TDWI WORLD CONFERENCE

LAS VEGAS | FEBRUARY 17–22, 2008

THE PREMIER EVENT FOR **BUSINESS INTELLIGENCE** AND **DATA WAREHOUSING EDUCATION**

CONFERENCE BENEFITS

- Interact with the most knowledgeable and experienced instructors in the industry
- Take advantage of objective, vendor-neutral education
- Bridge the knowledge and communication gaps between business and IT
- Network and share best practices with your peers

WWW.TDWI.ORG/LASVEGAS2008

tdwi
THE DATA WAREHOUSING INSTITUTE

Don't Miss our Special Program for BI Directors and BI Sponsors

TDWI EXECUTIVE SUMMIT

TAILORED TO YOUR ORGANIZATION'S BI MATURITY

Monday, February 18 and
Tuesday, February 19, 2008

The TDWI Executive Summit brings together BI directors and BI sponsors from various industries for two days of dialogue and interactive learning focused on business intelligence, performance management, and data warehousing. The Summit enables BI executives to create a strong network of peers, validate their understanding of best practices, and stay on top of the latest research, trends, and technologies in the industry. It tailors content to an organization's BI maturity using afternoon breakout sessions aligned with TDWI's BI Maturity Model, created by Wayne Eckerson, Director of TDWI Research, and Summit chair.

WHO SHOULD ATTEND

- **BI directors** who own, shape, or directly influence strategy, architecture, and budget within their organizations
- **BI sponsors** who oversee the BI/DW function and have previous BI/DW experience

See pages 6–9 for more information about the TDWI Executive Summit.

Featured Topics in Las Vegas

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

BUSINESS ANALYTICS

Organizations are increasingly dependent on business analytics in order to be competitive and drive positive business actions. Understanding and utilizing analytic techniques such as predictive analytics, data mining, and statistics leads to better performance management. Luckily, today's business analytics is enabled with several technology solutions such as OLAP, dashboards, and scorecards. Whether you play a role in business analysis or technical requirements analysis, there are 11 full- and half-day courses aimed at broadening your knowledge of business analytics.

DATA MANAGEMENT

We know that data is one of our most valuable assets when it comes to providing a factual basis for gauging our business. Data must be governed from its inception through analysis and design, through data integration, and ongoing data quality programs. This conference brings you 12 full-day courses focused on several aspects of data management, including information quality, data quality, data modeling, data integration, and data governance.

IT GOVERNANCE

IT Governance is a necessary component of successful IT systems. It focuses on the strategic decision-making responsibility for IT systems (which includes business intelligence and data warehousing systems and projects). The traditional approach of largely holding IT departments accountable for failed projects, cost overruns, security breaches, and unmet user expectations is fading. Sponsorship is no longer just about saying "yes" with funding resources. IT projects must be undertaken with a common goal in mind. Key players who are responsible for business outcomes must not only buy in, but also play key roles in the decision-making processes throughout the life of a system. The true costs of your BI projects, in terms of compliance, risk, and human and financial impact, need to be considered and governed in such a way that real business value is created. TDWI continues to highlight this important topic, as BI and DW professionals must consider IT governance as an integral part of their planning processes.

See page 4 for a list of courses associated with each of these special topics.

TDWI WORLD CONFERENCE

LAS VEGAS | FEBRUARY 17–22, 2008

THE PREMIER EVENT FOR **BUSINESS INTELLIGENCE** AND **DATA WAREHOUSING EDUCATION**

CONTENTS

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/lasvegas2008

Online Conference At-A-Glance:
www.tdwi.org/lasvegas2008/cag

Instructor Information:
www.tdwi.org/lasvegas2008/instructors

Registration and Pricing:
www.tdwi.org/lasvegas2008/pricing

Vendor Exhibitions:
www.tdwi.org/lasvegas2008/vendors

Travel and Related Information:
www.tdwi.org/lasvegas2008/generalinfo

Why Choose a TDWI Conference?

In-Depth Education from Top Instructors

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

No Hype. No Fluff. No Bias.

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

Professional Development and Certification

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

Broad Range of Course Offerings

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

Both Business and Technical Education

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

Latest Product and Technology Information

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

What Your Peers Are Saying

"This conference far exceeded my expectations. All presenters that I heard were excellent. They had many years of experience, really knew the theory as well as the practice. The breadth and variety of presentations was great too."

Q. Morrow, Dolby Labs

"It had been several years since my last attendance at a TDWI conference and there was substantial change/maturity to the DW field and to the program content. A great refresher for my professional knowledge and understanding of industry best practices."

C. Ludwig, Delta Dental California

"I gained practical knowledge from workshops taught by practitioners, not just lecturers and teachers."

T. Huckabay, Cardinal Health

"My primary interest in attending the conference was to continue my data warehousing/business intelligence education and increase my knowledge of the field. I believe you can always benefit from the perspective and experiences of others. TDWI provides me with that opportunity through courses, keynotes, and discussions with other participants."

H. Proodian, Chubb Insurance

Keynote Presentations

Information Management in the Realized Information Age

Monday, February 18, 8:00–8:45 a.m.

Larry P. English,
President,
Information Impact International, Inc.

The organization that is not managing its information cannot manage its business. Most organizations today are, in fact, not able to manage information as a strategic business resource. The symptoms: Dozens or hundreds of redundant databases, and countless numbers of spread sheets and private, proprietary databases in which business personnel have to maintain their own information because they cannot get it with quality from "production databases."

In this keynote address, Mr. English describes the principles that must be implemented in order to fully realize the Information Age, the obstacles, and how to overcome those obstacles to enable effective information management.

- The resource management lifecycle and why it has not been applied to information management (in most organizations)
- Redefining the "systems approach" for the "realized" Information Age
- The Information Age—understanding the paradigm
- From data administration to information stewardship
- From MDM to enterprise information management
- From data cleansing to proactive information process improvement
- Successful information management and lessons learned

Like Yin and Yang—BI and the Balanced Scorecard for Holistic Performance Management

Thursday, February 21, 8:00–8:45 a.m.

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

Bob Paladino,
Implementation Expert and CPA; Managing Partner,
Bob Paladino & Associates, LLC

Mapping and measuring your strategy with the Balanced Scorecard and BI both have the stated purpose of supporting improved business performance. Then why are they often managed as separate, uncoordinated initiatives? This keynote will explore the cultural and organizational divide that often exists between the Balanced Scorecard and BI. It will outline the risks that are associated with managing fragmented Balanced Scorecard and BI initiatives and will offer suggestions for aligning Balanced Scorecard and BI Initiatives to achieve optimal business performance.

Who Should Attend a TDWI World Conference?

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

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 Las Vegas.

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/lasvegas2008 to view the Las Vegas 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/lasvegas2008 to see the schedule of Peer Networking sessions offered in Las Vegas.

Featured Topics in Las Vegas

While TDWI conferences always cover the full spectrum of business intelligence and data warehousing, the conference in Las Vegas will also include educational sessions in the areas of business analytics, data management, and IT governance. Below are the courses being offered in Las Vegas within each topic.

BUSINESS ANALYTICS

www.tdwi.org/lasvegas2008/ba

S4	TDWI Introduction to Business Analytics
M5	Enterprise Business Metrics in Practice
M8A	A Systems-Thinking Approach to Business Analytics **NEW!**
T5	Aligning Balanced Scorecard and BI to Optimize Business Performance **NEW!**
T6	HandsOn-OLAP
W5	Statistical Modeling for Non-Statisticians **NEW!**
W6	HandsOn-Data Mining
TH5A	Predictive Analytics: A Business Perspective
TH5P	Predictive Analytics: Making It Work
TH6	HandsOn-Advanced Analytics
F5	Data Mining Techniques, Tools, and Tactics

DATA MANAGEMENT

www.tdwi.org/lasvegas2008/dm

S2	Information Quality in Data Warehousing and Business Intelligence: Principles and Practice
M7	Strategy for Data Governance
T2	Data Quality Fundamentals
T4	The Role of Politics, Authority, and Culture in Governing Data
W1	TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
W2	Data Quality Assessment—Practical Skills
TH1	TDWI Data Cleansing: Delivering High-Quality Warehouse Data
F6	HandsOn-Data Integration

DATA MODELING

M1	TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
T2	TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
W3	Dimensional Modeling beyond the Basics: Intermediate and Advanced Techniques
TH3	Dimensional Modeling: Advanced Topics

IT GOVERNANCE

www.tdwi.org/lasvegas2008/itgov

M4A	Aligning Governing Disciplines and Frameworks
M4P	IT Governance Frameworks: ITIL and COBIT for the Data Manager
T4	The Role of Politics, Authority, and Culture in Governing Data
W4	BI from Both Sides: Aligning Business and IT
TH4	Portfolio Management Concepts and Practices Applied to BI Program and IT Project Management
F4A	Audit, Balance, and Control: What Every Organization Needs to Know

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 Las Vegas. 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/lasvegas2008, 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 12.

Become a Certified Business Intelligence Professional

Certified Business Intelligence Professional

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

For more information, visit www.cbipro.com.

CBIP EXAM LAB

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 Las Vegas. 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 Las Vegas:

S7A CBIP Preparation for the Information Systems Core Exam
S7P CBIP Preparation for the Data Warehousing Exam
TH8A CBIP Preparation for the Data Analysis and Design Exam
TH8P CBIP Preparation for the Business Analytics Exam

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

For more information about the CBIP exam preparation courses, see pages 14 and 28.

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 10–11 to help you plan your week at TDWI's World Conference in Las Vegas. 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.

Don't miss the TDWI Executive Summit in Las Vegas.

TDWI EXECUTIVE SUMMIT

Special Program for BI Directors and Their Business Sponsors

February 18 and 19, 2008

(Pre- and post-Summit tutorials on February 17 and February 20, see p. 8)

FROM OUR SUMMIT CHAIRPERSON

As one of the top BI professionals in your organization, you are a "go to" person when it comes to business intelligence and data warehousing.

BI Sponsors—There is so much to do, yet little time to learn best practices. You have been given responsibility for numerous information management initiatives ranging from extending the BI portfolio and complying with regulations, to consolidating BI silos and delivering corporate scorecards and dashboards. It can be tough to navigate the pitfalls and keep focus on what will make the BI program a success.

BI Directors—You work closely with BI sponsors and users, oversee a growing team of BI professionals, and own or shape the BI/DW strategy, architecture, and budget. You spend as much time dealing with business and organizational issues as you do managing architectural strategies and development tasks. All of this combined makes you busier than ever, with growing pressure to justify the company's BI/DW investments.

So, where do you go to find out how to survive the gauntlet of being a BI Executive in the 21st century? How do you blend business, technical, and interpersonal skills into bottom line returns? Last but not least, can you learn all this without spending too much time out of the office?

LEARN FROM OTHERS

The TDWI Executive Summit brings together a select group of BI sponsors and BI directors from various industries for two days of interactive learning and discussion. Peers and thought leaders in the BI industry will address your most challenging questions and issues. The TDWI Executive Summit helps you:

- Create a strong network of peers to whom you can turn for advice and guidance
- Validate your understanding of best practices and pitfalls in various BI/DW disciplines
- Stay abreast of the latest research, trends, and technologies in the industry

The program produces custom-made content to your organization's BI maturity, using breakout sessions that align with TDWI's BI Maturity Model, created by Wayne Eckerson, director of TDWI Research, and chair of the TDWI Executive Summit. Our program was shaped with input from members of our Summit Steering Committee who face the same pressures, problems, and decisions that you face.

BREAKOUT SESSIONS ALIGNED WITH TDWI'S BI MATURITY MODEL – NEW FOR 2008!

