

# TDWI WORLD CONFERENCE

SAN DIEGO, CA | AUGUST 17-22, 2008

THE PREMIER  
EVENT FOR  
BUSINESS  
INTELLIGENCE  
AND DATA  
WAREHOUSING  
EDUCATION

New and  
Updated  
Courses

pages 6-7



## 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



**Howard Dresner**  
*President and Founder,  
Dresner Advisory Services, LLC*



**Bill Schmarzo**  
*Vice President, Advertiser Analytics,  
Yahoo!*



## What Your Peers Are Saying

“The conference was of great value to me to affirm the direction of our current projects and also to continue to enhance my understanding of BI and DW in general.”

**C. Bowman, Cooper Tire & Rubber Co.**

“Instructors were great—we get the advantage of their many years of experience without a vendor or sales pitch. Very objective presentations, multi-viewed conversations, and great opportunity to network with others in similar situations or where we want to be.”

**B. Briggs, ARC**

“Best conference I’ve attended—for the educational value and vendor-neutral perspective.”

**L. Green, Litton Loan Servicing**

“The conference allowed me the opportunity to receive a wealth of information in one location at one time. It was well worth my time and energy.”

**V. Pierce, MPS Group**

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

**T. Huckabay, Cardinal Health**

## 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.

## TDWI BI EXECUTIVE SUMMIT

See pages 31–33 for more information.

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EDUCATION

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### Visit Us Online

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

TDWI World Conference Online Brochure:

[www.tdwi.org/2008sandiego](http://www.tdwi.org/2008sandiego)

Online Conference At-A-Glance:

[www.tdwi.org/sandiego2008/cag](http://www.tdwi.org/sandiego2008/cag)

Instructor Information:

[www.tdwi.org/sandiego2008/instructors](http://www.tdwi.org/sandiego2008/instructors)

Registration and Pricing:

[www.tdwi.org/sandiego2008/pricing](http://www.tdwi.org/sandiego2008/pricing)

Vendor Exhibitions:

[www.tdwi.org/sandiego2008/vendors](http://www.tdwi.org/sandiego2008/vendors)

Travel and Related Information:

[www.tdwi.org/sandiego2008/generalinfo](http://www.tdwi.org/sandiego2008/generalinfo)

## Monday, August 18, 8:00–8:45 a.m.



**Howard Dresner**  
President and Founder,  
Dresner Advisory Services, LLC

Howard Dresner is the president and founder of Dresner Advisory Services, LLC, an independent advisory firm and well known authority in the areas of BI and performance management. Previously, he spent 13 years at Gartner as a research fellow and lead analyst for BI, and he served as chief strategy officer at Hyperion until 2007. Howard speaks at events worldwide. His new book is *The Performance Management Revolution: Business Results Through Insight and Action* (John Wiley & Sons).

Please visit [www.tdwi.org/2008sandiego](http://www.tdwi.org/2008sandiego) for more information about keynote presentations.

## Thursday, August 21, 8:00–8:45 a.m.



**Bill Schmarzo**  
Vice President, Advertiser Analytics,  
Yahoo!

Bill Schmarzo, the vice president of advertiser analytics at Yahoo!, has more than two decades of data warehousing, business intelligence, and analytics experience. Prior to Yahoo!, Bill was the vice president of analytic applications at Business Objects and has held executive roles at The Kimball Group, DecisionPoint Applications, Sequent Computers, Cygnus Support, and Metaphor. Bill graduated from Coe College with a BA in mathematics, business and computer sciences, and has an MBA from the University of Iowa.

### BI Meets Web Analytics: Through the Looking Glass

Like Alice through the looking glass, what happens when you transport an old-school business intelligence and data warehousing guy into the fast and furious world of Web analytics?

- What is life like in the world of Web analytics, and what lessons does it hold for the business intelligence world?
- How does our knowledge of traditional business intelligence and data warehousing impact the Web analytics world?
- How do you leverage the best of both the BI and Web analytics worlds to deliver something new and compelling?



## TDWI Evening Education

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

### NIGHT SCHOOL SESSIONS

Learn about best practices and cutting-edge new topics in TDWI's Night School sessions taught by industry leaders, peers, and vendors. Visit [www.tdwi.org/2008sandiego](http://www.tdwi.org/2008sandiego) to view the Night School schedule and course descriptions.

### PEER NETWORKING SESSIONS

Peer Networking sessions provide a forum where you can network with your peers and TDWI instructors on a variety of topics. Visit [www.tdwi.org/2008sandiego](http://www.tdwi.org/2008sandiego) to see the schedule of Peer Networking sessions offered at this conference.

## 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 San Diego. 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/2008sandiego](http://www.tdwi.org/2008sandiego), 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. A sign-up sheet will be posted. If you have a laptop available, please bring it for testing. If not, indicate on the sign-up sheet that you will need one.

### CBIP EXAM PREPARATION COURSES

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

**TH2A** CBIP Preparation for the Information Systems Core Exam

**TH2P** CBIP Preparation for the Data Warehousing Exam

Why attend an exam preparation course? These courses are designed for those who already have the knowledge and experience but would benefit from an interactive and informative review just prior to testing. You'll get ready to test through discussion, review of concepts and terminology, and practice with sample exam questions. 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 page 21.

## Featured Topics in San Diego

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

### BUSINESS ANALYTICS

Business analytics is the next horizon after business intelligence, which is why TDWI continues to dedicate full course tracks on this topic from conference to conference. Experts in the analytics field bring you education that helps make complex analytic techniques accessible, helping you plan and build your own analytics. The 2008 TDWI summer conference brings you a full suite of analytics courses—from introductory, theory, and business metrics to predictive analytics, unstructured data, text analytics, and the popular HandsOn-Analytics courses. Whether you play a role in business analysis or technical requirements analysis, you can select from among 16 full- and half-day courses aimed at broadening your knowledge of business analytics.

- S2** TDWI Introduction to Business Analytics

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- S4** Data Visualization for Discovery and Analysis

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- M3** A Systems-Thinking Approach to Business Analytics

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- M4** Dashboard Design for Immediate Insight

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- T2** TDWI Enterprise Metrics: Designing Integrated Business Metrics

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- T6** HandsOn-Business Analytics

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- W3** Enterprise Business Metrics in Practice: Using Metrics to Maximize Business Performance

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- W4A** Predictive Analytics: A Business Perspective

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- W4P** Predictive Analytics: Making It Work

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- W9A** **NEW!** Text Analytics for BI/DW Practitioners

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- W9P** **NEW!** Using Text Analytics to Understand the Voice of the Customer

---

- TH3A** **NEW!** Collective Intelligence: The Convergence of BI with Content, Search, and Collaboration

---

- TH3P** **NEW!** Using Embedded BI Analytics to Drive Operational Decisions and Actions

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- TH5A** **NEW!** DW 2.0: Architecture for the Next Generation of Data Warehousing

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- TH5P** **NEW!** Integrating Unstructured Data into the DW 2.0 Framework

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- TH6** HandsOn-Advanced Analytics

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### ADVANCED DATA WAREHOUSING

Business intelligence usually takes center stage, as the growth of its tools and techniques seems to be limitless. However, data warehousing also continues to evolve with exciting tools and techniques of its own. This conference checks in with the freshest concepts in BI's complementary world of data warehousing. Don't miss some of the advanced courses we have lined up for you, with offerings such as Bill Inmon's and Derek Strauss's introduction to DW 2.0 courses, and Stephen Brobst's Future of Data Warehousing.

- S5** Designing a High-Performance Data Warehouse

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- M5A** Capacity Planning for Enterprise Data Warehouse Deployment

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- M5P** The Future of Data Warehousing

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- T5** Real-Time Data Warehousing

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- W7** Beyond the Data Warehouse: Architectural Options for Data Integration

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- TH5A** **NEW!** DW 2.0: Architecture for the Next Generation of Data Warehousing

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- TH5P** **NEW!** Integrating Unstructured Data into the DW 2.0 Framework

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Instructor: Dave Wells

## DATA QUALITY

High-quality data positions you for the best knowledge and keeps your organization competitive. Data of poor or unknown quality can lead to incorrect business actions, inefficiencies, and lost opportunities. TDWI recognizes the critical role that data plays in BI systems, which is why this conference brings you a weeklong track of intensive data quality courses. Recognized data quality experts offer you guidance and practical skills to assess your organization's data quality needs with the aim of improving its worth as a valuable asset.

<b>S7</b>	<b>NEW!</b> Building and Growing a Successful IQ Function
<b>M9</b>	<b>NEW!</b> Ten Steps to Quality Data and Trusted Information for the Data Warehouse
<b>T9</b>	Data Quality for Data Warehousing: A Practical Guide
<b>WB</b>	Data Quality Assessment—Practical Skills
<b>TH7A</b>	Ensuring Data Quality in Data Integration
<b>TH7P</b>	Using the Data Model Scorecard to Improve Data Model Quality
<b>F4A</b>	<b>NEW!</b> Using Metadata to Improve Quality

## BUSINESS REQUIREMENTS

BI requirements differ significantly from traditional OLTP requirements and are not easily defined. Uncovering requirements usually involves a process of discovery based on vague and fuzzy variables. Adding to the complexity, many subject matter experts are inexperienced in articulating their needs, so it takes development of communication skills, combined with specialized requirements gathering techniques, to form good BI requirements. The requirements courses at the 2008 TDWI summer conference offer insights into practical and proven requirements building techniques that will help lead you to build the best solutions.

