

# TDWI WORLD CONFERENCE

## NEW ORLEANS, LA | NOVEMBER 2-7, 2008

THE PREMIER  
EVENT FOR  
BUSINESS  
INTELLIGENCE  
AND DATA  
WAREHOUSING  
EDUCATION

Free MDM  
Poster Offer  
Inside.

page 31



### ATTEND AND RECEIVE...

- » Unbiased, vendor-neutral education from industry leading instructors
- » Objective information on BI strategies, techniques, and technologies
- » Opportunities to network and share best practices with your peers
- » Fresh ideas and inspiration you can use immediately back at the office

### KEYNOTE SPEAKERS page 2



**Evan Levy**  
*Partner,  
Baseline Consulting*



**Barry Briggs**  
*Chief IT Architect, Microsoft IT,  
Microsoft Corporation*



## What Your Peers Are Saying

“Another great conference. The presenters were so professional, with theory and industry experience. The topics covered the most modern thinking in BI. A great opportunity for learning DW/BI and apply them in the business. I recommend these conferences to anyone who is thinking of world-class data warehousing and BI.”

**F. Silva, Maple Leaf Foods**

“Very valuable and highly educational—well worth the money and time spent on it! Will definitely recommend to my colleagues (both business and IT).”

**S. Jo, Credit Suisse**

“The opportunity to discuss issues with peers was invaluable.”

**D. Katz, Survey Sampling International**

“During the TDWI conference, I was able to learn about data quality strategies and other hot topics; talk with vendors about new products; learn about one company’s vision for BI; [participate in] social networking during a lunch session; network with colleagues [from] all over the country; and take in the great sites around town. At the end of it all, I was tired but enthusiastic about what I’d learned during the week!”

**T. Culler, Ford Motor Company**

“[At this event] I can learn ... in one week what normally takes half a year to learn via self-study.”

**A. Schoenauer, Kohl’s Department Store**

## WHO SHOULD ATTEND

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

## WHY CHOOSE A TDWI CONFERENCE?

### IN-DEPTH EDUCATION FROM TOP INSTRUCTORS

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

### NO HYPE. NO FLUFF. NO BIAS.

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

### PROFESSIONAL DEVELOPMENT AND CERTIFICATION

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

### BROAD RANGE OF COURSE OFFERINGS

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

### BOTH BUSINESS AND TECHNICAL EDUCATION

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

### LATEST PRODUCT AND TECHNOLOGY INFORMATION

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

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## Visit Us Online

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

**TDWI World Conference Online Brochure:**  
[www.tdwi.org/neworleans2008](http://www.tdwi.org/neworleans2008)

**Online Conference At-A-Glance:**  
[www.tdwi.org/neworleans2008/cag](http://www.tdwi.org/neworleans2008/cag)

**Instructor Information:**  
[www.tdwi.org/neworleans2008/instructors](http://www.tdwi.org/neworleans2008/instructors)

**Registration and Pricing:**  
[www.tdwi.org/neworleans2008/pricing](http://www.tdwi.org/neworleans2008/pricing)

**Vendor Exhibitions:**  
[www.tdwi.org/neworleans2008/vendors](http://www.tdwi.org/neworleans2008/vendors)

**Travel and Related Information:**  
[www.tdwi.org/neworleans2008/generalinfo](http://www.tdwi.org/neworleans2008/generalinfo)

### Five Levels of MDM (and Data Governance!) Maturity

Monday, November 3, 8:00–8:45 a.m.



**Evan Levy**

*Partner,  
Baseline Consulting*

The past 18 months have seen a groundswell of interest in master data management (MDM). But this heightened interest in MDM is accompanied by more confusion. Understanding the right combination of functional capabilities, and matching them to business needs, has flummoxed even the most experienced IT organizations. Vendor messaging can often exacerbate the noise.

In this presentation, Baseline Partner Evan Levy will present a taxonomy for MDM that illustrates the different functional components of MDM, showing a progression of MDM maturity. He'll discuss why companies need to understand which level they're targeting before engaging the vendors. He'll also relate the various levels of the MDM taxonomy to data governance maturity.

### Master Data Management @ Microsoft

Thursday, November 6, 8:00–8:45 a.m.



**Barry Briggs**

*Chief IT Architect and CTO, Microsoft IT,  
Microsoft Corporation*

In this presentation, Barry Briggs, Microsoft's chief IT architect, will discuss the motivation, architecture, and benefits of its own internal master data management solution. Microsoft, a global corporation with millions of customers, built an MDM application to centralize and consolidate customer information and then to syndicate it to line-of-business applications. Barry will talk about how the project started, the technological challenges, and the organizational change management issues involved with a large-scale enterprise-class MDM solution.



### TDWI Evening Education

TDWI offers complimentary Night School sessions to enhance your conference experience. For more information, visit [www.tdwi.org/neworleans2008](http://www.tdwi.org/neworleans2008).

### MemberConnect

Your TDWI Membership includes exclusive access to TDWI MemberConnect—a networking tool that allows Members to connect and share valuable knowledge.

- Automatic matches to other Members with similar areas of expertise
- Networking opportunities that can be centered around BI events, issues, and ideas
- Start or join groups focused on issues pertinent to you
- Browse for potential contacts
- Control how and when you connect with TDWI Members

As a TDWI Member, you can take advantage of this resource today. Log in using your Membership username and password at [www.tdwi.org/mc](http://www.tdwi.org/mc).

## 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 New Orleans. 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 select which courses are right for you. You may want to visit our conference Web site at [www.tdwi.org/neworleans2008](http://www.tdwi.org/neworleans2008), 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](http://www.tdwi.org/education/learningpath) for a suggested sequence of course choices based on the 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.



## Set Yourself Apart from the Crowd: Get Certified



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

For more information, visit [www.cbipro.com](http://www.cbipro.com).

### CBIP EXAM LABS

- Monday:** 5:30–7:00 p.m.
- Wednesday:** 6:00–7:30 p.m.
- Thursday:** 5:30–7:00 p.m.
- Friday:** 8:00 a.m.–2:00 p.m.

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

Register at the conference, where a sign-up sheet will be posted. A laptop is required for testing. At a minimum, your laptop must be Windows compatible. The testing software runs off a USB drive.

### CBIP EXAM PREPARATION COURSES

TDWI is offering the following CBIP exam preparation courses at this conference:

- S3A** CBIP Preparation for the Information Systems Core

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- S3P** CBIP Preparation for the Data Warehousing Exam

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- TH3A** CBIP Preparation for the Data Analysis and Design Exam

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- TH3P** CBIP Preparation for the Leadership and Management Exam

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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. The exam preparation classes are 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 8, 9, 21, and 22.

## Featured Topics in New Orleans

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

### DATA GOVERNANCE AND MASTER DATA MANAGEMENT (MDM)

Complex business environments, increasing demand for high-quality data, and critical dependencies of regulatory compliance are among the reasons that MDM captures the attention of IT and business people alike. Your MDM strategy can achieve the sought-after results if the initiative is under the umbrella of a true data governance program. Data governance encompasses enterprise management of availability, usability, integrity, and security of data. The fall TDWI World Conference in New Orleans dedicates two keynotes and eleven full- and half-day courses that bring you definitions, best practices, mistakes to avoid, and practical information on how to get your data governance and MDM programs underway.

**S6 NEW!** Performance Management and Master Data Management Bootcamp

**MONDAY KEYNOTE** Five Levels of MDM (and Data Governance!) Maturity

**M7A UPDATED!** Introduction to MDM for BI Professionals

**M7P UPDATED!** Implementing MDM for BI and Data Integration

**T7A NEW!** Ten Mistakes to Avoid when Launching a Data Governance Program

**T7P NEW!** Change Management for MDM

**W4** The Role of Politics, Authority, and Culture in Governing Data

**W7A** Understanding MDM Technical Deployment: Architecture and the Vendor Landscape

**W7P NEW!** Choosing Your MDM Vendor

**THURSDAY KEYNOTE** Master Data Management @ Microsoft

**TH4A** Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs

**TH7A** Data Quality and Master Data Management

**TH7P NEW!** Starting Your Master Data Management Program—A Practical Workshop

### BUSINESS REQUIREMENTS

Business intelligence requirements are very different from traditional OLTP requirements and are not easily defined. Uncovering requirements is usually a process of discovery, based on vague and fuzzy variables. What adds to the complexity is that many subject matter experts don't have experience in expressing their needs. It takes the development of communication skills, combined with specialized requirements gathering techniques, to form good BI requirements. The requirements courses at the fall TDWI World Conference offer insights into practical and proven requirements building techniques that will help you build the best solutions.

**T1** TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems

**T6** Requirements Management for Business Intelligence

**W6** Putting the Business Back in BI: A Framework for Requirements and Value Management

**W8A** HandsOn-Requirements Gathering: Advanced Techniques for BI Requirements

**F2 NEW!** Business Requirements Workshop: BI Requirements Gathering Techniques

### DATA MODELING

Data modeling is a core data analysis and design skill required for building an efficient and useful data warehouse. Six in-depth data modeling courses are aimed at bringing you time-proven modeling techniques. Master data modelers will teach you fundamental data modeling skills, from dimensional modeling, conformed dimensions, and beginning through advanced data modeling. Strengthen and expand your skills in this area to make the most out of your organization's data, enabling efficient and accurate information retrieval. Classes on Thursday and Friday include several exercises that will help you apply your newly learned data modeling techniques.

**M6** Dimensional Modeling from a Business Perspective: A Model the Business Can Understand

**T5** Dimensional Modeling: Advanced Topics

**W1** TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems

**W5** Integrating Data Warehouses and Data Marts Using Conformed Dimensions

**TH6** Intermediate and Advanced Techniques for Effective Data Modeling

**F6** Data Modeling in Practice



## DATA WAREHOUSE ARCHITECTURE OPTIONS

Selecting the right data warehousing architecture for your particular situation may seem daunting. Which option should you lean toward and why? TDWI hopes to make this decision easier by bringing you several architectural courses, all at one conference.

