how to best utilize them
- Best practices and trends in SOA and data integration
- About the future of BI and SOA through current case studies and best practices

GEARED TO

- Business and IT practitioners; those wanting to learn more about the future of IT

M1 **LM** Monday, May 12, 9:00 a.m.–5:00 p.m.

TDWI Business Intelligence Program Management

Nancy Williams

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.

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 BI, information services, DW, or data integration



S7

“It helped me see the breadth and depth of business analytics. It also helped me see the value of further education.”

J. Glissmeyer,
Agreserves

M2 **LM** Monday, May 12, 9:00 a.m.–5:00 p.m.

Leading Change: The People Dimension

C. Lwanga Yonke

Effective change leadership is often the differentiator between successful information management projects and failed ones. This interactive course focuses on a change element usually ignored by classical change management—the often difficult personal transitions individuals go through when required to change.

The course provides helpful frameworks and models that DW professionals can use to lead large or small change efforts. Designed for individual contributors, managers, and executives alike, this course will equip participants with an essential but often neglected skill.

Drawing from lessons learned at the frontline, the course blends best practices from marketing and human psychology. Examples come from a variety of DW and BI projects. Several hands-on exercises are used to reinforce learning and promote mastery. Participants will leave with tangible solutions to their toughest change challenges.

YOU WILL LEARN

- The difference between classical change management and people-focused change leadership
- How to effectively lead others through difficult changes
- How to leverage the critical success factors of complex change
- How to manage and reduce resistance
- How to build and organize winning change coalitions
- How to craft successful change communications

GEARED TO

- Anyone seeking to become a more effective change leader

competencies that must be in place for success. These include the organizational structure (within and outside the BI area), prioritization of opportunities, major development steps and the issues that will need to be addressed in each, and how the business areas must evolve to fully leverage the BI environment.

YOU WILL LEARN

- Core competencies needed for a successful BI program
- Major issues that need to be addressed to build the BI capabilities
- Business area transformations needed to fully leverage BI

GEARED TO

- BI leaders, users, and team members

- BA** Business Analytics
- LM** Leadership and Management
- DA** Data Analysis and Design
- DI** Data Integration
- AT** Administration and Technology
- C** Career

M4 **DI DA** Monday, May 12, 9:00 a.m.–5:00 p.m.

Data Warehouse Lifecycle Overview

Bob Becker

This course offers an overview of the Kimball Lifecycle approach including practical tips and techniques for creating a successful data warehouse and business intelligence system. It distills the essential elements of the Kimball approach described in the best-selling book, *The Data Warehouse Lifecycle Toolkit*, 2nd Edition (Kimball, Ross, Thorntwaite, Mundy, and Becker).

The course provides an overview of the Kimball Lifecycle beginning with the requirements gathering process as the foundation for success. It covers the basic concepts of dimensional modeling, demystifies DW/BI architecture focusing on the fundamentals: what goes into the architecture and how do we create an architecture that will satisfy the business requirements? We then explore the data staging process focusing on the extract, transform, and load process in the context of building a dimensional data warehouse.

YOU WILL LEARN

- Proven approach to successfully build a DW/BI solution
- Best practice techniques for handling crucial tasks
- Methods to address common pitfalls and gotchas

GEARED TO

- Geared to those wanting to understand the core elements of the entire DW lifecycle, including project and program managers; business sponsors and users; data architects or modelers; BI application developers; ETL system developers; technical architects or administrators

M2

“Mr. Yonke was an outstanding presenter. He made the topic live and breathe. He was also very effective at engaging people in the class. This is an important cause. Successful BI requires effective management.”

K. Bailey,
State Auto Insurance
Companies

M4

“An excellent resource to understanding critical dos and don’ts.”

K. Periyasamy,
Chanel, Inc.”

M3 **LM DA** Monday, May 12, 9:00 a.m.–5:00 p.m.

NEW! Core Competencies for Business Intelligence

Jonathan G. Geiger

A successful BI program is not about technology. It’s about delivering reliable, timely, actionable information that can make a difference to the business. Traditional systems development endeavors focus on specific business processes—BI looks at the business as a whole first and then dives into specific areas for which information can make a difference.

This session will describe how the broad perspective needs to be approached. We’ve all heard that BI needs to be viewed as a program. This session delves into what that the program concept really means from a practical perspective. It will define the objectives to be met with the program orientation and the functions to be included. It will then expand on the core

M5 **AT BA** Monday, May 12, 9:00 a.m.–5:00 p.m.

HandsOn-Business Analytics™

Michael L. Gonzales

Business intelligence 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 defines the promise of BI, and the gap that exists between what is promised and what is often implemented. The lecture portion then identifies 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); dashboards (Hyperion Intelligent Dashboard); scorecards (Microsoft); visualization (Tableau and PolyVista); spatial analysis (ESRI Business Analyst).

HandsOn-Business Analytics provides participants with a non-biased view of leading BI tools.

This course assumes an understanding of relational database and DW terms and concepts.

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
- How and when to effectively apply advanced BI technology

GEARED TO

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

Enrollment is limited to 30 attendees.



M5
 “Michael is excellent.
 Highly recommended.”

A. Crane,
 USAA

M6A **AT** Monday, May 12, 9:00–12:15 a.m.

NEW! Capacity Planning for Enterprise Data Warehouse Deployment

Stephen A. Brobst

This workshop describes a framework for capacity planning in an enterprise DW environment. Guidelines will be provided for capacity planning in a mixed workload environment involving both strategic and operational BI.

This course assumes database and systems knowledge.

YOU WILL LEARN

- A framework for defining storage, I/O, and compute capabilities using a balanced configuration model
- Techniques for data collection to drive capacity planning
- How to develop a capacity plan
- The implications for capacity planning related to technology trends in multi-core CPU deployment, large memory deployment, SMP versus MPP, and high-density disk drives

GEARED TO

- Technical architects; DBAs; DW administrators

M6P **LM AT** Monday, May 12, 1:45–5:00 p.m.

NEW! The Future of Data Warehousing

Stephen A. Brobst

This course examines the trends in DW deployment and developments in advanced technology. The implications of these technology developments for DW implementations will be discussed with examples in future architecture and deployment. This workshop presents best practices for deployment of a next generation DW implementation as the realization of BI for a real-time enterprise. A true enterprise DW needs to export decision-making capabilities throughout an organization. This course discusses the use of service-oriented architecture (SOA) to deploy decisioning services both within an organization and to users outside of traditional organizational boundaries.

This course assumes knowledge of DW fundamentals.

YOU WILL LEARN

- Storage and processing technologies
- Data acquisition and delivery
- The real-time enterprise
- Analytic applications architecture
- Extreme data warehousing (XDW)

GEARED TO

- DW architects, designers, developers, and administrators

M7 **BA** **LM** Monday, May 12, 9:00 a.m.–5:00 p.m.

TDWI Enterprise Metrics: Designing Integrated Business Metrics*

Mark Peco, James Thomann

Measurement-based disciplines are central to business management. BPM, CRM, SCM, and related disciplines increase the visibility and importance of business-by-the-numbers. Technology enables the trend with dashboards and scorecards, but with the technological advances come new challenges. How do we get the right metrics? How do we keep them current in a continuously changing business environment? How do we prevent the customer measures of CRM from conflicting with those of SCM? How do we achieve consistency, cohesion, and integration among metrics? This course teaches techniques that address the complex and challenging questions of business metrics design.

YOU WILL LEARN

- The risks inherent in ad hoc and on-demand approaches to business metrics
- How and why metrics bring new challenges
- Processes to define and manage a comprehensive collection of metrics that serve diverse needs and communities of interest
- Techniques to ensure cohesion, assure consistency, and avoid conflict among metrics
- Distinctions between measures, metrics, indicators, and indexes and when to use each

GEARED TO

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

*Previously titled TDWI Enterprise Business Metrics: Designing Integrated Business Metrics for the Enterprise

MBA **C** Monday, May 12, 9:00 a.m.–12:15 p.m.

CBIP Preparation for the Information Systems Core Exam

Paul Flach

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

This course assumes a working knowledge of information systems.

MBP **C** Monday, May 12, 1:45–5:00 p.m.

CBIP Preparation for the Data Warehousing Exam

Paul Flach

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 DW exam is required for all CBIP specialties

This course assumes a working knowledge of data warehousing.

BA Business Analytics
LM Leadership and Management
DA Data Analysis and Design
DI Data Integration
AT Administration and Technology
C Career

M7

"I think this is an excellent course for establishing a discipline and rigor for developing metrics."

G. Burrus,
Kaiser Permanente

MBA

"Very good overview and presentation. Anyone considering taking the CBIP exams would benefit from taking this course."

L. Dinkler,
Hanover Life

T1 DA Tuesday, May 13, 8:00 a.m.–5:30 p.m.

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

Steve Hoberman

BI and DW systems challenge the data modeling techniques of the past as new roles and uses of data demand updated skills. The “toolbox” for data modelers has expanded beyond basic entity-relationship modeling and now includes techniques to manage time-variant 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 introduces the modeling skills needed for BI and DW systems. Those who need to understand data models, but not how to develop them, will understand the various forms of data models and what they should communicate.

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”
- 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 DW and BI systems
- How time-variant data is represented in data models
- Optimization techniques for warehousing data stores
- Data modeling for DWs, data marts, and analytic applications

GEARED TO

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

T2 LM Tuesday, May 13, 8:00 a.m.–5:30 p.m.

Power, Politics, and Partnership in Data Warehousing Projects

Maureen Clarry, Lorna Rickard

This course helps you see your DW organization from a new perspective! It provides insight and strategies to create cross-functional collaboration between the executive sponsor, the steering committee, business users, management, the project team, and technical staff. If your organization struggles with misunderstandings between IT and the business, misdirected energy, finger pointing, lost opportunities, or dissatisfied customers, you will see new possibilities and solutions in this class.

