

THE PREMIER EVENT FOR BUSINESS INTELLIGENCE AND DATA WAREHOUSING EDUCATION

TDWI World Conference

San Diego, CA • August 19–24, 2007

www.tdwi.org/sandiego2007



Keynote Speakers See page 3



Information Democracy—The Rise of the Performance Network

Frank Buytendijk



Best Practices in Implementing Predictive Analytics

Wayne Eckerson

TDWI Executive Summit

Special Program for BI Directors and BI Sponsors

August 20–21, 2007

ATTEND AND RECEIVE A BI BENCHMARK REPORT

See pages 6–9 for details.

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THE DATA WAREHOUSING INSTITUTE

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 San Diego Online Brochure:

www.tdwi.org/sandiego2007

Online Conference-At-A-Glance:

www.tdwi.org/sandiego2007/cag

Instructor Information:

www.tdwi.org/sandiego2007/instructors

Registration and Pricing:

www.tdwi.org/sandiego2007/pricing

Vendor Exhibition:

www.tdwi.org/sandiego2007/vendors

Travel and Related Information:

www.tdwi.org/sandiego2007/generalinfo

TDWI Executive Summit

Special Program for BI Directors and BI Sponsors

**Monday, August 20 and
Tuesday, August 21**

The TDWI Executive Summit brings together a select group of BI directors and sponsors from various industries for interactive learning and discussion. Specifically, the program helps BI executives create a strong network of peers, validate their understanding of best practices, and stay on top of the latest research, trends, and technologies in the industry.

Who Should Attend

BI DIRECTORS who own, shape, or directly influence strategy, architecture, and budget within their organizations

BI SPONSORS who oversee the BI/DW function and have previous BI/DW experience

See pages 6–9 for more information.

Featured Tracks 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 week-long tracks of courses that broaden your knowledge, skill, and ability in the following areas:

Business Analytics

Organizations are increasingly dependent on business analytics to be competitive and drive positive business actions. Understanding and utilizing analytic techniques such as predictive analytics, data mining, and data visualization leads to better performance management. Luckily, today's business analytics is enabled with technology solutions such as OLAP, dashboards, and scorecards. From beginner to advanced, there are 15 full- and half-day courses for you to choose from to broaden your knowledge of (and implement) business analytics concepts, techniques, and technologies.

Bringing Business and IT Together

For those in IT—architects, developers, implementers, and operators of BI systems—a solid grasp of business terms, concepts, and principles is crucial. For those in business—from sponsors to business and data analysts—a higher level of technical literacy and understanding is required. Both need to strive for cooperation, collaboration, partnership, teamwork, and a final resolution to the long-standing business/IT divide. Technology professionals and business sponsors alike will benefit from this in-depth program focused on aligning business and IT.

Data Management

We know that data is one of our most valuable assets in providing a factual basis for gauging our business success. Data must be governed from its inception through analysis and design, through data integration, and ongoing data quality programs. This conference brings you 13 data management courses focused on data governance, metadata concepts, data modeling, dimensional data modeling, master data management, and data quality.

See page 3 for a list of courses associated with each of these special tracks.

TDWI Partner Members

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



Join Us in San Diego

When I first started working in IT, COBOL was an advanced programming language, and eighty-column punch cards were state-of-the-art data management. A lot of things have changed since way back then. We now have personal computers, relational and multidimensional databases, clustered servers, appliances, communications networks, object-oriented systems, graphical user interfaces, data mining, data warehousing, business intelligence, and much more. Unfortunately, one thing hasn't changed much—the fragile working relationships between business and IT organizations. The only far-reaching change is the increasing costs and risks of fractured business/IT working relationships. TDWI's 2007 World Conference in San Diego steps up to this challenge. For the third consecutive year, our San Diego conference will feature an in-depth track (nearly 20 courses) focusing on the theme of bringing business and IT together. A cornerstone among these courses—one where every business person and every IT person will gain new insights—is Jill Dyché's BI from Both Sides.

If you are interested in learning about BI from a business perspective, the conference offers a full six-day track of business analytics classes, including the always popular dashboard design and data visualization courses by Stephen Few, insights about role-based analytics from Frank Buytendijk, and a dozen other classes. Two keynote addresses add emphasis to the business analytics theme. On Monday, Buytendijk shares his experiences and research about the behavioral aspects of analytics. On Thursday, Wayne Eckerson, TDWI's research director, offers guidance for implementing predictive analytics. Eckerson also hosts the BI Executive Summit—a program specifically designed for those who provide sponsorship, leadership, and direction for BI programs.

Data and "data people" fill an important role in bringing business and IT together. Data and information top the list of things that business people need from IT. Getting the data right is critical. Toward that goal, we also feature a data management track of more than a dozen courses. From Tom Redman's data governance wisdom, to Arkady Maydanchik's depth of data quality experience, this track has something for everyone with data management responsibilities. We are especially pleased to welcome back Laura Reeves, with Dimensional Modeling beyond the Basics.

The three featured tracks, of course, do not comprise the entire conference. With a total of 60 classes (more than a quarter being offered for the first time), we offer education in the areas of data integration, technology, program and project management, and more. With a strong educational program, many networking opportunities, and the latest technology in the exhibit hall, you are sure to enjoy this conference. I hope that you can join us in San Diego.

Best regards,

David Wells, CBIP,
Director of Education, TDWI

TDWI World Conference

The Premier Event for Business Intelligence and Data Warehousing Education

San Diego, CA • August 19–24, 2007
Manchester Grand Hyatt San Diego

www.tdwi.org/sandiego2007



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Why Choose a TDWI Conference?

In-Depth Education from Top Instructors

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

No Hype. No Fluff. No Bias.

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

Professional Development and Certification

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

Broad Range of Course Offerings

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

Both Business and Technical Education

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

Latest Product and Technology Information

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

What Your Peers Are Saying

"[The conference] was very educational and provided real-world input, which helped me better understand relatively where my organization is in business intelligence and data warehousing. I also enjoyed the fact that the sessions were non-commercial."

F. Marsik, National Board of Medical Examiners

"Excellent reference material on different BI and DW approaches and methodologies. Served to validate current enterprise data management strategy and gave us access to expert consultants who could aid us in executing our strategy."

P. Rendine-Cook, FPL

"Absolute necessity to keep up with current trends."

D. Linsenmeyer, Williams Scotsman, Inc

"The conference provided me with direct actionable steps and tasks for data integration and master data management. It confirmed much of what we believed and more."

T. Richards, Transamerica Insurance and Investment Group

Keynote Presentations

Information Democracy— The Rise of the Performance Network

Monday, August 20, 8:00–8:45 a.m.



Frank Buytendijk,
*Vice President – Corporate Strategy,
Hyperion Solutions*

The business case for BI has always been difficult to define, other than “better insight leads to better decisions.” Sharing information with multiple stakeholders, however, builds a much more tangible business case. In this presentation, Frank Buytendijk will share where most organizations are in using information as an asset, which will include many business cases. He will also explain why most performance-management methodologies focus on the wrong question, leading to dysfunctional organizational behavior. Mr. Buytendijk will introduce the idea of “performance networks,” which helps BI to become a transformational force. This presentation builds on the previous research that Buytendijk has done around “behavioral aspects of performance management” and “characteristics of high-performance organizations,” representing original, out-of-the-box research.

Best Practices in Implementing Predictive Analytics

Thursday, August 23, 8:00–8:45 a.m.



Wayne Eckerson,
*Director,
TDWI Research*

Predictive analytics surface patterns within large volumes of data that organizations can use to take proactive steps to correct problems or capitalize on unforeseen market demand. Predictive analytics enables organizations to drive greater value from their data warehousing investments. Using research conducted by TDWI, this presentation will define predictive analytics, analyze market adoption, and make recommendations for successful implementation of a predictive analytics practice.

Featured Tracks

In addition to TDWI’s core curriculum, the 2007 TDWI World Conference in San Diego brings you week-long suites of educational courses in three areas of emphasis—Bringing Business and IT Together, Business Analytics, and Data Management. Below are the courses being offered in San Diego within each featured track.