<b>M3</b>	Business Intelligence Roadmap: The Complete Lifecycle for Decision-Support Applications
<b>T2</b>	CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives
<b>W2</b>	<b>UPDATED!</b> Data Warehouse Lifecycle Overview
<b>TH2</b>	The BI Pathway Approach: Delivering BI for Business Value
<b>F3A</b>	<b>NEW!</b> Data Warehouse Architectures—The Appliance Connection

## WORKSHOPS

You asked for more in-depth, practical exercises in the classroom, and TDWI heard you. The New Orleans conference will host several workshops where participants will engage in exercises that help drive home essential concepts and techniques. HandsOn courses are computer-lab enabled and bring you a mix of lecture and hands-on training. In addition, workshops on MDM, data modeling, and business requirements include a heavy emphasis on classroom exercises. These sessions are led by instructors who are experts in these fields.

<b>M8</b>	HandsOn-OLAP
<b>T8</b>	HandsOn-Data Mining
<b>W8A</b>	HandsOn-Requirements Gathering: Advanced Techniques for BI Requirements
<b>W8P</b>	HandsOn-Statistical Analysis for BI: Essential Business Statistics for BI Applications and Solutions
<b>TH4A</b>	Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs
<b>TH7P</b>	<b>NEW!</b> Starting Your Master Data Management Program—A Practical Workshop
<b>F2</b>	<b>NEW!</b> Business Requirements Workshop: BI Requirements Gathering Techniques
<b>F6</b>	Data Modeling in Practice

## CORE DISCIPLINE DESCRIPTIONS

The field of BI logically segments into five core disciplines, and our courses are organized in a similar fashion. Use the Conference-At-A-Glance table on pages 6–7 to help you plan your week at TDWI's World Conference in New Orleans. 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. The five core disciplines are defined 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.

**SUNDAY**

NOVEMBER 2

**SCHEDULE**

**COURSES**

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

**EVENTS**

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

**COURSE OFFERINGS**

<b>S1</b>	<b>BA</b>	p. 8
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact <i>J. Summerton</i>		
<b>S2</b>	<b>BA</b>	p. 8
TDWI Introduction to Business Analytics <i>M. Peco</i>		
<b>S3A</b>	<b>C</b>	p. 8
CBIP Preparation for the Information Systems Core Exam <i>D. Larson</i>		
<b>S3P</b>	<b>C</b>	p. 9
CBIP Preparation for the Data Warehousing Exam <i>D. Larson</i>		
<b>S4</b>	<b>LM</b>	p. 9
BI from Both Sides: Aligning Business and IT <i>J. Dyché</i>		
<b>S5</b>	<b>AT</b>	p. 9
Designing a High-Performance Data Warehouse <i>S. Brobst</i>		
<b>S6 NEW!</b>	<b>LM DI</b>	p. 10
Performance Management and Master Data Management Bootcamp <i>A. Politano</i>		

**FEATURED TOPICS IN NEW ORLEANS**

- Data Governance and Master Data Management (MDM)**  
S7, Monday Keynote, M7A, M7P, T7A, T7P, W4, W7A, W7P, Thursday Keynote, TH7A, TH7P, TH4
- Data Warehouse Architecture Options**  
M3, T2, W2, TH2, F3A
- Data Modeling**  
M6, T5, W1, W5, TH6, F6
- Business Requirements**  
T1, T6, W6, W8A, F2
- Workshops**  
M8, T8, W8A, W8P, TH4A, TH7P, F2, F6

**MONDAY**

NOVEMBER 3

**SCHEDULE**

**KEYNOTE** (see p. 2) 8:00–8:45 a.m.

**COURSES**

Full Day	9:00 a.m.–5:00 p.m.
Half Day A (a.m.)	9:00 a.m.–12:15 p.m.
Half Day P (p.m.)	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**

<b>M1</b>	<b>DI</b>	p. 10
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing <i>M. Peco</i>		
<b>M2</b>	<b>DI</b>	p. 10
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation <i>D. Larson</i>		
<b>M3</b>	<b>DI DA</b>	p. 11
Business Intelligence Roadmap: The Complete Lifecycle for Decision-Support Applications <i>L. Moss</i>		
<b>M4</b>	<b>LM</b>	p. 11
Leading and Organizing Business Intelligence Teams: Improving Individual and Team Performance <i>M. Clarry, L. Rickard</i>		
<b>M5</b>	<b>AT</b>	p. 12
Real-Time Data Warehousing <i>S. Brobst</i>		
<b>M6</b>	<b>DA</b>	p. 12
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand <i>L. Reeves</i>		
<b>M7A UPDATED!</b>	<b>DI</b>	p. 12
Introduction to MDM for BI Professionals <i>J. Dyché</i>		
<b>M7P UPDATED!</b>	<b>DI</b>	p. 13
Implementing MDM for BI and Data Integration <i>E. Levy</i>		
<b>M8</b>	<b>AT BA</b>	p. 13
HandsOn-OLAP <i>M. Gonzales</i>		

**TUESDAY**

NOVEMBER 4

**SCHEDULE**

**COURSES**

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

**EVENTS**

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

**COURSE OFFERINGS**

<b>T1</b>	<b>DA</b>	p. 13
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems <i>B. Kadlec, D. Wells</i>		
<b>T2</b>	<b>DI LM</b>	p. 14
CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives <i>C. Imhoff</i>		
<b>T3A UPDATED!</b>	<b>AT BA</b>	p. 14
Developing Your BI Tool Strategy <i>C. Howson</i>		
<b>T3P NEW!</b>	<b>AT BA</b>	p. 14
Cool BI: The Latest Innovations <i>C. Howson</i>		
<b>T4A</b>	<b>DA DI</b>	p. 15
Data Quality Fundamentals <i>A. Maydanchik</i>		
<b>T4P</b>	<b>DI DA</b>	p. 15
Ensuring Data Quality in Data Integration—Practical Skills <i>A. Maydanchik</i>		
<b>T5</b>	<b>DA</b>	p. 15
Dimensional Modeling: Advanced Topics <i>C. Adamson</i>		
<b>T6</b>	<b>BA LM</b>	p. 16
Requirements Management for Business Intelligence <i>M. Lampa</i>		
<b>T7A NEW!</b>	<b>LM</b>	p. 16
Ten Mistakes to Avoid when Launching a Data Governance Program <i>J. Dyché, K. Nevala</i>		
<b>T7P NEW!</b>	<b>DI</b>	p. 16
Change Management for MDM <i>E. Levy, F. Dravis</i>		
<b>T8</b>	<b>AT BA</b>	p. 17
HandsOn-Data Mining <i>M. Gonzales</i>		

**WEDNESDAY** NOVEMBER 5

**SCHEDULE**

**COURSES**

Full Day	8:00 a.m.-5:30 p.m.
Half Day A (a.m.)	8:00-11:15 a.m.
Half Day P (p.m.)	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.
CBIP Exam Lab	6:00-7:30 p.m.
Hospitality Suites	7:00 p.m.

**COURSE OFFERINGS**

- W1** DA p. 17  
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems  
*S. Hoberman*

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- W2 UPDATED!** DI DA p. 17  
Data Warehouse Lifecycle Overview  
*B. Becker*

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- W3A** AT DI p. 18  
Evaluating ETL Tools and Technologies  
*M. Madsen*

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- W3P** DI p. 18  
Capturing Web Data and Content for BI  
*M. Madsen*

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- W4** LM DA p. 18  
The Role of Politics, Authority, and Culture in Governing Data  
*D. McGilvray, R. Seiner*

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- W5** DA p. 19  
Integrating Data Warehouses and Data Marts Using Conformed Dimensions  
*L. Reeves*

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- W6** LM p. 19  
Putting the Business Back in BI: A Framework for Requirements and Value Management  
*D. Wells*

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- W7A** DI DA p. 19  
Understanding MDM Technical Deployment: Architecture and the Vendor Landscape  
*J. Masuoka*

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- W7P NEW!** AT DI p. 20  
Choosing Your MDM Vendor  
*A. Hayler*

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- W8A** AT BA p. 20  
HandsOn-Requirements Gathering: Advanced Techniques for BI Requirement  
*M. Gonzales*

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- W8P** AT BA p. 20  
HandsOn-Statistical Analysis for BI: Essential Business Statistics for BI Applications and Solutions  
*M. Gonzales*

**THURSDAY** NOVEMBER 6

**SCHEDULE**

**KEYNOTE** (see p. 2) 8:00-8:45 a.m.

**COURSES**

Full Day	9:00 a.m.-5:00 p.m.
Half Day A (a.m.)	9:00 a.m.-12:15 p.m.
Half Day P (p.m.)	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**

- TH1** LM p. 21  
TDWI Business Intelligence Program Management  
*J. O'Brien*

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- TH2** BA DI p. 21  
The BI Pathway Approach: Delivering BI for Business Value  
*N. Williams*

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- TH3A** C p. 21  
CBIP Preparation for the Data Analysis and Design Exam  
*J. Geiger*

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- TH3P** C p. 22  
CBIP Preparation for the Leadership and Management Exam  
*J. Geiger*

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- TH4A** LM p. 22  
Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs  
*R. Seiner*

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- TH5 NEW!** DI p. 22  
ETL Architecture for Delivering Dimensional Data Warehouses  
*B. Becker*

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- TH6** DA p. 23  
Intermediate and Advanced Techniques for Effective Data Modeling  
*S. Hoberman*

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- TH7A** DA DI p. 23  
Data Quality and Master Data Management  
*D. Loshin*

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- TH7P NEW!** DI p. 23  
Starting Your Master Data Management Program—A Practical Workshop  
*D. Loshin*

**FRIDAY** NOVEMBER 7

**SCHEDULE**

**COURSES**

Full Day	8:00 a.m.-3:30 p.m.
Half Day A (a.m.)	8:00-11:15 a.m.
Half Day P (p.m.)	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.-2:00 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**

- F1A** LM p. 24  
Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level  
*W. Eckerson, J. O'Brien*

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- F1P UPDATED!** AT LM p. 24  
Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence  
*J. O'Brien*

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- F2 NEW!** DA p. 24  
Business Requirements Workshop: BI Requirements Gathering Techniques  
*D. Wells*

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- F3A NEW!** AT p. 24  
Data Warehouse Architectures—The Appliance Connection  
*K. Krishnan*

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- F4** C p. 25  
Building a BI Career: A Personal Growth Plan  
*J. Hay*

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- F5A** DI LM p. 25  
Let's Stop Calling It Metadata: It's about Managing Information  
*J. Geiger*

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- F6** DA p. 25  
Data Modeling in Practice  
*S. Hoberman*

**COURSE TRACKS**

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

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

**S1** **BA** Sunday, November 2, 9:00 a.m.-5:00 p.m.

## TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

**Jed Summerton**

This course promotes 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.