<b>M1</b>	<b>NEW!</b> TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
<b>T7</b>	BI BBQ: Cookin' Up Better Business ReRequirements
<b>W6A</b>	HandsOn-Requirements Gathering: Advanced Techniques for BI Requirements
<b>TH8</b>	Business Requirements for BI Impact

## COURSE INFORMATION

See Course Descriptions starting on page 8.

## 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 San Diego. 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**

AUGUST 17

SCHEDULE

**COURSES**

Full Day	9:00 a.m.–5:00 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.
Welcome Reception	5:00–7:00 p.m.

COURSE OFFERINGS

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

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- S2** BA p. 8  
TDWI Introduction to Business Analytics  
*M. Peco*

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- S3P NEW!** AT p. 8  
Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level  
*W. Eckerson, J. O'Brien*

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- S4** BA DA p. 9  
Data Visualization for Discovery and Analysis  
*S. Few*

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- S5** AT p. 9  
Designing a High-Performance Data Warehouse  
*S. Brobst*

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- S6** LM p. 9  
Leading and Organizing Business Intelligence Teams: Improving Individual and Team Performance  
*M. Clarry, L. Rickard*

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- S7 NEW!** DI LM p. 10  
Building and Growing a Successful IQ Function  
*L. Yonke*

**FEATURED TOPICS IN SAN DIEGO**

**Business Analytics**

S2, S4, M3, M4, T2, T6, W3, W4A, W4P, W9A, W9P, TH3A, TH3P, TH5A, TH5P, TH6

**Advanced Data Warehousing**

S5, M5A, M5P, T5, T7, W7, TH5A, TH5P

**Data Quality**

S7, M9, T9, W8, TH7A, TH7P, F4A

**Business Requirements**

M1, T7, W6A, TH8

**MONDAY**

AUGUST 18

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

- M1 NEW!** DA p. 10  
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems  
*D. Wells*

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- M2 NEW!** DA p. 10  
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand  
*L. Reeves*

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- M3** BA p. 11  
A Systems-Thinking Approach to Business Analytics  
*M. Peco*

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- M4** BA p. 11  
Dashboard Design for Immediate Insight  
*S. Few*

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- M5A** AT p. 11  
Capacity Planning for Enterprise Data Warehouse Deployment  
*S. Brobst*

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- M5P** LM AT p. 11  
The Future of Data Warehousing  
*S. Brobst*

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- M6** AT BA p. 12  
HandsOn-OLAP  
*M. Gonzales*

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- M7** LM p. 12  
BI from Both Sides: Aligning Business and IT  
*J. Dyché*

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- M8A** LM p. 12  
How to Build a Data Warehouse with Limited Resources  
*C. Imhoff*

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- M8P** AT p. 13  
Feeling SaaS-y? Software as a Service Invades Business Intelligence  
*C. Imhoff*

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- M9 NEW!** DI p. 13  
Ten Steps to Quality Data and Trusted Information for the Data Warehouse  
*D. McGilvray*

**EXEC1** p. 31–33

TDWI BI Executive Summit, Day I  
*Various Speakers*

**TUESDAY**

AUGUST 19

SCHEDULE

**COURSES** Full Day 8:00 a.m.–5:30 p.m.

**EVENTS**

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

COURSE OFFERINGS

- T1** DI p. 13  
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing  
*N. Williams*

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- T2** BA LM p. 14  
TDWI Enterprise Metrics: Designing Integrated Business Metrics  
*M. Peco*

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- T3 UPDATED!** DI AT p. 14  
Evaluating ETL Tools and Technologies: Vendors in Action  
*M. Madsen*

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- T4** DI DA p. 14  
Business Intelligence Roadmap: The Complete Lifecycle for Decision-Support Applications  
*L. Moss*

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- T5** AT p. 15  
Real-Time Data Warehousing  
*S. Brobst*

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- T6** AT BA p. 15  
HandsOn-Business Analytics  
*M. Gonzales*

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- T7** BA LM p. 15  
BI BBQ: Cookin' Up Better Business ReRequirements  
*C. Rouse*

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- T8 UPDATED!** AT BA p. 16  
Evaluating BI Toolsets and BI Tools in Action  
*C. Howson*

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- T9** DA LM p. 16  
Data Quality for Data Warehousing: A Practical Guide  
*T. Redman*

**EXEC2** p. 31–33

TDWI BI Executive Summit, Day II  
*Various Speakers*

**WEDNESDAY** AUGUST 20

**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. 16  
 TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems  
*S. Hoberman*

**W2** LM p. 17  
 Power, Politics, and Partnership in Business Intelligence Projects  
*M. Clarry, L. Rickard*

**W3** BA p. 17  
 Enterprise Business Metrics in Practice: Using Metrics to Maximize Business Performance  
*D. Merriman*

**W4A** BA LM p. 17  
 Predictive Analytics: A Business Perspective  
*T. Rathburn*

**W4P** BA DA p. 18  
 Predictive Analytics: Making It Work  
*T. Rathburn*

**W5 NEW!** DI LM p. 18  
 ClF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives  
*L. Loftis*

**W6A** AT BA p. 18  
 HandsOn-Requirements Gathering: Advanced Techniques for BI Requirements  
*M. Gonzales*

**W6P** AT BA p. 19  
 HandsOn-Statistical Analysis for BI  
*M. Gonzales*

**W7** DI p. 19  
 Beyond the Data Warehouse: Architectural Options for Data Integration  
*E. Levy*

**W8** DA LM p. 19  
 Data Quality Assessment—Practical Skills  
*A. Maydanchik*

**W9A NEW!** BA p. 20  
 Text Analytics for BI/DW Practitioners  
*S. Grimes*

**W9P NEW!** BA p. 20  
 Using Text Analytics to Understand the Voice of the Customer  
*C. Jones*

**EXEC3** p. 31–33  
 TDWI BI Executive Summit, Day III  
*Various Speakers*

**THURSDAY** AUGUST 21

**SCHEDULE**

**KEYNOTE** (see p. 2) 8:00–8:45 a.m.

**COURSES**

Full Day	9:00 a.m.–5:00 p.m.
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**EVENTS**

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

**COURSE OFFERINGS**

**TH1** DA BA p. 20  
 TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics  
*J. O'Brien*

**TH2A** C p. 21  
 CBIP Preparation for the Information Systems Core Exam  
*J. Geiger*

**TH2P** C p. 21  
 CBIP Preparation for the Data Warehousing Exam  
*J. Geiger*

**TH3A NEW!** BA p. 21  
 Collective Intelligence: The Convergence of BI with Content, Search, and Collaboration  
*C. White*

**TH3P NEW!** BA p. 21  
 Using Embedded BI Analytics to Drive Operational Decisions and Actions  
*C. White*

**TH4** LM p. 22  
 Data Warehouse Project Management  
*S. Adelman*

**TH5A NEW!** DI BA p. 22  
 DW 2.0: Architecture for the Next Generation of Data Warehousing  
*D. Strauss*

**TH5P NEW!** DI BA p. 22  
 Integrating Unstructured Data into the DW 2.0 Framework  
*B. Inmon*

**TH6** AT BA p. 23  
 HandsOn-Advanced Analytics  
*M. Gonzales*

**TH7A** DI DA p. 23  
 Ensuring Data Quality in Data Integration—Practical Skills  
*A. Maydanchik*

**TH7P** DA p. 23  
 Using the Data Model Scorecard to Improve Data Model Quality  
*S. Hoberman*

**TH8** BA LM p. 24  
 Business Requirements for BI Impact  
*N. Williams, D. Bloom*

**FRIDAY** AUGUST 22

**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**

**F1** DI p. 24  
 TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation  
*D. Larson*

**F2** DA p. 24  
 Dimensional Modeling: Advanced Topics  
*C. Adamson*

**F3A** AT BA p. 25  
 Virtualization Technologies for BI Environments  
*J. O'Brien*

**F3P UPDATED!** AT LM p. 25  
 Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence  
*J. O'Brien*

**F4A NEW!** DI p. 25  
 Using Metadata to Improve Quality  
*J. Geiger*

**F5 UPDATED!** C p. 26  
 Building a BI Career: A Personal Growth Plan  
*J. Hay*

**F6** AT DI p. 26  
 HandsOn-Data Integration  
*M. Gonzales*

**COURSE TRACKS**

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

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

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

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

**Nancy Williams**

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, August 17, 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

**S3P** **AT** Sunday, August 17, 1:45–5:00 p.m.

**NEW! Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level**

**Wayne Eckerson, John O'Brien**

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



**S1**

*"An extremely good overview of the BI and data warehousing span that any beginner and some experienced students must take."*

K. Hariharan,  
Quasar Database  
Technologies, LLC

**S2**

*"I signed up my team for this course to start us off with common language and points of discussion."*

R. Maddox,  
Centerstone

**S4** **BA DA** Sunday, August 17, 9:00 a.m.–5:00 p.m.

## Data Visualization for Discovery and Analysis

**Stephen Few**

Business data analysis can be performed using a simple collection of graphing techniques—not sophisticated financial or statistical methods. But these techniques are rarely taught. Despite the simplicity of these skills and the ease with which they can be learned given the right help, the ability to recognize meaningful patterns, trends, and exceptions in business data is not intuitive. This course identifies what to look for in the data and presents the graphs and visual analysis techniques that are most effective for spotting and making sense of what's meaningful.