COURSE INFORMATION

See Course Descriptions starting on page 12

Bringing Business and IT Together

More information: www.tdwi.org/sandiego2007/bbit

- S2P** TDWI Business Intelligence Executive Briefing
- M2** BI from Both Sides: Aligning Business and IT
- T1** Business Requirements for BI Impact
- T8A** Advanced Performance Management—Organizational Behavior and Strategic Alignment
- T8P** Seeing “I” to “I”: How to Get KPIs from Your BI Solution
- W1** TDWI Business Intelligence Program Management
- W5P** Facing Up to IT’s Image Problem
- TH2** BI Manager Toolkit: Bringing Business and IT Together
- TH5** Leading Change: The People Dimension
- TH6A** Realizing the Full Potential of Your BI Solution: Foundation-Building Techniques
- TH6P** Realizing the Full Potential of Your BI Solution: Gaining Buy-In
- TH8A** Engaging the Business: BI Impact from Sponsorship to End Users
- F2A** BI Manager Toolkit: Managing Accountability for Project Success
- F2P** BI Manager Toolkit: Negotiating and Resolving Disagreements
- F5A** Business Metadata: Putting Metadata to Work in the Business
- F6A** Realizing the Full Potential of Your BI Solution: Marketing and Sales within the Organization
- F6P** Realizing the Full Potential of Your BI Solution: Demonstrating and Sustaining Value Long-Term

Business Analytics

More information: www.tdwi.org/sandiego2007/ba

- S2A** Balanced Scorecards in the Business-Centric BI Architecture
- S3** Dashboard Design for Immediate Insight
- S7** HandsOn-OLAP
- M1** TDWI Introduction to Business Analytics
- M3** Data Visualization for Discovery and Analysis
- T1** TDWI Enterpris Metrics: Designing Integrated Business Metrics
- T3** Performance Management: Creating Role-Based Analytics
- T4** Evaluating BI Toolsets
- W3A** BI and Excel: Friends or Foes?
- W3P** Budgeting, Planning, Forecasting: Moving from Spreadsheets to Analytics
- W7** HandsOn-Business Analytics
- TH3A** Predictive Analytics: A Business Perspective
- TH3P** Predictive Analytics: Making It Work
- TH7** HandsOn-Advanced Analytics
- F7** HandsOn-Data Mining

Data Management

More information: www.tdwi.org/sandiego2007/dm

- S4A** Let’s Stop Calling It Metadata: It’s about Managing Information
- S4P** Applying Quality Concepts to Data Management
- S6** Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs
- M4** TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- M6** The Advanced Course in Data Management
- W2** Ensuring Data Quality in Data Integration—Practical Skills
- W4** TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
- W6P** Data Standards, Collaboration, and Information Exchange
- W8** A Guide to Master Data Management
- TH4** Dimensional Modeling beyond the Basics: Intermediate and Advanced Techniques
- TH8P** Ensuring Data Quality in Data Conversion and Consolidation
- F1** TDWI Data Cleansing: Delivering High-Quality Warehouse Data
- F4** Dimensional Modeling: Advanced Topics

Make TDWI Conferences a Part of Your Professional

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

Selecting Your Courses

This brochure gives you an overview of courses available at the TDWI World Conference in 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 narrow down which courses are right for you. You may want to visit our conference Web site at www.tdwi.org/sandiego2007, where more in-depth course and instructor information is available, before you make your final selections.

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

TDWI Evening Education

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

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/sandiego2007 to view the San Diego 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/sandiego2007 to see the schedule of Peer Networking sessions offered in San Diego.

Become a Certified Business Intelligence Professional

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

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

CBIP Exam Lab— San Diego



Monday: 5:30–7:00 p.m.

Thursday: 5:30–7:00 p.m.

Friday: 8:00 a.m.–3:00 p.m.

Fee Per Exam: \$249 non-Members / \$225 Members

Exam Duration: Maximum 90 minutes each

Register onsite in San Diego. If you have a laptop available, please bring it for testing. If not, notify Jennifer Hay to reserve one.

CBIP Exam Preparation Courses

TDWI is offering the following CBIP exam preparation courses in San Diego:

M8A CBIP Preparation for the Data Warehousing Exam

M8P CBIP Preparation for the Business Analytics Exam

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

For more information about the CBIP exam preparation courses, see page 19.

Development Plan

Core Discipline Descriptions

The field of BI logically segments into five core disciplines, and our courses are organized in a similar fashion. Use the Conference-At-A-Glance table on pages 10-11 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. For definitions of the five core disciplines, see below:

- › **Business Analytics (BA)** focuses on the effective use of data and information to drive positive business actions. The body of knowledge for this area includes both business and technical topics: concepts of performance management, definition and delivery of business metrics, data visualization, and deployment and use of technology solutions such as OLAP, dashboards, scorecards, analytic applications, and data mining.
- › **Leadership and Management (L&M)** is a key success factor for BI programs and projects, with a strong focus on effectively integrating people, processes, and technology to deliver business value. The field requires depth of process knowledge including development methodology, program management, and project management, as well as organizational and team-building skills. An understanding of business topics such as business performance management (BPM), customer relationship management (CRM), and supply chain management (SCM) is also needed. A high-level technical understanding of BI applications and data warehousing concepts is also part of the Leadership and Management body of knowledge.

- › **Data Analysis and Design (DA&D)** provides the foundation for delivery of BI applications. Analysis concentrates on understanding business needs for data and information. Design focuses on translating business information needs into data structures that are adaptable, extensible, and sustainable. Core skills include information needs analysis, specification of business metrics, and data modeling. A solid understanding of data warehousing concepts, architectures, and processes is also essential.
- › **Data Integration (DI)** is fundamental to data warehousing and is a vital process for a rich and robust data resource to deliver BI solutions. Integration includes all of the activities necessary to acquire data from sources, and to transform and cleanse the data. The body of knowledge includes concepts and skills for source data analysis and source qualification, data profiling, source/target mapping, data cleansing and transformation, and ETL development.
- › **Administration and Technology (A&T)** covers those areas related to managing the infrastructure and ensuring continuous operation of data warehousing and BI solutions. Technology architecture, technology planning and configuration, system and network administration, capacity planning, growth management, database administration, system and network administration, and access and security administration are essential skills in this area.

Who Should Attend a TDWI World Conference?

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



TDWI Executive Summit



Special Program for BI Directors and BI Sponsors

August 20–21, 2007



FROM OUR SUMMIT CHAIRPERSON

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

BI SPONSORS: As a BI sponsor, you have been given responsibility for numerous information management initiatives ranging from extending the BI portfolio and complying with regulations, to consolidating BI silos and delivering corporate scorecards and dashboards. There is so much to do, yet little time to learn the best practices and pitfalls that will make the BI program a success.

BI DIRECTORS: As a BI director, you work closely with BI sponsors and users, oversee a growing team of BI professionals, and own or shape the BI/DW strategy, architecture, and budget. You spend as much time dealing with business and organizational issues as you do managing architectural strategies and development tasks. You are busier now than ever and face growing pressure to justify the company's BI/DW investments.

So, where do you go to find out how to survive the gauntlet of being a BI executive in the 21st century? Where can you learn how to translate BI technology into bottom line returns? How do you blend business, technical, and interpersonal skills to become a successful BI leader? Where can you learn all this without spending too much time out of the office?

LEARN FROM OTHERS

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

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

Our program was shaped with input from members of our Summit Steering Committee who face the same pressures, problems, and decisions that you face.

INTERACTIVE AGENDA

The TDWI Executive Summit is geared for interactivity. We limit attendance to create an intimate atmosphere that fosters dialogue and discussion among speakers, panelists, and attendees. Contextual presentations highlight the latest research from TDWI and provide a framework for discussion. We then create a panel of BI executives to kick-start discussion on the topic. Finally, we split into small groups to discuss the issues further and synthesize best practices. Along the way, we provide plenty of free time for



one-on-one discussions with peers and thought leaders. You should come away from the event with at least five new professional contacts among your peers at other organizations.

QUALIFIED ATTENDANCE

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

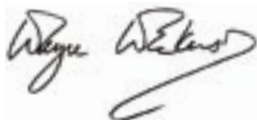
In other words, Summit attendees need to be at or near the top of the BI pyramid in their organizations. You will be asked several qualifying questions in order to register. For details, visit www.tdwi.org/tesprequal.

BRING YOUR TEAM TO TDWI

You can bring your entire BI team with you, because the TDWI Executive Summit is co-located with the highly respected TDWI World Conference. While you strengthen connections with your peers at other companies, your team members can attend several of our 50+ training courses that run the entire week. Then you and your team can catch up in the evening to compare notes and share in some fun by attending the TDWI Exhibit Hall and hospitality suites.

DON'T MISS THIS OPPORTUNITY!

TDWI has an 11-year track record of delivering in-depth, high-quality education, training, and research to the BI community. We've built our reputation on delivering objective, vendor-neutral advice to business and IT professionals who need to deliver positive results quickly. Our TDWI Executive Summit continues this tradition by providing superb content delivered in an interactive setting with a qualified executive audience, all of which is designed to maximize your time out of the office. So why wait? Register now!