In the afternoons, we continue the same interactive format within breakout sessions that are designed to meet the needs of BI professionals with different levels of experience with BI programs. The three tracks are aligned with TDWI's Maturity Model and are designed to address the pressing issues of organizations at different phases of BI maturity:

Track 1: Getting Started – This track consists of sessions designed for BI professionals who are launching a BI program from scratch within their organizations or who need to gain executive support and generate momentum for a new BI initiative.

tdwi
THE DATA WAREHOUSING INSTITUTE

Track 2: Delivering Value – This track is for BI professionals who have overseen the deployment of a BI program, understand the key issues and stumbling blocks, and are looking for best practice tips and techniques to optimize their existing environments and maximize business value.

Track 3: The Next Generation – This track is designed for veteran BI professionals who have established successful BI programs and want to explore new technologies and approaches to take their programs to the next level and create a strategic resource the organization can't live without.

INTERACTIVE AGENDA

The TDWI Executive Summit is geared for interactive discussion. We create a comfortable atmosphere that fosters discussion among speakers, panelists, and attendees alike. Contextual presentations highlight the latest research from TDWI and elsewhere and provide a framework for discussion. Small peer groups discuss the issues and use a panel of BI executives to identify remedies and integrate best practices. Along the way, we provide plenty of extra time for one-on-one discussions with peers and thought leaders. You should come away from the event with at least five new professional contacts among your peers at other organizations.

QUALIFIED ATTENDANCE

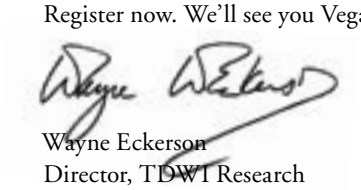
To ensure the quality of discussion, we restrict attendance in the TDWI Executive Summit to:

- **BI directors** who own, shape, or directly influence the BI/DW strategy, architecture, and budget at their organizations and have at least five years of BI/DW experience
- **BI sponsors** who oversee the BI/DW function and have some previous BI/DW experience

In other words, Summit attendees must be at or near the top of the BI pyramid in their organizations. You will be asked several qualifying questions in order to register. For details, visit www.tdwi.org/tesprequal.

We've built our reputation on delivering objective, vendor-neutral advice to business and IT professionals who need to deliver positive results quickly. Our TDWI Executive Summit continues this tradition by providing superb content delivered in an interactive setting designed to maximize your time out of the office. So why wait?

Register now. We'll see you Vegas!



Wayne Eckerson
Director, TDWI Research
Author of *Performance Dashboards: Measuring, Monitoring and Managing Your Business* (John Wiley & Sons, 2005)

SUMMIT STEERING COMMITTEE

ANDREA BALLINGER
Director of Data Warehousing, University of Illinois

JASON BEARD
Director of Global Business Intelligence, John Wiley & Sons

REID COLSON
Senior Director – Data Analysis, Capital One

CELIA FULLER
Director of Data Warehouse Strategy, Blue Cross Blue Shield North Carolina

JIM GALLO
Director of Data Warehousing and Business Intelligence, Worthington Industries

CHRIS GENTRY
Director of Business Intelligence, CCC Information Services

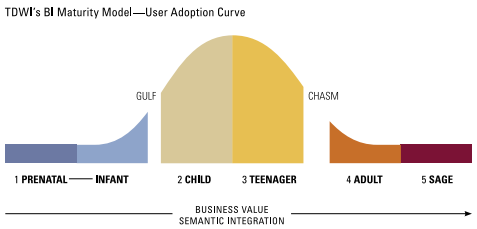
JIM HILL
Data Warehouse Manager, 1800CONTACTS

JIM KEENE
Manager of IS Integration Services, Harley-Davidson Motor Company

MICHAEL MASCIANDARO
Business Intelligence Director, Rohm & Haas Company

JIM RAPPÉ
EDW Group Leader, International Truck and Engine Corp.

MATT SCHWARTZ
Director of Business Analysis, Corporate Express



WHAT'S YOUR BI MATURITY?

The TDWI Executive Summit uses the TDWI BI Maturity Model as a framework for aligning content within its afternoon tracks (see Track descriptions above.) To find out where you stand in TDWI's BI Maturity Model and align yourself with the right track, take TDWI's Benchmarking Survey at www.tdwi.org/benchmark. Once you complete the 55-question survey, you will receive a benchmark score and view an interactive chart that compares your maturity to other organizations and lets you filter the results by geography, revenues, BI budget, and so on.

TDWI EXECUTIVE SUMMIT AGENDA

Day 1 — Monday, February 18

Breakfast — 7:15 a.m.

YOUR CHOICE — 8:00 a.m.

Attend the conference keynote or Pre-Summit Tutorial. Breakfast will be served at the conference keynote, beginning at 7:15 a.m.

TDWI CONFERENCE KEYNOTE

Information Management in the Realized Information Age

Larry P. English, President, Information Impact International, Inc. (See page 3)

PRE-SUMMIT TUTORIAL

Assessing Your BI Maturity—Insights from TDWI's BI Maturity Model

Wayne Eckerson, Director, TDWI Research

SUMMIT KEYNOTE — 9:00 a.m.

BI from the Top: An Executive Perspective

Tracy Austin, President, IT Leadership Consulting

Break — 10:00 a.m.

How to Translate Business Requirements into High-Impact BI Projects — 10:30 a.m.

Nancy Williams, Vice President and Principal Consultant, DecisionPath Consulting

PANEL: Anticipating the Business—Knowing What Users Want before They Do — 11:00 a.m.

Various BI Directors and Sponsors

Executive Lunch and Peer Networking — 12:00 p.m.

BREAK OUT #1 — 2:00 p.m.

Break — 3:30 p.m.

BREAK OUT #2 — 4:00 p.m.

Cocktail Reception — 5:30–7:00 p.m.

Day 2 — Tuesday, February 19

Breakfast — 7:30 a.m.

Performance Management Metrics in Action — 8:30 a.m.

Anthony L. Politano, Author and Consultant

PANEL: Making BI Relevant—Creating Effective KPIs within Dashboards and Scorecards — 9:00 a.m.

Various BI Directors and Sponsors

Break — 10:00 a.m.

Master Data Management: The Next Wave for BI Professionals — 10:30 a.m.

Jill Dyché, Partner and Co-Founder, Baseline Consulting

PANEL: Getting the Data Right—Organizational and Technical Strategies for Managing Data as a Corporate Asset — 11:00 a.m.

Various BI Directors and Sponsors

Executive Lunch and Peer Networking — 12:00 p.m.

BREAK OUT #3 — 2:00 p.m.

Break — 3:30 p.m.

EXECUTIVE PANEL: The Future of BI Software — 4:00 p.m.

Various Vendor Executives

WRAP UP: Plan for Success! — 5:00 p.m.

For detailed session descriptions go to: www.tdwi.org/execsummit

PRE- AND POST-SUMMIT TUTORIALS

Sunday, February 17 and Wednesday, February 20

The TDWI World Conference (which is co-located with the TDWI Executive Summit) offers the following full- and half-day courses that are geared to a senior management audience and will complement your Summit experience. For a full list of TDWI World Conference courses, go to www.tdwi.org/lasvegas2008/cag.

Sunday, February 17

- **S1** TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- **S3** Leading and Organizing Business Intelligence Teams: Improving Individual and Team Performance
- **S6P** TDWI Business Intelligence Executive Briefing

Wednesday, February 20

- **W4** BI from Both Sides: Aligning Business and IT
- **W7A** Evaluating BPM Solutions
- **W5** Statistical Modeling for Non-Statisticians

For the afternoon break out sessions, choose from one of three tracks based on your organization's BI maturity level:

BREAK OUT #1 (DAY 1)

TRACK #1 – Getting Started

2:00 p.m.

Selling and Marketing BI: How to Obtain Sponsorship and Generate Momentum for a BI Program

Cindi Howson, Founder, BIScorecard®

2:30 p.m.

BI as a Strategic Investment: How to Position BI in the Boardroom

David Lady, Chief Technical Officer, Marriott Vacation Club

TRACK #2 – Delivering Value

2:00 p.m.

The Dilemma of Spreadmarts: Strategies to Migrate to a Managed BI Environment

Wayne Eckerson, Director, TDWI Research

2:30 p.m.

CASE STUDIES: How to Create a BI Environment that Delights Business Users and Ensures Adoption

Ryan Uda, Program Manager, Cisco Systems; David Biggers, Manager of Enterprise Reporting Workbench and Architecture, Lawrence Livermore National Laboratory

TRACK #3 –The Next Generation

2:00 p.m.

Best Practices in Predictive Analytics

Hugh Watson, Professor of MIS, University of Georgia; Senior Editor, TDWI BI Journal

2:30 p.m.

The Yin and Yang of Implementing Predictive Analytics

Matt Schwartz, Director of Business Analysis, Corporate Express; John O'Carroll, Director of Data Warehousing, Capital One Auto Finance

BREAK OUT #2 (DAY 1)

TRACK #1 – Getting Started

4:00 p.m.

How to Create and Grow a Dynamic BI Team

Wayne Eckerson, Director, TDWI Research; Maureen Clarry, CEO/President, CONNECT: The Knowledge Network

4:30 p.m.

PANEL: Managing BI Teams in a Global Economy

Various BI Directors and Sponsors

TRACK #2 – Delivering Value

4:00 p.m.

Current and Future Trends in Data Integration

Philip Russom, Senior Manager, TDWI Research

4:30 p.m.

CASE STUDIES: Creating a Robust Data Architecture to Support Decision Making

Thomas Carey, Director, Shared Data Warehouse, Ingenix; Matthew March, Vice President of Corporate Systems, Impac Funding Corp.

TRACK #3 – The Next Generation

4:00 p.m.

Business Intelligence 2.0

TDWI Research Collaborative: Mark Madsen, President, Third Nature, Inc.; Cindi Howson, Founder, BI Scorecard®; Michael Gonzales, Principal, Claraview, Inc.

BREAK OUT #3 (DAY 2)

TRACK #1 – Getting Started

2:00 p.m.

Launching a BI Program on a Limited Budget

Claudia Imhoff, President, Intelligent Solutions, Inc.

2:30 p.m.

Doing More with Less: Tales from the Trenches

Rob Singer, Director of BI, StubHub

TRACK #2 – Delivering Value

2:00 p.m.

Principles of Lean BI: How to Minimize Overhead and Maintenance when Growing a BI Program

Stephen Dine, President, DataSource Consulting, LLC

2:30 p.m.

PANEL: Strategies for Creating and Optimizing a High-Impact BI Program

Various BI Directors and Sponsors

TRACK #3 – The Next Generation

2:00 p.m.

The Whys and Hows of Text Analytics

Philip Russom, Senior Manager, TDWI Research

2:30 p.m.

Using Text Analytics to Deliver Actionable Information

Chris Jones, Analytics Manager, Intuit

SUNDAY FEBRUARY 17

SCHEDULE

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	8:00–9:15 a.m.
Lunch Break	12:15–1:45 p.m.
Welcome Reception	5:00–7:00 p.m.