For an introduction to the DATA → INFORMATION portion of the chain, consider course T1, TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing.

### 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

**S2** **BA** Sunday, November 2, 9:00 a.m.-5:00 p.m.

## TDWI Introduction to Business Analytics

**Mark Peco**

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

### YOU WILL LEARN

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

### GEARED TO

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

**S3A** **C** Sunday, November 2, 9:00 a.m.-12:15 p.m.

## CBIP Preparation for the Information Systems Core Exam

**Deanne Larson**

### YOU WILL LEARN

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

### GEARED TO

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

*This course assumes a working knowledge of information systems.*



**S1**

*"Would suggest that my whole team attend this session to create a solid understanding of BI fundamentals on which to build. Would suggest this course to BI business users and management as well."*

A. Schoenauer,  
Kohl's Department Store

**S2**

*"Very good introduction to the subject matter—has given me specific tools to utilize in the development of analytics in my organization."*

A. McPartlin, Lionbridge

**S3A**

*"It was great to have fresh exam practice to see where we were at and what to expect on the real exam."*

J. Rotondo, PEMCO Insurance

**S3P** **C**

Sunday, November 2, 1:45–5:00 p.m.

## CBIP Preparation for the Data Warehousing Exam

Deanne Larson

### YOU WILL LEARN

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

### GEARED TO

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

*This course assumes a working knowledge of data warehousing.*

**S4** **LM**

Sunday, November 2, 9:00 a.m.–5:00 p.m.

## BI from Both Sides: Aligning Business and IT

Jill Dyché

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

As BI becomes an ever more critical corporate program, line of business managers and end users are not only key stakeholders, they also increasingly hold the purse strings. Managers and IT need better ways of planning their BI initiatives and understanding how to justify ongoing information deployment.

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

### YOU WILL LEARN

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

### GEARED TO

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

**S5** **AT**

Sunday, November 2, 9:00 a.m.–5:00 p.m.

## Designing a High-Performance Data Warehouse

Stephen A. Brobst

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

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

*This course assumes database and systems knowledge.*

### YOU WILL LEARN

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

### GEARED TO

- Technical architects; DBAs; DW administrators

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

**S4**

*“Jill does a great job of spanning many levels of experience. I found her knowledge inspiring and helpful.”*

K. Barnard, Valassis

**S5**

*“Exceeded my expectations! I did not expect the rich level of detail.”*

D. Clark,  
Pacific Gas and Electric

**S6** **LM** **DI** Sunday, November 2, 9:00 a.m.-5:00 p.m.

## NEW! Performance Management and Master Data Management Bootcamp

**Anthony L. Politano**

Performance management (PM) is often tied to metrics-type projects (balanced scorecard, dashboards, etc.), and MDM is often associated with large data integration efforts such as customer data integration or product master. They are the two most critical components of any true business intelligence endeavor and are much more related than most organizations believe. This combination of PM and MDM hits a project's sweet spot in both business and IT success, but most organizations miss this opportunity by treating PM and MDM as separate projects.

From real-life examples, learn how PM and MDM can be together into a compelling business project that not only is funded, but also achieves instrumental success. Whether you have started your PM or MDM project, or are still trying to find a way to get a compelling business and technical case for the project, this class will give you the tools for success. The class includes multiple in-depth hands-on exercises in both PM and MDM that can be applied in at any organization.

### YOU WILL LEARN

- Applicable PM concepts and practices
- MDM best practices
- How to combine PM and MDM in real-life scenarios
- How to get a PM/MDM project funded and off the ground

### GEARED TO

- Data management and business professionals interested in PM or MDM—especially those who have started or plan to start a PM or MDM project

**M1** **DI** Monday, November 3, 9:00 a.m.-5:00 p.m.

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

**Mark Peco**

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

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

*For an introduction to the INFORMATION → VALUE portion of the chain, consider S1, TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact.*

### YOU WILL LEARN

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

### GEARED TO

- Anyone new to DW; DW teams; DW team members

**M2** **DI** Monday, November 3, 9:00 a.m.-5:00 p.m.

## TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

**Deanne Larson**

Data integration becomes increasingly complex as new expectations and technologies change the face of DW and BI. Today, the demand for real-time and right-time data increases expectations, while scorecards and dashboards increase visibility. Simultaneously, enterprise information integration (EII), enterprise application integration (EAI), master data management (MDM), and customer data integration (CDI) technologies expand the range of possibilities.

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

### YOU WILL LEARN

- Analysis techniques to capture data integration requirements, including those for source data, data consolidation, data quality, data granularity, data currency, and historical data
- How the alphabet soup of technologies fits into the data integration architecture
- Design techniques for the mainstream of data integration, including source-to-target mapping, source data capture, data transformation and cleansing, and database loading
- Techniques to enrich the data integration design with processes for automated scheduling, execution monitoring, metadata capture, restart and recovery, and more



**M1**

*"This gives me the industry big picture, which will help me as we move forward."*

D. Onder,  
Western Carolina University

**M2**

*"We are looking for ETL tools for our new EDW platform. This covered a lot, which is what I was looking for."*

F. Silva,  
Maple Leaf Foods

- 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

**M3** **DI** **DA** Monday, November 3, 9:00 a.m.-5:00 p.m.

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

**Larissa Moss**

This presentation is a soup-to-nuts methodology for business intelligence and data warehousing applications. The methodology is based on the concept of iterative development and continuous refinement, deploying applications in incremental software releases. It provides a step-by-step guide through the engineering stages of justification, planning, analysis, design, construction, and deployment specifically designed for business intelligence and data warehouse applications.

The content of the methodology is presented as a framework of 16 development steps. Each development step begins with a list of things to consider, then highlights the major activities, and concludes with deliverables, roles, and responsibilities of project team members.

This presentation will show participants how to select the right activities from the right development steps to create a customized work breakdown structure that is appropriate for their project.

#### YOU WILL LEARN

- Why traditional “waterfall” methodologies do not work for business intelligence and data warehousing projects
- Project activities, deliverables, roles, and responsibilities for 16 development steps specifically designed for business intelligence and data warehousing projects
- How to deploy applications in incremental software releases
- How to create an appropriate work breakdown structure
- How to maximize the skills and talents of the project team members through self-organizing team structures

#### GEARED TO

- Managers and developers

**M4** **LM** Monday, November 3, 9:00 a.m.-5:00 p.m.

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

**Lorna Rickard**  
**Maureen Clarry**

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

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

#### 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

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

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

#### M3

*“Wonderful course filled with practical approaches and insights. Entertaining presentation skills, fast paced and to the point. Highly recommended for project managers in the BI space.”*

F. Gudnason,  
Landsbank Islands

#### M4

*“I think every company suffers from organizational change or dysfunction. This helps highlight the areas to focus on and how to address them.”*

A. Koch, Regus

**M5** **AT** Monday, November 3, 9:00 a.m.-5:00 p.m.

## Real-Time Data Warehousing

**Stephen A. Brobst**

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

The evolutionary steps from first-generation DW implementations to active DW deployment are provided as a means for incrementally delivering business value in the path toward advanced decision-support capability. An architectural framework for implementation of enterprise DW for deploying both strategic and tactical decision support will be presented.

Implementation of scalable solutions with capability for near-real-time data acquisition and mixed workload management with aggressive service levels will be discussed with real customer scenarios as case study examples.

*This course assumes knowledge of DW fundamentals.*

### YOU WILL LEARN

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

### GEARED TO

- DW architects, designers, developers, and administrators

**M6** **DA** Monday, November 3, 9:00 a.m.-5:00 p.m.

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

**Laura L. Reeves**

Today's businesses are under pressure to deliver more with less. Meeting this challenge requires leveraging all resources—especially data. The time-proven method is through dimensional data structures. Organizations often struggle to develop dimensional models that consistently meet the business needs. Using business dimension modeling techniques, the business and systems communities can effectively partner to create a model that will support the business.

This course teaches the fundamentals of business dimensional modeling using real-world scenarios. The course provides a solid foundation that can be used by business community members to improve communication and increase understanding and participation throughout the project.

The course then puts the modeling effort into the proper context. Techniques for successfully gathering business requirements are shared, and an overview of what is needed to build the database and deliver the data to the business is provided. Design exercises reinforce the concepts presented in class.

*Exposure to some IT projects is helpful.*

### YOU WILL LEARN

- How to identify facts and dimensions
- How to design comprehensive and flexible dimensions
- About different types of facts and how to model them
- Techniques to facilitate involvement of the business community in the modeling process

### GEARED TO

- Anyone involved with the DW; business community members who are interested in understanding basic dimensional modeling concepts; BI application developers; project managers; database administrators; data modelers; data staging developers

**M7A** **DI** Monday, November 3, 9:00 a.m.-12:15 p.m.

## UPDATED! Introduction to MDM for BI Professionals

**Jill Dyché**

The promise of MDM to solve the problems created by siloed enterprise applications, exponential data growth, and competitive business requirements has lured both business and IT professionals. This presentation introduces the concept of MDM as a business solution, emphasizing real-life use cases for MDM. Discussion will focus on business drivers, justifying a MDM program, and how MDM can be positioned to complement and enhance a BI environment. Also covered will be career path expansion opportunities through MDM advocacy.

### YOU WILL LEARN

- How to pitch the value of MDM
- The common arguments against MDM
- What successful MDM programs look like
- Emerging MDM best practices

### GEARED TO

- CIOs and chief data officers; data stewards and data management staff; program and project managers; BI Competency Center or project team members

**M5**

*"Provided an evolutionary perspective. Excellent."*

D. Clark

Pacific Gas and Electric

**M7P** **DI**

Monday, November 3, 1:45-5:00 p.m.

## UPDATED! Implementing MDM for BI and Data Integration

**Evan Levy**

Many companies have invested in their BI systems and shown the value of integrated, cross-functional data. Access to this data has delivered significant ROI, operational efficiencies, and competitive differentiation. However, DW is the tip of the iceberg when addressing enterprise data integration. The holy grail, to many, is providing operational data integration—and enabling data correction at the source. Evan Levy describes how the existing practices in place with the DW can be expanded to support MDM. Evan will describe where the MDM/BI combination either makes sense or presents risk.