Wayne Eckerson

Director, TDWI Research

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

SUMMIT STEERING COMMITTEE

ANDREA BALLINGER

Director of Data Warehousing
University of Illinois

JASON BEARD

Director of Business Intelligence
Wiley & Sons

REID COLSON

Senior Director - Data Analysis
Capital One

DAVE DONKIN

Group Executive - Information Management
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Director of Data Warehouse Strategy
Blue Cross and Blue Shield of North Carolina

JIM GALLO

Director of Data Warehousing
and Business Intelligence
Worthington Industries

CHRIS GENTRY

Director of Business Intelligence
CCC Information Services

JIM HILL

Manager - Data Warehouse
1-800 CONTACTS

JIM KEENE

Manager of IS Integration Services
Harley-Davidson Motor Company

MICHAEL MASCIANDARO

Director of Business Intelligence
Rohm & Haas

JIM RAPPE

Group Leader - Enterprise
Data Warehouse
International Truck and
Engine Corporation



TDWI Executive Summit Agenda

Monday, August 20

TDWI CONFERENCE KEYNOTE: 8:00 a.m.
Information Democracy—The Rise of the Performance Network
Frank Buytendijk, Vice President – Corporate Strategy, Hyperion Solutions
(See page 3)

SUMMIT KEYNOTE: 9:00 a.m.
The Past, Present, and Future of Your BI Solution
Wayne Eckerson, Director, TDWI Research

How much time and investment does it take to deliver substantial business value with business intelligence? How does your BI solution compare to those at other companies? Are you ahead or behind the curve? This session will use an extended version of TDWI's BI maturity model to describe the stages of BI evolution and growth and shed insight into the applications that "leading edge" BI teams are now deploying.

Break 10:00 a.m.

IT, BI, and Data Governance: 10:30 a.m.
Organizational Models Geared toward Success
Jonathan Wu, Senior Principal, Knightsbridge Solutions, HP's New Information Management Practice

Companies with the most effective IT governance systems enjoy 10 percent to 25 percent higher profitability, according to Professor Peter Weill, leading academic researcher on IT governance at MIT's Sloan School of Management. Jonathan will define and explain the differences between IT, BI, and data governance—and how these organizational models relate to BI centers of excellence. Jonathan will also provide best-practice recommendations for implementing governance programs, based on his own experiences as well as the collective experiences of his colleagues at Knightsbridge.

PANEL: Best Practices in Optimizing the Global BI Organization—Strategies for Growth, Governance, and Alignment 11:00 a.m.

Summit Attendees and Speakers: **Andrea Ballinger**, Director of Data Warehousing, University of Illinois; **Chris Gentry**, Director of BI, CCC Information Services; **Joe Russell**, Director of Software Development, ABSi; **Maureen Clarry**, CEO/President, CONNECT: The Knowledge Network

What is the best way to organize your data warehousing and BI group? How do you optimize staff and systems resources—especially if they are distributed globally? What governance mechanisms best align the BI team with the business? What is the best way to incorporate contractors and offshore resources? How should the composition of your BI team change as you evolve your BI program? There are no easy answers here, but this panel of experienced BI professionals will share their thoughts and kick-start discussion among all attendees.

Executive Lunch and Peer Networking 12:00 p.m.
Come join us for lunch and peer networking tables, where you can get to know the other BI executives attending the event and fuel up for the sessions.

Approaches to Accelerating the Delivery of BI Solutions 2:00 p.m.
Nancy Williams, Vice President and Principal Consultant, DecisionPath Consulting

Using experience from numerous client engagements, Nancy will show how to combine best practices in deploying data warehousing and business intelligence projects with rapid application development techniques. This session will explain how to tailor rapid development techniques to BI projects and deliver high impact results.

PANEL: The Secrets of Building an Agile, Adaptable BI Environment 2:30 p.m.
Summit Attendees and Speakers

The key to delivering sustainable business value is to create a flexible development and deployment environment that enables BI teams to respond rapidly to new business requests and minimizes the temptation for business users to build their own analytical shadow systems. But creating a nimble and adaptable BI environment is not easy. This panel of practitioners will discuss the organizational and technical strategies they've employed—including agile development methodologies—to stay ahead of business requirements.

Break 3:30 p.m.

EXPERT PANEL: Business Intelligence 2.0 4:00 p.m.
Michael Gonzales, Principal, ClaraView, Inc.; **Mark Madsen**, President, Third Nature, Inc.; **John O'Brien**, President and Executive Architect, Zukeran Technologies; **Philip Russom**, Senior Manager, TDWI Research

Organizations are now seeking ways to drive more value from their business intelligence and data warehousing investments while also reducing costs. A raft of new technologies and approaches—from BI mashups, gadgets, and search, to appliances, open source, and BI services, to operational BI and predictive analytics—promise to reshape the BI landscape in the next five to seven years. This freewheeling panel session, featuring TDWI's Research Collaborative, will discuss new and emerging technologies and assess their impact on corporate BI environments.

Cocktail Reception 5:30–7:00 p.m.

Wind down and relax with your colleagues from the BI Executive Summit, and get a chance to win valuable raffle prizes offered by the Summit sponsors.

Tuesday, August 21

Breakfast 7:30 am.

Best Practices in Predictive Analytics 8:30 a.m.

Wayne Eckerson, Director, TDWI Research; **Tonia Durfee**, Assistant Professor, Appalachian State University

Predictive analytics surface patterns within large volumes of data that organizations can use to take proactive steps to correct problems or capitalize on unforeseen market demand. Predictive analytics enables organizations to drive greater value from their data warehousing investments. Using research conducted by TDWI, this session will define predictive analytics, analyze market adoption, and make recommendations to successfully implement a predictive analytics practice.

The Yin and Yang of Implementing Predictive Analytics 9:00 a.m.

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

The practice of creating and disseminating predictive models varies greatly from one company to another and from one application to another. This session will consist of two mini case studies. One, by Corporate Express, will show how to leverage BI tools to create and disseminate the results of predictive models so everyday users can exploit and act on them. The other, by Capital One Auto Finance, will explain what it takes to build complex models that drive core business processes and applications.

Break 10:00 a.m.

Integrating Structured and Unstructured Data: Trends and Technologies 10:30 a.m.

Philip Russom, Senior Manager, TDWI Research; **Justin Langseth**, CTO, Claraview

This session will examine the trends and technologies used to analyze and mine the 80 percent of data that companies collect but don't exploit when making decisions—unstructured and semi-structured data. This session will explain the difference between text analytics, text mining, and BI search, and will provide examples of text mining in various industries.

Integrating Text Mining and BI at Intuit 11:00 a.m.

Chris Jones, Analytics Manager, Intuit

Using text mining and BI technology, Intuit moved from examining a small percentage of call center case notes to analyzing 100 percent of them. The technology now enables them to spot emerging issues, analyze customer sentiment, and determine the root cause of issues and problems, delivering high business value.

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

Come join us for lunch and peer networking tables where you can get to know the other BI executives attending the event and fuel up for the sessions.

Selling BI Internally: Techniques and Tactics 2:00 p.m.

Chris Gentry, Director of Business Intelligence, CCC Information Services

Some of the biggest challenges with business intelligence are launching the first project and gaining sufficient, ongoing investment in the BI program to deliver a comprehensive suite of BI applications. This session by veteran BI director, Chris Gentry, will outline numerous techniques for selling a BI project internally. Chris will discuss how to sell a project using prototypes, cost-benefit analyses, marketing plans, business cases, and political leverage, as well as how to lay the technical and organization foundation for success and growth.

Reinventing Business Intelligence at Capital One: Migrating from Departmental to Enterprise BI 3:00 p.m.

Reid Colson, Senior Director - Data Analysis, Capital One

Capital One has traditionally delivered BI as a series of ad hoc projects sponsored by individual departments and groups. To simplify its IT and BI delivery environment, Capital One is migrating BI to the enterprise by replacing ad hoc solutions with a standardized, enterprise BI environment that encompasses new strategies for deploying and managing tools, staff, resources, metadata, and development projects. This presentation will highlight some of the challenges involved in deploying BI on an enterprise scale.

Break 4:00 p.m.

EXECUTIVE PANEL: The Future of BI and Maximizing Vendor Relationships 4:15 p.m.

In one of our more popular panels, high-level vendor executives will debate key industry trends and give their recommendations for how to transform your software or service provider into a full-fledged partner committed to your success. You will also get a chance to ask vendors the burning questions on your mind, and receive candid, straight-shooting answers.

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

We will synthesize key lessons and "Aha" moments from the Summit. We will also document our lessons learned and professional goals for the next six months before sending you on your way!