COURSE OFFERINGS

S1 BA p. 12
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
P. Sheets

S2 LM DA p. 12
Information Quality in Data Warehousing and Business Intelligence: Principles and Practice
L. English

S3 LM p. 12
Leading and Organizing Business Intelligence Teams: Improving Individual and Team Performance
M. Clarry, L. Rickard

S4 BA p. 13
TDWI Introduction to Business Analytics
D. Wells

S5 LM p. 13
Measuring Business Intelligence Success
D. Miller

S6P LM p.13
TDWI Business Intelligence Executive Briefing
N. Williams

S7A C p. 14
CBIP Preparation for the Information Systems Core Exam
M. Peco

S7P C p. 14
CBIP Preparation for the Data Warehousing Exam
M. Peco

MONDAY FEBRUARY 18

SCHEDULE

KEYNOTE (see p. 3) 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 DA p. 14
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
S. Hoberman

M2 BA DI p. 15
The BI Pathway Approach: Delivering BI for Business Value
D. Bloom; N. Williams

M3 BA LM p. 15
Requirements Management for Business Intelligence
M. Lampa

M4A NEW! LM p. 15
Aligning Governing Disciplines and Frameworks
R. Seiner

M4P NEW! LM p. 16
IT Governance Frameworks: ITIL and COBIT for the Data Manager
C. Betz

M5 BA LM p. 16
Enterprise Business Metrics in Practice
D. Merriman

M6A LM AT p. 16
HandsOn-Business Intelligence Strategy
M. Gonzales

M6P NEW! BA AT p. 17
HandsOn-Statistical Analysis for BI—Essential Business Statistics for BI Applications and Solutions
M. Gonzales

M7 NEW! LM DI p. 17
Strategy for Data Governance
S. Adelman, L. Moss

M8A NEW! BA p. 17
A Systems-Thinking Approach to Business Analytics
D. Wells

M8P NEW! AT BA p. 18
Introduction to Geospatial Data and Analysis
M. Scofield

EXEC1 p. 6–9
TDWI Executive Summit, Day I
Various Instructors

TUESDAY FEBRUARY 19

SCHEDULE

COURSES

Full Day	8:00 a.m.–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 BA p. 18
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
S. Hoberman

T2 DA DI p. 18
Data Quality Fundamentals
A. Maydanchik

T3 UPDATED! DI AT p. 19
Evaluating ETL Tools and Technologies: Vendors in Action
M. Madsen

T4 NEW! LM DA p. 19
The Role of Politics, Authority, and Culture in Governing Data
D. McGilvray, R. Seiner

T5 NEW! BA p. 20
Aligning Balanced Scorecard and BI to Optimize Business Performance
N. Williams, B. Paladino

T6 AT BA p. 20
HandsOn-OLAP
M. Gonzales

T7 UPDATED! AT BA p. 20
Evaluting BI Toolsets and BI Tools in Action
C. Howson

T8 NEW! AT p. 21
Content Management, Search, Portals
A. Pelz-Sharpe

EXEC2 p. 6–9
TDWI Executive Summit, Day II
Various Instructors

WEDNESDAY FEBRUARY 20

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

THURSDAY FEBRUARY 21

SCHEDULE

KEYNOTE (see p. 3) 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.

COURSE OFFERINGS

FRIDAY FEBRUARY 22

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

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

"[This course] should be required of all first time attendees. Having a common fundamental language to communicate between business and IT will be a major contribution to BI success within my company."

B. Fisher, Entergy Corporation

S2

"Larry is a very engaging speaker with a passion for this subject. "

K. Fernandez, Nielson Media Research

S1 BA Sunday, February 17, 9:00 a.m.–5:00 p.m.

TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

BRING THIS COURSE ONSITE www.tdwi.org/onsite

THIS COURSE IS ALSO TAUGHT AT SEMINARS www.tdwi.org/seminars

Prerequisite: None

Paul Sheets

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

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.

S2 LM DA Sunday, February 17, 9:00 a.m.–5:00 p.m.

Information Quality in Data Warehousing and Business Intelligence: Principles and Practice

Prerequisite: Basic knowledge of DW

Larry English

YOU WILL LEARN

- How to define information quality from the DW customer perspective
- How to assess DW data definition and data architecture quality
- How to assess information quality, including accuracy
- How to implement quality controls in data movement and transformation
- The limitations in data cleansing tools and how to minimize them
- How to improve information processes to eliminate the causes of defective data
- How to implement an information quality culture

GEARED TO

- Information quality practitioners; ETL and data movement professionals; data management and DW managers

A manufacturing firm wasted $1 million on its DW before it recognized the need for quality data architecture and for data quality control in its DW processes. A major bank scrapped a $29 million DW to start over from scratch. The reason? It failed to understand and avoid the impact of poor quality. In this tutorial, you learn the essential ingredients of an effective information quality management function for BI.

Mr. English describes how to assess information quality (IQ) at the data sources and in the warehouse. You learn how to correct defective data and control data movement processes. Mr. English defines how to implement a plan-do-check-act process improvement initiative to prevent recurrence of data defects. You learn both the technical and management requirements for a sustainable information quality environment for DW.

S3 LM Sunday, February 17, 9:00 a.m.–5:00 p.m.

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

BRING THIS COURSE ONSITE www.tdwi.org/onsite

Prerequisite: None

Maureen Clarry, Lorna Rickard

YOU WILL LEARN

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

GEARED TO

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

DW projects struggle with a variety of issues that chronically inhibit success. Some of these issues are technical—many are not. At the core of these issues are cultural and people challenges. Many of these issues are not unique to DW, yet continue to be opportunities to improve performance. Is your

**Previously titled Leading and Organizing Data Warehousing Teams: Improving Individual and Team Performance*

DW team struggling with change, unclear roles and responsibilities, lack of agreement, finger pointing, or an unpredictable culture?

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

S4 BA Sunday, February 17, 9:00 a.m.–5:00 p.m.

TDWI Introduction to Business Analytics

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: None
Dave Wells

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 that need to develop a common base of concepts and terminology; BI team members who need to understand the roles and responsibilities of others on their team; anyone with a role in definition and development of business analytics systems

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.

S5 LM Sunday, February 17, 9:00 a.m.–5:00 p.m.

UPDATED! Measuring Business Intelligence Success*

PREREQUISITE: Basic understanding of DW and BI
Dorothy Miller

YOU WILL LEARN

- Why you should audit BI assets
- What to audit: defining the BI asset base
- Key performance indicators: BI measurement factors
- Measurement scale: levels of BI capability maturity and where your organization fits
- The audit process
- An action response program for improving BI

GEARED TO

- IT and business managers responsible for BI; consultants and others interested in BI systems and assets; BI architects, analysts, and designers

This course defines an audit program for assessing and rating how well an organization creates and manages BI assets. The program is based on a BI capability maturity model included in the book, *Measuring Business Intelligence Success*. The audit results allow for ranking your organization against industry standards. The primary focus of the audit is to create a detailed action plan for improving BI assets. This action response program is based on those strengths and weakness of the organization identified through the audit process.

**Previously titled Business Intelligence: Measuring Success—A Capability Maturity Model*

S6P LM Sunday, February 17, 1:45–5:00 p.m.

TDWI Business Intelligence Executive Briefing

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: None
Nancy Williams

YOU WILL LEARN

- How to get beyond DW to realize the real value potential of BI
- The shift from technology-focused to business-focused that is essential for BI success
- Organizational challenges for BI, and ways to meet those challenges
- Best practices in BI

GEARED TO

- Business executives and managers who need BI solutions; BI program managers who must connect technology with business needs; anyone who needs an overview of BI

This briefing provides a business-oriented, non-technical explanation of all facets of BI, from data integration to business

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

S3
"Outstanding. Great deal of audience involvement and participation, with the right content and examples that could apply to any industry."
C. Chan, ASA

S4
"It helped me to see the breadth and depth of business analytics. It also helped me to see where I need further education."
J. Glissmeyer, Agreserves

S6P
"This course was amazing. It takes the saying, 'work smarter, not harder,' to a whole new level."
P. Stokes, InfoCision Management

"Great overview. Would be excellent for key business executives to understand BI."
P. Ormonde-James, MBF Australia

analytics. Starting from a BI perspective, the course discusses many application areas for BI, including CRM, BPM, SCM, and more. DW is discussed briefly as an enabler of BI. Infrastructure for BI success is emphasized, including people, process, technology, management, and governance. Value realization is a dominant theme throughout the course.

M1

"This is valuable information to take back and review current data models and apply to new models."
P. Kocher, Bowling Green State University

"Provides a great foundation for the business vision of data warehousing."
C. Keaton, Inergex, Inc.

S7A C Sunday, February 17, 9:00 a.m.–12:15 p.m.

CBIP Preparation for the Information Systems Core Exam

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: Working knowledge of information systems
Mark Peco

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

S7P C Sunday, February 17, 1:45–5:00 p.m.

CBIP Preparation for the Data Warehousing Exam

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: Working knowledge of DW
Mark Peco

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

M1 DA Monday, February 18, 9:00 a.m.–5:00 p.m.

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

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: Knowledge of DW concepts and BI fundamentals
Steve Hoberman

YOU WILL LEARN

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

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

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

M2 BA DI Monday, February 18, 9:00 a.m.–5:00 p.m.

The BI Pathway Approach: Delivering BI for Business Value

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: Knowledge of BI and DW fundamentals
David Bloom, Nancy Williams

YOU WILL LEARN

- Straightforward business-oriented methods for identifying high-impact DW and BI opportunities and the associated business information requirements
- How to use BI-focused architectures to align and integrate DW/BI information delivery with strategic, tactical, and operational business processes that drive business value
- How to use the BI Pathway approach to guide BI/DW development, deployment, and integration with key, high-impact business processes
- How to manage rapid data mart delivery within overarching BI-focused architectures and BI Pathway
- How to approach key topics and techniques such as the use of prototypes, achieving sponsor-/business-user commitment, and evolving the BI/DW environment over time to maintain business value

GEARED TO

- Program and project managers; business analysts; data designers and architects; business managers and knowledge workers; ETL designers and developers; BI application designers and developers

This course is a foundation course for designing, building/reengineering, and operating a customized BI environment that leverages DW and delivers superior business value. It presents the DecisionPath Consulting BI/DW approach—the BI Pathway.

Building on the core concepts and highly successful fundamentals that have been central to DW over the years, this course will help your organization ensure that the true business requirements for DW/BI are completely understood and that the DW/BI environment provides actionable information that makes a difference to your business.

Through practical application of proven methods, your DW/BI initiatives can avoid the failures some organizations have experienced, gain user commitment, and ensure that the investment in DW/BI pays substantial dividends.

M3 BA LM Monday, February 18, 9:00 a.m.–5:00 p.m.

Requirements Management for Business Intelligence

PREREQUISITE: Prior exposure to business process modeling, data modeling, and project management skills is helpful; participants are encouraged to read the course case study prior to the class
Mike Lampa

YOU WILL LEARN

- Overview of facilitation concepts
- Profile of the facilitator, participants, and group dynamics
- Establishing project scope
- Business model management
- BI requirements gathering techniques

GEARED TO

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

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

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

M4A LM Monday, February 18, 9:00 a.m.–12:15 p.m.

NEW! Aligning Governing Disciplines and Frameworks

PREREQUISITE: Familiarity with governance and framework concepts
Robert Seiner

YOU WILL LEARN

- A concise understanding of how the term "governance" is being applied
- The role of governance in the implementation of several frameworks
- Proven governance frameworks and models
- The role governing disciplines play in BI and DW

GEARED TO

- Data managers; data management professionals; senior DW professionals

This session focuses on understanding the relationship between governance and the variety of disciplines and frameworks prevalent in the data management and DW industries. This session focuses on diving into "how to" align governance initiatives with the disciplines and frameworks, and vice versa.

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

M2

"Very informative, real-world views. There is a lot of worthwhile and practical [information] I can apply right away to the project I'm working on."

P. Killebrew, XM Satellite Radio

M3

"This is a terrific course at getting specific to BI requirements. It will help in defining the needs of my organization's data/information needs."