The core of the class is an exercise where you assume a role as an executive sponsor, manager, team member, or customer. You then interact in a chaotic, fast-paced project environment and experience the reality of what makes productive partnerships critical, what prevents them from developing, and what role(s) we play in making them happen. Throughout, the instructors teach you strategies to address the issues you experience so you can immediately apply and practice what you learn.

YOU WILL LEARN

- The multiplicity of roles each of us plays in DW and how to approach each role with more effective behavior
- Why cross-functional involvement is critical in DW
- Strategies for working more constructively across organizational silos
- How to address issues systemically rather than personally
- A framework for seeing roles and responsibilities in more effective ways
- How to overcome organizational barriers for effective governance and prioritization

GEARED TO

- Business sponsors; DW customers; project or program managers; technical staff

Enrollment is limited to 50 attendees.

T3A DI AT Tuesday, May 13, 8:00–11:15 a.m.

NEW! Integrating Unstructured Data into BI Solutions

Philip Russom

In most organizations, unstructured data is a frontier “where no BI professional has gone before.” Yet, TDWI Research shows that three years from now most BI teams will regularly integrate unstructured data to feed data warehouses and reports. This course helps you prepare to successfully leverage the upcoming deluge of unstructured data.

YOU WILL LEARN

- How companies apply unstructured data to BI
- Why you should do the same
- Which sources of unstructured data are useful for BI
- How to adapt data integration, warehouse models, reports, etc.

GEARED TO

- Business sponsors and managers; BI directors; developers



T1

“Very structured education on data modeling. Reinforces best practices, very simple to follow.”

K. Fadeyi,

Lincoln Financial Group

T2

“Invaluable. Priceless. No matter what tools technology has chosen to implement a project, ultimately the success of the project relies on the interaction of our team members. Everyone should take this course.”

L. Pearson,

Sonofi Pasteur

T3P **BA** **LM** Tuesday, May 13, 2:15–5:30 p.m.

Performance Dashboards: Measuring, Monitoring, and Managing Your Business

Wayne Eckerson

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.

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

T4 **AT** **BA** Tuesday, May 13, 8:00 a.m.–5:30 p.m.

UPDATED! Evaluating BI Toolsets and BI Tools in Action

Cindi Howson

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 delves into how to select and standardize on a toolset, taking into account key functional requirements including vendor finances; query, reporting, OLAP capabilities, and dashboards; 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 will participate in a panel and scripted demos so you can see the tools in action and compare how they fulfill critical criteria. Vendors use a consistent sample data set so you get a true side-by-side comparison. Attendees will vote on one wild card topic.

This course assumes knowledge of DW fundamentals and an understanding of the OLAP ideal.

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

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

GEARED TO

- Project sponsors; business analysts; BI application owners

T5A **AT** **BA** Tuesday, May 13, 8:00–11:15 a.m.

HandsOn-Statistical Analysis for BI™—Essential Business Statistics for BI Applications and Solutions

Michael L. Gonzales

This course examines situations where the application of statistical methods dramatically affects a user's decision-making capability. Using a list of best-of-breed statistical methods and Excel 2007, the course examines a range of statistical support for BI applications, including data exploration and profiling, use of statistical significance in charts and graphs, and making predictions. Hands-on lab exercises provide practical, statistical solutions to business situations.

This course assumes a basic understanding of BI and DW concepts and techniques.

YOU WILL LEARN

- The role of statistics in BI
- Profiling and understanding data with descriptive statistics
- Implementing and understanding process monitoring and control charts with statistical significance
- Various statistical analysis techniques

GEARED TO

- Subject matter experts; power users; end users; business analysts; BI team members; anyone required to define or implement business metrics

Enrollment is limited to 30 attendees.

- BA** Business Analytics
- LM** Leadership and Management
- DA** Data Analysis and Design
- DI** Data Integration
- AT** Administration and Technology
- C** Career

T4

“Excellent! I consider the materials Cindy Howsen presents as the must-attend course. Her materials are excellent long after the conference...until the next conference when I get her updates!”

P. Christian, Comsys

T5P **AT** **LM** Tuesday, May 13, 2:15–5:30 p.m.

HandsOn-Business Intelligence Strategy™

Michael L. Gonzales

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.

YOU WILL LEARN

- The 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

Enrollment is limited to 30 attendees.



T5P

“Helps me to decide where to go next to help our business start maximizing what we do in the BI space.”

M. Hartnagel,
Eli Lilly & Co.

T6

“This is an excellent course for anyone in the process of setting up an active DW. It also provides details of the strengths and weaknesses of the technology available for successful implementation.”

I. Roy,
Magellan Health Services

T6 **AT** Tuesday, May 13, 8:00 a.m.–5:30 p.m.

Real-Time Data Warehousing

Stephen A. Brobst

Active DW 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. 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.

This course assumes knowledge of DW fundamentals.

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

GEARED TO

- DW architects, designers, developers, and administrators

T7 **LM** Tuesday, May 13, 8:00 a.m.–5:30 p.m.

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

David L. Wells

BI means “business intelligence,” yet technology interests often supersede those of business. When a BI program gives more attention to dashboards, scorecards, OLAP, and data warehouses than to finance, R&D, marketing, operations, etc., it is time to put the business back into BI.

The purpose of BI is to deliver information that makes a difference—real contributions to the mission and goals. All too often BI delivers obvious and easy metrics, missing opportunities for high-impact information. The key to value and impact is in gathering the right BI requirements. This course teaches a framework-based approach to gathering the right requirements for high-impact and high-value BI.

YOU WILL LEARN

- A new definition of BI that shifts the focus from data and technology to capabilities and value
- The dimensions of business management and their relationships to BI
- The elements of business governance and their roles in BI
- The principles of business measurement and their roles in BI
- How management, governance, and measurement combine to form a framework to manage BI requirements and BI value
- How to apply the framework for each of requirements analysis, project scoping, and value management

GEARED TO

- Sponsors and business stakeholders in BI programs; BI program and project managers; business analysts; requirements analysts; designers and developers of analytic systems

*Previously titled Putting the Business Back into BI

T8 **DI AT** Tuesday, May 13, 8:00 a.m.–5:30 p.m.

UPDATED! Evaluating ETL Tools and Technologies: Vendors in Action

Mark Madsen

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 using common scenarios.

Morning Session: Lecture

The first session describes data integration product categories, a summary of products on the market, and the process and criteria for reviewing those products. It will help narrow the number and types of tools to evaluate, and help you learn how to compare them.

Afternoon Session: Demonstrations

Using a proof-of-concept format, we will take an in-depth look at several different ETL products. This demonstrates how the products work on common scenarios encountered in data extraction and integration projects.

The vendors will develop extracts during this session, working with scenarios more complex than the usual sales demos.

YOU WILL LEARN

- Data integration product categories and vendors
- Criteria useful for comparing ETL products
- Key differences between some of the major ETL tools
- Strengths and weaknesses of leading products
- Elements to include in your own proof-of-concept

GEARED TO

- Anyone involved in the design or implementation of ETL for a warehouse or BI application

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

T9 **LM** Tuesday, May 13, 8:00 a.m.–5:30 p.m.

Navigating the Next Major Fork in the BI Roadmap

Barry Devlin, Claudia Imhoff

Much of the former value of BI is migrating into the operational environment. Day-to-day decision making is increasingly automated and tied to short-term performance measures. Strategic decision making remains disconnected from the underlying physical reality of business, market, and organizational information.

BI is now at a crossroads. While the process of operationalizing traditional BI function must continue to be supported, BI now needs to reach up the decision value chain to the strategic decision makers. Over the next few years, BI managers will have to migrate much of the old stand-alone BI infrastructure into the mainstream IT environment. Simultaneously, they will have to create an informational environment providing value to strategic decision makers.

This course defines the changes in today's BI environments, the need to incorporate BI results and analytics into the operational environment, and the steps to move into the new world order encompassing BI and operations.

YOU WILL LEARN

- The three forms of BI, characteristics, and examples
- Business value beyond traditional BI data
- Engaging in the next wave of information strategy
- Planning and managing a dual-path strategy through Centers of Competency
- Tools and techniques to re-integrate BI into the operational world

GEARED TO

- IT and BI managers; BI architects and implementers; IT-savvy business professionals

- BA** Business Analytics
- LM** Leadership and Management
- DA** Data Analysis and Design
- DI** Data Integration
- AT** Administration and Technology
- C** Career

T8
"Excellent overview and very valuable examples!"

L. Prince,
 Heath and Human Services
 Commission, TX

W1 **DI** Wednesday, May 14, 8:00 a.m.–5:30 p.m.

TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

Michael Gonzales

Data integration becomes increasingly complex as new expectations and technologies change the face of DW and BI. Today, 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 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.

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 technologies fits into the 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 DW architects; data integration process designers and developers; BI and DW program and project managers

W2 **LM** Wednesday, May 14, 8:00 a.m.–5:30 p.m.

NEW! Negotiating for BI Success

Lorna Rickard
Case Study Presenter: Matt Schwartz

Whether you’re seeking more BI funding, trying to allocate resources between two business clients, or discussing contract issues with a vendor, mastering the art and science of negotiation is a critical aspect of your success in BI initiatives. This course will cover the four steps of principled negotiation and look at how to manage the various people issues that inevitably surface. Hands-on practice, in-class coaching, and peer

discussion will reinforce concepts and assure that you can apply these powerful strategies back on the job.