TDWI World Conference-At-A-Glance

Schedule		Course Offerings		
SUNDAY, AUGUST 19 >>				
COURSES Full Day 9:00 a.m.–5:00 p.m. Half Day A 9:00 a.m.–12:15 p.m. Half Day P 1:45–5:00 p.m.	EVENTS Attendee Breakfast 8:00–9:15 a.m. Lunch Break 12:15–1:45 p.m.	S1 p. 12 TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact <i>M. Peco</i> BA	S2A p. 12 Balanced Scorecards in the Business-Centric BI Architecture <i>C. Kaplan</i> BA / L&M	S3 p. 13 Dashboard Design for Immediate Insight <i>S. Few</i> BA
MONDAY, AUGUST 20 >>				
KEYNOTE Information Democracy—The Rise of the Performance Network <i>F. Buytendijk</i> 8:00–8:45 a.m.	EVENTS Attendee Breakfast 7:15–8:15 a.m. Lunch Break 12:15–1:45 p.m. Evening Education 5:30–6:45 p.m. CBIP Exam Lab 5:30–7:00 p.m. Hospitality Suites 7:00 p.m.	M1 p. 15 TDWI Introduction to Business Analytics <i>M. Peco, J. Thomann</i> BA	M2 p. 16 BI from Both Sides: Aligning Business and IT <i>J. Dyché</i> L&M	M3 p. 16 Data Visualization for Discovery and Analysis <i>S. Few</i> BA / DA&D
COURSES Full Day 9:00 a.m.–5:00 p.m. Half Day A 9:00 a.m.–12:15 p.m. Half Day P 1:45–5:00 p.m.		EXEC1 p. 6–9 TDWI Executive Summit, Day I <i>Various Speakers</i>		
TUESDAY, AUGUST 21 >>				
COURSES Full Day 8:00 a.m.–5:30 p.m. Half Day A 8:00–11:15 a.m. Half Day P 2:15–5:30 p.m.	EVENTS Attendee Breakfast 7:15–8:15 a.m. Exhibit Hall Open and Attendee Lunch 11:15 a.m.–2:15 p.m. Exhibit Hall Open and Reception 5:00–7:00 p.m. Hospitality Suites 7:00 p.m.	T1 UPDATED! p. 19 TDWI Enterprise Metrics: Designing Integrated Business Metrics <i>M. Peco</i> BA / L&M	T2 p. 20 Business Requirements for BI Impact <i>C. Kaplan, N. Williams</i> BA / L&M	T3 NEW! p. 20 Performance Management: Creating Role-Based Analytics <i>J. Wu</i> BA / L&M
		EXEC2 p. 6–9 TDWI Executive Summit, Day II <i>Various Speakers</i>		
WEDNESDAY, AUGUST 22 >>				
COURSES Full Day 8:00 a.m.–5:30 p.m. Half Day A 8:00–11:15 a.m. Half Day P 2:15–5:30 p.m.	EVENTS Attendee Breakfast 7:15–8:15 a.m. Exhibit Hall Open and Attendee Lunch 11:15 a.m.–2:15 p.m. Evening Education 6:00–7:15 p.m. Hospitality Suites 7:00 p.m.	W1 p. 23 TDWI Business Intelligence Program Management <i>N. Williams</i> L&M	W2 p. 24 Ensuring Data Quality in Data Integration—Practical Skills <i>A. Maydanchik</i> DI / DA&D	W3A p. 24 BI and Excel: Friends or Foes? <i>C. Howson</i> BA
				W3P NEW! p. 24 Budgeting, Planning, Forecasting: Moving from Spreadsheets to Analytics <i>R. Sherman</i> BA
THURSDAY, AUGUST 23 >>				
KEYNOTE Best Practices in Implementing Predictive Analytics <i>W. Eckerson</i> 8:00–8:45 a.m.	EVENTS Attendee Breakfast 7:15–8:15 a.m. Lunch Break 12:15–1:45 p.m. Evening Education 5:30–6:45 p.m. CBIP Exam Lab 5:30–7:00 p.m.	TH1 p. 27 TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation <i>P. Sheets</i> DI	TH2 p. 28 BI Manager Toolkit: Bringing Business and IT Together <i>M. Clarry, L. Rickard</i> L&M	TH3A p. 28 Predictive Analytics: A Business Perspective <i>T. Rathburn</i> BA / L&M
COURSES Full Day 9:00 a.m.–5:00 p.m. Half Day A 9:00 a.m.–12:15 p.m. Half Day P 1:45–5:00 p.m.				TH3P p. 28 Predictive Analytics: Making It Work <i>T. Rathburn</i> BA / DA&D
FRIDAY, AUGUST 24 >>				
COURSES Full Day 8:00 a.m.–3:30 p.m. Half Day A 8:00–11:15 a.m. Half Day P 12:15–3:30 p.m.	EVENTS Attendee Breakfast 7:15–8:15 a.m. Lunch Break 11:15 a.m.–12:15 p.m. CBIP Exam Lab 8:00 a.m.–3:00 p.m.	F1 p. 31 TDWI Data Cleansing: Delivering High-Quality Warehouse Data <i>N. Williams</i> DI / DA&D	F2A p. 32 BI Manager Toolkit: Managing Accountability for Project Success <i>M. Clarry, L. Rickard</i> L&M	F3 p. 32 Data Warehouse Project Management <i>S. Adelman</i> L&M
			F2P p. 32 BI Manager Toolkit: Negotiating and Resolving Disagreements <i>M. Clarry, L. Rickard</i> L&M	

<p>S4A p. 13 Let's Stop Calling It Metadata: It's about Managing Information <i>J. Geiger</i> DI / L&M</p>	<p>S5 p. 14 Designing a High-Performance Data Warehouse <i>S. Brobst</i> A&T</p>	<p>S6 p. 14 Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs <i>R. Seiner</i> L&M / DA&D</p>	<p>S7 p. 15 HandsOn-OLAP <i>M. Gonzales</i> A&T / BA</p>	
<p>S4P p. 13 Applying Quality Concepts to Data Management <i>J. Geiger</i> DA&D / A&T</p>				
<p>M4 p. 17 TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems <i>S. Hoberman</i> DA&D</p>	<p>M5 p. 17 Real-Time Data Warehousing <i>S. Brobst</i> A&T</p>	<p>M6 NEW! p. 18 The Advanced Course in Data Management <i>T. Redman</i> L&M / BA</p>	<p>M7 p. 18 HandsOn-Data Integration <i>M. Gonzales</i> A&T / DI</p>	<p>M8A p. 19 CBIP Preparation for the Data Warehousing Exam <i>J. Geiger</i> CAREER</p>
				<p>M8P NEW! p. 19 CBIP Preparation for the Business Analytics Exam <i>J. Geiger</i> CAREER</p>
<p>T4 UPDATED! p. 21 Evaluating BI Toolsets <i>C. Howson</i> A&T / BA</p>	<p>T5 p. 21 Beyond the Data Warehouse: Architectural Options for Data Integration <i>E. Levy</i> DI</p>	<p>T6 UPDATED! p. 22 Evaluating ETL Tools and Technologies: Vendors in Action <i>M. Madsen</i> DI / A&T</p>	<p>T7A p. 22 HandsOn-Business Intelligence Strategy <i>M. Gonzales</i> L&M / A&T</p>	<p>T8A NEW! p. 23 Advanced Performance Management—Organizational Behavior and Strategic Alignment <i>F. Buytendijk</i> DA&D</p>
			<p>T7P p. 22 HandsOn-Risk Mitigation for Business Intelligence <i>M. Gonzales</i> L&M / A&T</p>	<p>T8P NEW! p. 23 Seeing "I" to "I": How to Get KPIs from Your BI Solution <i>C. Rouse</i> BA</p>
<p>W4 p. 25 TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics <i>S. Hoberman</i> DA&D / BA</p>	<p>W5A NEW! p. 25 Introduction to Business Rules <i>D. Loshin</i> BA / DA&D</p>	<p>W6A NEW! p. 26 Implementing Data Integration in the SMB Market <i>R. Sherman</i> DI</p>	<p>W7 p. 26 HandsOn-Business Analytics <i>M. Gonzales</i> BA / A&T</p>	<p>W8 NEW! p. 27 A Guide to Master Data Management <i>C. Imhoff, C. White</i> DI</p>
	<p>W5P NEW! p. 25 Facing Up to IT's Image Problem <i>R. Gold</i> L&M</p>	<p>W6P p. 26 Data Standards, Collaboration, and Information Exchange <i>D. Loshin</i> DA&D / DI</p>		
<p>TH4 p. 29 Dimensional Modeling beyond the Basics: Intermediate and Advanced Techniques <i>L. Reeves</i> DA&D</p>	<p>TH5 NEW! p. 29 Leading Change: The People Dimension <i>L. Yonke</i> L&M</p>	<p>TH6A NEW! p. 30 Realizing the Full Potential of Your BI Solution: Foundation-Building Techniques <i>J. Doran</i> L&M</p>	<p>TH7 p. 30 HandsOn-Advanced Analytics <i>M. Gonzales</i> BA / A&T</p>	<p>TH8A NEW! p. 31 Engaging the Business: BI Impact from Sponsorship to End Users <i>E. Quelette</i> L&M</p>
		<p>TH6P NEW! p. 30 Realizing the Full Potential of Your BI Solution: Gaining Buy-In <i>J. Doran</i> L&M</p>		<p>TH8P p. 31 Ensuring Data Quality in Data Conversion and Consolidation <i>A. Maydanchik</i> DI / DA&D</p>
<p>F4 p. 33 Dimensional Modeling: Advanced Topics <i>C. Adamson</i> DA&D</p>	<p>F5A NEW! p. 33 Business Metadata: Putting Metadata to Work in the Business <i>B. O'Neil, L. Fryman</i> DA&D</p>	<p>F6A NEW! p. 34 Realizing the Full Potential of Your BI Solution: Marketing and Sales within the Organization <i>J. Doran</i> L&M</p>	<p>F7 NEW! p. 34 HandsOn-Data Mining <i>M. Gonzales</i> BA / A&T</p>	<p>FRIDAY SCHEDULE TDWI has arranged the Friday schedule to finish earlier than the other days of the week yet provide a full day of instruction.</p>
	<p>F5P p. 33 Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence <i>J. O'Brien</i> A&T / L&M</p>	<p>F6P NEW! p. 34 Realizing the Full Potential of Your BI Solution: Demonstrating and Sustaining Value Long-Term <i>J. Doran</i> L&M</p>		

Course Descriptions

TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

Sunday, August 19, 9:00 a.m.–5:00 p.m.