*This course assumes experience implementing DW and BI.*

### YOU WILL LEARN

- The difference between CDI and MDM from ETL and the DW
- The “hidden gems” of the DW
- The different approach to data quality, data correction, and integration
- MDM and BI co-dependence
- How to strengthen the DW program with operational data integration

### GEARED TO

- BI and data architects; BI/DW developers

**M8** **AT** **BA**

Monday, November 3, 9:00 a.m.-5:00 p.m.

## HandsOn-OLAP

**Michael L. Gonzales**

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

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

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

### YOU WILL LEARN

- The best practices for implementing an OLAP strategy
- Industry trends, market, and competitors

- The core components to effective OLAP including dimensional models, range of hierarchies, pre-query and post-query calculations, and more
- The range of OLAP architectures including MOLAP, HOLAP, DOLAP, and ROLAP
- Through extensive lab exercises, you will gain hands-on experience with leading OLAP tools
- The right application of atomic level data, star schemas, and MOLAP cubes, HOLAP and ROLAP solutions
- How to apply leading OLAP tools effectively
- OLAP Exploratory Data Mining with PolyVista
- To compare and contrast OLAP features in order to make the best decision for your organization

### GEARED TO

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

**Enrollment is limited to 30 attendees.**

**T1****DA**

Tuesday, November 4, 8:00 a.m.-5:30 p.m.

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

**Bill Kadlec**  
**David L. Wells**

Gathering business requirements for BI systems is more difficult than for operational systems. Without the specifics of business transactions, scheduled reports, and prescribed business rules it is difficult to know where to start and how to proceed. The skill set for the BI requirements analyst includes techniques to identify requirements, tools to manage requirements, and checklists to ensure completeness.

### YOU WILL LEARN

- The distinction between business, functional, and technical requirements
- Where and how requirements fit into the BI lifecycle
- Ten techniques for requirements gathering and when to use each
- Why requirements management is essential and how it is performed
- How to ensure completeness using a checklist of 40 kinds of requirements

### GEARED TO

- Business and systems analysts; BI program managers; BI project managers

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

**M8**

*"This is a great course. Good for all analysts, BI developers, and managers."*

R. Gavankar,  
Progressive Insurance

**T2** **DI LM** Tuesday, November 4, 8:00 a.m.–5:30 p.m.

## CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives

**Claudia Imhoff**

In the past decade, we have seen business intelligence (BI) expand into every corner of an organization. There is no part that does not require some form of BI. We have also seen a marvelous influx of innovative and useful technologies to support this new paradigm. These changes, though, wreak havoc on established BI environments that are not based on a sound and flexible architecture.

Fortunately, the Corporate Information Factory (CIF) is just such an architecture! This presentation describes the extension of the CIF to accommodate the latest technologies and techniques for supporting your BI environment. These include accommodating BPM, BAM or other performance initiatives, facilitating operational BI, supporting virtual and physical components through consolidation, propagation, and federation techniques, and the support mechanisms to ensure the necessary enterprise focus for full BI value.

### YOU WILL LEARN

- Why an architecture is needed and how the CIF fills that bill
- The new ways that data gets into the environment and out into the hands of the business community
- The environmental support mechanisms that ensure full enterprise access to critical BI capabilities
- The rationale behind each of the CIF components
- Methodologies for implementing each component and tips for getting started

### GEARED TO

- Data warehousing professionals; business executives with a stake in the data warehouse

**T3A** **AT BA** Tuesday, November 4, 8:00–11:15 a.m.

## UPDATED! Developing Your BI Tool Strategy

**Cindi Howson**

The BI tool is the most important component to business users. Select a tool that facilitates insights, and users will embrace BI. Fail to manage your BI tool portfolio, and you will waste money on shelf ware, frustrate users, and never achieve a single version of the truth. Understanding strategic and functional differences between solutions from “Big 4” and BI pure-plays is critical to developing a successful BI tool strategy. This course highlights recent events that affect BI buyers, provides a methodology for making better BI investments, and clarifies features of a BI platform. Specific product examples are interwoven for illustrative purposes.

*This course assumes knowledge of DW fundamentals and basic BI concepts.*

### YOU WILL LEARN

- BI market overview and trends
- Framework for evaluating BI vendors and tools
- Functional differences between leading BI suites

### GEARED TO

- BI directors; business analysts; BI application owners

**T3P** **AT BA** Tuesday, November 4, 2:15–5:30 p.m.

## NEW! Cool BI: The Latest Innovations

**Cindi Howson**

BI tools often are perceived as being tools for power users and analysts. BI has changed significantly in recent years, bringing the vision of “BI for everyone” closer to reality. This course will review some of the latest industry innovations that will allow BI to reach more users, based on the right tool for the right person. Topics covered include BI Search, Office integration, rich reportlets (flash, ajax), mobile, advanced visualization, dashboards, in-memory analytics, mash-ups, SaaS, and open source BI tools. Mini demos will be incorporated to illustrate concepts and capabilities.

*This course assumes knowledge of DW fundamentals and basic BI concepts.*

### YOU WILL LEARN

- What some of the latest innovations are and what they mean
- What to look for when evaluating these capabilities
- Where the market stands in adopting the capabilities

### GEARED TO

- BI directors; business analysts; BI application owners

**T4A** **DA** **DI** Tuesday, November 4, 8:00–11:15 a.m.

## Data Quality Fundamentals

**Arkady Maydanchik**

Data quality management is one of the greatest challenges of IT. According to experts, the cost of poor data quality can reach 15- to 25-percent of operating profit. Corporations lose millions of dollars due to inaccurate data. Yet the data quality profession is still in its infancy. This course describes the causes of data quality problems, and then outlines major components of a comprehensive data quality program.

### YOU WILL LEARN

- How data quality impacts the corporate bottom line
- What causes data quality deterioration
- Key components and results of a comprehensive data quality program
- Roles and responsibilities in a data quality team
- Concepts and principles of data quality assessment and data cleansing
- Quality considerations for data integration, data conversion, and consolidation

### GEARED TO

- Anyone with a role in data management

**T4P** **DI** **DA** Tuesday, November 4, 2:15–5:30 p.m.

## Ensuring Data Quality in Data Integration—Practical Skills

**Arkady Maydanchik**

The corporate data universe consists of numerous databases connected by countless real-time and batch data interfaces. The data continuously move about and change. The databases are endlessly redesigned and upgraded, as are the programs responsible for the data integration. The typical result of these dynamics is that information systems get better, while data quality deteriorates. Without a comprehensive data-quality monitoring program, bad data spread like viruses. This course discusses various practices that can be put in place to mitigate the problem and maintain high data quality through data integration.

### YOU WILL LEARN

- Data quality challenges
- The role of data quality monitoring
- Techniques to monitor quality for real-time data integration and batch data integration
- How an information integration hub can be applied to managing data quality

### GEARED TO

- Data integration practitioners

**T5** **DA** Tuesday, November 4, 8:00 a.m.–5:30 p.m.

## Dimensional Modeling: Advanced Topics

**Chris Adamson**

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.

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 stand-alone data marts.

*This course assumes an understanding of basic star schema concepts.*

### 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

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

**T4A**

*“Great business value! We’re in the process of performing data source quality analysis, and this class gave a good overview of all aspects of quality that needs to be looked at.”*

T. Wong,  
Capital Group Companies

**T4P**

*“Great instructor who was able to bring a real-world context to a difficult topic.”*

A. Quint  
Central Vermont Public  
Service Corporation (CVPS)

**T5**

*“Excellent! Great takeaways! Excellent pace and just the right amount of complexity.”*

A. Nelson,  
Health Markets

**T6** **BA LM** Tuesday, November 4, 8:00 a.m.–5:30 p.m.

## Requirements Management for Business Intelligence

**Mike Lampa**

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.

In this course, each section builds on the previous section and is followed by exercises that allow the student to practice the skills just learned.

*Prior exposure to business process modeling, data modeling, and project management skills is helpful.*

### 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

**T7A** **LM** Tuesday, November 4, 8:00–11:15 a.m.

## NEW! Ten Mistakes to Avoid when Launching a Data Governance Program

**Kim Nevala**  
**Jill Dyché**

On the heels of their eponymous 2008 TDWI publication, Jill Dyché and Kim Nevala share the mistakes companies make when implementing data governance as an enterprise program. They discuss real-life lessons learned from clients and share practical tips for designing a sustainable data governance program for the long term. Jill and Kim will give examples of how their clients have avoided the risks and barriers inherent in large-scale data governance rollouts, and how—using deliberate design techniques—you can replicate their success.

### YOU WILL LEARN

- Why launching a data governance council is never the first step
- Why existing steering committees matter
- How to leverage existing data management practices
- What “managing data as an asset” really means

### GEARED TO

- BI executives and practitioners seeking to expand their organizational impact through data

**T7P** **DI** Tuesday, November 4, 2:15–5:30 p.m.

## NEW! Change Management for MDM

**Frank Dravis**  
**Evan Levy**

Computer programming pioneer Alan Kay says, “The best way to predict the future is to invent it.” Many companies acknowledge that MDM is part of their future, and they’re inventing it for their organizations. How do you dovetail MDM into an incumbent IT infrastructure? This presentation covers the three aspects of change management for MDM—technical, business, and cultural—and describes how best-practice companies ensure that their master data is deployed in a sustained and deliberate way.

*This course assumes experience in implementing data warehousing and BI.*

### YOU WILL LEARN

- The “five pillars of MDM” and the functional details of each
- The impact MDM has on incumbent business processes and how to challenge those standards
- Where the technology team will be challenged by MDM
- How to extend change management beyond application operations to include data and process issues

### GEARED TO

- BI and data architects; BI/DW developers

**T6**

*“We are starting our requirements process, and this course provides an excellent roadmap for that process.”*

B. Diamond,  
Capital District  
Physician’s Health Plan

**T8** **AT BA** Tuesday, November 4, 8:00 a.m.-5:30 p.m.

## HandsOn-Data Mining

**Michael L. Gonzales**

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

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

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

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

### YOU WILL LEARN

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

### GEARED TO

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

**Enrollment is limited to 30 attendees.**

**W1** **DA** Wednesday, November 5, 8:00 a.m.-5:30 p.m.

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

**Steve Hoberman**

BI and DW systems challenge the data modeling techniques of the past as new roles and uses of data demand updated skills. The “toolbox” for data modelers has expanded beyond basic entity-relationship modeling and now includes techniques to manage time-variant data, to manage data redundancy, and much more.