YOU WILL LEARN

- How to define success for multiple parties, identify common ground, and find win-win opportunities
- A process for how to reach a fair and mutually satisfactory agreement without ending up in a bitter dispute
- How to enhance your negotiating power, even if the other side is more powerful
- Strategies for dealing with emotions (yours and theirs) while negotiating
- How to deal with hard bargainers or those who try dirty tricks

GEARED TO

- BI managers and leaders; anyone with a role in BI programs that requires negotiation

W3 **DI DA** Wednesday, May 14, 8:00 a.m.–5:30 p.m.

Ensuring Data Quality in Data Integration—Practical Skills

Arkady Maydanchik

The corporate data universe consists of numerous databases connected by countless real-time and batch data interfaces. The data continuously move about and change. The databases are endlessly redesigned and upgraded, as are the programs responsible for the data integration. The typical result of these dynamics is that information systems get better, while data quality deteriorates. Without a comprehensive data-quality monitoring program, bad data spread like viruses.

This course discusses various practices that can be put in place to mitigate the problem and maintain high data quality through data integration. It is a “practical skills” course, and thus it will present a “how-to” guide and practical solutions ready for immediate implementation.

YOU WILL LEARN

- The data quality challenges that are inherent in data integration
- The critical role of data quality monitoring in data integration
- Specific techniques to monitor quality for real-time data integration
- Specific techniques to monitor quality for batch data integration
- How an information integration hub can be applied to managing data quality

GEARED TO

- Data integration practitioners—those in the trenches who are responsible to design, develop, maintain, and operate data integration systems and interfaces, including data warehousing, master data management (MDM), enterprise application integration (EAI), enterprise information integration (EII), etc.



W1
“I work for a start-up and have to do a lot of data integration of unstructured data. This course helped me understand all that is involved in very easy steps.”
L. Murthy,
 Blueprint Inc.

W3
“Will help improve data quality and its management in our organization.”
P. Jain,
 Airline Reporting Corporation

W4A **DI** **LM** Wednesday, May 14, 8:00–11:15 a.m.

Let's Stop Calling It Metadata: It's about Managing Information

Jonathan G. Geiger

Metadata is often viewed as a technical issue, and that is due in part to its name. Managing metadata is really about managing the information about the enterprise asset of “data”—an asset for which information technology is ultimately responsible. This session will position metadata in that context and describe why that positioning is important and how organizations should move forward to gain executive and business support and to realize maximum value from metadata.

YOU WILL LEARN

- Metadata's role in managing the data assets
- How to develop the data asset management information system (a.k.a. metadata repository and services)
- Roles and responsibilities in managing information about data assets (a.k.a. metadata management)

GEARED TO

- DW leaders and practitioners; business analysts; people responsible for metadata management

W4P **AT** Wednesday, May 14, 2:15–5:30 p.m.

NEW! Feeling SaaS-y? Software as a Service Invades Business Intelligence

Claudia Imhoff

Business intelligence is moving into the small to midsize enterprise, and alternatives such as software as a service (SaaS) are becoming more attractive to these companies and the supporting vendors. SaaS now delivers functionality in a cost-effective manner that supports all business models. Vendors must focus on both cost-effective software delivery and on helping users transform their processes. Companies considering SaaS technology must understand the benefits and drawbacks.

YOU WILL LEARN

- The need for SaaS applications that permit “on-demand” analytics without burdening the business or IT
- The pros and cons of SaaS
- The factors to consider in choosing an application
- The technologies and techniques available
- The use of a service-oriented architecture to ensure proper placement and access to SaaS applications

GEARED TO

- BI leaders, users, and implementers

W5 **AT** **BA** Wednesday, May 14, 8:00 a.m.–5:30 p.m.

HandsOn-OLAP™

Paul Flach, Olga L. Pineda

Hands-On OLAP provides non-biased information on best-of-class technologies and techniques, and exposes participants to leading OLAP tools. The course first examinations data and technical architectures specific to OLAP. Participants are then led through discussions and lab exercises that emphasize features, functionality, and applicability of products such as Microsoft Analysis Services, Hyperion Essbase, Oracle OLAP, PolyVista, and Cognos PowerPlay.

Participants have 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.

This course assumes a basic understanding of relational database and DW terms and concepts.

YOU WILL LEARN

- The best practices for implementing an OLAP strategy
- Industry trends, market, and competitors
- The core components to effective OLAP including dimensional models, range of hierarchies, pre-query and post-query calculations, and more
- The range of OLAP architectures including MOLAP, HOLAP, DOLAP, and ROLAP
- Through extensive lab exercises, you will gain hands-on experience with leading OLAP tools
- The right application of atomic level data, star schemas, and MOLAP cubes, HOLAP and ROLAP solutions
- How to effectively apply leading OLAP tools
- 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

Enrollment is limited to 30 attendees.

- BA** Business Analytics
- LM** Leadership and Management
- DA** Data Analysis and Design
- DI** Data Integration
- AT** Administration and Technology
- C** Career

W4A

“Totally awesome! I'd recommend this to my DW and admin teams.”

G. Cox,
Office of Statewide Health
Planning & Development

W5

“Excellent instruction, good content, well-organized.”

P. Markt,
Progressive Insurance

W6A **AT** **LM** Wednesday, May 14, 8:00–11:15 a.m.

BPM Solution Selection and Implementation Best Practices*

Tim Wall

Identify key business challenges organizations are addressing with BPM solutions and the complexities and best practices in evaluating, selecting, and implementing BPM solutions. The course provides a non-vendor specific overview of BPM solutions including practical benefits associated with the effective deployment of BPM solutions and emerging trends within the BPM marketplace that organizations should consider when selecting and implementing BPM solutions.

YOU WILL LEARN

- BPM definition, components, and how solutions fit within a technology framework
- Key business challenges and practical benefits of BPM solutions
- Keys to establishing executive vision, objectives, and measures of success
- Best practices in BPM solution evaluation

GEARED TO

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

*Previously titled Evaluating BPM Solutions



W8

“This course will facilitate the understanding of the business to the BI team, and the BI team to the business user.”

J. Ramon Delgadillo,
Lusacell

W6P **LM** Wednesday, May 14, 2:15–5:30 p.m.

NEW! Using Business Architecture to Strengthen Information Architecture

Bruce Moore

Business architecture is the foundation for the representation of the business structure and operation (processes, information/ data, rules, and organizational designs) that supports the business strategy and desired/supporting solutions. Using model-driven techniques to define business architecture provides a coherent graphical means for the capture, management, and communication of business knowledge and needs, providing a springboard defining information architecture and launching business intelligence initiatives. Business architecture provides context to information needs and adds a business-friendly face to understanding information ownership, definition, usage, and availability.

YOU WILL LEARN

- The definition of business architecture
- The business architecture components
- How to use business architecture as a corner stone for BI

GEARED TO

- Management; architects; practitioners

W7 **BA** Wednesday, May 14, 8:00 a.m.–5:30 p.m.

Statistical Modeling for Non-Statisticians

Michael J. A. Berry

This class is designed for people who are familiar with data and databases, but unfamiliar with the modeling techniques used to perform important tasks such as scoring customers for likelihood to make a purchase or default on a loan.

A model is simply a formal description of relationships that exist in data. A model of a profitable customer can be used to classify new customers as likely or unlikely to be profitable. A model of past responders can be used to predict who will respond to future offers. A model may take the form of a set of rules or a mathematical formula. Either way, it can be tested for stability and accuracy so it can be applied with confidence.

Several popular modeling techniques will be introduced and demystified, including decision trees, contingency tables, and linear regression. These techniques will be applied to real data from a real product penetration case study.

This course assumes a familiarity with data and databases.

YOU WILL LEARN

- How models help turn data into information
- The difference between descriptive and predictive models
- When to have confidence in a model’s predictions
- How several popular modeling techniques, including decision trees and regression models, actually work

GEARED TO

- Data, business, and marketing analysts; anyone with lots of data and not enough information

W8 **DA** **BA** Wednesday, May 14, 8:00 a.m.–5:30 p.m.

Dimensional Modeling beyond the Basics: Intermediate and Advanced Techniques

Laura L. Reeves

Okay, you have done your homework. You have learned the fundamental dimensional modeling skills, and you have jumped into the first, second, and third project. Now what?! Your modeling problems do not fit neatly into the textbook examples. Maybe you are stumped, or perhaps you think you have solved the problem correctly but need a second opinion.

This accelerated class will go beyond the fundamental questions to tackle some of the most commonly asked questions and address the most common mistakes that people make. This course is based on real-world experience in dealing with large data volumes and very complex models. The goal of this course is to equip you with the tools and knowledge to address your complex modeling challenges and to meet your demanding business needs.

This course assumes basic knowledge about dimensional modeling and some hands-on experience, as well as knowledge of dimensional DW concepts.

YOU WILL LEARN

- Advanced techniques for handling complex, real-life dimensional modeling problems
- How to weigh advantages and disadvantages of design options
- Guidelines for designing complex data marts
- Techniques to keep users involved in the modeling process

GEARED TO

- Data modelers; database administrators; project managers; staging system developers; end-user application designers

W9A **DA**

Wednesday, May 14, 8:00–11:15 a.m.

NEW! Data Requirements Analysis**David Loshin**

A DW is focused on the collection and analysis of business information, so when developing a DW application, it is important to ensure that the data requirements and characteristics are identified, assessed, and tested. This data requirements analysis (DRA) process is a sequence of tasks performed within the DW design process to ensure the identification, suitability, and quality of the data. The DRA process also provides the framework to conduct testing and validation along with ongoing production monitoring of data in the DW environment.