COURSE S1—BUSINESS ANALYTICS

PREREQUISITE: None



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

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 business intelligence and data warehousing
- Components of the BI infrastructure: people, processes, and technologies
- Best practices and common mistakes in BI programs

Geared To

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

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

The data-to-value chain describes the transition from data to value as
DATA → INFORMATION → KNOWLEDGE → ACTION → OUTCOME → VALUE.

"With the growth of BI, it is important to me and my company to invest the time and energy necessary to make sure our BI program is a success. TDWI facilitates this."
A. Burton, Century Insurance

"Provided a lot of specific material I can directly use in managing my DW team, and getting the business more involved."
D. Nunes, E. & J. Gallo Winery

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

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

Balanced Scorecards in the Business-Centric BI Architecture

Sunday, August 19, 9:00 a.m.–12:15 p.m.

COURSE S2A—BUSINESS ANALYTICS / LEADERSHIP & MGMT

PREREQUISITE: None



Charles Kaplan, CBIP,
Director,
DecisionPath Consulting

You Will Learn

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

Geared To

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

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

TDWI Business Intelligence Executive Briefing

Sunday, August 19, 1:45–5:00 p.m.

COURSE S2P—LEADERSHIP & MGMT

PREREQUISITE: None

Charles Kaplan, CBIP, Director, DecisionPath Consulting

You Will Learn

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

Geared To

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

This briefing provides a business-oriented, non-technical explanation of all facets of BI, from data integration to business analytics. Starting from a BI perspective, the course discusses many application areas for business intelligence, including CRM, BPM, SCM, and more. Data warehousing is discussed briefly as an enabler of BI. Infrastructure for BI success is emphasized including people, process, technology, management, and governance. Value realization is a dominant theme throughout the course.

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

Dashboard Design for Immediate Insight

Sunday, August 19, 9:00 a.m.–5:00 p.m.

COURSE S3—BUSINESS ANALYTICS

PREREQUISITE: None



Stephen Few,
Principal,
Perceptual Edge

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

Dashboards have become a popular means to present critical business information at a glance, but few do so effectively. Huge investments are made 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.

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

J. Sweigard, Pennsylvania Department of Public Welfare

"Without having any formal background, I now have the basics to get started. I'm looking forward to designing a new dashboard."

S. Unwin, Bellevue Community College

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

Sunday, August 19, 9:00 a.m.–12:15 p.m.

COURSE S4A—DATA INTEGRATION / LEADERSHIP & MGMT

PREREQUISITE: None



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

You Will Learn

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

Geared To

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

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

Applying Quality Concepts to Data Management

Sunday, August 19, 1:45–5:00 p.m.

COURSE S4P—DATA ANALYSIS & DESIGN / ADMIN & TECH

PREREQUISITE: None

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

You Will Learn

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

Geared To

- Data management and data warehousing leaders and practitioners

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

Course Descriptions

Designing a High-Performance Data Warehouse

Sunday, August 19, 9:00 a.m.–5:00 p.m.

COURSE S5—ADMIN & TECH

PREREQUISITE: Database and systems knowledge



Stephen A. Brobst,

Managing Partner,

Strategic Technologies & Systems

You Will Learn

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

Geared To

- Technical architects; DBAs; DW administrators

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

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

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

B. Pennington, Rollins, Inc.

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

W. Graves, Healthcare Management Administrations

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

Sunday, August 19, 9:00 a.m.–5:00 p.m.

COURSE S6—LEADERSHIP & MGMT / DATA ANALYSIS & DESIGN

PREREQUISITE: None



Robert S. Seiner,

President and Principal,

KIK Consulting & Educational Services, LLC,

and Publisher, The Data Administration Newsletter, LLC

You Will Learn

- A practical and pragmatic “non-invasive” approach to delivering successful data governance
- Data governance organizational design, placement, and support
- Effective use of the tools of data governance

Geared To

- Professionals given data governance responsibilities; business and technical data managers; compliance and quality controllers

This course focuses on building effective and sustainable programs for governing all valuable data assets. The course has been updated to focus on the governance and stewardship of business data, master data, and metadata.

Many companies insert the data governance discipline into their organizations rather than apply data governance to the existing culture. Trying to change how your organization “does what it does” is a difficult and very involved task. Since the discipline of data governance is new (in name and in practice) at most organizations, the “non-invasive” approach discussed in this workshop will help you to gain the support and involvement of the true data stewards.

Throughout this session, Bob Seiner shares his valuable “lessons learned” from many large corporations and government entities, through interactive and lively discussion.

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

D. Herbert, Russell Investment Group

"I plan to use this to build our data governance strategy and immediate tactical implementation. Great presentation. I can start using this methodology today to drive business value and improve business stakeholder satisfaction with our data."

K. Ganz, Microsoft

HandsOn-OLAP™

Sunday, August 19, 9:00 a.m.–5:00 p.m.

COURSE S7—ADMIN & TECH / BUSINESS ANALYTICS

PREREQUISITE: Understanding of relational database and DW terms and concepts



Michael L. Gonzales, CBIP,
Principal,
Claraview, Inc.

You Will Learn

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

Geared To

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

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

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

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

Enrollment is limited to 30 attendees.

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

A. Levine, NASD

BRING THIS COURSE ONSITE

visit: www.tdwi.org/onsite

TDWI Introduction to Business Analytics

Monday, August 20, 9:00 a.m.–5:00 p.m.

COURSE M1—BUSINESS ANALYTICS

PREREQUISITE: None



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



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

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

This introductory-level course provides an overview of the concepts, skills, and terminology of business analytics. Business analytics is at the forefront of business intelligence. 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.

"Excellent course. I wish I'd had my whole staff with me. Very practical, real-life examples that I can apply almost real time."

P. Killebrew, XM Satellite Radio

"I thought this was an excellent presentation. We are trying to implement more data-based decision making institution-wide. This presentation was quite timely."

R. Stuart, Cuyahoga Community College

BRING THIS COURSE ONSITE

visit: www.tdwi.org/onsite

Course Descriptions

BI from Both Sides: Aligning Business and IT

Monday, August 20, 9:00 a.m.–5:00 p.m.

COURSE M2—LEADERSHIP & MGMT

PREREQUISITE: None



Jill Dyché, CBIP,
Partner,
Baseline Consulting

You Will Learn

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

Geared To

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

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

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

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

“This course provided more clarity in what needs to exist and how it can be implemented in order to align the business and its goals with BI implementations. Excellent structure—helped solidify the concepts.”

L. Klengler, Insurance Company of the West Group

“Very timely for me, as our company is just now embarking on formalizing its data strategy and BI strategy. Many things I have not considered in justifying the strategy to our senior IT leaders.”

B. Bong, Wachovia Securities, LLC

Data Visualization for Discovery and Analysis

Monday, August 20, 9:00 a.m.–5:00 p.m.

COURSE M3—BUSINESS ANALYTICS / DATA ANALYSIS & DESIGN

PREREQUISITE: None



Stephen Few,
Principal,
Perceptual Edge

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 routinely examines business data in an attempt to make sense of it by discerning meaningful patterns and exceptions

Most 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.

“[The course] will help me design visual interfaces to the data that can be best consumed by the users.”

M. Luu, Edwards Lifesciences

“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

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

Monday, August 20, 9:00 a.m.–5:00 p.m.

COURSE M4—DATA ANALYSIS & DESIGN

PREREQUISITE: Knowledge of DW concepts and BI fundamentals



Steve Hoberman, CBIP,

President,

Steve Hoberman & Associates, LLC

You Will Learn

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

Geared To

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

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

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

“This course gives a good example of data modeling applicable to both technologists and data customers. Steve did a great job, taking the class from the highest to lowest levels of data modeling. This class made the whole conference worthwhile by itself.”

J. Kerr, University of Buffalo

“The instructor was fantastic! Very knowledgeable and kept the presentation interesting. Excellent use of real-world examples. Can’t say enough good things about this course.”

A. Burton, Century Insurance

Real-Time Data Warehousing

Monday, August 20, 9:00 a.m.–5:00 p.m.

COURSE M5—ADMIN & TECH

PREREQUISITE: Knowledge of DW fundamentals



Stephen A. Brobst,

Managing Partner,

Strategic Technologies & Systems

You Will Learn

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

Geared To

- DW architects, designers, developers, and administrators

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

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

“We have a need for data refresh multi-times a day. This course clearly gave the options, risks, [and] requirements.”

R. Bales, Oregon Health and Science University

“Outstanding depth of knowledge. Covered a lot of material in good progression. Very open, non-biased session.”