For those with data modeling experience, this course extends their skills to include modeling of business metrics, modeling of temporal data, and more. For those new to data modeling, the course introduces the modeling skills needed for BI and DW

systems. Those who need to understand data models, but not how to develop them, will understand the various forms of data models and what they should communicate.

*This course assumes knowledge of data warehousing concepts and business intelligence fundamentals.*

### YOU WILL LEARN

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

### GEARED TO

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

**W2** **DI DA** Wednesday, November 5, 8:00 a.m.-5:30 p.m.

## UPDATED! Data Warehouse Lifecycle Overview

**Bob Becker**

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

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

### YOU WILL LEARN

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

### GEARED TO

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

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



### W1

*“Good, structured approach to different ways of modeling at various levels of abstraction.”*

S. Flax,  
Centex Homes

### W2

*“Provides consistency with other DW/BI team members as we consider a re-evaluation of our existing solution—validation of the complexity that needs to be addressed.”*

D. Barron,  
Idearc Media

**W3A** **AT** **DI** Wednesday, November 5, 8:00–11:15 a.m.

### Evaluating ETL Tools and Technologies

**Mark Madsen**

This course provides an overview of ETL tools and technologies, and shows how to evaluate them for use on your project. The course 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.

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

**YOU WILL LEARN**

- How to make the buy versus build decision for ETL
- A process to apply to ETL tool evaluation
- The criteria useful for comparing ETL products
- Who the major competitors are in the ETL market

**GEARED TO**

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

**W3P** **DI** Wednesday, November 5, 2:15–5:30 p.m.

### Capturing Web Data and Content for BI

**Mark Madsen**

Integrating Web-based data into DWs, BI tools, and mashups is challenging because it is difficult to get data from Web-based systems. You want 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.

**YOU WILL LEARN**

- Web scraping, APIs, and other techniques
- 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 data from a Web site or Web-based application, or is interested in how mashups are constructed

**W4** **LM** **DA** Wednesday, November 5, 8:00 a.m.–5:30 p.m.

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

**Robert S. Seiner**  
**Danette McGilvray**

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

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

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

*This course assumes a familiarity with governance concepts.*

**YOU WILL LEARN**

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

**GEARED TO**

- Senior DW and data management professionals



**W3P**

*“Excellent course! I’ve been working in the Web-mining field for over four years, and I still found a lot of new and interesting things. Very informative and well presented!”*

N. Keyserman,  
Ziff Brothers Investments

**W4**

*“Both Bob and Danette are excellent presenters—very approachable, relaxed—course is well paced and enjoyable.”*

J. Gould,  
Liberty Mutual Group

**W5** **DA** Wednesday, November 5, 8:00 a.m.–5:30 p.m.

## Integrating Data Warehouses and Data Marts Using Conformed Dimensions

**Laura L. Reeves**

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

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

### YOU WILL LEARN

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

### GEARED TO

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

**W6** **LM** Wednesday, November 5, 8:00 a.m.–5:30 p.m.

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

**David L. Wells**

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

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

### YOU WILL LEARN

- A new definition of BI that shifts the focus from data and technology to capabilities and value
- The dimensions of business management and their relationships to BI
- The elements of business governance and their roles in BI
- The principles of business measurement and their roles in BI

- How management, governance, and measurement combine to form a framework to manage BI requirements and BI value
- How to apply the framework for each of requirements analysis, project scoping, and value management

### GEARED TO

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

**W7A** **DI** **DA** Wednesday, November 5, 8:00–11:15 a.m.

## Understanding MDM Technical Deployment: Architecture and the Vendor Landscape

**James I. Masuoka**

The days of me-too DWs and behemoth data provisioning systems are over. Companies are taking a much more deliberate—and cost-aware—approach to managing their master data. In this session, James Masuoka will examine the trend of MDM. He will cover its technical components, explain various architectural approaches, and discuss how MDM solutions can integrate into an existing IT architecture—with or without a DW. The session will include a review of the prevailing and emerging vendors in the MDM space.

*This course assumes an understanding of DW and BI concepts.*

### YOU WILL LEARN

- How MDM and DW differ
- Technical characteristics of MDM
- Sample MDM product architectures
- Who the vendors are, and how to choose the best one for you

### GEARED TO

- CIOs; data management staff; program and project managers; center of excellence staff; application developers; DW and IT architects

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

**W5**

*“This course provided a methodology and the tools to initiate DW integration from A-Z, including how to present and sell to executives.”*

K. Klotzly,  
Freedom Communications

**W7A**

*“Gave an excellent look at the options/choices and issues in MDM/CDI.”*

A. McGrath,  
First Command

**W7P** **AT** **DI** Wednesday, November 5, 2:15–5:30 p.m.

### NEW! Choosing Your MDM Vendor

**Andy Hayler**

In this half-day session, you will be taken through some of the key issues around MDM implementations and how the market is structured. Once this foundation is complete, the technology offerings of all the major vendors will be examined in some detail, including the strengths and weaknesses of the main MDM vendors and the types of projects to which each is best suited. You will also learn a structured approach and methodology to MDM vendor selection.

**YOU WILL LEARN**

- Key approaches and issues in MDM
- A structured way to evaluate MDM vendors
- The strengths and weaknesses of the main MDM vendors

**GEARED TO**

- MDM project managers; consultants involved with MDM projects; anyone doing MDM product/vendor selection

**W8A** **AT** **BA** Wednesday November 5, 8:00–11:15 a.m.

### HandsOn-Requirements Gathering: Advanced Techniques for BI Requirement

**Michael L. Gonzales**

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

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

**YOU WILL LEARN**

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

**GEARED TO**

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

**Enrollment is limited to 30 attendees.**

**W8P** **AT** **BA** Wednesday, November 5, 2:15–5:30 p.m.

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

**Michael L. Gonzales**

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

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

**YOU WILL LEARN**

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

**GEARED TO**

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

**Enrollment is limited to 30 attendees.**



*Instructor: Michael Gonzales*

**TH1** **LM** Thursday, November 6, 9:00 a.m.-5:00 p.m.

## TDWI Business Intelligence Program Management

**John O'Brien**

A BI program is a large and complex undertaking with many interests, activities, and dimensions that must all be managed simultaneously. Program management encompasses the disciplines and activities necessary to coordinate multiple, overlapping, and interdependent projects. Yet program management reaches beyond project activities to ensure quality and availability of business-critical information services and continuous support of vital business decision-making processes.

Using a combination of lecture, discussion, and exercises, this course teaches techniques and provides tools to address six crucial areas of BI program management: portfolios, processes, quality, change, service, and value.

### YOU WILL LEARN

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

### GEARED TO

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

**TH2** **BA** **DI** Thursday, November 6, 9:00 a.m.-5:00 p.m.

## The BI Pathway Approach: Delivering BI for Business Value

**Nancy Williams**

This course provides a foundation 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 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.

*This course assumes knowledge of BI and DW fundamentals.*

### YOU WILL LEARN

- Business-oriented methods for identifying high-impact DW and BI opportunities and the associated requirements
- How to use BI-focused architectures to align and integrate DW/BI information delivery with strategic, tactical, and operational business processes
- How to use the BI Pathway approach to guide BI/DW development, deployment, and integration with key 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

**TH3A** **C** Thursday, November 6, 9:00 a.m.-12:15 p.m.

## CBIP Preparation for the Data Analysis and Design Exam

**Jonathan G. 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

*This course assumes a working knowledge of information systems, DW, and data analysis and design.*

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

**TH1**

*"BI needs to be managed as a program, not as unconnected projects. This course helps drive that point home."*

K. Horn,  
Boeing

**TH2**

*"Provided a good foundation of the method used for a high-value project and how to avoid the delivery of some pitfalls."*

Y. Robinson,  
TEOCO

**TH3P** **C** Thursday, November 6, 1:45–5:00 p.m.

### CBIP Preparation for the Leadership and Management Exam

**Jonathan G. Geiger**

**YOU WILL LEARN**

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

**GEARED TO**

- Anyone seeking CBIP certification in Leadership and Management

*This course assumes a working knowledge of information systems, data warehousing, and leadership and management*



**TH4A**

*"I like the common data matrix—extremely useful. Good content and mix of theory and practicality."*

D. Flowers,  
Allstate Insurance

**TH4A** **LM** Thursday, November 6, 9:00 a.m.–12:15 p.m.

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

**Robert S. Seiner**

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

**YOU WILL LEARN**

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

**GEARED TO**

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

**TH5** **DI** Thursday, November 6, 9:00 a.m.–5:00 p.m.

### NEW! ETL Architecture for Delivering Dimensional Data Warehouses

**Bob Becker**

For organizations implementing a dimensional data warehouse, this course helps you understand the key factors necessary to effectively design the back room of a data warehouse. This is not a microscopic code-oriented implementation class—rather, it is a product-independent architecture class for the designer/architect who must keep a broad perspective and who also needs to know what the latest technologies and techniques make possible.

*This course assumes familiarity with the basic principles of dimensional modeling.*

**YOU WILL LEARN**

- Extracting—gathering raw data from the source systems before any significant restructuring of the data takes place
- Cleaning and conforming—sending source data through a series of processing steps to improve the quality of the data, and merging data from two or more sources to create and enforce conformed dimensions and conformed metrics
- Delivering—physically structuring and loading the data into the target dimensional models

**GEARED TO**

- Data warehouse implementers responsible for building the ETL environment including ETL developers, ETL architects, data warehouse operational staff, data warehouse architects

**TH6** **DA** Thursday, November 6, 9:00 a.m.–5:00 p.m.

## Intermediate and Advanced Techniques for Effective Data Modeling

**Steve Hoberman**

A successful modeling effort satisfies the current data requirements, enables efficient information retrieval, and evolves gracefully to support changing business needs over time.

This course presents both intermediate and advanced techniques that will lead you to greater successes with your data modeling deliverables. Techniques are explained with the help of numerous examples. Many of these techniques have been developed and fine-tuned through my own experiences. A very important goal of this course is for you to learn at least one new technique to take back to your own organization.