YOU WILL LEARN

- How to evaluate business uses of information
- How to identify and collect application data requirements
- How to conduct data assessments
- Dimensions of data quality
- How to specify data requirements

GEARED TO

- Data analysts; requirements/testing personnel; DW designers

W9P **DA** **DI**

Wednesday, May 14, 2:15–5:30 p.m.

Data Profiling for Reengineering, Knowledge Discovery, and Information Quality**David Loshin**

The business imperative for controlling enterprise information quality drives the need to assess, evaluate, and define rules to monitor data asset validity. Data profiling combines techniques and analytics to uncover data anomalies and business rules. Profiling simplifies data reengineering, information integration, or information quality projects, and exposes the “ground truth” about enterprise data.

YOU WILL LEARN

- Exposing embedded data anomalies
- Profiling technology and methods
- Extracting embedded structure and business rules
- Data validation
- Ongoing monitoring
- How to assess profiling tools

GEARED TO

- Anyone with a role in DW, BI, data integration, or data quality

TH1 **DI**

Thursday, May 15, 9:00 a.m.–5:00 p.m.

NEW! TDWI Quality Management for Business Intelligence Systems**Deanne Larson**

Quality management is a challenge in any information systems endeavor, but substantially more so for BI and DW systems. The purpose of BI systems—to change data into information—increases the level of complexity beyond that of operational and transaction systems. The differences between BI and operational systems—including fuzzy and volatile requirements, system size and complexity, poor-quality source data, undocumented business rules, and iterative development—make establishing quality levels difficult. Yet the nature of BI systems makes quality imperative.

This course teaches the essential skills to apply quality management principles and practices to BI systems. It focuses on best practices and the application of quality management principles to the full range of deliverables of the BI lifecycle. From initial requirements, through development and deployment, and into production operation, the course emphasizes quality assurance, quality control, and continuous improvement.

YOU WILL LEARN

- Quality management principles
- How to plan for quality and measure success
- The many dimensions of BI quality
- The difference between quality assurance and quality control
- How to apply quality management for more than 80 deliverables of the BI system lifecycle
- How to apply quality management practices for sustained value and continuous improvement
- How quality management fits into BI organizations

GEARED TO

- Program managers and project managers; BI architects, designers, and developers; quality assurance and testing staff; BI technical and support staff

- BA** Business Analytics
- LM** Leadership and Management
- DA** Data Analysis and Design
- DI** Data Integration
- AT** Administration and Technology
- C** Career

W9P

“I now have a more complete understanding of data profiling and how it can benefit my organization.”

S. Winfield,
Duke University
Health System

TH2 LM DI Thursday, May 15, 9:00 a.m.–5:00 p.m.

The Human Side of Data Integration: Powerful Principles Critical to Success

Len Silverston

A key to any information integration effort such as data warehousing or data management is understanding the personal, cultural, and political environment and employing key principles and tools to enable success. This course will share principles, techniques, and exercises to help understand and move toward an environment that enables integration.

YOU WILL LEARN

- Political and cultural factors and principles critical to effective data integration
- Tools to enable data integration, such as keys to facilitating common vision, developing trust, and managing conflict
- Real-life stories of how culture and politics affected integration
- How to apply these tools through interactive exercises

GEARED TO

- Executives; managers; data architects; DW designers; enterprise architects; data modelers; any professional focused on integrating data



TH3

“Brings both hope and vigor to address a serious business risk.”

R. Morrissey,

The Ross Morrissey Group, LLC

TH3 DI DA Thursday, May 15, 9:00 a.m.–5:00 p.m.

Data Conversion, Consolidation, and Cleansing—Practical Skills

Arkady Maydanchik

Data conversion and consolidation is a major root cause of poor data quality. Numerous system implementations overrun schedule and budget or fail outright because quality of the converted data proves inadequate. This typically is due to lack of analysis and understanding of the source data, as well as poorly defined target data quality specifications. The problem is especially acute in data consolidations during corporate mergers and acquisitions, as well as implementations of DWs and operational data stores. This course describes a comprehensive data quality driven approach to data conversion and consolidation—dC3 methodology.

YOU WILL LEARN

- The data quality challenges that are inherent in data conversion and consolidation
- A data quality approach to data conversion, consolidation, and cleansing (dC3)
- Discovery and analysis techniques for a thorough understanding of the source data
- Techniques to define and implement a quality-focused data conversion strategy
- Techniques to define and implement a quality-focused data consolidation strategy
- The what, why, and how of data cleansing

GEARED TO

- Data conversion and consolidation practitioners—those in the trenches who are responsible to design, develop, maintain, and operate data conversion and consolidation processes for enterprise reporting, business analytics, compliance, ERP implementation, legacy system replacement, etc.; data quality practitioners—those in the trenches who are responsible to design, develop, maintain, and operate data cleansing processes and to perform data cleansing activities

TH4 LM DA Thursday, May 15, 9:00 a.m.–5:00 p.m.

The Role of Politics, Authority, and Culture in Governing Data

Danette McGilvray, Robert S. Seiner

Successful data governance programs require organizations to navigate through political waters to make difficult data-related decisions. This navigation is required because governance causes organizations to enforce authority, coordinate, and cooperate in cross-business activities. Often DW efforts fail to ROI due to ineffective governance discipline around the management of data. This workshop focuses on building a variety of approaches to implementing governance programs through the review/discussion of industry case studies.

Building a capability to get the “right” people to make the “right” decisions at the “right” time using the “right” knowledge lies at the heart of data governance. Getting the organization involved in defining the framework to make this happen is a major hurdle that requires senior understanding of the political ramifications of formalizing accountability.

Come prepared to interact with Bob Seiner, Danette McGilvray, and the rest of the workshop participants to discuss effective communications strategies and the role of politics, authority, and culture in successful data governance programs, and you will leave with solutions that will work for your organization.

This course assumes a familiarity with governance concepts.

YOU WILL LEARN

- How to define and communicate what it means to “govern data”
- How to identify and use the existing political environment to your advantage
- How to navigate through political waters

GEARED TO

- Senior DW and data management professionals

TH5 **AT** **BA** Thursday, May 15, 9:00 a.m.–5:00 p.m.**NEW! HandsOn-Requirements Gathering: Advanced Techniques for BI Requirements****Michael L. Gonzales**

This course provides best practices and practical content for gathering, modeling, testing, selecting, and prioritizing user requirements for BI. The techniques and tools examined range from fundamental to advanced—all in one solid, cohesive process for ensuring exhaustive treatment of identifying and prioritizing requirements.

This course assumes a general understanding of computer terminology and concepts.

YOU WILL LEARN

- The best-practice for thorough requirements analysis
- The best-practice for requirements testing
- How to apply effective risk mitigating techniques
- How to apply robust statistical modeling for requirements prioritization

GEARED TO

- Those responsible for (or active participants in) gathering, analyzing, and prioritizing user requirements in DW and BI initiatives

TH6 **BA** Thursday, May 15, 9:00 a.m.–5:00 p.m.**Data Mining Techniques, Tools, and Tactics****Dean Abbott**

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. This course offers 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.

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; project leaders; decision-support system architects; business analysts; 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

- BA** Business Analytics
- LM** Leadership and Management
- DA** Data Analysis and Design
- DI** Data Integration
- AT** Administration and Technology
- C** Career

TH7 **BA** **LM** Thursday, May 15, 9:00 a.m.–5:00 p.m.**Boot Camp for Analysts—Proficiency and Skill Development****John L. Doran, Bob Ford**

Not all analysts are created equal. Some are clearly more experienced and creative in their approach to problem solving. Those analysts engaged in developing new business insight and solving complex problems will likely share key attributes and characteristics. Even the best designed and constructed BI solutions can fall short of expectations given limited analyst proficiency and analytical skills. Developing these skills can propel existing BI solutions to new levels. This course enables individuals to couple their strong subject matter knowledge with computer-based techniques to identify, hypothesize, and validate new patterns or anomalies that can yield new business insights and high-value opportunities.

YOU WILL LEARN

- Intellectual curiosity characteristics and why they are important
- Problem-solving techniques
- How to find answers when you don't know the questions
- Computer tools and techniques to improve analytical proficiency

GEARED TO

- User community (technical/functional); BI leadership; business analysts; BI evangelists; those looking to gain more value out of existing DW solutions

TH6

"We are moving towards predictive analytics, so this course is very helpful."

T. Smith,
Proctor & Gamble

TH7

"Fantastic class! The interaction, simplicity, and nudge to think is what analysts need."

S. Tatby,
Physicians Mutual

TH8 DA Thursday, May 15, 9:00 a.m.–5:00 p.m.

NEW! Data Modeling in an Unstructured World

Steve Hoberman

How would you model a requirement such as, “Show me consumer feedback on my product from all Web site discussion groups for the last six months?” Introducing unstructured data such as Web pages, e-mail messages, word processing documents, and even multimedia files into our BI environment introduces new challenges for the data analyst and modeler. These new challenges, if successfully overcome, can reap huge rewards for an organization measured, by money, safety or time. This session will explain unstructured data using real world examples, demonstrate the modeling complexities, and conclude with a workshop to reinforce unstructured data concepts and challenges.

This course assumes knowledge of data modeling syntax and terminology.

YOU WILL LEARN

- The difference between structured, semi-structured, and unstructured data
- The challenges in analyzing and modeling unstructured data due to factors such as format and medium
- Relational and dimensional approaches for modeling taxonomies, ontologies, and domains

GEARED TO

- Analysts; modelers; architects

F1 AT Friday, May 16, 8:00 a.m.–3:30 p.m.