J. Henry, HP

Course Descriptions

The Advanced Course in Data Management

NEW!

Monday, August 20, 9:00 a.m.–5:00 p.m.

COURSE M6—LEADERSHIP & MGMT / BUSINESS ANALYTICS

PREREQUISITE: None



Thomas C. Redman,
The “Data Doc,”
Navesink Consulting Group

You Will Learn

- What it means to “manage data as a business asset”
- How to avoid apparently good ideas that are sure to fail
- How to recognize and take advantage of opportunities that can succeed
- The areas your organization cannot avoid

Geared To

- Those charged with leading data programs; grizzled veterans of data management, data quality, and data governance; fresh faces with new perspectives on data

By now, most organizations have at least experimented with data governance in some form or other, but too many governance programs are wrongly positioned, ill-focused, and under-manned. It is no surprise that organizations are disappointed in the results.

Veterans know that everything about data is political. Those interested in advancing data governance must recognize political realities, avoid “data minefields,” build political capital, and take advantage of opportunities when they present themselves.

This workshop will begin to cover the tough issues, including the business drivers that will advance (or stymie) governance, data sharing, privacy and security, and agreed-upon definitions of common terms such as “customer.” The workshop will be highly interactive. The instructor will share both successes and failures, and encourages participants to do so as well.

HandsOn-Data Integration™

Monday, August 20, 9:00 a.m.–5:00 p.m.

COURSE M7—ADMIN & TECH / DATA INTEGRATION

PREREQUISITE: None



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

You Will Learn

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

Geared To

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

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

Architecture Strategies	Architecture Enables
Data Integration Hub	Master Data Management
Integrated Competency Centers	Service Oriented Architectures

This course is designed to provide participants with an opportunity to compare and experience critical features of leading data integration tools. In a formal lab setting, students will use tools such as:

IBM’s Ascential DataStage	Microsoft SQL Server Integration Service
DMExpress	Trillium Data Quality
Hyperion Master Data Management	

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

Enrollment is limited to 30 attendees.

BRING THIS COURSE ONSITE

visit: www.tdwi.org/onsite

CBIP Preparation for the Data Warehousing Exam

Monday, August 20, 9:00 a.m.–12:15 p.m.

COURSE M8A—CAREER

PREREQUISITE: Working knowledge of data warehousing



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

You Will Learn

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

Geared To

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

BRING THIS COURSE ONSITE

visit: www.tdwi.org/onsite

CBIP Preparation for the Business Analytics Exam **NEW!**

Monday, August 20, 1:45–5:00 p.m.

COURSE M8P—CAREER

PREREQUISITE: A working knowledge of information systems, data warehousing, and business analytics

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

You Will Learn

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

Geared To

- Anyone seeking CBIP certification in business analytics

BRING THIS COURSE ONSITE

visit: www.tdwi.org/onsite

TDWI Enterprise Metrics: Designing Integrated Business Metrics*

UPDATED!

Tuesday, August 21, 8:00 a.m.–5:30 p.m.

COURSE T1—BUSINESS ANALYTICS / LEADERSHIP & MGMT

PREREQUISITE: None



Mark Peco, CBIP,
Managing Partner,
Camat Solutions

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

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.

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

"Exceptional—we are struggling with dashboards."

D. Philips, EMWD

BRING THIS COURSE ONSITE

visit: www.tdwi.org/onsite

Course Descriptions

Business Requirements for BI Impact

Tuesday, August 21, 8:00 a.m.–5:30 p.m.

COURSE T2—BUSINESS ANALYTICS / LEADERSHIP & MGMT

PREREQUISITE: None



Charles Kaplan, CBIP,
Director,
DecisionPath Consulting



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

You Will Learn

- How BI can be used within different categories of business processes to support improved business performance
- How the informational, analytical, and decision support requirements for these areas should drive your BI program
- How to understand and model the business process changes that will be required to optimize the use of new BI capabilities
- How BI leaders can use BI requirements to align their BI program and organizational focus to achieve measurable success
- Proven, repeatable methods for facilitating requirements-gathering sessions in your organization

Geared To

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

The decision to compete on analytics forces you to change your mindset from relying on intuition and emotion to relying on facts. Many organizations start their BI initiatives with the goals of automating and optimizing delivery of their current reports rather than stepping back and reevaluating how business intelligence can be injected into those core processes that drive bottom-line results.

"This is a very good course that provides the corporation (large or small) with a proven methodology to navigate the potential BI landscape, while insuring [that the] efforts support overall corporate strategy and goals."

R. Moses, Baker Hughes Inc.

"We are currently undertaking a BI requirements gathering program. This course helped me understand how to capture BI requirements that will result in deliverables that improve the bottom line."

C. Gunyan, Seagate Technology

Performance Management: Creating Role-Based Analytics

NEW!

Tuesday, August 21, 8:00 a.m.–5:30 p.m.

COURSE T3—BUSINESS ANALYTICS / LEADERSHIP & MGMT

PREREQUISITE: None



Jonathan Wu,
Senior Principal,
Knightsbridge Solutions, HP's New Information
Management Practice

You Will Learn

- How to analyze the performance of an organization
- How to dissect an organization by business functions and processes
- How to define and evaluate measures and key performance indicators (KPIs)
- How to create specific measures that relate to the activities by role within the organization

Geared To

- Business managers and analysts; IT directors and data analysts; project managers

Strategic business goals and objectives of an organization can only be achieved when activities, tasks, and initiatives are directed toward accomplishing them. However, relating tactical efforts to strategic ambitions is not easy to do. Keeping the organization focused requires discipline and the ability to monitor, evaluate, and adjust efforts. Role-based analytics enable individuals to assess quickly the performance of an organization, a business process, or function, thereby allowing them to focus their attention on those tasks and activities that are below expectations and in need of assistance to turn around performance. Each individual action, as well as the collective actions of all employees, has a significant impact on the performance of an organization. Role-based analytics helps individuals better align their activities and relate them to the organization's strategic business goals and objectives.

This course is interactive, and it will provide participants with experience in defining and creating role-based analytics through exercises administered throughout the course.

Evaluating BI Toolsets

UPDATED!

Tuesday, August 21, 8:00 a.m.–5:30 p.m.

COURSE T4—ADMIN & TECH / BUSINESS ANALYTICS

PREREQUISITE: Knowledge of DW fundamentals; understanding of OLAP ideal



Cindi Howson,
Founder,
BIScorecard®

You Will Learn

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

Geared To

- Project sponsors; business analysts; BI application owners

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

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

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

"We are a 'green field' and just starting to evaluate the BI vendors. This course was very valuable in assisting with that effort."

B. Campbell, Abercrombie and Fitch

"All the homework done on current products will launch our own investigation into the BI selection process. The approach and demos were great. Bright, energetic, and informative. Cindi was awesome."

T. Carlock, The CIT Group

Beyond the Data Warehouse: Architectural Options for Data Integration

Tuesday, August 21, 8:00 a.m.–5:30 p.m.

COURSE T5—DATA INTEGRATION

PREREQUISITE: An understanding of fundamental technology architectures



Evan Levy, CBIP,
Partner,
Baseline Consulting

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 and project managers; center of excellence staff; application developers; data warehouse architects; IT architects

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 a new set of technology solutions have changed the landscape and the complexity of managing the abundance of enterprise data.

Data access and delivery technologies such as EII (enterprise information integration), EAI (enterprise application integration), and ETL (extract, transformation, and load) are offering companies ways to be clever and more deliberate about delivering data to systems and users more effectively. And with the emergence of customer data integration (CDI) and master data management (MDM) solutions, there's an entirely new set of offerings to consider when integrating corporate information from across packaged applications, core platforms, and legacy systems.

In this session, Evan Levy will identify 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. Along the way, he'll pepper the course with architectural examples that illustrate new ways of solving often age-old data integration dilemmas.

"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

Course Descriptions

Evaluating ETL Tools and Technologies: Vendors in Action

UPDATED!

Tuesday, August 21, 8:00 a.m.–5:30 p.m.

COURSE T6—DATA INTEGRATION / ADMIN & TECH

PREREQUISITE: Understanding of relational database and DW terms/concepts



Mark Madsen,
President,
Third Nature, Inc.

You Will Learn

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

Geared To

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

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

Session 1: Evaluating ETL Tools

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

Session 2: Vendors in Action

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

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

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

"I am responsible for selecting an enterprise integration/ETL tool within the next month. This course was great! The information presented will definitely help me to differentiate the products."

K. de Noue, Collect America

HandsOn-Business Intelligence Strategy™

Tuesday, August 21, 8:00–11:15 a.m.

COURSE T7A—LEADERSHIP & MGMT / ADMIN & TECH

PREREQUISITE: None



Michael L. Gonzales, CBIP,
Principal,
Claraview, Inc.

You Will Learn

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

Geared To

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

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

Enrollment is limited to 30 attendees.

BRING THIS COURSE ONSITE

visit: www.tdwi.org/onsite

HandsOn-Risk Mitigation for Business Intelligence™

Tuesday, August 21, 2:15–5:30 p.m.