*This course assumes basic knowledge of data modeling concepts.*

### YOU WILL LEARN

- The Normalization Hike, where a series of 10 steps leads us to a fully normalized design
- An updated version of the Denormalization Survival Guide, which includes a question and answer approach to selectively introducing denormalization into your data model
- The Abstraction Safety Guide, which maximizes design flexibility
- When to use generic starter models
- How to use some powerful templates
- What to look for in reviewing a data model
- A number of challenging design situations, including when to use surrogate keys and variations of slowly changing dimensions

### GEARED TO

- Data architects; analysts; modelers

- About parsing, standardization, normalization, and identity resolution
- About data governance for MDM

### GEARED TO

- Anyone considering a MDM program

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

**TH7P** **DI** Thursday, November 6, 1:45–5:00 p.m.

## NEW! Starting Your Master Data Management Program—A Practical Workshop

**David Loshin**

As MDM matures as a practical discipline, stakeholders are increasingly interested in acquiring the tools, techniques, and procedures for enabling operational and strategic application access to a unified view of uniquely identifiable master data entities. How do you get started, and what are the critical success factors? This workshop walks through the preparation steps for MDM and guides attendees in evolving and piloting their MDM strategy and development roadmap.

### YOU WILL LEARN

- How to clarify business objectives for MDM
- How to identify master data entities
- How to rationalize business terminology and master metadata
- About data preparation and integration
- How to assess business needs and technical requirements
- About ongoing governance for managing data quality

### GEARED TO

- MDM managers; CIOs; enterprise architects; data quality managers; anyone involved in planning/implementing a MDM program

### TH6

*"This course was of very high business value. I will be able to take the information and skills learned from this course and immediately implement them."*

W. Walters,  
Union Telephone

### TH7A

*"David certainly knows this subject matter and delivers it in a way that is relevant and understandable."*

M. Craver,  
SAS

**TH7A** **DA** **DI** Thursday, November 6, 9:00 a.m.–12:15 p.m.

## Data Quality and Master Data Management

**David Loshin**

The imperative of MDM is enabling a unified, consistent, and complete view of each master data entity, with a significant dependence on measurably high quality data. Integrating data quality tools with the consolidation process for master data combined with enterprise data governance enables the management of a virtual master data system of record. This course looks at how data quality tools and methods are integral to the success of a MDM program.

### YOU WILL LEARN

- About the criticality of data quality within MDM programs
- How to use data profiling for discovery of master data objects and metadata
- How to rationalize master data metadata

**F1A** **LM** Friday, November 7, 8:00–11:15 a.m.

### Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level

**John O'Brien**  
**Wayne Eckerson**

BI practitioners now ask, “How do we take our BI environment to the next level?” Knowing what path to take requires an understanding of where you are today and how you got there. TDWI’s BI maturity model captures the stages of data warehousing and analytical growth, starting with spreadmarts and operational reporting and ending with an enterprise DW and BI services that provides all stakeholders insights based on consistently defined information and supported by a unified data delivery and analytical architecture.

**YOU WILL LEARN**

- The value of a maturity model for selling BI projects
- The five stages of data warehousing and analytical maturity
- How the “Gulf” and “Chasm” are key stumbling blocks to BI advancement

**GEARED TO**

- BI program leaders; technical architects and administrators

**F1P** **AT LM** Friday, November 7, 12:15–3:30 p.m.

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

**John O'Brien**

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

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

**YOU WILL LEARN**

- Service-oriented architecture’s 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

**F2** **DA** Friday, November 7, 8:00 a.m.–3:30 p.m.

### NEW! Business Requirements Workshop: BI Requirements Gathering Techniques

**David L. Wells**

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

**YOU WILL LEARN**

- To plan and conduct requirements gathering interviews
- To conduct brainstorming sessions for requirements gathering
- To develop surveys and questionnaires for requirements gathering
- To choose the best fit among various requirements gathering techniques
- To consolidate, coordinate, and confirm requirements from multiple sources

**GEARED TO**

- Business and systems analysts; BI program managers; BI project managers

**F3A** **AT** Friday, November 7, 8:00–11:15 a.m.

### NEW! Data Warehouse Architecture—The Appliance Connection

**Krish Krishnan**

This session introduces high-performance data warehousing and how to implement a high-performance data warehouse. The session will discuss the fundamental goals of a data warehouse, high-performance data warehousing architecture (infrastructure components and software components included), business pain points and drivers for a high-performance data warehouse, how to identify performance issues, and how to craft solutions for the issues using new technologies such as applying the data warehouse appliance.

**YOU WILL LEARN**

- High-performance data warehousing
- Business drivers
- Factors affecting performance
- Technology changes—appliances, architectures
- Crafting a solution with performance enabled, using the appliance as augmentation

**GEARED TO**

- Data warehouse managers, architects, and users; BI users; business analysts; DBAs and system administrators

**F1P**  
*“When faced with managing the ‘day to day’ of running a DW, it is hard to learn and understand emerging technologies. This class answers that call.”*

S. Sellers,  
New York Life

**F4** **C** Friday, November 7, 8:00 a.m.-3:30 p.m.

## Building a BI Career: A Personal Growth Plan

Jennifer Hay

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

### YOU WILL LEARN

- Why understanding your motivations is the important first step of career planning
- How to create a best-fit match of your personality, your preferences, and your career
- How to define career goals and link them together in a career strategy map
- How to identify your resources and use them to achieve your goals
- Techniques to create a powerful resume based on your skills and talents

### GEARED TO

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

**F5A** **DI LM** Friday, November 7, 8:00-11:15 a.m.

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

Jonathan G. Geiger

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

### YOU WILL LEARN

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

### GEARED TO

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

**F6** **DA** Friday, November 7, 8:00 a.m.-3:30 p.m.

## Data Modeling in Practice

Steve Hoberman

In this workshop, you will put your data modeling experience and training to the test in resolving analysis, design, and integration issues. This is your opportunity to apply what you know, and learn from other participants. Are you ready for this challenge?

With minimal lecture and the majority of time spent on designing, participants play the roles of analysts and modelers. The instructor plays the role of design advisor and business user. Each team will complete a minimum set of deliverables, including the data mart logical and physical data models. Included are "extra credit" deliverables such as integrating the data mart with existing structures in the DW to expand the report capabilities.

Expect an interactive, challenging day—with twists and turns that spark discussions and increase what we learn from each other. This workshop will not lead all teams to the same "right" answer. In fact, answers are not provided—just recommendations. Teams are encouraged to make this workshop as complicated or as straightforward as they prefer.

*This course assumes a basic working knowledge of data modeling.*

### YOU WILL LEARN

- Assumptions to make when working with incomplete requirements or unrealistic timelines
- How to leverage the strengths of fellow team members
- How to validate requirements without a data model
- Which modeling shortcuts work and which shortcuts rapidly turn into nightmares
- How to balance ease of maintenance versus user friendliness in your data mart

### GEARED TO

- Data architects; analysts; modelers; project managers

**Enrollment is limited to 50 attendees.**



Instructor: Steve Hoberman

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



**F4**

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

D. Gibbs,  
Bombardier

**F5A**

*"Geiger has achieved the near impossible—made data management sound interesting and exciting."*

G. Guillotte,  
The Schumacher Group

**F6**

*"The course provided me with 'ready-to-use' knowledge that I can apply on a variety of current project efforts. The course has something for everyone, regardless of their knowledge level or experience. Thanks—great overall value."*

S. Quiles  
Unilever NA



**Chris Adamson**  
Data Warehouse Specialist  
and Founder,  
Oakton Software LLC  
COURSE T5

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



**Bob Becker**  
Kimball Group  
COURSE W2, TH5

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



**Barry Briggs**  
Chief IT Architect and CTO,  
Microsoft IT,  
Microsoft Corporation  
THURSDAY KEYNOTE

Barry Briggs drives building and adoption of MDM and SOA solutions for Microsoft's IT organization. Previously, he served as senior architect in the business process and integration division at Microsoft. Barry's career includes 11 years at Lotus/IBM, and he held senior executive positions serving as CTO for a number of software vendors. Barry speaks frequently at industry events. He is the author of numerous technical articles, two novels, and the "Barry Talks!" Weblog ([www.edithere.com/barry](http://www.edithere.com/barry)).



**Stephen A. Brobst**  
Managing Partner,  
Strategic Technologies & Systems  
COURSES S5, M5

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



**Maureen Clarry**  
CEO/President,  
CONNECT: The Knowledge Network  
COURSES M4

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*.



**Frank Dravis**  
Senior Consultant,  
Baseline Consulting  
COURSE T7P

Frank Dravis is a senior consultant at Baseline Consulting Group with more than 20 years of experience with in data quality and enterprise information management (EIM) solutions design and implementation. He is a former director of the International Association of Information and Data Quality and is a speaker at MIT's Total Data Quality Management program



**Jill Dyché, CBIP**  
Partner,  
Baseline Consulting  
COURSES S4, M7A, T7A

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



**Wayne Eckerson**  
Director, TDWI Research,  
TDWI  
COURSE F1A

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



**Jonathan G. Geiger, CBIP**  
Executive Vice President,  
Intelligent Solutions, Inc.  
COURSES TH3A, TH3P, F5A

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](mailto:jgeiger@intelsols.com).

**Michael L. Gonzales, CBIP**

Principal,  
Claraview, Inc.

COURSES M8, T8, W8A, W8P

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

He can be reached at michael.gonzales@claraview.com.

**Jennifer Hay, CBIP**

Professional Development Specialist,  
BI Career Guide

COURSE F4

Jennifer Hay is a career guide. She combines knowledge of business intelligence with an understanding of career dynamics to help individuals plan and shape their BI careers. As a professional development specialist, Jennifer works with people to develop study plans, and to achieve a variety of career goals including new roles, new responsibilities, and expanded credentials. With a disciplined approach to assessment, planning, action, and measurement, Jennifer's planning methods provide a systematic path to career growth.

**Andy Hayler**

CEO,  
The Information Difference

COURSE W7P

Andy Hayler is one of the world's foremost experts on master data management. Andy was principal technology consultant for Shell international before founding Kalido. Under his leadership, Kalido was the fastest growing business intelligence vendor in the world in 2001. Andy was the only European *Red Herring's* "Top 10 Innovators of 2002." Andy is now CEO of The Information Difference, a boutique analyst firm. He is a regular keynote speaker at international conferences.