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

Deanne Larson

Technology architecture establishes the foundation of a BI environment that is able to adapt with changes in business needs and changes in technology. A carefully configured technology infrastructure is essential to satisfy the common service-level goals of BI—availability, reliability, scalability, security, and performance. Yet designing sound technology architecture is challenging because BI technologies are many, diverse, and continuously changing. This course teaches the skills needed to meet the challenge of technical architecture design. From collecting technology requirements to documenting and publishing the architecture, you'll learn the necessary skills through a combination of lecture, illustration, and practice.

YOU WILL LEARN

- Functional requirements of BI technology
- Non-functional (operational, environmental, structural, and business) requirements of BI technology
- Kinds of BI technologies and the roles of each
- Resources and techniques to explore and understand various technologies
- Balancing single-vendor suites versus best-of-breed

- Designing an adaptable technology architecture
- Balancing technology standards with solution versatility
- Describing and publishing technology architecture

GEARED TO

- BI/DW systems and technical architects; technology administrators; DBAs; systems administrators for BI/DW systems

F2A LM Friday, May 16, 8:00–11:15 a.m.

NEW! Leadership Mastery in Technical Environments

Art Petty

Effectively developing new leaders is a critical issue in technical environments where individual contributors are often thrust into the unfamiliar role of leading others. This interactive workshop will help technical professionals at all levels learn the skills and approaches needed to succeed as leaders. Participants will be exposed to key concepts and will have the opportunity to work with and apply practical leadership tools they can put to use in their organization immediately.

YOU WILL LEARN

- Concepts and approaches for effectively leading and developing technical professionals
- Actionable ideas for strengthening your own leadership skills and the skills of leaders that report to you
- Best practices in creating and sustaining a leadership development culture in technical environments

GEARED TO

- Technical professionals who manage others

F2P AT LM Friday, May 16, 12:15–3:30 p.m.

UPDATED! Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence

John O'Brien

In this course, we will examine four emerging IT technologies. You will gain an understanding of these technologies, their value proposition, and trends adopted early in many companies that we can expect to become mainstream in the future. We will examine how each technology could affect production DWs and BI architectures, designs, operations, and strategies. This course explores the latest “buzz” in technology and how it will shape the next generation of DWs and BI.

This course assumes general knowledge of DW and BI architectures and strategies.



F1

“A good overview of the entire BI environment including things we should do to make it successful SLAs, standards, vendor management, etc.”

R. Bartsch,
Health Care Services Corp.

F2P

“It provides a detailed understanding of the emerging technologies in a very simple method and will help us decide whether or not to move in a particular direction.”

I. Roy,
Magellan Health Services

YOU WILL LEARN

- Service-oriented architectures' impacts on BI
- The "Google Effect" and next-generation BI Search
- What Web 2.0 technologies bring to everyday BI
- The promise of GRID and utility computing

GEARED TO

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

F3 **DA** Friday, May 16, 8:00 a.m.–3:30 p.m.

UPDATED! Integrating Data Warehouses and Data Marts Using Conformed Dimensions

Laura L. Reeves

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.

This course assumes knowledge of dimensional DW concepts as well as basic DW and data mart concepts.

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

F4 **C** Friday, May 16, 8:00 a.m.–3:30 p.m.

UPDATED! Building a BI Career: A Personal Growth Plan

Jennifer Hay, David L. Wells

Do you find your career exciting and rewarding, or is it just a job? Are you experiencing the growth that you want to achieve, or does your career seem stalled? All too often, career growth seems to be a function of opportunity and random chance. But it doesn't have to be that way. You can step up and take charge of your career. Jennifer Hay's approach to career planning shows you how to make the most of your skills and talents, and how to create your own opportunities.

YOU WILL LEARN

- Why understanding your motivations is the important first step of career planning
- How to create a best-fit match of your personality, your preferences, and your career

- How to define career goals and link them together in a career strategy map
- How to identify your resources and use them to achieve your goals
- Techniques to create a powerful resume based on your skills and talents

GEARED TO

- IT and business professionals seeking to move into the field of BI; BI professionals seeking the next growth opportunity; anyone seeking opportunity to advance with their current employer; those who are looking for new employment opportunities; anyone who wants to grow from surviving to thriving in their current role

F5 **AT** **BA** Friday, May 16, 8:00 a.m.–3:30 p.m.

HandsOn-Data Mining™

Michael L. Gonzales

HandsOn-Data Mining provides non-biased information on best-of-class technologies and techniques, and exposes participants to leading data mining tools, their use, and their application—including SAS Enterprise Miner, PolyVista Text Miner, Teradata Warehouse Miner, and Microsoft SQL Server 2005 Analysis Services.

The lecture components include an overview of data mining, the fundamental uses of the technology, and how to blend that technology into the overall BI environment effectively.

Formal lab exercises provide participants an opportunity to experience the fundamental features of leading data mining tools. Lab exercises are conducted for a minimum of three distinct mining tools. These labs allow participants to compare how each tool generally functions, its best features, and how well it integrates with their warehouse and BI solution.

This course assumes knowledge of DW and BI terminology and concepts.

YOU WILL LEARN

- How to establish data mining as an integral component of the DW effort and BI solutions
- Why and when to implement data mining applications
- How to recognize data mining opportunities
- Technology/techniques that must be considered for effective data mining
- Through extensive lab exercises, you will gain hands-on experience with leading data mining tools

GEARED TO

- Project managers and sponsors; data architects; anyone who wants to understand how data mining advances BI, how to make mining a natural part of the warehouse effort, and how to recognize a mining opportunity in your organization

Enrollment is limited to 30 attendees.

- BA** Business Analytics
- LM** Leadership and Management
- DA** Data Analysis and Design
- DI** Data Integration
- AT** Administration and Technology
- C** Career

F4

"Excellent material for anyone who needs clarity and direction for career assessment and planning."

D. Gibbs,
Bombadier

F5

"Good, broad overview of mining technologies."

K. Marshbank,
Imerys



Robert J. Abate, CBIP,
Global Managing Principal –
Development & Integration Practice,
RCG Information Technology
COURSE S8

Robert Abate is an accomplished IT leader with 25+ years of technology experience in architecture, apps, BI, operations, outsourcing, and IT strategy and management. He is credited as one of the first to publish on services based architectures. Mr. Abate is a faculty member of TDWI and DAMA, is a global speaker on SOA, BI, data governance, MDM, and metadata, and is the author of *Enterprise Applications Integration Utilizing a Services Based Architecture* (Wiley).



Dean Abbott,
Senior Consultant,
The Modeling Agency
COURSE TH6

Dean Abbott is a senior consultant with The Modeling Agency, a data mining training and consulting company for the data-rich, yet information-poor. Mr. Abbott has more than 20 years of experience applying advanced data mining, preparation, and visualization methods in real-world data intensive problems. He has developed and evaluated algorithms for use in commercial data mining and pattern recognition products and has consulted with data mining software companies to provide assessments of current features and future enhancements.



Bob Becker,
Kimball Group
COURSE M4

Bob Becker has worked with business managers and IT professionals to prioritize, justify, and implement large-scale decision support systems since 1989. He is highly proficient in identifying business requirements and designing dimensional data models. Bob co-teaches Kimball University's ETL Architecture in Depth class with Ralph Kimball. Bob co-founded DecisionWorks Consulting (doing business as the Kimball Group) in 1994. He previously worked at Metaphor, a pioneering decision support software and services provider.



Michael J. A. Berry,
Principal,
Data Miners, Inc.
COURSE W7

Michael Berry is the founder of Data Miners, Inc., a consultancy specializing in data mining and statistical modeling. Together with his colleague, Gordon Linoff, Michael has authored some of the most widely read and respected books on data mining, including *Data Mining Techniques*, which first appeared in 1997 and is still selling well in its second edition.



David Bloom,
Director, Commercial Consulting,
DecisionPath Consulting
COURSE S4

David Bloom, an expert in BI/DW strategy and information management, has more than 21 years of IT consulting experience. Since implementing the National Science Foundation's first DW in 1989, David led numerous engagements to define companies' BI/DW strategy, requirements, portfolios, and roadmaps. Prior to DecisionPath, David led the information strategy and architecture consulting practice at Wipro Technologies and served as the BI/DW consulting director at American Management Systems. David is a certified FAST workshop facilitator.



Stephen A. Brobst,
Managing Partner,
Strategic Technologies & Systems
COURSES S6, M6A, M6P, T6

Stephen Brobst specializes in the design and construction of DW solutions for Fortune 500 companies in the U.S. and internationally. Stephen performed his graduate work in computer science at MIT where his master's and PhD research focused on high-performance parallel processing. He also completed an MBA with joint course and thesis work at the Harvard Business School and the MIT Sloan School of Management. Stephen has been on the TDWI faculty since 1996.



Maureen Clarry,
CEO/President,
CONNECT: The Knowledge Network
COURSE T2

Maureen Clarry has more than 25 years' experience in business, software development, project management, facilitation, and organizational leadership. She is co-founder of CONNECT: The Knowledge Network, specializing in building DW teams since 1992. CONNECT authored *Ten Mistakes to Avoid when Building a Data Warehouse Team*, *Ten Mistakes to Avoid when Choosing a Data Warehousing Consultant*, and *How to Choose a Data Warehousing Consultant*.



Barry Devlin,
Principal
COURSE T9

Barry Devlin is among the foremost authorities in the world on data warehousing. He was responsible for the first definition of a data warehouse architecture in the mid '80s and is a widely respected consultant and lecturer on business intelligence. Author of the comprehensive book on the subject, *Data Warehouse – from Architecture to Implementation*, he is a frequent contributor to *B-Eye-Network* and other publications.



John L. Doran,
Principal,
SunGard Consulting Services
COURSE TH7

John L. Doran is a principal with SunGard Consulting Services. Mr. Doran has more than 16 years of consulting experience, specializing in strategy and business intelligence solutions. Prior to joining SunGard, he spent 10 years at a global management consulting organization focusing within the energy industry. Mr. Doran graduated from Texas A&M University with a Bachelor of Science degree in electrical engineering.