COURSE T7P—LEADERSHIP & MGMT / ADMIN & TECH

PREREQUISITE: None

Michael L. Gonzales, CBIP, Principal, Claraview, Inc.

You Will Learn

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

Geared To

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

BI projects are peppered with risks, from data quality to integration, and from applicability to analytic value. These risks often bring entire projects to a halt, leaving planners scrambling for cover, sponsors looking for remedies, and budgets wiped out. Conducting a RBA or POC provides answers, adds clarity, and offers an understanding of the scale and scope of the project at hand—essentially, mitigating risk.

Enrollment is limited to 30 attendees.

BRING THIS COURSE ONSITE

visit: www.tdwi.org/onsite

Advanced Performance Management— Organizational Behavior and Strategic Alignment

NEW!

Tuesday, August 21, 8:00–11:15 a.m.

COURSE T8A—DATA ANALYSIS & DESIGN

PREREQUISITE: An understanding of and experience with methodologies



Frank Buytendijk,
*Vice President Corporate Strategy,
Hyperion Solutions*

You Will Learn

- To look at BI in an entirely new way
- The implications of behavior and culture for BI
- Where next generation BI leaders will find their advantage

Geared To

- Experienced BI/BPM professionals; controllers and finance professionals; management consultants; business analysts; project managers

From “best practice” to “next practice.” This interactive, case-study based workshop seeks to challenge our assumptions and innovate our BI and performance management practices. In this training, methodologies such as balanced scorecard and value-based management are just the starting point. The theory and practice covered in the training is out-of-the-box and developed from the ground up, taking organizational behavior, culture, and politics as the starting point.

Seeing “I” to “I”: How to Get KPIs from Your Business Solution

NEW!

Tuesday, August 21, 2:15–5:30 p.m.

COURSE T8P—BUSINESS ANALYTICS

PREREQUISITE: None



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

You Will Learn

- To distinguish a KPI from other numbers
- To align KPIs with your business goals and processes
- To visually document your KPIs for monitoring
- To proceed from a KPI data element inventory to a calculated KPI with thresholds
- To categorize outcome and process KPIs

Geared To

- Business analysts; OLAP architects and developers; business users and subject matter experts

Businesses measure success through financial outcomes and process efficiencies. This class teaches participants the process of creating high-value KPIs and how to derive those KPIs from a BI solution. We discuss KPIs in terms of peer and periodicity measurement—absolute and relative measurement and through dimensional comparison. Time is spent with example KPIs in an OLAP drillable environment from a business user perspective. Additional time is spent reviewing the business data model that supports KPIs.

TDWI Business Intelligence Program Management

Wednesday, August 22, 8:00 a.m.–5:30 p.m.

COURSE W1—LEADERSHIP & MGMT

PREREQUISITE: None



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

You Will Learn

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

Geared To

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

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

BRING THIS COURSE ONSITE

visit: www.tdwi.org/onsite

Course Descriptions

Ensuring Data Quality in Data Integration— Practical Skills

Wednesday, August 22, 8:00 a.m.–5:30 p.m.

COURSE W2—DATA INTEGRATION / DATA ANALYSIS & DESIGN

PREREQUISITE: None



Arkady Maydanchik,
Co-Founder,
Data Quality Group LLC

You Will Learn

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

Geared To

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

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

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

BRING THIS COURSE ONSITE

visit: www.tdwi.org/onsite

BI and Excel: Friends or Foes?

Wednesday, August 22, 8:00–11:15 a.m.

COURSE W3A—BUSINESS ANALYTICS

PREREQUISITE: None



Cindi Howson,
Founder,
BIScorecard®

You Will Learn

- Spreadsheets’ role in data chaos
- Why users are passionate about their spreadsheets
- Recent innovations to integrating spreadsheets into a BI architecture
- Criteria to consider when evaluating spreadsheet-based BI
- Techniques for integrating spreadsheets using live product demos

Geared To

- Project sponsors; business analysts; BI application owners

Many say that Excel is the number-one BI tool, yet the proliferation of spreadsheets can lead to data chaos. In order to tame this chaos, you need to understand why and how spreadsheets have caused so many problems. You can then begin to evaluate alternatives to taming the chaos. Fortunately, recent BI product innovations allow users to have their spreadsheets while preserving one version of the truth. This course will review the various approaches, explain criteria to consider, and then demonstrate solutions.

Budgeting, Planning, Forecasting: Moving from Spreadsheets to Analytics

NEW!

Wednesday, August 22, 2:15–5:30 p.m.

COURSE W3P—BUSINESS ANALYTICS

PREREQUISITE: None



Richard Sherman,
Partner,
Athena IT Solutions

You Will Learn

- An overview of architectural approaches with best practices
- Roadblocks to watch out for—technical, data, and cultural
- An overview of vendor offerings in this market
- How to choose the best solution for your enterprise

Geared To

- CIOs; CFO staff; BI/DW architects, project managers, and developers—supporting corporate financial systems

Business conditions, competitive pressures, and government regulations put pressure on corporate finance groups to be accountable for accurate, timely data. Many still rely heavily on spreadsheets for budgeting, planning, and forecasting. It’s time consuming and error-prone, often still missing information to measure performance. Learn the system approaches, architectures, and best practices to reshape these business processes to meet the demands of data timeliness, accuracy, and traceability. DW, BI, and corporate performance management (CPM) systems form the foundation for these approaches.

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics

Wednesday, August 22, 8:00 a.m.–5:30 p.m.

COURSE W4—DATA ANALYSIS & DESIGN / BUSINESS ANALYTICS

PREREQUISITE: None



Steve Hoberman, CBIP,

President,

Steve Hoberman & Associates, LLC

You Will Learn

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

Geared To

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

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

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

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

S. Bennett, Exelon

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Introduction to Business Rules

NEW!

Wednesday, August 22, 8:00–11:15 a.m.

COURSE W5A—BUSINESS ANALYTICS / DATA ANALYSIS & DESIGN

PREREQUISITE: None



David Loshin,

President,

Knowledge Integrity, Inc.

You Will Learn

- How to correlate business policies, information policies, and data rules
- Formal rule definition frameworks, and ways to define business rules
- Rules engines and how they work
- How to employ rules for policy compliance oversight

Geared To

- Data analysts; BI and data governance practitioners; BI managers

Compliance, financials, fulfillment, SCM, CRM—there seems to be an unending stream of systemic pressures that establish both operational and analytical system requirements. In essence, each of these areas suggests information policies that reflect the implementation, oversight, and reporting of conformance to (sometimes not well-) defined business policies. While a vertically oriented application development approach can support most operational needs, the growing interest in enterprise data governance means that coordination among lines of business must be simplified to be effective. This course explores various approaches to analyzing business policies for the purpose of identifying and formalizing business rules and integrating those rules within a rules engine.

Facing Up to IT's Image Problem

NEW!

Wednesday, August 22, 2:15–5:30 p.m.

COURSE W5P—LEADERSHIP & MGMT

PREREQUISITE: None



Robert S. Gold,

Vice President,

Palladium Group

You Will Learn

- Root causes of IT's image problems
- Evolution of the strategic role of IT
- How to enable the "strategy-focused" IT organization
- Case studies of IT transformation from leading enterprises

Geared To

- C-level IT and business executives; business unit leadership; IT management

Why is the relationship between an IT organization and its enterprise so often strained? Business units need IT to emphasize value creation, but IT must focus on cost reduction and quality. Traditional governance and funding models inhibit strategic alignment. Learn how IT leaders in progressive organizations are actively changing their IT organization and the perception of IT to become a true partner with business units in executing strategy.

Course Descriptions

Implementing Data Integration in the SMB Market **NEW!**

Wednesday, August 22, 8:00–11:15 a.m.

COURSE W6A—DATA INTEGRATION

PREREQUISITE: None



Richard Sherman,
Partner,
Athena IT Solutions

You Will Learn

- The business and IT impact of manual coding
- The transition to ETL tools: why, where, and how
- What IT needs to do differently with an ETL tool
- Appropriate vendor offerings for the SMB market

Geared To

- CIOs and IT managers from SMBs; BI/DW architects and project managers; data integration designers and developers

Most large firms today use ETL tools in their DW, BI, and ERP reporting projects. In the SMB market, these tools are not as common. The high cost of the market leaders is a factor, but the predominant reason is that resource requirements are beyond most SMB firms' reach. A newer generation of ETL tools meets the SMB market needs. They are more cost- and resource-effective. SMB firms have often abandoned their early attempts with ETL because they don't use the tools appropriately. ETL requires a specific approach to architecture, development, and project planning that the SMB firm needs to learn.

Data Standards, Collaboration, and Information Exchange

Wednesday, August 22, 2:15–5:30 p.m.

COURSE W6P—DATA ANALYSIS & DESIGN / DATA INTEGRATION

PREREQUISITE: None



David Loshin,
President,
Knowledge Integrity, Inc.