### YOU WILL LEARN

- Common mistakes in data presentation
- How to match your message to the right type of display
- How to remove extraneous information so the data speaks clearly and the most important data speaks loudly

### GEARED TO

- Anyone who examines business data

**S5** **AT** Sunday, August 17, 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

**S6** **LM** Sunday, August 17, 9:00 a.m.–5:00 p.m.

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

**Maureen Clarry, Lorna Rickard**

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

**S4**

*"I face a situation where mechanization and automated data capture make more data available to senior management than ever before. Now they ask, 'What does this data tell me?' Content was exactly what I had hoped for and expected it would be. Stephen did an excellent job."*

T. Leograndis,  
United States  
Sugar Corporation

**S5**

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

D. Decker,  
Upsher Smith Laboratories, Inc.

**S6**

*"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

**S7** **DI LM** Sunday, August 17, 9:00 a.m.–5:00 p.m.

**NEW! Building and Growing a Successful IQ Function**

**C. Lwanga Yonke**

As awareness about the importance of information quality grows, information quality (IQ) practitioners increasingly are called upon to tackle a myriad of complex IQ problems. They soon discover that successfully tackling the challenges caused by poor data quality often seems to be overwhelming and thankless work. Short- and long-term success requires that IQ practitioners be equipped with a robust foundation deeply rooted in proven best practices and applicable to various IQ efforts through business intelligence, data warehousing, data integration, etc.

Drawing from lessons learned at the front line, this tutorial describes the fundamental components of successful IQ functions and provides practical guidelines for getting started and remaining successful.

**YOU WILL LEARN**

- The fundamental activities of information quality (IQ) management and improvement
- How to develop an IQ strategy
- How to build a companywide IQ culture
- Attributes of the successful IQ leader

**GEARED TO**

- All those implementing new information quality programs; all those seeking to re-energize or re-focus existing information quality programs



- How to ensure completeness using a checklist of 40 kinds of requirements

**GEARED TO**

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

**M2** **DA** Monday, August 18, 9:00 a.m.–5:00 p.m.

**NEW! 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 are included to 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

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

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

**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

**M3** **BA** Monday, August 18, 9:00 a.m.–5:00 p.m.

## A Systems-Thinking Approach to Business Analytics

**Mark Peco**

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

### YOU WILL LEARN

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

### GEARED TO

- BI program and project managers; anyone responsible for designing and building scorecards, dashboards, and analytic applications

**M4** **BA** Monday, August 18, 9:00 a.m.–5:00 p.m.

## Dashboard Design for Immediate Insight

**Stephen Few**

Dashboards have become a popular means to present critical business information at a glance, but few do so effectively. Organizations make huge investments in information technology to produce actionable information, only to have it robbed of meaning at the very last stage of the process—the presentation of insights to those responsible for making decisions. When designed well, dashboards engage the power of visual perception to communicate a dense collection of information in an instant with exceptional clarity. This can only be achieved, however, by applying visual design skills that address the unique design challenges of dashboards.

### YOU WILL LEARN

- To recognize the common problems in dashboard design
- To match your message to the right means of dashboard display
- To avoid clutter and arrange data that communicates clearly and at a glance

### GEARED TO

- Dashboard designers; those who must understand the best practices of visual dashboard design to prepare for the evaluation of dashboard software

**M5A** **AT** Monday, August 18, 9:00 a.m.–12:15 p.m.

## Capacity Planning for Enterprise Data Warehouse Deployment

**Stephen A. Brobst**

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

*This course assumes database and systems knowledge.*

### YOU WILL LEARN

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

### GEARED TO

- Technical architects; DBAs; DW administrators

**M5P** **LM** **AT** Monday, August 18, 1:45–5:00 p.m.

## The Future of Data Warehousing

**Stephen A. Brobst**

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

*This course assumes knowledge of DW fundamentals.*

### YOU WILL LEARN

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

### GEARED TO

- DW architects, designers, developers, and administrators

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

### M3

*“Encourages looking at decisions and processes in a companywide perspective. We are small but growing rapidly, and if we start looking at our business with a systems view, we can excel.”*

M. Bowen,  
Delta Community  
Credit Union

### M4

*“We are just beginning with dashboards (setting standards), and this course was perfect for where I am.”*

J. Sweigard,  
Pennsylvania Department of  
Public Welfare

**M6** AT BA Monday, August 18, 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 effectively apply leading OLAP tools
- OLAP Exploratory Data Mining with PolyVista
- To compare and contrast OLAP features in order to make the best decision for your organization

**GEARED TO**

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

**Enrollment is limited to 30 attendees.**

**M7** LM Monday, August 18, 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

**MBA** LM Monday, August 18, 9:00 a.m.–12:15 p.m.

**How to Build a Data Warehouse with Limited Resources**

**Claudia Imhoff**

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

*This course assumes a general understanding of DW.*

**YOU WILL LEARN**

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

**GEARED TO**

- Project managers and team members; DW business users

**M6**

*“This hands-on class is the most heads-up BI tool comparison I've seen in 25 years in the BI industry.”*

A. Pierce,  
Chesapeake Energy

**M7**

*“Validated much of what our organization is doing and provided areas for continuous improvement. Great instructor with a great message framed with an excellent sense of humor.”*

J. Johnsen,  
State Farm Insurance

**MBA**

*“Best presenter in my selection of courses. Useful insight into challenges, supported by colorful anecdotes and experiences.”*

S. Gillespie,  
Department of National  
Defence, Canada

**M8P** **AT**

Monday, August 18, 1:45–5:00 p.m.

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

Claudia Imhoff

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

### YOU WILL LEARN

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

### GEARED TO

- BI leaders, users, and implementers

**M9** **DI**

Monday, August 18, 9:00 a.m.–5:00 p.m.

## NEW! Ten Steps to Quality Data and Trusted Information™ for the Data Warehouse

Danette McGilvray

Do these situations sound familiar? Your company is building a data warehouse and integrating data from several source systems. Data quality issues are impacting the project timeline, and early tests show users are distrustful of the information that is provided. The data warehouse has been in production for more than a year. Those from the business intelligence group have no confidence in the reports, complain about quality, and are reverting to their own spreadsheets for verification.

Whether you are just starting the project or are already in production, it is not unusual to find that information quality issues prevent the company from realizing the full benefit of their investment in the data warehouse. Join us to learn practical approaches to improving the quality of information behind your business intelligence, decision support, and data warehouse efforts. Come with your particular needs in mind, learn how these topics apply to your situation, and leave with realistic methods for improving information quality.

### YOU WILL LEARN

- The ten steps to quality data and trusted information

- Key information quality concepts (such as The Framework for Information Quality, data quality dimensions, and business impact techniques)
- Integrating data quality into a data warehouse project
- Data quality in the warehouse after go-live and in production

### GEARED TO

- Practitioners and individual contributors; project team members from both the business and IT; project and program managers

**T1** **DI**

Tuesday, August 19, 8:00 a.m.–5:30 p.m.

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

Nancy Williams

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 course 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

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



### T1

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

S. MacLean,  
Liberty Mutual Insurance

**T2** **BA LM** Tuesday, August 19, 8:00 a.m.–5:30 p.m.

**TDWI Enterprise Metrics: Designing Integrated Business Metrics\***

**Mark Peco**

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

**YOU WILL LEARN**

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

**GEARED TO**

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

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

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

**UPDATED! Evaluating ETL Tools and Technologies: Vendors in Action**

**Mark Madsen**

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

**Morning Session: Lecture**

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

**Afternoon Session: Demonstrations**

Using a proof-of-concept format, we will take an in-depth look

at several different ETL products. This demonstrates how the products work on common scenarios encountered in data extraction and integration projects.

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

*This course assumes an understanding of relational database and data warehousing terms and concepts.*

**YOU WILL LEARN**

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

**GEARED TO**

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

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

**T4** **DI DA** Tuesday, August 19, 8:00 a.m.–5:30 p.m.

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

**Larissa Moss**

This presentation is a soup-to-nuts methodology for BI and DW 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 BI and DW 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 BI and DW 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

**T2**

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

G. Burrus,  
Kaiser Permanente

**T3**

*“Fabulously informative! This course supercharged our tool evaluation process.”*

C. Zampaogna,  
Sterling Savings Bank

**T4**

*“This course provided a lot of information that is applicable to where we are right now. Larissa is phenomenal. She has great class management skills and obviously knows her material!”*

H. Herrera,  
Sandia National Laboratories

**T5** **AT** Tuesday, August 19, 8:00 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

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

## HandsOn-Business Analytics™

**Michael L. Gonzales**

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

This course defines the promise of BI and the gap that exists between what is promised and what is often implemented. The lecture portion then identifies the technologies and techniques necessary to fill the gap, including data mining, dashboards/scorecards, advanced visualization, and spatial analysis.

Hands-on exercises complement all lecture content. Throughout the course, participants experience leading products representing

tangible evidence and applicability to enhance the informational content of any BI effort. Specific technologies include data mining (Microsoft Data Mining); dashboards (Hyperion Intelligent Dashboard); scorecards (Microsoft); visualization (Tableau and PolyVista); and spatial analysis (ESRI Business Analyst).