Jill Dyché, CBIP,
Partner,
Baseline Consulting
COURSE S3

Jill Dyché is a partner with Baseline Consulting, a management and technology consulting firm that provides data integration and business analytics services. Jill delivers industry and client advisory services, is a frequent lecturer and writer on the business value of IT, and writes two popular blogs. She is the author of acclaimed books, *e-Data* and *The CRM Handbook*. Her latest book, written with Evan Levy, is *Customer Data Integration: Reaching a Single Version of the Truth* (Wiley).



Wayne Eckerson,
Director, TDWI Research,
TDWI
COURSE T3P, THURSDAY KEYNOTE

Wayne Eckerson is the director of TDWI Research. Eckerson is an industry analyst and educator who has covered DW and BI since 1995. Eckerson is the author of many in-depth groundbreaking reports, a columnist for several business technology magazines, and a noted speaker and consultant. He is the author of *Performance Dashboards: Measuring, Monitoring, and Managing Your Business* (2005) and the creator of TDWI's BI Maturity Model and Benchmarking Assessment service. He can be reached at weckerson@tdwi.org.



Paul Flach,
General Manager,
Lyceum Group
COURSES M8A, M8P, W5

Paul Flach, an expert in BI architecture, planning, and design, has worked with major North American corporations, educating all levels of management on how to build organizational capability that embraces current BI best practices. He has held senior leadership positions in large Canadian corporations, implementing BI programs in matrix organizations based on effective partnerships and stakeholder management practices. Mr. Flach is a frequent speaker at industry conferences and teaches courses on planning, business analytics, design, and construction of BI solutions.



Bob Ford,
Vice President, Technology
Services,
PolyVista Inc.
COURSE TH7

Bob Ford is the vice president of technology services for PolyVista Inc, and is responsible for PolyVista's professional services, quality assurance, technical support, and training services. Mr. Ford has more than 22 years in the oil and gas industry, specializing in business intelligence tools and technologies, data mining, and knowledge management. Bob graduated from the University of Florida with a BS degree in mechanical engineering.



Jonathan G. Geiger, CBIP,
Executive Vice President,
Intelligent Solutions, Inc.
COURSES M3, W4A

Jonathan Geiger has been involved in many Corporate Information Factory projects in many industries. He presents frequently at national and international conferences, has written more than 30 articles, and is a co-author of three books, *Data Stores*, *Data Warehousing and the Zachman Framework: Managing Enterprise Knowledge*, *Building the Customer-Centric Enterprise*, and *Mastering Data Warehouse Design*. He can be reached at jgeiger@intelsols.com.



Michael L. Gonzales, CBIP,
Principal,
Claraview, Inc.
COURSES S5, M5, T5A, T5P, W1, TH5, F5

Michael Gonzales has been a chief architect and solutions strategist for more than a decade, specializing in BI technologies and techniques. Mr. Gonzales is currently a principal at Claraview, Inc. where he leads the education department, teaching a series of DW/BI courses internationally. He is also a successful author. His latest book is *BI Strategy: How to Create and Document*. He can be reached at michael.gonzales@claraview.com.



Jennifer Hay, CBIP,
Certification Program Manager,
TDWI
COURSE F4

Jennifer Hay offers career planning guidance to achieve the best match of individuals, employers, and career goals. Jennifer's background of customer service, data management, information technology, and BI brings unique perspectives for building a BI career. Through her responsibilities with TDWI's professional development programs, Jennifer has both breadth and depth of career advising experience. With a disciplined approach to assessment, planning, action, and measurement, Jennifer's career planning methods provide a systematic path to career growth.



Steve Hoberman, CBIP,
President,
Steve Hoberman & Associates, LLC
COURSES T1, TH8

Steve Hoberman works as a BI and data management practitioner and trainer. He is a Certified Business Intelligence Professional, a presenter at industry conferences, a columnist and contributor to industry publications, and the author of *Data Modeler's Workbench* and *Data Modeling Made Simple*. He is the founder of the Design Challenges group, inventor of the Data Model Scorecard, and a recognized innovator and thought leader in the field of data modeling. He can be reached at me@stevehoberman.com.



Cindi Howson,
Founder,
BIScorecard®
COURSE T4

Cindi Howson, founder of BIScorecard® and president of ASK LLC, has 15 years of BI and management reporting experience. As an industry analyst, she publishes in-depth product reviews on BIScorecard.com, writes for *Intelligent Enterprise*, and is the author of *Business Objects XI: The Complete Reference*. She consults with customers on BI strategy, tool selection, and standardization. Previously, Howson was a manager at Deloitte & Touche and a BI standards leader for a *Fortune* 500 company. Email: cindihowson@biscorecard.com



Claudia Imhoff,
President and Founder,
Intelligent Solutions, Inc.
COURSES T9, W4P

Claudia Imhoff teaches basic and advanced courses about Corporate Information Factory (CIF) architecture, BI, and the development of CRM applications. Claudia co-authored four books on BI and the CIF. The latest is *Building the Customer-Centric Enterprise* (May 2001). She has served on the board of advisors for DAMA International, is an advisor and faculty member for TDWI, and she writes monthly columns for *DM Review* and *e-Business Advisor*. Ms. Imhoff can be reached at cimhoff@intelsols.com.



Deanne Larson, CBIP,
President,
Larson & Associates
COURSES TH1, F1

Deanne Larson has more than 16 years of DW and BI experience. Deanne has launched several successful BI initiatives at large telecoms over the last 10 years and is focused on implementing best practices. She has been instrumental in building award-winning DWs, and she lectures nationally and internationally. Deanne is currently pursuing a doctoral degree with a focus on DW and BI.



David Loshin,
President,
Knowledge Integrity, Inc.
COURSES W9A, W9P

David Loshin is the president of Knowledge Integrity, Inc. (www.knowledge-integrity.com), a consulting company focusing on information management solutions for information quality, BI, and metadata management. David is a recognized expert in information management, writing a monthly column for *DM Review* between October 2002 and December 2005, is a quarterly featured columnist for *The Data Administration Newsletter* (www.tdan.com), and is the channel expert of the B-EYE-Network's Information Quality and Data Integration channel.



Mark Madsen,
President,
Third Nature, Inc.
COURSE T8

Mark Madsen, co-author of *Clickstream Data Warehousing*, is a former CTO and consultant with many years of experience in IT. Over the past 10 years, Mark has received awards from TDWI, the American Productivity & Quality Center, and the Smithsonian Institute for his data warehousing and business intelligence projects. As a consultant, he has implemented systems for many public and private organizations in different industries.



Arkady Maydanchik,
Co-Founder,
Data Quality Group LLC
COURSES W3, TH3

Arkady Maydanchik is a recognized practitioner, author, and educator in the field of data quality and information integration. Arkady's data quality methodology and breakthrough ARKISTRA technology were used to provide services to numerous organizations. Arkady is an author of *Data Quality Assessment for Practitioners*, a frequent speaker at various conferences and seminars, and a contributor to many journals and online publications.



Danette McGilvray,
President,
Granite Falls Consulting, Inc.
COURSE TH4

Danette McGilvray is president of Granite Falls Consulting, Inc., which specializes in information quality management to support business processes around customer satisfaction, decision support, supply chain management, and operational excellence. Projects include enterprise information management programs, DW and integration strategies, and large-scale ERP data migrations for Fortune 500 organizations. Danette is a speaker throughout the U.S. and Europe, a member of *DMReview.com*'s Ask the Expert panel, and has been profiled in *PC Week* and *HP Measure Magazine*.



Bruce Moore,
Global Managing Principal,
RCG Information Technology
COURSE W6P

Bruce Moore is the global managing principal, project management and business & technology planning, for RCG Information Technology (www.rcgit.com). Bruce has more than 28 years of experience in IT, the last 18 of which have been spent managing projects and delivering project management and business engineering consulting services across multiple industries. Bruce's current clients cover the aerospace, manufacturing, energy, government, transport, finance, and healthcare markets.



John O'Brien, CBIP,
President and Executive Architect,
Zukeran Technologies
COURSE F2P

John O'Brien is president and executive architect of Zukeran Technologies, which specializes in DW systems architecture and strategy. John's 18-year career in IT and engineering is comprised of in-depth engagements that provide unique insight into DW evolution. He has extensive hands-on knowledge of all phases of IT projects and architectures, particularly related to the architecture and management of ongoing growth and evolution of large-scale, real-time systems and processes. John holds a BS in engineering and an MBA.



Mark Peco, CBIP,
Partner,
InQvis
COURSES S7, M7

Mark Peco is an experienced consultant, educator, manager, analyst, and team builder. He holds a graduate degree in engineering from the University of Waterloo, and he has led numerous consulting and software development projects helping clients adapt to fundamental shifts in business models and requirements. His experience includes strategy development, BI, DW, compliance, analytics, mathematical modeling, and application development. Mark's industry experience includes the energy, metals, and financial sectors. E-mail: mark.peco@inqvis.com



Art Petty,
Principal and Leadership
Practice Lead,
Strategy & Management-
Innovations LLC
COURSE F2A

Art Petty is principal and founder of Strategy & Management-Innovations, LLC, a leadership development and training firm focusing on B2B and technology organizations. He has more than 20 years of experience directing the growth, global expansion, and rise to market leadership of technology organizations in a variety of industries. Art is co-author of *Practical Lessons in Leadership—A Guidebook for Aspiring and Experienced Leaders*.