J. Hunt, Saint Elizabeth Health Care

M5

"Excellent course! There is a huge value for those looking for tools to enable a performance management culture."

M. Cadmore, Shaw Communcation

M6A

"Best course I've attended here. Immediate application. Exceptional speaker. I particularly appreciated Michael's matter-of-fact, plain-speaker style."

C. Martel, Ingenix, Inc.

"Having this document and keeping it up to date will help highlight and keep the focus on the BI development."

S. Sevo, Source Evolution

M4P LM Monday, February 18, 1:45–5:00 p.m.

NEW! IT Governance Frameworks: ITIL and COBIT for the Data Manager

PREREQUISITE: General enterprise IT literacy
Charles Betz

YOU WILL LEARN

- An overview of the ITIL (Information Technology Infrastructure Library) and COBIT (Control Objectives for Information Technology) frameworks
- Potential impacts of these frameworks upon DW and data management
- How data management capabilities may support initiatives based upon these frameworks
- The Configuration Management Database

GEARED TO

- Data managers and architects

Data warehousing and supporting practices such as data governance and data management take place within an overall context of IT governance and service management in their delivery of critical and high-profile IT services to end customers. IT service management as a whole is becoming more formalized through frameworks such as ITIL and COBIT. ITIL and COBIT, while often associated more with the operational side of IT management, define practices such as configuration, change, and capacity management that have direct implications for the practice of data management. And an IT service management initiative itself requires careful data architecture applied to the problem domain of information technology—a challenge faced also by metadata management.

M5 BA Monday, February 18, 9:00 a.m.–5:00 p.m.

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

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: None
Dan Merriman

YOU WILL LEARN

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

GEARED TO

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

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

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

Enrollment is limited to 60 attendees.

M6A LM AT Monday, February 18, 9:00 a.m.–12:15 p.m.

HandsOn-Business Intelligence Strategy™

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: None
Michael Gonzales

YOU WILL LEARN

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

GEARED TO

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

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

Enrollment is limited to 30 attendees.

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

M6P BA AT Monday, February 18, 1:45–5:00 p.m.

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

PREREQUISITE: Basic understanding of BI and DW concepts and techniques
Michael Gonzales

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, and end users; business analysts; BI team members; anyone who is required to define and/or implement business metrics

HandsOn-Statistical Analysis for BI examines business situations where the application of statistical methods dramatically affects a user's decision-making capability. Using a select list of best-of-breed statistical methods and Excel 2007, the course 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. Students will participate in hands-on lab exercises for practical, statistical solutions to business situations.

Enrollment is limited to 30 attendees.

M7 LM DI Monday, February 18, 9:00 a.m.–5:00 p.m.

NEW! Strategy for Data Governance

PREREQUISITE: None
Sid Adelman, Larissa Moss

YOU WILL LEARN

- Components of a data governance strategy
- Benefits of a data governance strategy
- Roles and responsibilities
- Impact of a data governance strategy on BI and IT
- How to implement a data governance strategy program within your organization

GEARED TO

- CTOs; DW managers; application development managers; data enterprise managers; teams responsible for developing data governance strategy

Using BI technology alone cannot solve the problem of mismanaging an organization's data assets.

Like other core assets, data assets should be governed based on a strategy. The strategy for data governance should be a strategic enterprisewide plan that spells out the organization's policies, procedures, roles, and responsibilities for standardizing its data, ratifying its business rules, controlling data redundancy, managing its master data, integrating structured and unstructured data, and storing and using its data as well as securing its data.

In this course, you will learn what it takes to develop and implement a data governance strategy for your organization. Using your own understanding of your data environment, the organization, and the politics, you will fashion the components that will make up a data governance strategy for your enterprise.

M8A BA Monday, February 18, 9:00 a.m.–12:15 p.m.

NEW! A Systems-Thinking Approach to Business Analytics

PREREQUISTE: None
Dave Wells

YOU WILL LEARN

- What systems thinking is, and why it is a natural fit for business analytics
- A framework approach to set the scope of analytics projects, collect and structure analytic requirements, and manage the inventory of business analytics
- How to use connectivity models, simulation, and other systems-thinking disciplines to build the right analytic systems in the right way

GEARED TO

- BI program and project managers; anyone responsible to design and build scorecards, dashboards, and analytic applications

Many of today's BI programs focus intensely on analytics. The business wants scorecards, dashboards, and analytic applications, and the technology to deliver them is mature. Still, many IT organizations struggle to deliver analytics, and the results frequently fail to meet expectations. The problem, it seems, lies in requirements gathering—a more difficult and complex task for business analytics than for simple reporting. This course describes how the models and methods of systems thinking meet the challenges of analytic requirements.

T1

"I'm working in strategic BI for our company, and this helps me understand the technical side of BI better."
C. Strandberg, Acando AB

"Very valuable course. It will help refine our process and bring our organization to a higher level of BI maturity."
Z. Brown, Oakwood Worldwide

T2

"Arkady laid out options to be able to identify errors, cleanse, and convert and/or consolidate data in a very interesting class."
B. Pennington, Rollins, Inc.

M8P AT BA Monday, February 18, 9:00 a.m.–12:15 p.m.

NEW! Introduction to Geospatial Data and Analysis

PREREQUISITE: Understanding of traditional tabular data architecture
Michael Scofield

YOU WILL LEARN

- How geospatial data is different from traditional DW data
- How to integrate GIS data with classical DW data
- How spatial data from various sources are integrated
- How to derive new marketing attributes from spatial characteristics of customers

GEARED TO

- Business and marketing analysts; data architects; data acquisition specialists; DW designers

For many types of quantitative business analysis, spatiality is a significant factor—especially in consumer marketing analysis. Geospatial information systems (GIS) store data quite differently than traditional DW approaches. But the advantages of spatial analysis, combined with traditional BI, require that the gap between these two paradigms be understood and bridged. In this class, you will learn how geospatial data is captured, structured, integrated, and shared, along with GIS data storage versus expression. Finally, we will look at examples of the exchange of data across the paradigm gap between the tabular and spatial thinking.

T1 DA BA Tuesday, February 19, 8:00 a.m.–5:30 p.m.

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics

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

PREREQUISITE: None
Steve Hoberman

YOU WILL LEARN

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

GEARED TO

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

Dimensional data is a core component of modern BI and DW implementations. Dimensionally organized data offers a more effective and adaptable solution to business analytics needs than can be achieved with relational data structures. Virtually anyone involved in BI and DW projects needs to have fundamental knowledge of the pathway from business questions to business analytics. This course traces that pathway.

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

T2 DA DI Tuesday, February 19, 8:00 a.m.–5:30 p.m.

Data Quality Fundamentals

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: None
Arkady Maydanchik

YOU WILL LEARN

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

GEARED TO

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

Data quality management is one of the greatest challenges of information technology. According to the experts, the cost of poor data quality can reach as high as 15- to 25-percent of operating profit. Corporations are losing millions of dollars due to inaccurate data. Yet the data quality profession is still in its infancy.

This course provides a high-level overview of data quality problems and solutions. It starts with the description of causes of data quality problems, and proceeds to outline major components of a comprehensive data quality program.

T3 DI AT Tuesday, February 19, 8:00 a.m.–5:30 p.m.

UPDATED! Evaluating ETL Tools and Technologies: Vendors in Action

PREREQUISITE: Understanding of relational database and DW terms/concepts
Mark Madsen

YOU WILL LEARN

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

GEARED TO

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

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

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

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

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

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

T4 LM DA Tuesday, February 19, 8:00 a.m.–5:30 p.m.

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

PREREQUISITE: Familiarity with governance concepts
Danette McGilvray, Robert Seiner

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

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.

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

T3

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

"Excellent primer in getting started selecting an ETL tool. Mark is the best instructor I have had thus far. Great job!"
M. Rogers, Dunkin Brands, Inc.

T5 BA Tuesday, February 19, 8:00 a.m.–5:30 p.m.

NEW! Aligning Balanced Scorecard and BI to Optimize Business Performance

PREREQUISITE: None
Nancy Williams, Bob Paladino

YOU WILL LEARN

- The Balanced Scorecard framework and how is it used to align the business for optimal business performance
- Balanced Scorecard Hall of Fame best practices
- The steps involved in creating a strategy map, designing a scorecard, identifying measures, targets, and initiatives, and obtaining executive buy-in
- How to align the information needs of your Balanced Scorecard with those of your broader BI program to minimize rework, and maximize ROI
- How to ensure the quality of your organization's information assets through Balanced Scorecard and BI program alignment

GEARED TO

- Business sponsors; BI program/project managers; business analysts; chief architects; senior functional and technical managers and those responsible for results

The rising popularity of Balanced Scorecards reinforces the need for BI professionals to become better educated on the the Balanced Scorecard framework. This course will provide the knowledge you need to understand the steps that go into developing a Balanced Scorecard. It also provides practical advice on how ensure that your BI program is prepared to support your organization's Balanced Scorecard information needs.

T6
"This hands-on class is the most heads-up BI tool comparison I've seen in 25 years in the BI industry."
A. Pierce, Chesapeake Energy

T7
"This course alone justified the cost of the entire conference. We are currently in the process of evaluating BI toolkits. This will significantly help us make the right choices by showing us what factors to consider."
J. Glissmeyer, Agreserves

T6 AT BA Tuesday, February 19, 8:00 a.m.–5:30 p.m.

HandsOn-OLAP™

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: Understanding of relational database and DW terms and concepts
Michael Gonzales

YOU WILL LEARN

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

GEARED TO

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

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

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

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

Enrollment is limited to 30 attendees.

T7 AT BA Tuesday, February 19, 8:00 a.m.–5:30 p.m.

UPDATED! Evaluating BI Toolsets and BI Tools in Action

PREREQUISITE: Knowledge of DW fundamentals; understanding of OLAP ideal
Cindi Howson

YOU WILL LEARN

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

GEARED TO

- Project sponsors; business analysts; BI application owners

Companies have multiple BI tools inherited from acquisitions and departmental initiatives. However, the holy grail of BI is one toolset that adapts to individual users' changing information requirements. This course will delve into how to select and standardize on a toolset, taking into account key functional requirements including vendor finances; query, reporting, 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 are selected to 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. Course attendees will vote on one wild card topic.

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

T8 AT Tuesday, February 19, 8:00 a.m.–5:30 p.m.

NEW! Content Management, Search, Portals

PREREQUISITE: None
Alan Pelz-Sharpe

YOU WILL LEARN

- Why these technologies are growing in visibility and importance
- How they can be used with (or conflict with) broader information management activities
- How to select and identify good product fits for your organization

GEARED TO

- General IT managers; enterprise architects; data managers

In this course, we will provide a thorough introduction to and grounding in content technologies, explaining clearly how they work together and why they will become of increasing importance to you and your organization.

The database may not be the right place to manage unstructured content—hence the plethora of CM tools to manage, search, and present on the market. Understanding how to extract maximum value from content and analytical data is essential in modern organizations. Hence, we will look at how to manage and exploit maximum value from "unstructured data/content" and look at how you can best marry this information with your current "structured data" activities. We will spend time looking at the vendor marketplace and how this is evolving to overlap with the BI and data management world—and explore where potential conflicts may arise. The course will remain strictly vendor neutral and will aim to give real-world examples and methods. Overall, this will be a highly practical course, suitable for both technical and more business-oriented attendees alike.

With immense document volumes (many estimate in excess of 80 percent of corporate data is unstructured) coursing through organizations, traditional data management approaches cannot cope. This leaves critical business knowledge untapped, unmanaged, and idle.

W1 DI Wednesday, February 20, 8:00 a.m.–5:30 p.m.

TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

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

PREREQUISITE: None
Lisa Loftis

YOU WILL LEARN

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

GEARED TO

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

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

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

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

W1

"Everything discussed in the class is exactly what we are experiencing. Will take the opportunity to apply all the techniques learned. One of the best courses offered by TDWI. It helped enhance my understanding of BI and data integration."

W. Laurent, Lennar Corporation

W2
"Excellent session. Great presenter. Great material! I would recommend this session and will attend more sessions by Mr. Maydanchik."
H. Rubato, Baxter

W3
"Extremely informative class. I learned new things that have inspired me to apply new approaches such as shifts in dialogue, style, and other non-techie stuff I consider to be a real value-added proposition."
M. de Leon, Premier, Inc.

W4
"Jill has a gift as a speaker. She was focused, fun, and made it interesting—not an easy task with data management."
P. Norwood, CONNECT: The Knowledge Network

W2 DA LM Wednesday, February 20, 8:00 a.m.–5:30 p.m.

Data Quality Assessment—Practical Skills

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: None
Arkady Maydanchik

YOU WILL LEARN

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

GEARED TO

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

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

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

W3 DA BA Wednesday, February 20, 8:00 a.m.–5:30 p.m.

Dimensional Modeling beyond the Basics: Intermediate and Advanced Techniques

PREREQUISITE: Basic knowledge about dimensional modeling and some hands-on experience; knowledge of dimensional DW concepts
Laura Reeves

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

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.

W4 LM Wednesday, February 20, 8:00 a.m.–5:30 p.m.

BI from Both Sides: Aligning Business and IT

PREREQUISITE: None
Jill Dyché

YOU WILL LEARN

- What we've learned the hard way—how BI best practices have evolved
- How to plan BI projects around corporate strategy
- Why data asset management is going mainstream
- Selling BI internally, and why it's a process
- Organizational ownership issues and the "P word"—politics!
- Techniques for deploying sustainable 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

Executives are starting to get it. They understand that DW is a strategic enabler, and conversations are shifting away from the platform and toward business value. 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 use corporate objectives to justify ongoing information deployment. The onslaught of enterprise-class solutions such as ERP, CRM, and business performance management render DW and the accompanying data management functions more important than ever.

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

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

W5 BA Wednesday, February 20, 8:00 a.m.–5:30 p.m.

NEW! Statistical Modeling for Non-Statisticians

PREREQUISITE: Familiarity with data and databases
Michael Berry

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

This one-day 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, likelihood to default, channel affinity, and expected remaining lifetime.

This class takes the point of view that a model is simply a formal description of relationships that exist in data. Good formal descriptions have many uses. A good description of a profitable customer can be used to classify new customers as likely or unlikely to be profitable by measuring their distance from the prototypical profitable customer. A good description of who has responded to past offers 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 that it can be applied with confidence. The class will teach you what it takes to build stable models that remain effective for a long time and generalize well to new datasets.

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. By studying the same business problem using several different modeling techniques, the class teaches a modeling methodology appropriate for all models, while demonstrating the particular strengths of particular modeling approaches.

W6 AT BA Wednesday, February 20, 8:00 a.m.–5:30 p.m.

HandsOn-Data Mining™

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: Knowledge of DW and BI terminology and concepts
Michael Gonzales

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, including:
  - PolyVista (Text Mining)
  - Microsoft SQL Server 2005 Data Mining
  - Teradata Warehouse Miner
  - SAS Enterprise Miner

GEARED TO

- Project managers and sponsors; data architects; anyone who wants to understand (1) how data mining advances BI, (2) how to make mining a natural part of the warehouse effort, and (3) how to recognize a mining opportunity in your organization

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

The course encompasses a mix of lecture and formal lab exercises. The lecture components include an overview of data mining, the fundamental uses of the technology, and how to effectively blend that technology into your overall BI environment.

Formal lab exercises are conducted between lecture components in order to 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 are designed to allow participants to compare how each tool generally functions, its best features, and how well it integrates with their warehouse and BI solution.

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

W6

"Great course that helps us jump into this exciting but difficult field."

P. Casandier, Phillip Morris International

W7A

"Good foundation and framework to introduce BPM to our organization. Loved the vendor overviews!"

M. Cadmore, Shaw Communications

W7P

"Very enthusiastic and interesting speaker. I enjoyed the session."

M. Dick, US Bank

W7A AT LM Wednesday, February 20, 8:00–11:15 a.m.

Evaluating BPM Solutions

PREREQUISITE: Knowledge of performance management initiatives within your organization
Tim Wall

YOU WILL LEARN

- BPM definition, components, and how BPM solutions fit within corporate technology framework
- Key business challenges and practical benefits of BPM solutions for finance, operations, and IT functions
- Keys to establishing or confirming executive vision, objectives, and clearly defined measures of success
- Best practices in the BPM solution evaluation process
- Emerging trends to watch in the BPM market

GEARED TO

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

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

W7P LM Wednesday, February 20, 2:15–5:30 p.m.

How to Build a Data Warehouse with Limited Resources

PREREQUISITE: General understanding of DW
Claudia Imhoff

YOU WILL LEARN

- Data warehouse architecture and methodology
- Leadership and scope
- Planning process
- Component analysis
- Infrastructure
- Methodology analysis
- Communication plan

GEARED TO

- Project managers and team members; DW business users

Some companies can afford to spend hundreds of thousand or millions of dollars to build a DW, while others cannot. There is hope even for companies who fall into the latter group. This session begins with a brief description of a full-scale DW architecture and the methodology required to implement it. That description provides the foundation for the remainder of the course. For companies with limited funding, the importance of an early hit is magnified. This course will describe alternative approaches for providing a quick and relatively inexpensive business deliverable. Cost estimates and estimating factors will also be presented.

W8A DI Wednesday, February 20, 8:00–11:15 a.m.

NEW! Capturing Web Data and Content for BI

PREREQUISITE: None
Mark Madsen

YOU WILL LEARN

- Web scraping, APIs, and other techniques used to retrieve Web-based data
- Different layers from which you can access Web sites and applications
- Tools and technologies to make the job of Web data integration easier

GEARED TO

- Anyone who wants to know how to get data from a Web site or Web-based application, or is interested in how mashups are constructed

Integrating Web-based data into DWs, BI tools, and mashups is a challenge because it is difficult to get data from Web-based systems. The data you want might be available on a Web page, via an API, or as a feed. What you want is easy integration of content and services to enable faster development and easier reuse of data, whether it's on a Web page or in a database. This presentation provides an overview of the different layers at which you can extract data from Web applications, and discusses tools and technologies you can use to get that data.

W8P BA Wednesday, February 20, 2:15–5:30 p.m.

NEW! Web Analytics

PREREQUISITE: None
Tony Byrne

YOU WILL LEARN

- Web site measurement and testing
- Web analytics
- Web metrics

GEARED TO

- General IT managers; enterprise architects; data managers

As a tool set, Web analytics software providers have been around for more than 10 years. First generation vendors relied primarily on log files as a data source. These were software solutions that were expensive to purchase and maintain—and because the Web was still somewhat new, the justification for spending money on

analytics was not universally embraced as having a bottom-line impact. New challenges exist for analytics vendors and for buyers and users of the analytics tools, such as: the best way to measure new publishing applications such as blogs; how to adequately handle Flash and other rich applications; measuring RSS readership adequately; and incorporating analysis of user-generated content (e.g., wikis, comments, shared video).

TH1 DI DA Thursday, February 21, 9:00 a.m.–5:00 p.m.

TDWI Data Cleansing: Delivering High-Quality Warehouse Data

BRING THIS COURSE ONSITE www.tdwi.org/onsite

THIS COURSE IS ALSO TAUGHT AT SEMINARS www.tdwi.org/seminars

PREREQUISITE: Knowledge of DW fundamentals

Deanne Larson

YOU WILL LEARN

- The components of a data quality plan
- To identify rules for data integrity and data correctness
- The roles of defect detection, correction, and prevention
- To make informed choices between source data cleansing and target data cleansing
- To customize a data quality plan to your needs and environment

GEARED TO

- DW designers and developers; DW program and project managers; DW administrators

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

TH2 AT Thursday, February 21, 9:00 a.m.–5:00 p.m.

Designing a High-Performance Data Warehouse

PREREQUISITE: Database and systems knowledge

Stephen Brobst

YOU WILL LEARN

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

GEARED TO

- Technical architects; DBAs; DW administrators

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

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

TH3 DA Thursday, February 21, 9:00 a.m.–5:00 p.m.

Dimensional Modeling: Advanced Topics

PREREQUISITE: Understanding of basic star schema concepts

Chris Adamson

YOU WILL LEARN

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

GEARED TO

- Professionals who need a comprehensive understanding of star schema design, including DW designers, BI developers, report designers, project managers, power users, and database administrators

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

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

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

TH1

"I think this course is something no BI professional or implementer can afford to live without."

D. Obernessor, Intermap Technologies

TH2

"Very informative. I've gained a deeper understanding of some of the options that can be implemented to improve accessibility."

S. Keith, UNC

TH3

"Excellent course. Chris ran through some great techniques for dimensional modeling that are applicable for machines I'm designing. His coverage of some advanced techniques gave us options to choose the most applicable techniques."

D. Hiley, Gentrex Pty Ltd

The course begins with a brief review of the core concepts in dimensional modeling. These fundamentals are then built upon in four areas: multiple star schema designs, alternative fact table designs, dimensional intricacy, and scaling beyond a single subject area.

This comprehensive treatment provides the breadth and depth you will need to meet your DW design challenges—whether you are building a dimensional DW, CIF marts, or standalone data marts.

TH6

"Excellent—thought provoking. Mike brings a great background and breadth of experience. Mike expands the playing field, and many attendees will re-think their BI strategies. Highly recommended."

D. Dickerson, Baylor Health Care System

TH4 LM Thursday, February 21, 9:00 a.m.–5:00 p.m.

NEW! Portfolio Management Concepts and Practices Applied to BI Program and IT Project Management

PREREQUISITE: None
Mark Peco, Clyde Pinto

YOU WILL LEARN

- What portfolios are and how they can be applied to improve project and program management processes
- The scope and objectives of portfolio management
- Why portfolio management techniques help enable best practices within BI programs
- How portfolio management techniques are applicable to managing the lifecycles of IT assets, projects, and services
- Why BI concepts such as metrics and analytics are essential components of successful portfolio management
- How portfolio management techniques provide managers with improved insight and decision-making capabilities

GEARED TO

- BI program and project managers; IT and business managers; business analysts; BI architects; designers of business metrics; data stewards and data modelers

Portfolio management is an analytical discipline that provides management decision makers with enhanced insight into how individual things relate to each other and how they collectively contribute to business goals or objectives. A key management challenge is deciding how to implement the "best" combination of individual components in a particular set that helps achieve measurable goals.

IT and BI managers routinely make decisions about sets of projects, applications, systems, people, and services. They must decide on a regular basis what combinations of projects should be funded in the "project set" in order to maximize some definition of business value. They must also decide what combination of existing assets such as applications, systems, and services should be maintained to achieve defined goals. Portfolio management considers how individual components relate to each other and what set of combined components will "best" achieve a business goal. Portfolio management has become a core competency of successful BI programs, IT project management offices, and IT service management solutions. BI concepts provide the necessary measurement, analytical, and monitoring capabilities for successful and sustainable portfolio management.

This course presents the basic concepts, building blocks, processes, and best practices necessary to establish a portfolio management discipline and approach within a program management context. Practical examples and case studies will be used throughout the course to demonstrate and reinforce the concepts.