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

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

### YOU WILL LEARN

- The best practices for blending data mining, dashboards, scorecards, advanced visualization, and spatial data technology into your BI environments
- The core components to effective spatial analysis, data mining, dashboards/scorecards, and visualization applications
- Through extensive lab exercises, you will gain hands-on experience with leading BI tools
- How and when to effectively apply advanced BI technology

### GEARED TO

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

**Enrollment is limited to 30 attendees.**

**T7** **BA** **LM** Tuesday, August 19, 8:00 a.m.–5:30 p.m.

## BI BBQ: Cookin' Up Better Business Requirements\*

**Christina Rouse**

The BI community has done very well in managing data migration and backend database processing. We haven't done so well with efficient and meaningful business requirements gathering. Likewise, our community struggles to convert business requirements into a meaningful data model. This course focuses on tips, tools, and techniques to improve the efficiency and accuracy of business requirements gathering and how to convert these requirements into a data warehouse data model. Specifically, time is spent on how business requirements impact the data model, the OLAP layer, and reports in your BI tool. It's not too technical!

### YOU WILL LEARN

- How to convert business requirements into a data model
- How to ask good business use questions to executives, power users, and casual users
- How to document business requirements
- How to inventory data elements
- Best practice designs in data modeling using business needs

### GEARED TO

- Business analysts; data modelers; report writers; OLAP architects; first time BI project managers

\* Previously titled *Twelve Smarter Steps to Business Requirements Gathering*

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

**T5**

*"Stephen is a great instructor. The ability to learn from him for two days was worth every penny paid for me to attend this conference. His knowledge, experience, and ability to teach are amazing."*

J. Toppen,

Access Business Group

**T6**

*"Could not have asked for a better presented course. Thanks!"*

R. Rogers,

Business Intelligence  
Forge Corp.**T7**

*"This course was fantastic! Chris showed how to ask the right questions and listen to the answers to produce a better business solution for both IT and business. Great job!"*

B. Pennington,  
Rollins Inc.

**T8** **AT BA** Tuesday, August 19, 8:00 a.m.–5:30 p.m.

**UPDATED! Evaluating BI Toolsets and BI Tools in Action**

**Cindi Howson**

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

The morning session focuses on defining and understanding requirements. Vendor examples are interwoven for illustrative purposes. The afternoon session addresses how to maximize scripted demos as part of your selection process. Three leading BI vendors will participate in a panel and scripted demos so you can see the tools in action and compare how they fulfill critical criteria. Vendors use a consistent sample data set so you get a true side-by-side comparison. Attendees will vote on one wild card topic.

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

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

**YOU WILL LEARN**

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

**GEARED TO**

- Project sponsors; business analysts; BI application owners

**T9** **DA LM** Tuesday, August 19, 8:00 a.m.–5:30 p.m.

**Data Quality for Data Warehousing: A Practical Guide**

**Thomas C. Redman**

In this course Dr. Tom Redman, author of *Data Quality: The Field Guide*, brings his wealth of insight and experience to the field of data warehousing. Beginning with fundamentals such as defining “quality data,” Redman offers a comprehensive look at quality management for data warehousing. Ranging from best practices of those with high-quality data to design of data quality processes, this course covers a broad span of data quality dimensions including data quality requirements, customer needs and quality, measurement, control, error handling, process design, metadata, and much more. Dr. Redman uses a highly interactive teaching style, so come prepared with lots of questions and an open mind.

**YOU WILL LEARN**

- Underlying principles of data quality
- Competing approaches to data quality
- How supply chain concepts apply to data quality
- Processes and techniques to manage quality in an existing data warehouse
- Processes and techniques to build quality into a new data warehouse

**GEARED TO**

- Data warehouse development and operations teams; data administrators and data stewards; everyone who is responsible for any aspect of data quality in data warehousing and BI systems

**W1** **DA** Wednesday, August 20, 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 DW concepts and BI 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

**T8**

*“Quick way to come back up to speed on a rapidly changing marketplace. This is the best class I have taken in years.”*

M. Keyser,  
NuWave Solutions

**T9**

*“[This course] helped me solidify that there needs to be a data matrix to measure the quality of the data we have. It also gave me some examples to use to measure the good and bad data and what is relevant to our group.”*

D. Herbert,  
Russell Investment Group

**W1**

*“Great examples. Very willing to listen to other ideas, and can actually explain more difficult concepts so that everyone understands—even my non-data-modeler co-workers who attended with me. Great use of humor.”*

S. Boettcher,  
Lockheed Martin

**W2** **LM** Wednesday, August 20, 8:00 a.m.–5:30 p.m.

## Power, Politics, and Partnership in Business Intelligence Projects\*

**Maureen Clarry, Lorna Rickard**

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

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

### YOU WILL LEARN

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

### GEARED TO

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

**Enrollment is limited to 60 attendees.**

\* Previously titled *Power, Politics, and Partnership in Data Warehousing Projects*

**W3** **BA** Wednesday, August 20, 8:00 a.m.–5:30 p.m.

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

**Dan Merriman**

One of the most valuable applications of business metrics is maximizing the performance improvements enabled by major business and technology initiatives. An effective set of business metrics and associated analysis processes motivates proper behavior while providing actionable insight into where attention should be focused to maximize quantifiable results. Coupling these

business metric skills with the feature-rich dashboard technology now offered by BI vendors creates the powerful capability companies need to maximize their business performance.

This interactive “in practice” course walks the participants through an approach for identifying an integrated set of business performance metrics, implementing measurement/analysis processes and mechanisms, and taking action based on the insight that is generated. It provides business and IT teams with a process and best practices for working together to define and use business metrics to improve business performance significantly.

### YOU WILL LEARN

- How to define and use business metrics to maximize the business results of major business/IT initiatives
- How to quantify and continually improve the business value enabled by BI/DW
- Best practices that can be used by joint business and IT teams to define business metrics, processes, and mechanisms
- Techniques for defining an integrated set of core “value metrics” that quantify bottom-line impact and “analysis metrics”

### GEARED TO

- BI program and project managers; business managers; business analysts; dashboards and scorecard developers; data stewards and data administrators

**Enrollment is limited to 60 attendees.****W4A** **BA** **LM** Wednesday, August 20, 8:00–11:15 a.m.

## Predictive Analytics: A Business Perspective

**Thomas Rathburn**

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

### YOU WILL LEARN

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

### GEARED TO

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

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

**W2**

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

L. Pearson,  
Sonofi Pasteur

**W3**

*“This has huge business value. We must clearly define our metrics to allow us to efficiently measure success or failure. Good overview and introduction to the concepts and implementation process.”*

E. Boyle,  
Citrix Online

**W4A**

*“It gives a good introduction to how to think about approaching a predictive analytics project. Tony is a very engaging, intelligent, and experienced presenter. I learned a lot and am very pleased that I took the course.”*

D. Edwards,  
Globys

**W4P** BA DA Wednesday, August 20, 2:15–5:30 p.m.

### Predictive Analytics: Making It Work

**Thomas Rathburn**

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

*Completion of course W4A, Predictive Analytics: A Business Perspective, is recommended but not required.*

**YOU WILL LEARN**

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

**GEARED TO**

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



**W4P**

*“A wonderful overview of a complex area. Any (and all) executives should take this class or one of its derivatives.”*

A. Davis,  
Monsanto Co.

**W5** DI LM Wednesday, August 20, 8:00 a.m.–5:30 p.m.

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

**Lisa Loftis**

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

**W6A** AT BA Wednesday, August 20, 8:00–11:15 a.m.

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

**Michael L. Gonzales**

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

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

**YOU WILL LEARN**

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

**GEARED TO**

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

**Enrollment is limited to 30 attendees.**

**W6P** **AT** **BA** Wednesday, August 20, 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.**

**W7** **DI** Wednesday, August 20, 8:00 a.m.–5:30 p.m.

## Beyond the Data Warehouse: Architectural Options for Data Integration

**Evan Levy**

Data warehousing used to be IT's weapon of choice for corralling the "islands of data" and bringing order to the decentralized information chaos. However, shifting business priorities, outsourcing's popularity, and the emergence of new technology solutions have changed the complexity of managing enterprise data.

Data access and delivery technologies such as EII, EAI, and ETL offer ways to be clever and more deliberate about delivering data to systems and users more effectively. With the emergence of customer data integration and master data management solutions, there's a new set of offerings to consider when integrating corporate information from across packaged applications, core platforms, and legacy systems.

Evan Levy identifies the architectural trade-offs and issues associated with each solution—from performance and functionality to flexibility and efficiency. He will present examples and case studies where these new integration architectures and methods have been implemented. And he'll pepper the course

with architectural examples that illustrate new ways of solving age-old data integration dilemmas.

*This course assumes an understanding of fundamental technology architectures.*

**YOU WILL LEARN**

- The standard alternatives for data integration
- EAI, EII, and ETL—and how they're different
- How data integration solutions and metadata co-exist
- How CDI and MDM solve the problem
- Samples of architectures that work

**GEARED TO**

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

**W8** **DA** **LM** Wednesday, August 20, 8:00 a.m.–5:30 p.m.

## Data Quality Assessment—Practical Skills

**Arkady Maydanchik**

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

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

**YOU WILL LEARN**

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

**GEARED TO**

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

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

**W6P**

*"This course helped to put statistical and mathematic terms and concepts into terms a non-statistician can understand."*

J. Scuderi,  
TransUnion LLC

**W7**

*"This course provided me with an excellent overview, with appropriate level of detail about the project I'm working on. It gave me an excellent idea of the options available for data and application integration. I have a better understanding of how the work I'm doing fits into the big picture."*

D. Frantz,  
Merck

**W8**

*"Arkady was an outstanding instructor with tremendous knowledge of the class subject matter. This was the most informative class I've taken in my nine years in IT."*

M. Webb,  
Amerisource Bergen

**W9A** **BA** Wednesday, August 20, 8:00–11:15 a.m.

**NEW! Text Analytics for BI/DW Practitioners**

**Seth Grimes**

This course introduces text analytics essentials to BI/DW practitioners and managers. We'll look at how to exploit the 80 percent of business-critical information that previously was locked in unstructured sources as varied as online media, call-center notes, e-mail, and corporate documentation. The course also covers BI/DW and analytics integration and applications in key business domains.