Olga L. Pineda, CBIP,
Senior Consultant,
HandsOn-BI LLC
COURSE W5

Olga L. Pineda is a senior consultant with HandsOn-BI LLC. She has more than 10 years of IT experience in application development, systems analysis, project management, and consulting, specialized in business intelligence and DW projects. She has launched several successful business intelligence implementations in insurance, retail, and telecommunications companies. She completed an MBA, and the thesis work was focused on BI. Olga has been working with HandsOn-BI at TDWI conferences since 2003. Email: olp@handson-bi.com



Laura L. Reeves,
Principal,
StarSoft Solutions, Inc.
COURSES W8, F3

Laura L. Reeves, co-author of *The Data Warehouse Lifecycle Toolkit*, has nearly 20 years of experience in end-to-end DW development focused on developing comprehensive project plans, collecting business requirements, developing business dimensional models, database schemas (both star and snowflake designs), and development of enterprise DW strategies. As StarSoft Solutions's co-founder, Laura has implemented DWs for many business functions for private and public industry.



Lorna Rickard,
Chief Workforce Architect,
CONNECT: The Knowledge Network
COURSES T2, W2

Lorna Rickard has 13 years of experience in organizational development, instructional design, and facilitation. Most recently, she served as director of culture and communications for ING Re. As a member of the senior management team, she was instrumental in changing the culture and market position of ING Re, moving industry ranking, based on revenue, from number four to number one. At CONNECT she assesses and advises client systems on cross-functional collaboration and team and organizational effectiveness.



Philip Russom,
Senior Manager, TDWI Research,
TDWI
COURSE T3A

Philip Russom is the senior manager of research and services at The Data Warehousing Institute (TDWI), where he oversees many of TDWI's research-oriented publications, services, and events. Prior to joining TDWI in 2005, Russom was an industry analyst covering BI at Forrester Research, Giga Information Group, and Hurwitz Group, as well as a contributing editor with *Intelligent Enterprise* and *DM Review* magazines.

Matt Schwartz,*Director of Business Analysis,
Corporate Express*

COURSE W2

Matt Schwartz serves as director of business analysis at Corporate Express, one of the largest business-to-business office supply companies. During his 5+ years at Corporate Express, Mr. Schwartz has held positions in IT, sales, and finance organizations. In his current position, Mr. Schwartz reports to the CFO and directs a team of MicroStrategy developers and business analysts. Prior to joining Corporate Express, he held positions at three start-up companies, Dell, and the U.S. Department of Energy.

**Robert S. Seiner,***President and Principal,
KIK Consulting; Publisher,
TDAN.com*

COURSE TH4

Robert S. Seiner is the president and principal consultant of KIK Consulting & Educational Services, LLC. KIK is a company that focuses on knowledge transfer and consultative mentoring in the fields of data governance and data stewardship implementations, metadata management, master data management, and data architecture. Mr. Seiner is the publisher of *The Data Administration Newsletter, LLC*, an award winning electronic publication that celebrated its 10th anniversary in July 2007. Contact Mr. Seiner at rseiner@tdan.com.

**Len Silverston,***President,
Universal Data Models, LLC*

COURSE TH2

Len Silverston is an author, consultant, and speaker with more than 24 years' experience helping organizations integrate data and systems. He is the best-selling author of *The Data Model Resource Book* series. It includes more than 230 reusable "universal data models," which have been licensed extensively worldwide. DAMA International presented him with their 2004 International Professional Achievement Award. His company, Universal Data Models, provides consulting, training, and software to jump-start data modeling efforts and facilitate integration.

**Jed Summerton,***Chief Solutions Architect,
CONNECT: The Knowledge Network*

COURSE S1

Jed Summerton is chief solutions architect at CONNECT: The Knowledge Network. He has 25 years of experience in IT, business-process improvement, business management, and IT consulting. Mr. Summerton has formulated and executed multi-year IT plans with documented returns on investment, implemented e-commerce systems, and built one of the first real-time DWs larger than 10 Terabytes. He also pioneered near-line storage and has received numerous industry citations and awards for storage architecture and management practices.

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

COURSES S7, M7

James Thomann is a principal consultant with DecisionPath Consulting and is a TDWI Fellow. He is widely recognized as a leading authority on data warehousing, object-oriented methods, and business process analysis. Dr. Thomann's experience in the IT field spans nearly 30 years. He has provided data warehouse consulting and training services to numerous organizations worldwide in the areas of data warehouse organizational readiness, project management, development methodologies, data modeling, tool evaluation, and implementation.

**Tim Wall,***Vice President, Services,
BPM Partners*

COURSE W6A

Tim Wall is responsible for overseeing professional service delivery and ensuring client success for BPM Partners. He has 19 years of experience helping *Fortune* 500 companies, privately held businesses, and government agencies evaluate and implement business performance management solutions. Before joining BPM Partners, he served as regional services vice president at Hyperion Solutions where he directed teams in successfully completing more than 200 implementations. Prior to Hyperion, he managed planning, budgeting, and analysis teams in various industries.

**David L. Wells, CBIP,***Independent Consultant*

COURSES T7, F4, MONDAY KEYNOTE

Dave Wells is consultant, mentor, and teacher in the BI field. He brings to consulting endeavors a unique and balanced perspective regarding the roles of technology in business. This perspective—refined through a career of more than 35 years that blended business and technical roles—helps align business and IT in the most effective ways. Dave focuses on strategic and organizational alignment as the keys to building and sustaining valuable, high-impact BI cultures and systems. E-mail: dave_wells@earthlink.net

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

COURSES S4, M1

Nancy Williams has provided BI and DW expertise for more than 20 years to leading companies such as Marriott International, Legg Mason, and Stewart Title, as well as public sector organizations such as the U.S. SSA and the U.S. EPA. Nancy is a speaker at industry events and has authored or co-authored numerous publications in the fields of BI and business performance management, including the recently released book, *The Profit Impact of Business Intelligence*. E-Mail: nancy.williams@decisionpath.com

**Lwanga Yonke,***Information Quality Expert*

COURSE M2

C. Lwanga Yonke is a seasoned information quality and information management expert and leader. He has successfully designed and implemented projects in multiple areas, including information quality, data governance, BI, DW, and data architecture. His initial experience is in petroleum engineering and operations. An ASQ certified quality engineer, Lwanga holds an MBA from California State University and a BS degree in petroleum engineering from the University of California at Berkeley.

HOTEL INFORMATION

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 Chicago Hotel & Towers, located on the banks of the Chicago River within walking distance of the Magnificent Mile and more, will serve as the official headquarters hotel for TDWI's World Conference, Spring 2008.

Sheraton Chicago Hotel & Towers

301 East North Water Street
Chicago, IL 60611
Phone: 877.242.2558
Fax: 312.464.9140

Web Site: www.sheratonchicago.com

Reservations: www.starwoodmeeting.com/Book/TDWI2008



BEAUTIFUL CHICAGO

Chicago, situated on the shores of Lake Michigan, is one of the premier cities in the United States, boasting world-class dining and shopping, a multitude of cultural and recreational opportunities, along with famed architecture and a past rich enough to satisfy the most ardent history buffs. We invite you to join us in this phenomenal city, and hope that you take some time to enjoy the sights, sounds, and entertainment opportunities that Chicago provides.

DINING AND NIGHTLIFE

Chicago is a hot spot for those who enjoy a night on the town. From world-class restaurants and nightclubs to deep dish-pizza joints and quaint corner delis, dining in Chicago has something for everyone. And Chicago's rich cultural heritage means that it's a great

place to sample cuisines from all over the world, including Italian, Chinese, French, Japanese, Mexican, Asian, and Spanish. After dinner, consider hitting one of the dance clubs on Halsted Street, Lincoln Avenue, or Clark Street on the North Side, or taking in some blues or jazz in one of Chicago's many music venues.

SPORTS AND RECREATION

Chicago is a destination for the sports-minded. Think Bears, Bulls, Cubs, and White Sox. This is a city that loves its sports heroes, and fans of all ages can take in games, peruse sports memorabilia, and pick up a jersey from their favorite Chicago team. If sports is not your thing, consider one of the many walking tours Chicago has to offer, or cruise down the Chicago River on an architectural tour. Traveling with the kids? Visit Lincoln Park Zoo, one of the last free zoos in the country, or marvel at the many offerings at the Shedd Aquarium or Adler Planetarium.

SHOPPING

In a category all its own, shopping in Chicago is not to be missed. Visit State Street, located in the very heart of the city. For 165 years, it's been the unparalleled retail and entertainment hub of the Midwest. Stroll down the "Magnificent Mile" along Michigan Avenue for more department stores, boutiques, and specialty shops. Need more? Try the shops at Water Tower Place, Navy Pier, and the Shops at the Mart located in Chicago's Merchandise Mart.

TDWI has reserved a block of rooms for conference attendees, at sharply reduced rates: \$212.00 plus tax for single/double occupancy.

This discounted rate is available through Friday, April 18, 2008. Please use the above URL or contact the hotel directly for room reservations. Be sure to reference "TDWI" to get the 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.

Information: www.tdwi.org/chicago2008/hotel.htm

CAR RENTAL DISCOUNTS

Avis is offering discounts on car rental fees for TDWI conference attendees.

Information: www.tdwi.org/chicago2008/hotel.htm

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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. TDWI is 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.

EDUCATION

TDWI brings over a decade of experience to the table when delivering high-impact education for business intelligence and data warehousing professionals. In addition to our World Conferences, we offer educational opportunities at regional seminars or through our Onsite program.

TDWI SEMINAR SERIES

In-Depth Training in a Small Class Setting

www.tdwi.org/seminars

TDWI Seminars offer a broad range of courses focused on the skills and techniques at the heart of successful business intelligence and data warehousing implementations. The small class sizes and unique format of TDWI Seminars provide a high-impact learning experience with significant student-teacher interactivity. TDWI Seminars are offered at locations throughout the United States and Canada.