TH5A BA LM Thursday, February 21, 9:00 a.m.–12:15 p.m.

Predictive Analytics: A Business Perspective

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: None
Thomas Rathburn

YOU WILL LEARN

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

GEARED TO

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

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

TH5P BA DA Thursday, February 21, 1:45–5:00 p.m.

Predictive Analytics: Making It Work

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: TH5A recommended
Thomas Rathburn

YOU WILL LEARN

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

GEARED TO

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

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

TH6 AT BA Thursday, February 21, 9:00 a.m.–5:00 p.m.

HandsOn-Advanced Analytics™

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: Basic understanding of the roles and uses of BI and DW technologies
Michael Gonzales

YOU WILL LEARN

- Real-time analytics: human-machine intelligence; establishing business rules engines; XML as an enabler
- Data mining: enhancing the warehouse with in-database data mining; exploiting SQL data mining extensions; exploratory OLAP mining; advanced ETL transformation with mining algorithms
- Spatial analysis: enhancing the warehouse with in-database spatial data; exploiting SQL spatial extensions; blending spatial analysis into typical BI technology; incorporating Web services
- Application development environment: understanding the workbench technology trends

GEARED TO

- Solution strategists; data architects; consultants; BI/DW managers; anyone who influences the decisions regarding the BI platform and/or those involved in its implementation

HandsOn-Advanced Analytics is a real-world course providing a rich learning environment of scale and scope. Using a select list of best-of-breed technology and techniques, the course examines a broad range of BI architectures and technologies. From this foundation, students will participate in hands-on lab exercises that evaluate advanced BI analytics. These labs are based on relevant case study problems.

Examples of lab exercises include:

- Exploiting SQL for advanced BI applications in spatial analysis and data mining
- Establishing spatial data to enhance your BI analytic landscape
- Exploiting data mining for data quality and forecasting/prediction to enhance atomic-level and cube data
- Establishing a near real-time analytics solution as part of the overall BI architecture

Enrollment is limited to 30 attendees.

TH7A BA LM Thursday, February 21, 9:00 a.m.–12:15 p.m.

Lean BI: Techniques for Building and Maintaining Efficient and Effective BI Programs

PREREQUISITE: Knowledge of DW concepts, BI fundamentals, and programs
Stephen Dine

YOU WILL LEARN

- The drivers pressuring today's BI programs
- How lean manufacturing concepts can be applied to BI architectures and programs
- Lean techniques that can be applied to new or existing BI programs

GEARED TO

- Those with experience on prior BI projects and/or those who work on or manage existing BI programs, including resource directors

Lean BI focuses on how to architect your BI program to do more with existing resources. Lean BI addresses methods of architecting a more maintainable BI implementation, along with techniques for making existing BI programs more efficient from data acquisition through delivery. We introduce lean manufacturing concepts such as value stream, flow, perfection, and elimination of wasted efforts, and discuss how they can be applied to BI programs to increase quality of service.

TH7P LM BA Thursday, February 21, 1:45–5:00 p.m.

Performance Dashboards: Measuring, Monitoring, and Managing Your Business

PREREQUISITE: None
Wayne Eckerson

YOU WILL LEARN

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

GEARED TO

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

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

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

TH7A

"Steve clearly has vast experience in direct application development. I found the examples he provided useful and specific."
J. Woodward, New Zealand Inland Revenue Dept.

"The course validated ideas to help streamline the process and utilize a small team to deliver the most BI and value to our business."
C. Schmidt, Kerzner International

TH7P

"Great course! Mixture of theoretical, practical, and samples. I will be able to use the material in my day-to-day responsibilities."
J. Burke, University of Utah Health Care

"Great stepping stone into dashboarding from both a development and implementation perspective."
D. Fengler, Pinnacle Entertainment

TH8A C Thursday, February 21, 1:45–5:00 p.m.

CBIP Preparation for the Data Analysis and Design Exam

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: Working knowledge of information systems, DW, and data analysis and design
Jonathan Geiger

YOU WILL LEARN

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

GEARED TO

- Anyone seeking CBIP certification in data analysis and design

F2

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

TH8P C Thursday, February 21, 1:45–5:00 p.m.

CBIP Preparation for the Business Analytics Exam

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: A working knowledge of information systems, DW, and business analytics
Jonathan Geiger

YOU WILL LEARN

- BI concepts and terms used in the exam
- Business and performance management concepts and terms used in the exam
- Analytic technique, usage, and technology concepts and terms used in the exam
- What constitutes the complete body of knowledge for the exam
- Your self-assessment of knowledge and skill related to the body of knowledge
- What to expect during the examination process
- Techniques to improve your performance when taking the exam

GEARED TO

- Anyone seeking CBIP certification in business analytics

"Stephen is an excellent presenter—great communication skills. The course materials provide amazing detail that will help me when I get back to the office."
K. Wright, Eli Lilly & Company

F1 AT Friday, February 22, 8:00 a.m.–3:30 p.m.

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

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: None
Deanne Larson

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

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.

F2 AT Friday, February 22, 8:00 a.m.–3:30 p.m.

Real-Time Data Warehousing

PREREQUISITE: Knowledge of DW fundamentals
Stephen Brobst

YOU WILL LEARN

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

GEARED TO

- DW architects, designers, developers, and administrators

Active 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 (EAI). In this workshop, we will discuss the evolution of DW technology and new methods for meeting the associated service levels with each stage of evolution.

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

F3A AT LM

NEW! Virtualization Technologies for BI Environments

PREREQUISITE: General knowledge of DW and BI architectures and strategies
John O'Brien

YOU WILL LEARN

- Today's leading virtualization technologies
- Benefits and limitations of virtualization
- Effective use of virtualization in a DW environment
- The future of virtualization technologies

GEARED TO

- Enterprise architects; technology managers; application developers; data modelers

In this course, we will explore the characteristics of today's virtualization technologies (both commercial and open-source) as defined by the leading players in the market. We will then take a brief look at the history of virtualization technologies, to understand both the business benefits and the drivers that have made this technology so significant today. Next, we will delve into opportunities for virtualization technologies in the BI world at each technical layer within the DW environment, taking into account the benefits and limitations of each implementation. Finally, we will review how experts and organizations expect the technology to evolve over the coming years, and the impact it will have on BI environments.

F3P AT LM Friday, February 22, 12:15–3:30 p.m.

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

PREREQUISITE: General knowledge of DW and BI architectures and strategies
John O'Brien

YOU WILL LEARN

- Service-oriented architectures (SOA) 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

In this course, we will examine four specific emerging IT technologies. You will gain a better understanding of these technologies, their value proposition, and trends adopted early in many companies today 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 entertaining course takes a look at the latest "buzz" in technology and explores how it will shape the next generation of DWs and BI.

F4A LM BA Thursday, February 22, 9:00 a.m.–12:15 p.m.

Audit, Balance, and Control: What Every Organization Needs to Know

PREREQUISITE: None
Karen Heath

YOU WILL LEARN

- How to put an audit control framework in place
- ABC and data quality considerations
- Role of master data in the audit process
- Developing an audit data mart

GEARED TO

- Individuals on technology and audit teams

New regulatory requirements such as Sarbanes-Oxley and Basel II are mandating that DWs be included in the overall control environment testing. The goals of audit, balance, and control are to assure data traceability and reconciliation, and that the right processes are run correctly against all of the data sources. With an audit framework in place, technology and audit teams can work together to improve data quality and mitigate the risk of non-compliance.

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

F3P

"Very interesting technological overview of future trends."
D. Holes, Adastra

"Good strategic background, excellent demeanor, and friendly approachable style to instructor."
A. Pearee, Parson Consulting

F5

"Our company is moving towards data analytics, so this course is very helpful."
T. Smith, Proctor & Gamble

"Excellent content to prepare for future data mining projects."
J. Zhang, Synergy

F6

"Great guidance on available tools and solutions for current decisions."
J. Dresa, Marsh

F5 BA Friday, February 22, 8:00 a.m.–3:30 p.m.

Data Mining Techniques, Tools, and Tactics

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: TH5A and TH5P recommended
Dean Abbott

YOU WILL LEARN

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

GEARED TO

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

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

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

F6 AT DI Friday, February 22, 8:00 a.m.–3:30 p.m.

HandsOn-Data Integration™

BRING THIS COURSE ONSITE www.tdwi.org/onsite

PREREQUISITE: None
Michael Gonzales

YOU WILL LEARN

- The best practices for designing data integration solutions to address modern BI solutions
- Core components to modern data integration technologies and techniques, including in-flight enrichment, Web services, data quality, and master data management
- Through extensive lab exercises, you will gain hands-on experience with leading BI tools, including:
  - Microsoft SQL Server Integration Services
  - DMExpress from SyncSort
  - Oracle Warehouse Builder
  - IBM's Ascential Data Stage
  - Hyperion Master Data Management
  - Trillium Data Quality
- How and when to effectively apply these tools

GEARED TO

- Anyone involved in the product selection, design, and implementation of data integration technology

The services demanded from data integration go well beyond the original intent of ETL. Modern BI dictates that technologies and techniques address a broad range of data movement and data integration services in order to facilitate the applications being designed and implemented. From batch to real-time data movement cycles, and from structured to unstructured data types, data integration has become the foundation to successful BI. The course begins by examining terminology and market leaders. We then focus on the following core topics: architecture strategies; architecture enables; data integration hub; master data management; integrated competency centers; and service oriented architectures.

This course is designed to provide participants with an opportunity to compare and experience critical features of leading data integration tools. In a formal lab setting, students will use tools such as: IBM's Ascential DataStage; Microsoft SQL Server Integration Service; DMExpress; Trillium Data Quality; Hyperion Master Data Management

HandsOn-Data Integration is designed to provide participants with a non-biased view of leading BI tools. The course is designed to complement all lecture content with extensive lab time. Lab exercises provide students with valuable insight into the features of leading technology, and into how that technology may fit in the students' warehouse and BI efforts.

Enrollment is limited to 30 attendees.

Dean Abbott,
Senior Consultant,
The Modeling Agency
COURSE F5

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, data preparation, and data 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 critiques and assessments of their current features and future enhancements.

Chris Adamson,
Data Warehouse Specialist
and Founder,
Oakton Software LLC
COURSE TH3

Chris Adamson has been an active participant in the database and DW industry for more than 15 years. An expert on star schema design, his customers have included *Fortune* 500 companies, large and small businesses, government agencies, and DW software vendors. He has written two books on star schema DW—*Data Warehouse Design Solutions and Mastering Data Warehouse Aggregates*. Both books are published by Wiley, with forwards by Ralph Kimball.

Sid Adelman,
Principal,
Sid Adelman & Associates
COURSE M7

Sid Adelman is a principal in Sid Adelman & Associates, which specializes in planning and implementing DWs, DW and BI assessments, and establishing effective strategies. He regularly speaks at TDWI and IBM's DB2 and DW Conference, chairs the Ask the Experts column on www.dmreview.com, is a frequent contributor to DW journals, and co-authored *Data Warehouse Project Management* with Larissa Moss. He is the principal author of *Impossible Data Warehouse Situations with Solutions from the Experts*, and his book, *Data Strategy*, was published in 2005.

Michael J. A. Berry,
Principal,
Data Miners, Inc.
COURSE W5

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.

Charles Betz,
Author
COURSE M4P

Charles Betz is a senior enterprise architect, and chief architect for IT service management for a *Fortune* 50 corporation. He is the author of *Architecture and Patterns for IT Service Management, Resource Planning, and Governance*. He has held architect positions for Best Buy, Target, and Accenture, specializing in IT governance, ERP systems, enterprise application integration, metadata, and configuration management. He is Foundation Certified in ITIL and holds an MS in software engineering from the University of Minnesota.