*This course assumes a basic understanding of databases, ETL, and BI.*

**YOU WILL LEARN**

- Techniques and tools for extracting information from unstructured data
- How to add text-sourced information to your BI/analytics initiatives
- Applications in the life sciences, media and publishing, CRM, and other fields
- Implementation strategies and best practices

**GEARED TO**

- Business intelligence and data warehousing practitioners and managers

**W9P** **BA** Wednesday, August 20, 2:15–5:30 p.m.

**NEW! Using Text Analytics to Understand the Voice of the Customer**

**Chris Jones**

Your customers tell you everyday how to make your products or services better—through your call centers, forums, and surveys. But most companies are unable to analyze these highly valuable sources of data. Learn how you can glean powerful insights into your customers' wants and needs by using text analytics—and create a lot of happy, loyal customers.

**YOU WILL LEARN**

- What text analytics is, and how is it different from BI search
- Who the players in the market are, and recent adoption of this technology across the industry
- How it works and what it takes to get a text analytics project off the ground
- Project pitfalls to watch out for

**GEARED TO**

- BI program managers, directors, and sponsors; anyone with leadership and management responsibilities in understanding the voice of the customer

**TH1** **DA** **BA** Thursday, August 21, 9:00 a.m.–5:00 p.m.

**TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics**

**John O'Brien**

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

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

**YOU WILL LEARN**

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

**GEARED TO**

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

**TH1**

*“Excellent course, excellent content, excellent instructor. Great takeaways! Instructor has a fine grasp of subject matter and an infectious passion for the industry effort.”*

A. Nelson,  
HealthMarkets

**TH2A C** Thursday, August 21, 9:00 a.m.–12:15 p.m.**CBIP Preparation for the Information Systems Core Exam****Jonathan G. Geiger****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.***TH2P C** Thursday, August 21, 1:45–5:00 p.m.**CBIP Preparation for the Data Warehousing Exam****Jonathan G. Geiger****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.***TH3A BA** Thursday, August 21, 9:00 a.m.–12:15 p.m.**NEW! Collective Intelligence: The Convergence of BI with Content, Search, and Collaboration****Colin White**

The use of unstructured business content and enterprise search is increasing, as is the use of Web 2.0 collaboration technologies. These latter technologies are converging with BI systems to create a powerful collective intelligence decision-making environment. This course examines the convergence of these technologies and discusses the significant business benefits that collective intelligence can bring to organizations. It provides a status report on current approaches to content management, search, and collaboration, and looks at how these technologies are integrated with, and exploited by, BI solutions.

*This course assumes a basic understanding of information integration and BI.***YOU WILL LEARN**

- The convergence of BI, business content, search, and collaboration
- The business benefits of collective intelligence
- The impact of collective intelligence
- How to use an Information Factory framework

**GEARED TO**

- IT managers and BI architects

**TH3P BA** Thursday, August 21, 1:45–5:00 p.m.**NEW! Using Embedded BI Analytics to Drive Operational Decisions and Actions****Colin White**

Companies are moving toward embedding BI functionality within business processes. This recognizes the importance of BI as a mission-critical operational system that adds value to the business. Working smarter and increased agility and adaptability is key to staying competitive in today's marketplace. This course discusses the business benefits of embedded BI solutions and the techniques and technologies for implementing embedded BI analytics. The course also describes the role of business process management and predictive analytics in creating embedded BI applications.

*This course assumes a basic understanding of BI.***YOU WILL LEARN**

- The business value of operational BI and embedded analytics
- The difference between embedded and traditional business analytics
- Developing and deploying embedded BI analytics in operational processes
- Operational BI directions
- Best practices and customer case studies

**GEARED TO**

- IT managers; BI architects; developers

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



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

### Data Warehouse Project Management

**Sid Adelman**

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

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

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

**YOU WILL LEARN**

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

**GEARED TO**

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



**TH4**

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

J. Hoffman,  
GE



Instructor: Steve Hoberman

**TH5A** **DI** **BA** Thursday, August 21, 9:00 a.m.–12:15 p.m.

### NEW! DW 2.0™: Architecture for the Next Generation of Data Warehousing

**Derek Strauss**

DW 2.0 is a statement of what a DW should be and the vision Bill Inmon has for the future of DW. The DW 2.0 architecture learns from the triumphs and letdowns of first-generation DW and provides a practical blueprint and guideline for your DW and BI program going forward.

**YOU WILL LEARN**

- The lifecycle of data within the DW and the significance of the DW 2.0 architecture sectors—interactive, integrated, near line, and archival
- Inclusion of unstructured data along with structured data inside the DW and the matching of unstructured data to structured data
- Inclusion of metadata as a tightly integrated part of the DW
- How to handle massive amounts of data seamlessly

**GEARED TO**

- Architects who want to lead their organizations into the future

**TH5P** **DI** **BA** Thursday, August 21, 1:45–5:00 p.m.

### NEW! Integrating Unstructured Data into the DW 2.0™ Framework

**Bill Inmon**

One of the essential aspects of DW 2.0 is the inclusion of unstructured data in the DW environment. Traditionally, first-generation DWs have included only structured data. But in order to get the full value out of your DW, you need to include both structured and unstructured data, as prescribed by the DW 2.0 architecture. This course has some theory and lots of practical examples. Examples of actual DWs that include unstructured data will be demonstrated.

**YOU WILL LEARN**

- Why the DW is the best place for storing unstructured data
- Some of the issues of unstructured transformation of text into the DW
- What unstructured data in a DW looks like
- How textual data can be incorporated into a DW and what kind of analysis can be done

**GEARED TO**

- DW architects and practitioners

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

## HandsOn-Advanced Analytics™

**Michael L. Gonzales**

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

### Examples of lab exercises include:

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

*This course assumes a basic understanding of the roles and uses of BI and DW technologies.*

### YOU WILL LEARN

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

### GEARED TO

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

**Enrollment is limited to 30 attendees.****TH7A** **DI** **DA** Thursday, August 21, 9:00 a.m.–12:15 p.m.

## Ensuring Data Quality in Data Integration—Practical Skills

**Arkady Maydanchik**

The corporate data universe consists of databases connected by countless real-time and batch data interfaces. The data continuously moves about and changes. The databases are endlessly redesigned and upgraded, as are the programs responsible for the data integration. The typical result is that information systems get better, while data quality deteriorates. Without a comprehensive data-quality monitoring program, bad data spreads like viruses. This course discusses practices that

can mitigate the problem and maintain high data quality through data integration. The course presents a “how-to” guide and practical solutions ready for immediate implementation.

### 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

**TH7P** **DA** Thursday, August 21, 1:45–5:00 p.m.

## Using the Data Model Scorecard™ to Improve Data Model Quality

**Steve Hoberman**

Gravity, wind, and aim influence an arrow's trajectory much as deadlines, skills, and biases influence a data model's trajectory. These factors strongly affect whether a model will reach its target of appropriately representing a business solution. The archer's score can be calculated quickly, and we can easily see success or failure. This is where the analogy ends however, because there is no standard way of measuring the strengths and weaknesses of our data models, leaving much up to interpretation, perception, and the test of time. After years of reviewing hundreds of data models, I have formalized a set of data model quality criteria into what I call the Data Model Scorecard. The Scorecard contains all the criteria for highlighting strengths and identifying areas for improvement in our designs. This course goes into detail on the Scorecard and provides techniques and tips for improving the quality of your models.

*This course assumes a basic understanding of data modeling.*

### YOU WILL LEARN

- The importance of having an objective measure of data model quality
- The categories that make up the Scorecard
- How to apply the Scorecard to different types of models
- Techniques to strengthen our models
- How to introduce the Scorecard into a development methodology and your company culture

### GEARED TO

- Analysts; architects; developers; database administrators; modelers

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

**TH6**

*“Tremendous value. We're looking at much of this in current projects right now.”*

C. Whitecotton,  
EMD Broadcasting

**TH7A**

*“Will help improve data quality and its management in our organization.”*

A. Jain,  
Airline Reporting Corporation

**TH7P**

*“This course has helped to clarify and solidify what is needed for a successful data model. There is immediate applicability to our data model process.”*

K. Marshbank,  
Imerys

**TH8** **BA LM** Thursday, August 21, 9:00 a.m.–5:00 p.m.

## Business Requirements for BI Impact

**Nancy Williams, David Bloom**

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

### YOU WILL LEARN

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

### GEARED TO

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

- Design techniques for the mainstream of data integration, including source-to-target mapping, source data capture, data transformation and cleansing, and database loading
- Techniques to enrich the data integration design with processes for automated scheduling, execution monitoring, metadata capture, restart and recovery, and more
- Tips to design for the complex issues of data integration, including detecting data changes, identifying data quality defects, managing complex schedule dependencies, meeting real-time data demands, and more

### GEARED TO

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

### TH8

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

D. Gray,  
ORIX USA

### F1

*"Best class so far. I've been waiting to finally get into some real detail, and the hands-on exercises really worked."*

J. Richardson,  
Creative Information  
Technology

### F2

*"Gave us many options for delivering what the business will use. It's good to know models can be made flexible as long as accuracy is delivered. Perfect pace. Held my interest every step of the way. Thanks for the future reference guide too."*

K. Vandermark,  
Edwards Lifesciences

**F1** **DI** Friday, August 22, 8:00 a.m.–3:30 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

**F2** **DA** Friday, August 22, 8:00 a.m.–3:30 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

**F3A** **AT** **BA** Friday, August 22, 8:00–11:15 a.m.

## Virtualization Technologies for BI Environments

**John O'Brien**

We will explore the characteristics of today's virtualization technologies as defined by the leading players in the market. We will briefly look at the history of virtualization technologies to understand the business benefits and the drivers that have made this technology significant. We will delve into opportunities for virtualization technologies in the BI world at each technical layer within the DW environment, considering the benefits and limitations of each implementation. Finally, we will review how the technology is expected to evolve, and the impact it will have on BI environments.