TDWI ONSITE EDUCATION

World-Class Data Warehousing and Business Intelligence Education Brought to Your Workplace

www.tdwi.org/onsite

TDWI Onsite brings TDWI courses to customer sites and offers training for all experience levels. Everyone involved gains a common knowledge base and learns in support of the same corporate objectives. Training can be tailored to meet specific business needs and can incorporate organization-specific information.

MEMBERSHIP

www.tdwi.org/membership

In a challenging and ever-changing business intelligence and data warehousing environment, TDWI Membership offers a cost-effective solution for maintaining your competitive edge. TDWI will provide you with a comprehensive, and constantly growing, selection of industry research, news and information, online resources, and peer networking opportunities developed exclusively for its Members.

TDWI offers a cost-effective way to keep your entire team current on the latest trends and technologies. TDWI's Team Membership program provides significant discounts to organizations that register individuals as TDWI Team Members.

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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CONTACT INFORMATION

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

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 | InetSoft |
| Actuate | Infobright Inc. |
| ADVIZOR Solutions | Informatica Corporation |
| Alebra Technologies Inc. | Information Builders |
| Altosoft | InforSense Ltd. |
| AMB Dataminers Inc. | JasperSoft |
| Appfluent Technology | Kalido |
| Applix | Knowledge Relay |
| ASG | KXEN |
| BIReady | Lavastorm |
| Blue Hammock | LoganBritton, Inc. |
| Business Objects, an SAP company | LogiXML |
| Celequest | Microsoft Corporation |
| ChoiceMaker Technologies, Inc. | MicroStrategy |
| CIBER | Netezza Corporation |
| Claraview | Noetix Corporation |
| Cognizant Technology Solutions | onDemand LLC |
| Cognos Inc. | Oracle |
| Collaborative Consulting | Panoratio |
| Comarch Inc. | ParAccel, Inc. |
| Composite Software, Inc. | Pentaho Corporation |
| Conversion Services International Inc. | Pervasive Software |
| Corda Technologies | PIOCON Technologies Inc. |
| D & B | Pitney Bowes Group 1 Software |
| DataFlux | Project Performance Corp. |
| DataLever Corporation | Proxix Solutions, Inc. |
| DATALlegro | QlikTech Inc. |
| DataMentors, Inc. | Relational Solutions, Inc. |
| DataMirror | Rocket Software |
| Dataupia | SAP America, Inc. |
| DecisionPath Consulting | SAS Institute Inc. |
| Denodo Technologies | SeaTab Software Inc. |
| e2e Analytix Inc. | SGI |
| Embarcadero Technologies | Similarity Systems |
| ESRI | SilverTrain, Inc. |
| ETI | Siperian |
| Exeros | Strategy Companion Corp. |
| Fair Isaac | Sun Microsystems |
| FAST | Sybase, Inc. |
| GoldenGate Software | Syncsort Inc. |
| Google | Sypherlink |
| Headstrong | Systems Union |
| HCL | Tata Consulting Services |
| HP | Teksouth Corporation |
| HP Information Management Practice | Teleran Technologies Inc. |
| Hoover's Inc. | Teradata Corporation |
| HyperRoll Inc. | Trillium Software, a division of Harte-Hanks |
| i2 Technologies | Unisys Corporation |
| IBM | Wipro Technologies |
| iDashboards | XLcubed Ltd |
| Identity Systems | Zoomix |

REGISTRATION INFORMATION

REGISTRATION DEADLINES

- Early Registration Discount Deadline April 11, 2008
- Regular Registration Deadline May 9, 2008

After May 9, please register onsite. Registration will be limited to space available. You will incur a \$50 late registration fee after May 9.

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.**

REFUND AND CANCELLATION POLICY

You may substitute another person in your place by calling 800.280.6218 or 541.346.3537 before May 2, 2008. If you must cancel, your refund request must be in writing and postmarked no later than May 2. 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 2.

HOW TO REGISTER

- Mail:** REGISTRATION WITH PAYMENT TO:
TDWI World Conference—Chicago 2008 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/chicago2008
- 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/chicago2008

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/chicago2008 are secure. Our secured server environment keeps your information private.

REGISTRATION FORM

TDWI WORLD CONFERENCE | CHICAGO, IL | MAY 11-16, 2008



STEP 1. REGISTRATION

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

SUNDAY, MAY 11

- S1 TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- S2P Bringing Business and IT Together: Practical Steps to Improved Working Relationships
- S3 BI from Both Sides: Aligning Business and IT
- S4 Business Requirements for BI Impact
- S5 BI Technology Review: Developments and Trends
- S6 Designing a High-Performance Data Warehouse
- S7 TDWI Introduction to Business Analytics
- S8 Convergence of SOA and BI

MONDAY, MAY 12

- M1 TDWI Business Intelligence Program Management
- M2 Leading Change: The People Dimension
- M3 Core Competencies for Business Intelligence
- M4 Data Warehouse Lifecycle Overview
- M5 HandsOn-Business Analytics
- M6A Capacity Planning for Enterprise Data Warehouse Deployment
- M6P The Future of Data Warehousing
- M7 TDWI Enterprise Metrics: Designing Integrated Business Metrics
- M8A CBIP Preparation for the Information Systems Core Exam
- M8P CBIP Preparation for the Data Warehousing Exam

TUESDAY, MAY 13

- T1 TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- T2 Power, Politics, and Partnership in Data Warehousing Projects
- T3A Integrating Unstructured Data into BI Solutions
- T3P Performance Dashboards: Measuring, Monitoring, and Managing Your Business
- T4 Evaluating BI Toolsets and BI Tools in Action
- T5A HandsOn-Statistical Analysis for BI: Essential Business Statistics for BI Applications and Solutions
- T5P HandsOn-Business Intelligence Strategy
- T6 Real-Time Data Warehousing
- T7 Putting the Business Back in BI: A Framework for Requirements and Value Management
- T8 Evaluating ETL Tools and Technologies: Vendors in Action
- T9 Navigating the Next Major Fork in the BI Roadmap

WEDNESDAY, MAY 14

- W1 TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
- W2 Negotiating for BI Success
- W3 Ensuring Data Quality in Data Integration—Practical Skills
- W4A Let's Stop Calling It Metadata: It's about Managing Information
- W4P Feeling SaaS-y? Software as a Service Invades Business Intelligence
- W5 HandsOn-OLAP
- W6A BPM Solution Selection and Implementation Best Practices
- W6P Using Business Architecture to Strengthen Information Architecture
- W7 Statistical Modeling for Non-Statisticians
- W8 Dimensional Modeling beyond the Basics: Intermediate and Advanced Techniques
- W9A Data Requirements Analysis
- W9P Data Profiling for Reengineering, Knowledge Discovery, and Information Quality

THURSDAY, MAY 15

- TH1 TDWI Quality Management for Business Intelligence Systems
- TH2 The Human Side of Data Integration: Powerful Principles Critical to Success
- TH3 Data Conversion, Consolidation, and Cleansing—Practical Skills
- TH4 The Role of Politics, Authority, and Culture in Governing Data
- TH5 HandsOn-Requirements Gathering: Advanced Techniques for BI Requirements
- TH6 Data Mining Techniques, Tools, and Tactics
- TH7 Boot Camp for Analysts—Proficiency and Skill Development
- TH8 Data Modeling in an Unstructured World

FRIDAY, MAY 16

- F1 TDWI Technology Architecture for BI: Planning and Design of the Technical Infrastructure
- F2A Leadership Mastery in Technical Environments
- F2P Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
- F3 Integrating Data Warehouses and Data Marts Using Conformed Dimensions
- F4 Building a BI Career: A Personal Growth Plan
- F5 HandsOn-Data Mining

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)

*M8A and M8P course books are not available for purchase.
Course books are not available after the conference.

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

PRIORITY CODE: CBCH08

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 do last-minute confirmations and announcements via e-mail.)

STEP 4. CALCULATE YOUR PAYMENT

FEES—EARLY REGISTRATION (Through April 11, 2008)	TDWI Member	Non-Member
<input type="checkbox"/> Standard Package (3 Days)	\$1,745	\$2,020**
<input type="checkbox"/> Mega Package (4 Days)	\$2,120	\$2,395**
<input type="checkbox"/> Giga Package (5 Days)	\$2,320	\$2,595**
<input type="checkbox"/> Tera Package (6 Days)	\$2,520	\$2,795**

FEES—REGULAR REGISTRATION (April 12–May 9, 2008)	TDWI Member	Non-Member
<input type="checkbox"/> Standard Package (3 Days)	\$1,945	\$2,220**
<input type="checkbox"/> Mega Package (4 Days)	\$2,320	\$2,595**
<input type="checkbox"/> Giga Package (5 Days)	\$2,520	\$2,795**
<input type="checkbox"/> Tera Package (6 Days)	\$2,720	\$2,995**

** All Non-Member registrations for three or more days include a one-year TDWI Membership.
 Check here to **decline** the 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 9, 2008) add \$50 +\$ _____

ADDITIONAL COURSE BOOKS* +\$ _____

Full-day \$45 each/\$30 Members, Half-day \$22 each/\$15 Members, from STEP 2
*M8A and M8P 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—Chicago 2008 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/Chicago2008

TDWI WORLD CONFERENCE CHICAGO, IL | MAY 11-16, 2008

THE PREMIER
EVENT FOR
BUSINESS
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EDUCATION

HOT TOPICS

- › What the Future Holds for BI
- › Data Modeling for Unstructured Data
- › Statistics for the Non-Statistician
- › Data Governance—Politics, Power, and Culture

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.

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