David Bloom,
Director of Commercial Consulting,
DecisionPath Consulting
COURSE M2

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 TH2, F2

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.

Tony Byrne,
Principal Analyst & Founder,
CMS Watch
COURSE W8P

Tony Byrne consults with leading global enterprises and public agencies to help them select and implement the right content technologies. A former reporter, publisher, international educator, and 15-year Internet veteran, Tony previously headed the engineering and production groups at an IT consulting firm. He is the author of *The Web CMS Report*, and publisher of the other CMS Watch reports.

Maureen Clarry,
CEO/President,
CONNECT: The Knowledge Network
COURSE S3

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.*

Stephen Dine,
President,
Datasource Consulting, LLC
COURSE TH7A

Steve Dine focuses on helping customers implement successful, highly scalable and maintainable data integration and BI solutions that align to the unique requirements of each individual organization. He built and led a successful global BI program for a major global medical manufacturing company and led the BI practice for a Colorado-based consulting company. With more than 10 years of business and IT experience, he combines hands-on technical experience with strong business acumen.

Jill Dyché, CBIP,
Partner and Co-Founder,
Baseline Consulting
COURSE W4

Jill Dyché is a partner and co-founder of Baseline Consulting, a management and technology consulting firm that provides data integration and business analytics services. Jill is responsible for delivering industry and key client advisory services, is a frequent lecturer and writer on the business value of IT, and writes two popular blogs. She and Evan Levy are co-authors of the book *Customer Data Integration: Reaching a Single Version of the Truth* (Wiley).

Wayne W. Eckerson,
Director,
TDWI Research
COURSE TH7P

Wayne Eckerson is the director of research for TDWI, a worldwide association of BI and DW professionals that provides education, training, research, and certification. Eckerson has 18 years of industry experience and has covered DW and BI since 1995. Eckerson is the author of many in-depths reports, a columnist for several business and technology magazines, and a noted speaker and consultant. He authored the book *Performance Dashboards: Measuring, Monitoring, and Managing Your Business* (John Wiley & Sons, 2005). He can be reached at weckerson@tdwi.org.

Larry P. English,
President, Information Impact International, Inc.
KEYNOTE, COURSE S2

Larry English, an authority in information management and information quality improvement, provides consulting and education worldwide. He was featured as one of the 21 Voices for the 21st Century in *Quality Progress*. English received the Individual Achievement Award for contributions in information management from DAMA. He writes the Plain English about Information Quality column in *DM Review*. His book, *Improving Data Warehouse and Business Information Quality*, is also available in Japanese.

Jonathan G. Geiger, CBIP,
Executive Vice President, Intelligent Solutions, Inc.
COURSES TH8A, TH8P

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 M6A, M6P, T6, W6, TH6, F6

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.

Karen Heath,
Director, Business Information Optimization, HP
COURSE F4A

Karen Heath has recently joined HP's new business information optimization group, where she is responsible for crafting custom DW business solutions. She came to HP via Knightsbridge, where she supported development of strategic programs for data quality, data governance, master data management, customer data integration, and audit/balance/control. She has more than 25 years of experience with *Fortune* 500 companies in such diverse industries as financial services, health and life sciences, retail, and telecommunications.

Steve Hoberman, CBIP,
President, Steve Hoberman & Associates, LLC
COURSES M1, T1

Steve Hoberman has worked as a BI and data management practitioner and trainer since 1990. He is a Certified Business Intelligence Professional (CBIP), is a frequent presenter at industry conferences, is a columnist and frequent contributor to industry publications, and is 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 T7

Cindi Howson, the 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. Prior to founding ASK, Howson was a manager at Deloitte & Touche and a BI standards leader for a *Fortune* 500 company. She has an MBA from Rice University. Email: cindihowson@biscorecard.com

Claudia Imhoff,
President, Intelligent Solutions, Inc.
COURSE W7P

Claudia Imhoff teaches basic and advanced courses about Corporate Information Factory (CIF) architecture, business intelligence (BI), and the development of customer relationship management (CRM) applications. Claudia co-authored four books on business intelligence 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 a 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.

Mike Lampa,
CEO, TeamDNA, Inc
COURSE M3

Mike Lampa has 27 years of experience in data integration, DW, BI, strategic planning, and program management. Mike's IT solutions are founded on a strict adherence to model-based/model-managed architectural disciplines. He developed the Integrated Architecture Framework (IAF) that supports project methodologies for DW, data integration, and BI solutions. Mike is a featured speaker at industry and vendor events such as TDWI, DAMA, and Informatica's Data Quality and "How Healthy Is Your Data Warehouse" marketing events.

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

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

Lisa Loftis,
Senior Vice President, Intelligent Solutions, Inc.
COURSE W1

Lisa Loftis is a CRM and BI expert with 22 years of experience. Ms. Loftis has worked with numerous large organizations in North America, South America, Europe, and the UK. She specializes in combining the technology necessary to support true CRM and BI business strategies with the organizational structures, executive leadership, and cultural factors required to migrate organizations toward customer focus. Lisa speaks frequently at national and international conferences, and has co-authored the book *Building the Customer-Centric Enterprise.*

Mark Madsen,
President,
Third Nature, Inc.
COURSES T3, W8A

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 T2, W2

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 T4

Danette McGilvray is president of Granite Falls Consulting, Inc., a firm specializing in information quality management to support key 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*.

Dan Merriman,
Principal,
The Revere Group
COURSE M5

Dan Merriman helps business and IT organizations work together to maximize business performance using business metric programs and dashboards. For more than 20 years, he has helped his clients realize significant business gains using technologies such as BI/DW, CRM, enterprise resource planning, and e-commerce. Dan has worked with companies in North America, Europe, the Middle East, and Asia, and he is a sought after speaker for conferences and corporate events.

Dorothy Miller,
Partner and Practice Lead,
Business Intelligence Audit Services
COURSE S5

Dorothy Miller has worked in IT for more than 23 years. For the last 18 years, Dorothy has specialized in decision support, DW, and BI systems. She has an MBA and has taught finance and computer science subjects at both the college level and in corporate environments. Dorothy is a partner and practice lead for the Business Intelligence Audit Services group. She conducts seminars and provides training and consulting, specializing in auditing and improvement programs for BI.

Larissa T. Moss,
President,
Method Focus, Inc.
COURSE M7

Larissa Moss is president of Method Focus Inc., which specializes in improving the quality of business information systems. She has more than 25 years of IT experience, with a focus on DW for 18 years. She speaks at conferences worldwide on the topics of DW, BI, information quality, project management, and agile methodology. She co-authored *Data Warehouse Project Management*, *Impossible Data Warehouse Situations*, *Business Intelligence Roadmap: The Complete Project Lifecycle for Decision Support Applications*, and *Data Strategy*. E-mail: methodfocus@earthlink.net

John O'Brien, CBIP,
President and Executive Architect,
Zukeran Technologies
COURSES F3A, F3P

John O'Brien is president and executive architect of Zukeran Technologies, a firm specializing 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.

Bob Paladino,
Implementation Expert and CPA;
Managing Partner,
Bob Paladino & Associates, LLC
KEYNOTE, COURSE T5

Bob Paladino is a thought leader, executive, and implementation practitioner in the CPM field. He authored the best-selling book, *Five Key Principles of Corporate Performance Management* (Wiley 2007). A former executive of Crown Castle International, he directed the global CPM/balanced scorecard program to win acclaimed awards. Bob was previously a leading consultant for PricewaterhouseCoopers, the Balanced Scorecard Collaborative, and Towers Perrin. He is published in leading journals and is a highly-rated speaker at corporate and industry events.

Mark Peco, CBIP,
Partner,
InQvis
COURSES S7A, S7P, TH4

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

Alan Pelz-Sharpe,
Principal Analyst,
CMS Watch
COURSE T8

Alan Pelz-Sharpe is a principal at CMS Watch, covering ECM technologies and practices. Formerly he was a strategist at Wipro and VP North America for industry analyst firm, Ovum. An 18-year veteran of the content technology industry, Alan has written extensively on document, Web, and records management topics, and has delivered keynotes at events around the world.

Clyde Pinto,
President,
InQvis Inc.
COURSE TH4

Clyde Pinto is one of the founding partners of InQvis Inc., a Toronto-based company that provides business and IT advisory services. His key expertise is in the area of strategic planning, governance, and program management.

Thomas A. Rathburn,
Senior Consultant,
The Modeling Agency
COURSES TH5A, TH5P

Thomas A. (Tony) Rathburn has more than 20 years of experience in the business utilization of predictive analytics technologies. Mr. Rathburn taught MIS and statistics while an instructor in the College of Business at Kent State University. He also served as vice president of applied technologies for NeuralWare, Incorporated, a neural network tools and consulting company. Mr. Rathburn is presently a senior consultant with The Modeling Agency—a Pennsylvania company providing guidance and results for the data-rich, yet information-poor.

Laura L. Reeves,
Principal,
StarSoft Solutions, Inc.
COURSE W3

Laura L. Reeves, co-author of *The Data Warehouse Lifecycle Toolkit*, has nearly 20 years of experience in end-to-end data warehouse 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 data warehouse strategies. As StarSoft Solutions's co-founder, Laura has implemented data warehouses for many business functions for private and public industry.

Lorna Rickard,
Chief Workforce Architect,
CONNECT: The Knowledge Network
COURSE S3

Lorna Rickard has 13 years' 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.

Michael Scofield,
Manager, Data Asset Development,
ESRI, Inc.
COURSE M8P

Michael Scofield holds an adjunct faculty appointment at Loma Linda University in the Department of Health Information Management, in addition to his management position at ESRI. He was a 2007 nominee for the DAMA Award for Professional Achievement. He has given professional lectures and workshops to corporations and professional audiences all over the U.S. and in Australia and the UK. His articles appear in *DM Review* and other journals. He also has humor published in the *L.A. Times* and other journals.

Robert S. Seiner,
President & Principal,
KIK Consulting;
Publisher, TDAN.com
COURSES M4A, T4

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.

Paul Sheets, CBIP,
Principal Consultant,
DecisionPath Consulting
COURSE S1

Paul Sheets has more than 19 years of experience in project management, the architecture, design, and implementation of data warehouses, and in software engineering. He has designed robust, fault tolerant systems for public and private sector clients in the U.S. and abroad. Paul is a certified business intelligence professional specializing in data integration at the mastery level, and holds a MS in software systems engineering from George Mason University.

Tim Wall,
Vice President, Services,
BPM Partners
COURSE W7A

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 S4, M8A

Dave Wells is an independent consultant specializing in business intelligence, systems architecture, and business/IT relationships. Through his career, he has worked both information technology and business in a variety of roles including management, education, consulting, and systems development. Dave brings broad and deep experience developed through a career of nearly forty years. He can be reached at dave_wells@earthlink.net.

Nancy Williams, CBIP,
Vice President and
Principal Consultant,
DecisionPath Consulting
KEYNOTE, COURSES S6P, M2, T5

Nancy Williams has, for more than 20 years, provided BI and DW expertise 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 the book, *The Profit Impact of Business Intelligence*. E-Mail: nancy.williams@decisionpath.com

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.

Caesars Palace, situated in the heart of the Las Vegas strip, will serve as the official headquarters hotel for TDWI's World Conference—Winter 2008.