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

### YOU WILL LEARN

- Leading virtualization technologies
- Benefits and limitations of virtualization
- Effective use of virtualization in a DW environment
- The future of virtualization technologies

### GEARED TO

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

**F3P** **AT** **LM** Friday, August 22, 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

**F4A** **DI** Friday, August 22, 8:00–11:15 a.m.

## NEW! Using Metadata to Improve Quality

**Jonathan G. Geiger**

Metadata is viewed as a technical issue, due in part to its name. Managing metadata is about managing information about the enterprise asset of data—an asset for which IT is ultimately responsible. Metadata is applied throughout BI endeavors and can effectively aid in understanding and addressing data quality deficiencies. Metadata can help address quality deficiencies symptoms uncovered during DW development—and it can help reveal the root causes so upstream remedies can be instituted. This session provides an overview of BI quality management approaches, and delves into metadata's role.

### YOU WILL LEARN

- Metadata's role in managing the data assets
- Components of an effective BI quality program and its limitations
- Metadata's role in ensuring BI quality and improving overall data quality

### GEARED TO

- DW leaders and practitioners; business analysts; metadata management

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



### F3P

*"We are developing a data warehouse in an environment where they are also building (or trying to) a service-oriented system. This enabled me to understand the data warehouse future within that environment. Very qualified and knowledgeable teacher. I learned a lot from this course."*

P. Goss,  
Fujitsu Consulting



Instructor: John O'Brien

**F5** **C** Friday, August 22, 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



**F5**  
*“Excellent material for anyone who needs clarity and direction for career assessment and planning.”*

D. Gibbs,  
 Bombardier

**F6**  
*“Great guidance on available tools and solutions for current decisions.”*

J. Dresia,  
 Marsh

SQL Server Integration Service; DMExpress; and Kettle Extraction Transformation Transportation Loading Environment (Kettle).

HandsOn-Data Integration's lecture content is complemented with extensive lab time. Lab exercises provide valuable insight into the features of leading technology, and into how that technology may fit in your warehouse and BI efforts.

**YOU WILL LEARN**

- Best practices for designing data integration solutions to address modern BI solutions
- Core components to modern data integration technologies and techniques
- Through extensive lab exercises, you will gain hands-on experience with leading BI tools
- How and when to effectively apply these tools

**GEARED TO**

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

**Enrollment is limited to 30 attendees.**

**F6** **AT** **DI** Friday, August 22, 8:00 a.m.-3:30 p.m.

**HandsOn-Data Integration™**

**Michael L. Gonzales**

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

This course provides an opportunity to compare and experience critical features of leading data integration tools. In a lab setting, you will use tools such as IBM's Ascential DataStage; Microsoft



*Instructor: Michael Gonzales*



**Chris Adamson,**  
*Data Warehouse Specialist  
and Founder,  
Oakton Software LLC*  
COURSE F2

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.



**Sid Adelman,**  
*Principal,  
Sid Adelman & Associates*  
COURSE TH4

Sid Adelman is a principal at Sid Adelman & Associates, which specializes in planning and implementing DWs, DW and BI assessments, and establishing effective strategies. He speaks at TDWI conferences and IBM's DB2 and Data Warehouse Conference, chairs the "Ask the Experts" column on [www.dmreview.com](http://www.dmreview.com), and is a contributor to DW journals. He co-authored *Data Warehouse Project Management* and *Data Strategy* and is the principal author of *Impossible Data Warehouse Situations with Solutions from the Experts*.



**David Bloom,**  
*Director, Commercial Consulting,  
DecisionPath Consulting*  
COURSE TH8

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



**Stephen A. Brobst,**  
*Managing Partner,  
Strategic Technologies & Systems*  
COURSES S5, M5A, M5P, T5

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 S6, W2

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*.



**Jill Dyché, CBIP,**  
*Partner,  
Baseline Consulting*  
COURSE M7

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 S3P

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).



**Stephen Few,**  
*Principal,  
Perceptual Edge*  
COURSES S4, M4

Stephen Few has 24 years of experience as an innovator, consultant, and educator in business intelligence and information design. Today he specializes in the design and use of business information for analysis and communication. He is the data visualization columnist for *DM Review*, professor at the University of California, Berkeley, and author of the books *Show Me the Numbers: Designing Tables and Graphs to Enlighten* and *Information Dashboard Design: Beyond Gauges, Meters, and Traffic Lights*.



**Jonathan G. Geiger, CBIP,**  
*Executive Vice President,  
Intelligent Solutions, Inc.*  
COURSES TH2, F4A

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 M6, T6, W6A, W6P, TH6, F6

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



**Seth Grimes,**  
President,  
Alta Plana Corporation  
COURSE W9A

Seth Grimes is an analytics strategy consultant. He is also founding chair of the Text Analytics Summit, contributing editor at *Intelligent Enterprise* magazine, and *Business Intelligence Network* channel expert.



**Jennifer Hay, CBIP,**  
Certification Program Manager,  
TDWI  
COURSE F5

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



**Steve Hoberman, CBIP,**  
President,  
Steve Hoberman & Associates, LLC  
COURSES W1, TH7P

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](mailto:me@stevehoberman.com).



**Cindi Howson,**  
Founder,  
BIScorecard®  
COURSE T8

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



**Bill Inmon,**  
President,  
Forest Rim Technology  
COURSE TH5P

Bill Inmon is recognized by many as the "father of data warehousing." He has 50 books in print and has sold more than 500,000 books, many of which have been translated into nine languages. Bill holds nine software patents and has written more than 1,000 articles published in journals such as *Byte*, *Datamation*, and *ComputerWorld*, among others. Bill's weekly electronic newsletter with *Business Intelligence Network* reaches approximately 70,000 people. His latest book is *DW 2.0: The Architecture for the Next Generation of Data Warehousing*.



**Claudia Imhoff,**  
President and Founder,  
Intelligent Solutions, Inc.  
COURSES M8A, M8P

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



**Chris Jones,**  
Analytics Manager,  
Intuit, Inc.  
COURSE W9P

Chris Jones is the manager of analytics at Intuit and is responsible for the business, technical, and strategic elements of the analytics platform that supports Intuit's TurboTax business unit. The platform empowers Intuit to drive for optimal outcomes from experience and behavior analysis that is rooted in customer satisfaction.



**Deanne Larson, CBIP,**  
President,  
Larson & Associates  
COURSE F1

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



**Evan Levy, CBIP,**  
Partner,  
Baseline Consulting  
COURSE W7

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.



**Lisa Loftis, CBIP,**  
Senior Vice President,  
Intelligent Solutions, Inc.  
COURSE W5

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



**Mark Madsen,**  
President,  
Third Nature, Inc.  
COURSE T3

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.



**Arkady Maydanchik,**  
Co-Founder,  
Data Quality Group LLC  
COURSES W8, TH7A

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 M9

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 has been profiled in *PC Week* and *HP Measure Magazine*. Her book, *Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information™* (Morgan Kaufmann), will be available soon.



**Dan Merriman,**  
Principal,  
The Revere Group  
COURSE W3

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



**Larissa Moss,**  
President,  
Method Focus, Inc.  
COURSE T4

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).



**John O'Brien, CBIP,**  
President and Executive Architect,  
Zukeran Technologies  
COURSES S3P, TH1, F3A, F3P

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, M3, T2

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](mailto:mark.peco@inqvis.com)



**Thomas A. Rathburn,**  
Senior Consultant,  
The Modeling Agency  
COURSES W4A, W4P

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



**Thomas C. Redman,**  
President,  
Navesink Consulting Group  
COURSE T9

Thomas C. Redman is president of Navesink Consulting Group. Known by many as the "Data Doc," Redman was the first to extend quality principles to data and information. Redman's innovations have raised the standard of data quality in today's information-based economy. An internationally recognized author and speaker, Redman has authored numerous papers and published three books, of which *Data Quality: The Field Guide* (Butterworth-Heinemann, 2001) is the latest. He holds two patents.



**Laura L. Reeves,**  
Principal,  
StarSoft Solutions, Inc.  
COURSE M2

Laura L. Reeves, co-author of the 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  
COURSES S6, W2

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.



**Chris Rouse,**  
*Business Intelligence  
Practice Director,  
Dayhuff Group*

COURSE T7

Chris Rouse is an improvement catalyst who applies BI strategy for performance improvement. Chris has more than 20 years of data experience on a broad range of technical platforms. Clients rave about her blend of business acumen, technical architect, and trainer skills. Clients ask Chris to conceptualize the BI solution, then architect, construct, and implement that solution. She is a seasoned BI solution architect, an applied statistician, and a former college professor.