**Steve Hoberman, CBIP**

President,  
Steve Hoberman & Associates, LLC  
COURSES W1, TH6, F6

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

**Cindi Howson**

Founder,  
BIScorecard

COURSES T3A, T3P

Cindi Howson is the founder of BIScorecard, a resource for in-depth BI tool reviews based on exclusive hands-on testing. She is the author of *Successful Business Intelligence: Secrets to Making BI a Killer App* and a frequent contributor to *Intelligent Enterprise* and *The Business Intelligence Network*. Prior to founding BIScorecard, Howson was a manager at Deloitte & Touche and a BI standards leader for a *Fortune* 500 company. She has an MBA from Rice University.

E-mail: cindihowson@biscorecard.com.

**Claudia Imhoff**

President and Founder,  
Intelligent Solutions, Inc.

COURSES T2

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

**Bill Kadlec**

President,  
Astute Management and  
Consulting, Inc.

COURSE T1

Bill Kadlec, president of Astute Management and Consulting, Inc., has been working in BI/data warehousing since 1984. He has implemented, designed, sold, and managed data warehouse installations across retail, consumer goods, wholesale distribution, and communications enterprises. Bill has hands-on knowledge in virtually every aspect of data warehouse delivery. He has taught commercially and is an instructor at Loyola University of Chicago.

**Krish Krishnan**

Industry Analyst and Data  
Warehouse Expert

COURSES F3A

Krish Krishnan is a recognized industry thought leader and practitioner in the area of DW. A seasoned Bill Inmon certified professional, Krish's expertise spans all areas in BI and DW. Krish specializes in providing high-performance solutions for small and large BI/DW initiatives. He has designed and implemented DW solutions from hundreds of gigabytes to multiterabyte data volumes. Krish leads the Data Warehouse Appliance Expert Channel at *Business Intelligence Network* (b-eye-network.com). Krish also serves as associate vice president of DAMA Chicago.

**Mike Lampa**

President,  
TeamDNA, Inc.

COURSE T6

Mike Lampa, CEO of TeamDNA, 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 S3A, S3P, M2

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



**Evan Levy, CBIP**  
*Partner,*  
*Baseline Consulting*  
 MONDAY KEYNOTE, COURSES M7P, T7P

Evan Levy is a partner and co-founder of Baseline Consulting, a management and technology consulting firm that provides data integration and business analytic services. Evan runs Baseline's IT practice and advises vendors and investors on emerging trends in BI and data integration. He and Jill Dyché are co-authors of the new book *Customer Data Integration: Reaching a Single Version of the Truth* (Wiley), which introduces the topic of designing, managing, and deploying customer master data.



**David Loshin**  
*President,*  
*Knowledge Integrity, Inc.*  
 COURSES TH7A, TH7P

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



**Mark Madsen**  
*President,*  
*Third Nature, Inc.*  
 COURSES W3A, W3P

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 Institution for his data warehousing and business intelligence projects. As a consultant, he has implemented systems for many public and private organizations in different industries.



**James I. Masuoka, CBIP**  
*Managing Consultant,*  
*Baseline Consulting*  
 COURSE W7A

James Masuoka is a managing consultant with Baseline Consulting, where he is responsible for the delivery of client solutions for customer data integration, master data management, and managed BI outsourcing projects. He has more than 20 years in DW and enterprise application software. Before Baseline, James was responsible for financial/HR analytic applications at DecisionPoint Software. He was an analyst at META Group, and has also held key development, sales, and marketing roles at Oracle, Teradata, and Informatica.



**Arkady Maydanchik**  
*Co-Founder,*  
*Data Quality Group LLC*  
 COURSES T4A, T4P

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 W4

Danette McGilvray is president of Granite Falls Consulting, Inc., which specializes in information quality management and data governance to support business processes around customer satisfaction, decision support, supply chain management, and operational excellence. Danette speaks throughout the U.S. and Europe, is a member of *DMReview.com's* Ask the Expert panel, and was profiled in *PC Week* and *HP Measure Magazine*. Her book, *Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information™*, was recently published by Morgan Kaufmann.



**Larissa Moss**  
*President,*  
*Method Focus, Inc.*  
 COURSE M3

Larissa Moss has 28 years of IT experience, with a focus on DW for 20 years. She speaks at conferences worldwide on the topics of DW, BI, project management, development methodologies, data governance, and information quality. She co-authored the books *Data Warehouse Project Management*, *Impossible Data Warehouse Situations*, *Business Intelligence Roadmap*, and *Data Strategy*. Her articles are published in *DM Review*, *Teradata Magazine*, *Business Intelligence Journal*, and *Cutter IT Journal*. She can be reached at [methodfocus@earthlink.net](mailto:methodfocus@earthlink.net).



**Kim Nevala**  
*Senior Consultant,*  
*Baseline Consulting*  
 COURSE T7A

Kimberly Nevala is a senior consultant at Baseline Consulting, a technology and management consulting firm specializing in data integration and business analytics. As a specialist in data governance and data management issues, Kimberly leads key Baseline clients in MDM and CDI program planning and implementation, and helps design and launch data governance initiatives using both top-down and bottom-up approaches. She is co-author of the TDWI publication *Ten Mistakes to Avoid when Launching a Data Governance Program*.

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

COURSES TH1, F1A, F1P

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

**Mark Peco, CBIP***Partner,  
InQvis*

COURSES S2, M1

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

**Anthony L. Politano***Author*

COURSE S6

Anthony "Tony" Politano is the author of the book *Chief Performance Officer*. He is an expert in the fields of performance management, MDM, BI, and DW. He is regularly published in trade journals and magazines, including a regular column in *DM Review*, and he has taught and keynoted at TDWI for more than five years. Tony received his masters degree from Howe School of Management at Stevens Institute, where he is currently a Ph.D. candidate.

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

COURSES M6, W5

Laura L. Reeves, co-author of first edition of *The Data Warehouse Lifecycle Toolkit* has more than 22 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 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 M4

Lorna Rickard has more than 15 years of experience in organizational development, instructional design, and facilitation. Most recently, she served as director of culture and communications for ING Re. As a member of the senior management team, she was instrumental in changing the culture and market position of ING Re, moving industry ranking, based on revenue, from number four to number one. At CONNECT, she assesses and advises client systems on cross-functional collaboration and team and organizational effectiveness.

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

COURSES W4, TH4A

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.

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

COURSE S1

Jed Summerton has worked with CONNECT as an independent consultant and as a client, and has now joined the CONNECT staff to provide senior guidance to CONNECT teams and clients in IT strategy, BI, and DW. Mr. Summerton has 25 years of experience in IT, business-process improvement, business management, and IT consulting. Mr. Summerton has formulated and executed multi-year IT plans with documented ROIs, implemented e-commerce systems, and built one of the first real-time DWs larger than 10 Terabytes.

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

COURSES T1, W6, F2

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

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

COURSE TH2

Nancy Williams has provided BI and DW expertise for more than 20 years to leading companies such as Marriott International, Legg Mason, and Stewart Title, as well as public sector organizations such as the U.S. SSA and the U.S. EPA. Nancy is a speaker at industry events and has authored or co-authored numerous publications in the fields of BI and business performance management, including the recently released 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.

The New Orleans Marriott, located at the edge of the historic French Quarter, will serve as the official headquarters hotel for TDWI's World Conference—Fall 2008.

### New Orleans Marriott

555 Canal Street

New Orleans, LA 70130

Phone: 504.581.1000 or 800.228.9290

Group Code for Call-Ins: falfala

Web Site: [www.marriott.com/hotels/travel/msyla-new-orleans-marriott/](http://www.marriott.com/hotels/travel/msyla-new-orleans-marriott/)

Reservations: <http://marriott.com/msyla?groupCode=falfala&app=resvlink>

TDWI has reserved a block of rooms at sharply reduced rates for conference attendees at the New Orleans Marriott: \$195.00, plus tax, for single/double occupancy.

This discounted rate is available through Monday, October 6, 2008. Please use the above URL or contact the hotel directly for room reservations.

Be sure to reference "TDWI" (group code: falfala) to get the conference rate. Rooms are limited, so make your reservations early. If you need special facilities or services, notify the hotel when you make your reservation.



## AIR TRAVEL DISCOUNTS

American Airlines (TDWI's official carrier) is offering exclusive discounts on airfares for TDWI conference attendees.

Information: [www.tdwi.org/neworleans2008/hotel](http://www.tdwi.org/neworleans2008/hotel)

## CAR RENTAL DISCOUNTS

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

Information: [www.tdwi.org/neworleans2008/hotel](http://www.tdwi.org/neworleans2008/hotel)

## About TDWI

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

## CONTACT INFORMATION

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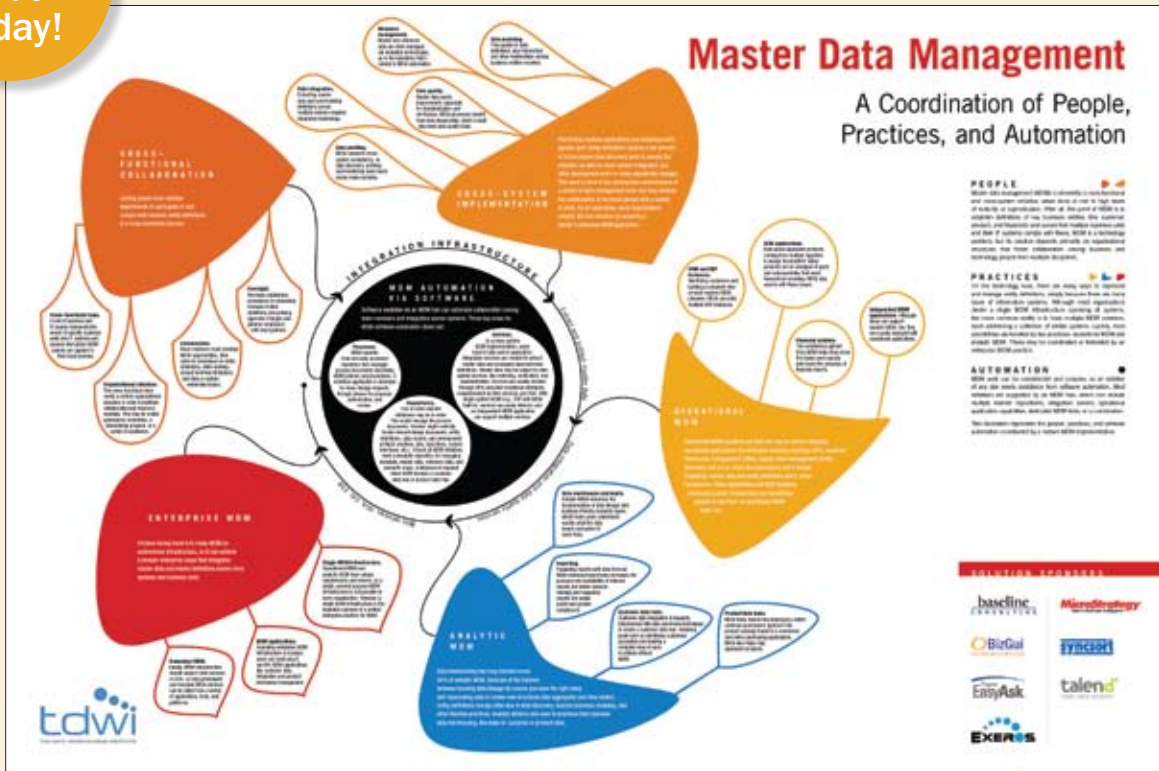
## MEDIA SPONSORS



# TDWI's 2008 Master Data Management Poster

www.tdwi.org/poster

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today!