Caesars Palace
3570 Las Vegas Boulevard, South
Las Vegas, Nevada 89109
Phone: 702.732.7222 or 800.634.6661
Web Site: www.harrahs.com/casinos/caesars-palace/hotel-casino/property-home.shtml
Reservations: www.harrahs.com/CheckGroupAvailability.do?propCode=CLV&groupCode=SCTDW8

TDWI has reserved a block of rooms at sharply reduced rates for conference attendees at Caesars Palace.

- Forum, Roman, or Centurion Tower Deluxe Guest Rooms: $199.00 for single or double occupancy
- Palace Tower Guest Rooms: $249.00 for single or double occupancy
- Augustus Tower Guest Rooms: $249.00 for single or double occupancy

Rates are being held until Tuesday, January 15, 2008. After this date, the conference rate is not available. Please use the above TDWI URL or contact the hotel directly for room reservations. **Be sure to reference "TDWI" to get the preferred conference rate.** Rooms are limited, so make your reservations early. If you need special facilities or services, notify the hotel when you make your reservation.

AIR TRAVEL DISCOUNTS

American Airlines (TDWI's official carrier) is offering exclusive discounts on airfares for TDWI conference attendees.
Information: www.tdwi.org/lasvegas2008/hotel.htm.

CAR RENTAL DISCOUNTS

AVIS is offering discounts on car rental fees for TDWI conference attendees.
Information: www.tdwi.org/lasvegas2008/hotel.htm.

ABOUT TDWI

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

MEMBERSHIP

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

CONTACT INFORMATION

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

TDWI'S EDUCATIONAL PHILOSOPHY

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

PREMIER MEDIA SPONSORS

b·eye Business Intelligence Network™ The Vision for BI and Beyond
DATABASE TRENDS AND APPLICATIONS
DM Review

MEDIA SPONSORS

Application Development Trends
Business Intelligence.com
Current Analysis
DAMA International
ENT Newsline
Enterprise Systems
Federal Computer Week
IToolbox
Obis Omni
Search DataManagement.com
TEC Technology Evaluation Centers Inc.
TDWA

VENDOR EXHIBITION

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

VENDOR EVENT SCHEDULE

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

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

Ab Initio Software Corporation
Actuate
Alebra Technologies Inc.
Altosoft
AMB Dataminers Inc.
Appfluent Technology
Applix
ASG
Business Objects
Capgemini
Celequest
ChoiceMaker Technologies, Inc.
CIBER
Claraview
Cognizant Technology Solutions
Cognos Inc.
Collaborative Consulting
Comarch Inc.
Composite Software, Inc.
Conversion Services International Inc.
Corda Technologies
D & B
DataFlux
DataLever Corporation
DATAllegro
DataMentors, Inc.
DataMirror
Dataupia
DecisionPath Consulting
Denodo Technologies
e2e Analytix Inc.
Embarcadero Technologies
ESRI
ETI
Exeros
Fair Isaac
FAST
GoldenGate Software
Google
Headstrong
HCL
HP
HP Information Management Practice (formerly Knightsbridge Solutions)
Hoover's Inc.
HyperRoll Inc.
I2 Technologies
IBM
Identity Systems
InetSoft
Infobright Inc.
Informatica Corporation
Information Builders
Inforsense
Jaspersoft
Kalido
Knowledge Relay
KXEN
Lavastorm
LoganBritton, Inc.
LogiXML
Microsoft Corporation
MicroStrategy
Netezza Corporation
Noetix Corporation
onDemand LLC
Oracle
Panoratio
ParAccel, Inc.
Pentaho
Pervasive Software
PIOCON Technologies Inc.
Pitney Bowes Group 1 Software
Project Performance Corp.
Proxix Solutions, Inc.
QlikTech Inc.
Relational Solutions, Inc.
Rocket Software
SAP America, Inc.
SAS Institute Inc.
SeaTab Software Inc.
SGI
SilverTrain, Inc.
Siperian
Strategy Companion Corp.
Sun Microsystems
Sybase, Inc.
Syncsort Inc.
Sypherlink
Tata Consulting Services
Teksouth Corporation
Teleran Technologies Inc.
Teradata Corporation
Trillium Software, a division of Harte-Hanks
Unisys Corporation
Wipro Technologies
XLCubed Ltd
Zoomix

REGISTRATION DEADLINES

Early Registration Discount Deadline . . . . . January 18, 2008
Regular Registration Deadline . . . . . February 15, 2008

After February 15, please register onsite. Registration will be limited to space available. You will incur a $50 late registration fee after February 15.

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.**

TDWI EXECUTIVE SUMMIT PACKAGE

TDWI is offering a special two-day package for the TDWI Executive Summit. The package rate is indicated on the registration form.

REFUND AND CANCELLATION POLICY

You may substitute another person in your place by calling 800.280.6218 or 541.346.3537 before February 8, 2008. If you must cancel, your refund request must be in writing and postmarked no later than February 8. 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 February 8.

HOW TO REGISTER

Mail: REGISTRATION WITH PAYMENT TO:
TDWI World Conference Registration
1277 University of Oregon
Eugene, Oregon 97403-1277
Fax: 541.346.3545 or 541.346.3509 (credit card payment only)
Web: www.tdwi.org/lasvegas2008
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/lasvegas2008

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/lasvegas2008 are secure. Our secured server environment keeps your information private.

REGISTRATION FORM

TDWI WORLD CONFERENCE | LAS VEGAS | FEBRUARY 17–22, 2008

STEP 1. REGISTRATION

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

SUNDAY, FEBRUARY 17

__ S1 TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
__ S2 Information Quality in Data Warehousing and Business Intelligence: Principles and Practice
__ S3 Leading and Organizing Business Intelligence Teams: Improving Individual and Team Performance
__ S4 TDWI Introduction to Business Analytics
__ S5 Measuring Business Intelligence Success
__ S6P TDWI Business Intelligence Executive Briefing
__ S7A CBIP Preparation for the Information Systems Core Exam
__ S7P CBIP Preparation for the Data Warehousing Exam

MONDAY, FEBRUARY 18

__ M1 TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
__ M2 The BI Pathway Approach: Delivering BI for Business Value
__ M3 Requirements Management for Business Intelligence
__ M4A Aligning Governing Disciplines and Frameworks
__ M4P IT Governance Frameworks: ITIL and COBIT for the Data Manager
__ M5 Enterprise Business Metrics in Practice
__ M6A HandsOn-Business Intelligence Strategy
__ M6P HandsOn-Statistical Analysis for BI—Essential Business Statistics for BI Applications and Solutions
__ M7 Strategy for Data Governance
__ M8A A Systems Thinking Approach to Business Analytics
__ M8P Introduction to Geospatial Data and Analysis
__ **EXEC1** TDWI Executive Summit, Day I

TUESDAY, FEBRUARY 19

__ T1 TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
__ T2 Data Quality Fundamentals
__ T3 Evaluating ETL Tools and Technologies: Vendors in Action
__ T4 The Role of Politics, Authority, and Culture in Governing Data
__ T5 Aligning Balanced Scorecard and BI to Optimize Business Performance
__ T6 HandsOn-OLAP
__ T7 Evaluating BI Toolsets and BI Tools in Action
__ T8 Content Management, Search, Portals
__ **EXEC2** TDWI Executive Summit, Day II

WEDNESDAY, FEBRUARY 20

__ W1 TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
__ W2 Data Quality Assessment—Practical Skills
__ W3 Dimensional Modeling beyond the Basics: Intermediate and Advanced Techniques
__ W4 BI from Both Sides: Aligning Business and IT
__ W5 Statistical Modeling for Non-Statisticians
__ W6 HandsOn-Data Mining
__ W7A Evaluating BPM Solutions
__ W7P How to Build a Data Warehouse with Limited Resources
__ W8A Capturing Web Data and Content for BI
__ W8P Web Analytics

THURSDAY, FEBRUARY 21

__ TH1 TDWI Data Cleansing: Delivering High-Quality Warehouse Data
__ TH2 Designing a High-Performance Data Warehouse
__ TH3 Dimensional Modeling: Advanced Topics
__ TH4 Portfolio Management Concepts and Practices Applied to BI Program and IT Project Management
__ TH5A Predictive Analytics: A Business Perspective
__ TH5P Predictive Analytics: Making It Work
__ TH6 HandsOn-Advanced Analytics
__ TH7A Lean BI: Techniques for Building and Maintaining Efficient and Effective BI Programs
__ TH7P Performance Dashboards: Measuring, Monitoring, and Managing Your Business
__ TH8A CBIP Preparation for the Data Analysis and Design Exam
__ TH8P CBIP Preparation for the Business Analytics Exam

FRIDAY, FEBRUARY 22

__ F1 TDWI Technology Architecture for BI: Planning and Design of the Technical Infrastructure
__ F2 Real-Time Data Warehousing
__ F3A Virtualization Technologies for BI Environments
__ F3P Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
__ F4A Audit, Balance, and Control: What Every Organization Needs to Know
__ F5 Data Mining Techniques, Tools, and Tactics
__ F6 HandsOn-Data Integration

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)

_____ _____ _____ _____ _____ _____ _____ _____ _____ _____ ____

*S6P, S7A, S7P, TH8A, TH8P, and EXEC1/EXEC2 course books are not available for purchase. Course books are not available after the conference.

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

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

PRIORITY CODE: CBLV08

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 January 18, 2008)	TDWI Member	Non-Member
❑ **Executive Summit Package: EXEC1/EXEC2** (2 Days)	$1,320	$1,500
❑ Standard Package (3 Days)	$1,745	$2,020**
❑ Mega Package (4 Days)	$2,120	$2,395**
❑ Giga Package (5 Days)	$2,320	$2,595**
❑ Tera Package (6 Days)	$2,520	$2,795**

FEES—REGULAR REGISTRATION (January 19–February 15, 2008)	TDWI Member	Non-Member
❑ **Executive Summit Package: EXEC1/EXEC2** (2 Days)	$1,450	$1,630
❑ Standard Package (3 Days)	$1,940	$2,215**
❑ Mega Package (4 Days)	$2,315	$2,590**
❑ Giga Package (5 Days)	$2,515	$2,790**
❑ Tera Package (6 Days)	$2,715	$2,990**

** 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 February 15, 2008) add $50 +$ _____

ADDITIONAL COURSE BOOKS* +$ _____
Full-day $45 each/$30 Members, Half-day $22 each/$15 Members, from STEP 2
*S6P, S7A, S7P, TH8A, TH8P, and EXEC1/EXEC2 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—Las Vegas 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/lasvegas2008

TDWI WORLD CONFERENCE

LAS VEGAS | FEBRUARY 17–22, 2008

THE PREMIER EVENT FOR BUSINESS INTELLIGENCE AND DATA WAREHOUSING EDUCATION

HOT TOPICS

- Next Generation BI: A Look at the New Horizon
- Affordable BI
- In-Depth Data Modeling
- ITIL/COBIT and Data Warehousing

TDWI PARTNER MEMBERS

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

baseline CONSULTING
DATAUPIA™ Free your data
MicroStrategy Best In Business Intelligence
SYBASE
Business Objects
DecisionPath CONSULTING
NETEZZA The Power to Question Everything™
syncsort
COGNOS THE NEXT LEVEL OF PERFORMANCE™
hp invent
ORACLE
TERADATA
CONNECT: The Knowledge Network
IBM
Pitney Bowes GROUP 1 SOFTWARE
UNISYS imagine it. done.
DATAFLUX A SAS COMPANY
INFORMATICA The Data Integration Company™
sas
DATAllegro DATA AT THE SPEED OF BUSINESS
Microsoft
SILVERTRAIN

Register and Win!

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

Register Today!
WWW.TDWI.ORG/LASVEGAS2008

Priority Code
CBLV08

tdwi
THE DATA WAREHOUSING INSTITUTE