**Derek Strauss,**  
*President,  
Gavroshe USA, Inc.*

COURSE TH5A

Derek Strauss is co-author of the book *DW 2.0: The Architecture for the Next Generation of Data Warehousing*, by William H. Inmon, Derek Strauss, and Genia Neushloss (July 2008). He is founder, CEO, and a principal consultant of Gavroshe. He has 28 years of IT industry experience, 22 years of which were in the information resource management and business intelligence/data warehousing fields. Derek has initiated and managed numerous enterprise BI/DW programs.



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

COURSE M1

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



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

COURSES S1, T1, TH8

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



**Colin White,**  
*President and Founder,  
BI Research*

COURSES TH3A, TH3P

Colin White has more than 36 years of IT experience and in-depth knowledge of leading-edge business intelligence and enterprise business integration technologies. He has consulted for dozens of companies throughout the world and is a frequent speaker at leading IT events. Colin has written numerous articles and papers on business intelligence and business integration, and he writes for the *Business Intelligence Network* and leading industry journals.



**Lwanga Yonke,**  
*Independent Analyst*

COURSE S7

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

# TDWI BI EXECUTIVE SUMMIT

SPECIAL FOCUS ON ANALYTICS

AUGUST 18–20, 2008

[www.tdwi.org/sandiego2008/es](http://www.tdwi.org/sandiego2008/es)



## Be a Hero: Unleash the Value of Business Intelligence

- Learn How to Supercharge Your BI Solution
- Find Out How Leading Companies like eBay, Netflix, and Capital One Became BI Heroes
- Conquer the Current Economy with Enterprise Analytics



TDWI's Business Intelligence Executive Summit gives you the tools, the interaction, and the professional contacts you need to truly unleash the value of business intelligence within your organization. You will be inspired by stories of BI leaders who finely tuned their BI initiatives, moving them from ordinary to extraordinary. In the breakout sessions, you will learn from people who share the same challenges as you—whether you are just starting out or are a BI veteran. You will get one-to-one meeting time with BI thought leaders and cement your peer relationships through networking sessions and recreational activities. In short, you will get what you need to be a hero—unleashing the value of BI for *your* organization.

### KEYNOTE SPEAKERS

#### ANALYTICS AT EBAY



**Oliver Ratzesberger,**  
Senior Director Architecture & Operations,  
eBay Inc.

As the world's largest online marketplace, eBay relies heavily on analytics to provide millions of customers and partners an easy-to-use, high-performance platform for shopping, trading, and communicating with each other. This session will explain eBay's approach to analytics and the lessons it has learned in creating a culture of measurement and fact-based decision making. It will discuss its use of dashboards and cascading key performance indicators and the role of predictive analytics in optimizing every facet of its business. Finally, it will show how to build a robust data management foundation that enables users to run millions of ad hoc queries against petabytes of atomic-level data.

#### POLICE AND PREDICTIONS—REDUCING CRIME THROUGH ANALYTICS



**Rodney Monroe,**  
Chief of Police,  
Richmond Police Department

Using business intelligence tools and predictive and spatial analytics, the Richmond (VA) Police Department ushered in a new era in crime analysis that aims to outmaneuver criminals before the criminal gets to the crime scene. Richmond police officers are applying information-based tools to prevent future crime from occurring. As a result, RPD can respond more rapidly to crime by knowing where to deploy police power and, ultimately, use information to deter crime by having police in the right places at the right times. Thanks to RPD's affordable, high-tech solution, it has reduced major crime by 17 percent, on average, during the past two years.

# TDWI BI EXECUTIVE SUMMIT



## Be a Hero: Unleash the Value of Business Intelligence

### QUALIFIED ATTENDANCE

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

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

In other words, Summit attendees need to be at or near the top of the BI pyramid in their organizations. You will be asked several qualifying questions in order to register.

For details, visit [www.tdwi.org/tesprequal](http://www.tdwi.org/tesprequal).

## BI PROGRAM LINE-UP

TDWI knows valuable learning experiences come through interactivity and dialog. The BI Executive Summit makes a point to facilitate discussion among speakers, panelists, and attendees. The Summit is supercharged with people looking to compare notes, learn from thought leaders, and interact with BI peers. You will come away with valuable professional contacts.

### SPEAKERS AND TOPICS INCLUDE

#### Tales from the Trenches: How to Succeed with Analytics

Kurt Thearling, Vice President, Strategic Technology, Capital One

Eric Colson, Algorithmic & Analytic Products, Netflix, Inc.

Matt Schwartz, Vice President, Business Intelligence & Analysis, Corporate Express

#### Establishing a BI Competency Center

Dan Evans, Strategic Consultant

#### Outside In: The Next Generation of BI Innovations

Mark Madsen, President, Third Nature, Inc.

#### Spanning the Gulf: How StubHub Found Its BI Groove

Case Presenter: Rob Singer, Director, Customer Intelligence and Relationship Marketing, StubHub, an eBay Company

#### Using Data Governance to Support Business Strategy

Rob Lux, Chief Technology Officer, GMAC ResCap

#### One Step at a Time: Analytics for the Rest of Us

Matt Schwartz, Vice President, Business Intelligence & Analysis, Corporate Express

#### Visualization in Practice

Masum Huq, CEO and President, Dynava Services LLC

Todd Norris, Director of Business Intelligence, Blue Cross and Blue Shield of North Carolina

#### Performance Analytics: Best Practices in Deploying Dashboards and Scorecards

Wayne Eckerson, Director, TDWI Research, TDWI

#### Performance Management in Practice: Making BI Pervasive through Dashboards

Jeff Gill, Senior Director of Network Surveillance, Comcast

Ryan Uda, Senior IT Manager - Enterprise BI, Cisco System

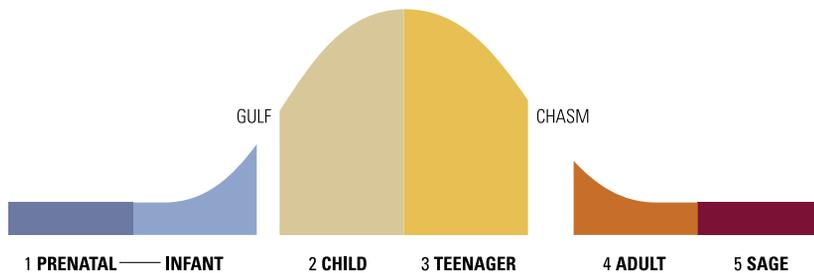
Matthew March, Vice President of Corporate Systems and Business Intelligence, Carrington Mortgage Services

For a complete program agenda and detailed session descriptions go to: [www.tdwi.org/sandiego2008/es](http://www.tdwi.org/sandiego2008/es)

**WHAT'S YOUR BI MATURITY?**

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

TDWI's BI Maturity Model—User Adoption Curve



**BREAKOUT SESSIONS ARRANGED BY BI MATURITY**

Breakout sessions are aligned with TDWI's BI Maturity Model and are designed to address the pressing issues of organizations at different phases of BI maturity.

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

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

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

**Analytics:** This track will take a deeper dive into various facets of predictive analytics. Sessions will explore analytical techniques, how to establish a data management infrastructure to support analytics, and nuances of delivering text and Web analytics applications.

**SUMMIT STEERING COMMITTEE**

**ANDREA BALLINGER**  
Director of Data Warehousing,  
University of Illinois

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

**REID COLSON**  
Senior Director - Data Analysis  
Capital One

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

**JIM GALLO**  
Senior Data Warehouse Architect,  
Information Control Corporation

**CHRIS GENTRY**  
Director of Business Intelligence,  
CCC Information Services

**JIM HILL**  
Director of Data Management,  
1-800 CONTACTS

**JIM KEENE**  
Systems Manager -  
Global Information Services,  
Harley-Davidson Motor Company

**MATTHEW MARCH**  
Vice President of Corporate Systems  
and Business Intelligence,  
Carrington Mortgage Services

**MICHAEL MASCIANDARO**  
Business Intelligence Director,  
Rohm and Haas Company

**CAREY MORETTI**  
Director of IT and  
Business Intelligence,  
ProFlowers.com

**JIM RAPPÉ**  
Enterprise Data Warehouse  
Group Leader,  
International Truck and Engine Corp.

**MATTHEW SCHWARTZ**  
Vice President, Business  
Intelligence & Analysis,  
Corporate Express

**SUMMIT CHAIR**



**WAYNE ECKERSON**  
Director, TDWI Research,  
TDWI



## GENERAL INFORMATION

### 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 Manchester Grand Hyatt San Diego hotel, with a prime waterfront location next to Seaport Village, will serve as the official headquarters hotel for TDWI's World Conference—Summer 2008.

#### Manchester Grand Hyatt San Diego

One Market Place  
San Diego, CA 92101  
Phone: 619.232.1234

#### Promotional Code for Call-Ins:

TDWI World Conference

**Web Site:** [www.manchestergrand.hyatt.com](http://www.manchestergrand.hyatt.com)

**Reservations:** [https://resweb.passkey.com/](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=59945&fromResdesk=true)

[Resweb.do?mode=welcome\\_ei\\_new&eventID=59945&fromResdesk=true](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=59945&fromResdesk=true)

TDWI has reserved a block of rooms at sharply reduced rates for conference attendees at the Manchester Grand Hyatt San Diego: \$209.00, plus tax, for single/double occupancy

This discounted rate is available through Thursday, July 17, 2008. Please use the above URL or contact the hotel directly for room reservations. Be sure to reference "TDWI" to get the conference rate. Rooms are limited, so make your reservations early. If you need special facilities or services, notify the hotel when you make your reservation.