TDWI's Master Data Management poster sorts out the complex layers of the MDM stack, illustrating how people, practices, and software automation are coordinated in a mature MDM implementation. Learn how this technology problem is solved through organizational structures that encourage collaboration. Whether you are just beginning a master data initiative or are in a mature MDM environment, this poster will help you master the complexities of MDM.

Visit TDWI's Web site to download a copy of the poster or request a free hard copy for your office:  
[www.tdwi.org/poster](http://www.tdwi.org/poster)

### Thanks to the sponsors of the MDM poster:

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## GENERAL INFORMATION

### 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 Lunch 11:15 a.m.-2:15 p.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.
	Hospitality Suites 7:00 p.m.	

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

Ab Initio Software Corporation	Informatica Corporation
Actuate	Information Builders
Altosoft	InfoSense Ltd.
AMB Dataminers Inc.	JasperSoft
Appfluent Technology	Kalido
Applix	Knowledge Relay
ASG	Kognitio
BIReady	Lavastorm
BizGui	LoganBritton, Inc.
Blue Hammock	LogiXML
Business Objects, an SAP company	Microsoft Corporation
Celequest	MicroStrategy
ChartSearch, Inc.	Netezza Corporation
CIBER	Netrics
Claraview	Noetix Corporation
Cognizant Technology Solutions	Oco, Inc.
Cognos Inc.	Oracle
Collabera, Inc.	Panoratio
Collaborative Consulting	ParAccel, Inc.
Comarch Inc.	Pentaho Corporation
Composite Software, Inc.	Pervasive Software
Corda Technologies	Pitney Bowes Group 1 Software
DataFlux	Project Performance Corp.
DataLever Corporation	ProxiX Solutions, Inc.
DATAlegro	QL2
DataMentors, Inc.	QlikTech Inc.
DataMicon Inc.	Relational Solutions, Inc.
DataMirror	Rocket Software
Dataupia	SAND Technology
DecisionPath Consulting	SAP America, Inc.
Denodo Technologies	SAS Institute Inc.
e2e Analytix Inc.	SeaTab Software Inc.
Embarcadero Technologies	SGI
ESRI	Silver Creek Systems
eThORITY	SilverTrain, Inc.
ETI	Siperian
Exeros	St. Joseph's University
expressor software	Strategy Companion Corp.
FAST	StratXData
GoldenGate Software	Sun Microsystems
Google	Sybase, Inc.
Greenplum	Syncsort Incorporated
Headstrong	Sypherlink
HCL	Teksouth Corporation
HP	Teleran Technologies Inc.
HP Information Management Practice	Teradata Corporation
HyperRoll Inc.	Trillium Software, a division of Harte-Hanks
i2 Technologies	Unisys Corporation
IBM	Vertica Systems
Identity Systems	Visual Mining, Inc.
InetSoft	XLcubed Ltd
Infobright Inc.	Zoomix

### REGISTRATION INFORMATION

#### REGISTRATION DEADLINES

**Early Registration Discount Deadline** . . . . . October 3, 2008  
**Regular Registration Deadline** . . . . . October 31, 2008

After October 31, please register onsite. Registration will be limited to space available. You will incur a \$50 late registration fee after October 31.

#### TEAM DISCOUNT

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

#### REFUND AND CANCELLATION POLICY

You may substitute another person in your place by calling 800.280.6218 or 541.346.3537 before October 24, 2008. If you must cancel, your refund request must be in writing and postmarked no later than October 24. 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 October 24.

#### 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/neworleans2008](http://www.tdwi.org/neworleans2008)

**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](mailto:tdwireg@continue.uoregon.edu)

**Web:** [www.tdwi.org/neworleans2008](http://www.tdwi.org/neworleans2008)

*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/neworleans2008](http://www.tdwi.org/neworleans2008) are secure. Our secured server environment keeps your information private.



# REGISTRATION FORM

TDWI WORLD CONFERENCE | NEW ORLEANS | NOVEMBER 2-7, 2008



## STEP 1. REGISTRATION

CHECK ONE FULL-DAY COURSE OR ONE A.M. (A) COURSE AND ONE P.M. (P) COURSE FOR EACH DAY YOU WILL ATTEND.

### SUNDAY, NOVEMBER 2

- S1 TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- S2 TDWI Introduction to Business Analytics
- S3A CBIP Preparation for the Information Systems Core Exam
- S3P CBIP Preparation for the Data Warehousing Exam
- S4 BI from Both Sides: Aligning Business and IT
- S5 Designing a High-Performance Data Warehouse
- S6 Performance Management and Master Data Management Bootcamp

### MONDAY, NOVEMBER 3

- M1 TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
- M2 TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
- M3 Business Intelligence Roadmap: The Complete Lifecycle for Decision-Support Applications
- M4 Leading and Organizing Business Intelligence Teams: Improving Individual and Team Performance
- M5 Real-Time Data Warehousing
- M6 Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
- M7A Introduction to MDM for BI Professionals
- M7P Implementing MDM for BI and Data Integration
- M8 HandsOn-OLAP

### TUESDAY, NOVEMBER 4

- T1 TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
- T2 CIF--Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives
- T3A Developing Your BI Tool Strategy
- T3P Cool BI: The Latest Innovations
- T4A Data Quality Fundamentals
- T4P Ensuring Data Quality in Data Integration--Practical Skills
- T5 Dimensional Modeling: Advanced Topics
- T6 Requirements Management for Business Intelligence
- T7A Ten Mistakes to Avoid when Launching a Data Governance Program
- T7P Change Management for MDM
- T8 HandsOn-Data Mining

### WEDNESDAY, NOVEMBER 5

- W1 TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- W2 Data Warehouse Lifecycle Overview
- W3A Evaluating ETL Tools and Technologies
- W3P Capturing Web Data and Content for BI
- W4 The Role of Politics, Authority, and Culture in Governing Data
- W5 Integrating Data Warehouses and Data Marts Using Conformed Dimensions
- W6 Putting the Business Back in BI: A Framework for Requirements and Value Management
- W7A Understanding MDM Technical Deployment: Architecture and the Vendor Landscape
- W7P Choosing Your MDM Vendor
- W8A HandsOn-Requirements Gathering: Advanced Techniques for BI Requirements
- W8P HandsOn-Statistical Analysis for BI: Essential Business Statistics for BI Applications and Solutions

### THURSDAY, NOVEMBER 6

- TH1 TDWI Business Intelligence Program Management
- TH2 The BI Pathway Approach: Delivering BI for Business Value
- TH3A CBIP Preparation for the Data Analysis and Design Exam
- TH3P CBIP Preparation for the Leadership and Management Exam
- TH4A Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs
- TH5 ETL Architecture for Delivering Dimensional Data Warehouses
- TH6 Intermediate and Advanced Techniques for Effective Data Modeling
- TH7A Data Quality and Master Data Management
- TH7P Starting Your Master Data Management Program--A Practical Workshop

### FRIDAY, NOVEMBER 7

- F1A Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level
- F1P Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
- F2 Business Requirements Workshop: BI Requirements Gathering Techniques
- F3A Data Warehouse Architectures--The Appliance Connection
- F4 Building a BI Career: A Personal Growth Plan
- F5A Let's Stop Calling It Metadata: It's about Managing Information
- F6 Data Modeling in Practice

## 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)

\* S3A, S3P, TH3A, and TH3P course books are not available for purchase.  
Course books are not available after the conference.

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

PRIORITY CODE: CBN008

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

## STEP 4. CALCULATE YOUR PAYMENT

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

FEES--REGULAR REGISTRATION (October 4-31, 2008)	TDWI Member	Non-Member
<input type="checkbox"/> Standard Package (3 Days)	\$1,945	\$2,220**
<input type="checkbox"/> Mega Package (4 Days)	\$2,320	\$2,595**
<input type="checkbox"/> Giga Package (5 Days)	\$2,520	\$2,795**
<input type="checkbox"/> Tera Package (6 Days)	\$2,720	\$2,995**

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

FEE FROM TABLE ABOVE \$ \_\_\_\_\_

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

LATE FEE (After October 31, 2008) add \$50 + \$ \_\_\_\_\_

ADDITIONAL COURSE BOOKS\* + \$ \_\_\_\_\_  
Full-day \$45 each/\$30 Members, Half-day \$22 each/\$15 Members, from STEP 2  
\*S3A, S3P, TH3A, and TH3P 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 EXP DATE CVV2 NUMBER (ON BACK OF CARD)

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--New Orleans 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/neworleans2008](http://www.tdwi.org/neworleans2008)

Please be aware that still photography, video, and audio recording may occur at this event. By attending this event, you consent to have your image, photograph, likeness, picture, rendering, or audio recording utilized for TDWI educational, marketing, and sales purposes. You hereby grant TDWI the right to unrestricted use, reproduction, display, dissemination, publication, and distribution in any medium, provided that TDWI will take measures on behalf of attendees against infringement and/or inappropriate use of your image, photograph, likeness, picture, rendering, and audio recording.

# TDWI WORLD CONFERENCE NEW ORLEANS, LA | NOVEMBER 2-7, 2008

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### TDWI PARTNER MEMBERS

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

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## Register and Win!

Register using the priority code below and be entered to win a \$200 American Express Gift Card.

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