### AIR TRAVEL DISCOUNTS

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

Information: [www.tdwi.org/sandiego2008/hotel](http://www.tdwi.org/sandiego2008/hotel)

### CAR RENTAL DISCOUNTS

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

Information: [www.tdwi.org/sandiego2008/hotel](http://www.tdwi.org/sandiego2008/hotel)



### WELCOME TO SAN DIEGO

Welcome to San Diego, California's second largest city, where blue skies keep watch on 70 miles of beaches and a gentle Mediterranean climate beckons you to come out and play. Bordered by Mexico, the Pacific Ocean, the Anza-Borrego Desert, and the Laguna Mountains, San Diego County's 4,200 square miles offer immense opportunity for relaxation and entertainment.

### ART AND CULTURE

Spend the day at lush 1,200-acre Balboa Park, one of the nation's largest cultural complexes. Browse the spectacular array of fine art, science and natural history, aerospace, photography, model railroads, automobiles, and performing arts. Plan a picnic near one of the park's many botanical gardens or arboretums. When the evening calls for something more sophisticated,

there's always Tony award-winning theater and world-class opera.

### GET ACTIVE

Check out these numbers: 92 golf courses, 1,200 tennis courts, and 70 miles of beaches, all canopied beneath a climate termed "ideal" by meteorologists. Depending on your outdoor terrain of choice, San Diego's four microclimates, including mountains, deserts, inland valleys, and beaches, can show you just how great the Great Outdoors gets.

### DINING AND NIGHTLIFE

San Diego chefs use the bounty available to them from 6,000 area farms. You can savor their impeccable creations dining aboard a yacht, sitting seaside at one of many outdoor cafés and restaurants, or sipping wine at sunset.

For a fabulous night out, don't miss the electric Gaslamp Quarter! From suave steakhouses and eclectic ethnic fare, dinner clubs to sultry jazz bars, the quarter boasts more than 100 restaurants, bars, and nightclubs within blocks of each other.

### PREMIER MEDIA SPONSORS



### MEDIA SPONSORS



## 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).

### EDUCATION

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

### TDWI SEMINAR SERIES

#### In-Depth Training in a Small Class Setting

[www.tdwi.org/seminars](http://www.tdwi.org/seminars)

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

### TDWI ONSITE EDUCATION

#### World-Class Data Warehousing and Business Intelligence Education in Your Environment

[www.tdwi.org/onsite](http://www.tdwi.org/onsite)

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

### MEMBERSHIP

[www.tdwi.org/membership](http://www.tdwi.org/membership)

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

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



### TDWI'S EDUCATIONAL PHILOSOPHY

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

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### CONTACT INFORMATION

Phone: 425.277.9126  
Fax: 425.687.2842  
E-mail: [info@tdwi.org](mailto:info@tdwi.org)  
Web: [www.tdwi.org](http://www.tdwi.org)

# 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 Reception 5:00-7:00 p.m.  Hospitality Suites 7:00 p.m.	Exhibit Hall Open and Lunch 11:15 a.m.-2:15 p.m.  Hospitality Suites 7:00 p.m.

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

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

## REGISTRATION INFORMATION

### REGISTRATION DEADLINES

Early Registration Discount Deadline . . . . . July 18, 2008  
 Regular Registration Deadline . . . . . August 15, 2008

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

### TEAM DISCOUNT

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

### REFUND AND CANCELLATION POLICY

You may substitute another person in your place by calling 800.280.6218 or 541.346.3537 before August 8, 2008. If you must cancel, your refund request must be in writing and postmarked no later than August 8. Your fee will be returned, less a 20-percent cancellation fee. Direct your letter to the conference registration office in Oregon (see address below). No refunds or credits will be issued after August 8.

### HOW TO REGISTER

**Mail:** REGISTRATION WITH PAYMENT TO:  
 TDWI World Conference Registration  
 1277 University of Oregon  
 Eugene, Oregon 97403-1277

**Fax:** 541.346.3545 or 541.346.3509 (credit card payment only)

**Web:** [www.tdwi.org/2008sandiego](http://www.tdwi.org/2008sandiego)

**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/2008sandiego](http://www.tdwi.org/2008sandiego)

*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/2008sandiego](http://www.tdwi.org/2008sandiego) are secure. Our secured server environment keeps your information private.



# REGISTRATION FORM

TDWI WORLD CONFERENCE | SAN DIEGO | AUGUST 17-22, 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, AUGUST 17

- S1 TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- S2 TDWI Introduction to Business Analytics
- S3P Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level
- S4 Data Visualization for Discovery and Analysis
- S5 Designing a High-Performance Data Warehouse
- S6 Leading and Organizing Business Intelligence Teams: Improving Individual and Team Performance
- S7 Building and Growing a Successful IQ Function

### MONDAY, AUGUST 18

- M1 TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
- M2 Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
- M3 A Systems-Thinking Approach to Business Analytics
- M4 Dashboard Design for Immediate Insight
- M5A Capacity Planning for Enterprise Data Warehouse Deployment
- M5P The Future of Data Warehousing
- M6 HandsOn-OLAP
- M7 BI from Both Sides: Aligning Business and IT
- M8A How to Build a Data Warehouse with Limited Resources
- M8P Feeling SaaS-y? Software as a Service Invades Business Intelligence
- M9 Ten Steps to Quality Data and Trusted Information for the Data Warehouse
- EXEC1 TDWI BI Executive Summit, Day I

### TUESDAY, AUGUST 19

- T1 TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
- T2 TDWI Enterprise Metrics: Designing Integrated Business Metrics
- T3 Evaluating ETL Tools and Technologies: Vendors in Action
- T4 Business Intelligence Roadmap: The Complete Lifecycle for Decision-Support Applications
- T5 Real-Time Data Warehousing
- T6 HandsOn-Business Analytics
- T7 BI BBQ: Cookin' Up Better Business ReRequirements
- T8 Evaluating BI Toolsets and BI Tools in Action
- T9 Data Quality for Data Warehousing: A Practical Guide
- EXEC2 TDWI BI Executive Summit, Day II

### WEDNESDAY, AUGUST 20

- W1 TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- W2 Power, Politics and Partnership in Business Intelligence Projects
- W3 Enterprise Business Metrics in Practice: Using Metrics to Maximize Business Performance
- W4A Predictive Analytics: A Business Perspective
- W4P Predictive Analytics: Making It Work
- W5 CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives
- W6A HandsOn-Requirements Gathering: Advanced Techniques for BI Requirements
- W6P HandsOn-Statistical Analysis for BI
- W7 Beyond the Data Warehouse: Architectural Options for Data Integration
- W8 Data Quality Assessment—Practical Skills
- W9A Text Analytics for BI/DW Practitioners
- W9P Using Text Analytics to Understand the Voice of the Customer
- EXEC3 TDWI BI Executive Summit, Day III

### THURSDAY, AUGUST 21

- TH1 TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
- TH2A CBIP Preparation for the Information Systems Core Exam
- TH2P CBIP Preparation for the Data Warehousing Exam
- TH3A Collective Intelligence: The Convergence of BI with Content, Search, and Collaboration
- TH3P Using Embedded BI Analytics to Drive Operational Decisions and Actions
- TH4 Data Warehouse Project Management
- TH5A DW 2.0: Architecture for the Next Generation of Data Warehousing
- TH5P Integrating Unstructured Data into the DW 2.0 Framework
- TH6 HandsOn-Advanced Analytics
- TH7A Ensuring Data Quality in Data Integration—Practical Skills
- TH7P Using the Data Model Scorecard to Improve Data Model Quality
- TH8 Business Requirements for BI Impact

### FRIDAY, AUGUST 22

- F1 TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
- F2 Dimensional Modeling: Advanced Topics
- F3A Virtualization Technologies for BI Environments
- F3P Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
- F4A Using Metadata to Improve Quality
- F5 Building a BI Career: A Personal Growth Plan
- F6 HandsOn-Data Integration

## STEP 2. YOU MAY ALSO REQUEST THE FOLLOWING:

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

\* TH2A, TH2P, and EXEC1/EXEC2/EXEC3 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 CLEARLY

PRIORITY CODE: CBSD08

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

## STEP 4. CALCULATE YOUR PAYMENT

FEES—EARLY REGISTRATION (Through July 18, 2008)	TDWI Member	Non-Member
<input type="checkbox"/> BI Executive Summit Package (3 Days)	\$1,745	\$2,020**
<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 (July 19–August 15, 2008)	TDWI Member	Non-Member
<input type="checkbox"/> BI Executive Summit Package (3 Days)	\$1,945	\$2,220**
<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 August 15, 2008) add \$50

+\$ \_\_\_\_\_

ADDITIONAL COURSE BOOKS\*

+\$ \_\_\_\_\_

Full-day \$45 each/\$30 Members, Half-day \$22 each/\$15 Members, from STEP 2

\*TH2A, TH2P, and EXEC1/EXEC2/EXEC3 course books are not available for purchase.

**> TOTAL FEE**

\$ \_\_\_\_\_

Check Enclosed (payable to TDWI)

Government Purchase Order Enclosed

Credit Card:  AMEX  Diners Club  Discover Card  MasterCard  VISA

NUMBER

EXPIRATION DATE

YOUR SIGNATURE FOR CREDIT CARD

CREDIT CARD BILLING ADDRESS (REQUIRED)

## STEP 5. SEND IN YOUR REGISTRATION

MAIL registration with full payment to: TDWI World Conference—San Diego 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/2008sandiego](http://www.tdwi.org/2008sandiego)

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.

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