You Will Learn

- How to reach consensus on common business terminology, data element definitions, and standards
- How to synchronize core information exchange objects and metadata models
- How to automate XML schema creation from metadata
- Data exchange guidelines (e.g., ISO/IEC 11179)

Geared To

- XML, Web services, data exchange, data stewardship, data quality, business intelligence, data integration, and metadata practitioners

Collaboration via information sharing improves any BI initiative. The challenge of XML for defining data standards is its unsynchronized use in modeling similar (if not identical) objects, as a multitude of standards implies conformance to none. Unsynchronized data definitions and formats lead to communication failures and poor data quality. This course provides a metadata-based approach to consensus building for the definition, management, automated schema generation, and dissemination of data standards.

HandsOn-Business Analytics™

Wednesday, August 22, 8:00 a.m.–5:30 p.m.

COURSE W7—BUSINESS ANALYTICS / ADMIN & TECH

PREREQUISITE: Understanding of relational database and data warehouse terms and concepts



Michael L. Gonzales, CBIP,
Principal,
Claraview, Inc.

You Will Learn

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

Geared To

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

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

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

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

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

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

Enrollment is limited to 30 attendees.

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A Guide to Master Data Management

NEW!

Wednesday, August 22, 8:00 a.m.–5:30 p.m.

COURSE W8—DATA INTEGRATION

PREREQUISITE: None



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



Colin White,
President and Founder,
BI Research

You Will Learn

- What master data is
- Master data concepts and techniques
- The difference between the system of record and system of entry
- How to develop an MDM strategy
- The role of MDM in the IT infrastructure
- Approaches to integrating and managing master data
- The role of a service oriented architecture
- How to select the right products
- How to get started
- Success factors and best practices
- Customer case studies

Geared To

- Project managers; team members; technical business users

Implemented correctly, master data management can provide significant business benefits in terms of improving productivity, reducing risk, and increasing revenues. However, there is considerable confusion in the marketplace about what MDM is, and about the best approach to building and deploying an MDM environment. This course clearly defines MDM, identifies its business benefits, distinguishes it from master data integration, and takes an in-depth look at different approaches to building an MDM environment. Also covered will be the steps to help you get started in MDM, things to watch out for, and other considerations for your implementation. The result is a master data management strategy and plan that will enable you to move to a full enterprise master data management environment in an iterative and managed approach.

TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

Thursday, August 23, 9:00 a.m.–5:00 p.m.

COURSE TH1—DATA INTEGRATION

PREREQUISITE: None



Paul Sheets, CBIP,
Principal Consultant,
DecisionPath Consulting

You Will Learn

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

Geared To

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

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

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

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

W. Laurent, Lennar Corporation

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Course Descriptions

BI Manager Toolkit: Bringing Business and IT Together

Thursday, August 23, 9:00 a.m.–5:00 p.m.

COURSE TH2—LEADERSHIP & MGMT

PREREQUISITE: Commitment to active learning



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



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

You Will Learn

- How to address issues systemically rather than personally
- The multiplicity of roles each of us plays in business intelligence, and more effective behavior for each role
- Why cross-functional involvement is critical in business intelligence
- Concrete strategies for working more constructively across organizational silos
- How to overcome organizational barriers for effective governance and prioritization

Geared To

- Business sponsors; program and project managers; new managers and team members who want to excel beyond their technical skills

This course will help you see your BI organization from a whole new perspective! It provides insight and strategies on how to create cross-functional collaboration between the business and information technology functions. This cross-functional collaboration may include the executive sponsor, the steering committee, business users, management, project teams, and technical staff. If your BI 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 this class is an exercise where you are assigned 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 so critical, what gets in the way of true partnership, and what role(s) we play in making them happen. Throughout the interaction, the instructors will teach you strategies to address the issues you experience. In-class coaching and peer discussion allow you to immediately apply and practice what you learn to your BI program.

Enrollment is limited to 60 attendees.

"Excellent course. Very good instructors. A lot of passion in what they teach. I am impressed."

N. Vudumula, Cisco Systems Inc.

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visit: www.tdwi.org/onsite

Predictive Analytics: A Business Perspective

Thursday, August 23, 9:00 a.m.–12:15 p.m.

COURSE TH3A—BUSINESS ANALYTICS / LEADERSHIP & MGMT

PREREQUISITE: None



Thomas A. Rathburn,
Senior Consultant,
The Modeling Agency

You Will Learn

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

Geared To

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

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

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Predictive Analytics: Making it Work

Thursday, August 23, 1:45–5:00 p.m.

COURSE TH3P—BUSINESS ANALYTICS / DATA ANALYSIS & DESIGN

PREREQUISITE: TH3A recommended

Thomas A. Rathburn, Senior Consultant, The Modeling Agency

You Will Learn

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

Geared To

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

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

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Dimensional Modeling beyond the Basics: Intermediate and Advanced Techniques

Thursday, August 23, 9:00 a.m.–5:00 p.m.

COURSE TH4—DATA ANALYSIS & DESIGN

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



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

You Will Learn

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

Geared To

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

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

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

"This course hit upon several things that we are already doing incorrectly or are struggling with. This course will save the team a lot of time and frustration."

C. McKee, Asurion

"Absolutely on target. I'm sending e-mails tonight. This information can't wait until I get home."

R. Fox, Alltel

Leading Change: The People Dimension

NEW!

Thursday, August 23, 9:00 a.m.–5:00 p.m.

COURSE TH5—LEADERSHIP & MGMT

PREREQUISITE: None



C. Lwanga Yonke,
Manager, Information Quality,
Aera Energy LLC

You Will Learn

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

Geared To

- Anyone seeking to become a more effective change leader

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

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

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

Course Descriptions

Realizing the Full Potential of Your BI Solution: **NEW!** Foundation-Building Techniques

Thursday, August 23, 9:00 a.m.–12:15 p.m.

COURSE TH6A—LEADERSHIP & MGMT

PREREQUISITE: None



John L. Doran,
Principal,
Sungard Consulting Services

You Will Learn

- How to communicate value—key drivers for change
- How to estimate techniques without empirical data
- The pros and cons of single-point estimates
- Range-based estimating techniques
- A preliminary introduction to Monte-Carlo simulation techniques

Geared To

- All professionals

When discussing the value associated with BI solutions, mixed reviews are common. Some organizations seem to get it right, while others struggle to realize the full potential. Given that one side of these reviews reflects poorly on BI capabilities, it is clear that more attention should be given to developing and communicating the value associated with these solutions. In this technique-oriented session, attendees will learn to express the value and lay out a vision for these solutions, with improved confidence. These foundational techniques are designed to engage the stakeholder by focusing attention away from the single-point estimate. Estimating without empirical data will be discussed and supported with examples. Further, the session will cover modeling and facilitation techniques that help describe the value and capabilities of these solutions.

Realizing the Full Potential of Your BI Solution: **NEW!** Gaining Buy-In

Thursday, August 23, 1:45–5:00 p.m.

COURSE TH6P—LEADERSHIP & MGMT

PREREQUISITE: None

John L. Doran, *Principal, Sungard Consulting Services*

You Will Learn

- How to gain stakeholder buy-in—key drivers
- How to overcome the challenge of placing value on “information”
- Methods designed to get commitment from stakeholders
- How to model the foundation for communicating stakeholder value

Geared To

- All professionals

In this session, attendees will learn how to gain critical stakeholder buy-in for BI solutions. Historically, placing a monetary value on information and data has been difficult. Traditional modeling techniques have several challenges. Understanding and eliminating these challenges will provide a powerful foundation for modeling the financial impact of these solutions and gaining critical stakeholder buy-in.

HandsOn-Advanced Analytics™

Thursday, August 23, 9:00 a.m.–5:00 p.m.

COURSE TH7—BUSINESS ANALYTICS / ADMIN & TECH

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



Michael L. Gonzales, CBIP,
Principal,
Claraview, Inc.

You Will Learn

- Real-time analytics
 - Human-machine intelligence
 - Establishing business rules engines
 - XML as an enabler
- Data mining
 - Enhancing the warehouse with in-database data mining
 - Exploiting SQL data mining extensions
 - Exploratory OLAP mining
 - Advanced ETL transformation with mining algorithms
- Spatial analysis
 - Enhancing the warehouse with in-database spatial data
 - Exploiting SQL spatial extensions
 - Blending spatial analysis into typical BI technology
 - Incorporating Web services
- Application development environment
 - Understanding the workbench technology trends

Geared To

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

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

Examples of lab exercises include:

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

Enrollment is limited to 30 attendees.

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

D. Dickerson, Baylor Health Care System

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Engaging the Business: BI Impact from Sponsorship to End Users

NEW!

Thursday, August 23, 9:00 a.m.–12:15 p.m.

COURSE TH8A—LEADERSHIP & MGMT

PREREQUISITE: None



Eisa Quelette,
Director of Business Intelligence,
Professional Innovations, Inc.

You Will Learn

- How to make the biggest impact at all levels of the business
- Strategies for gaining project sponsorship and approval
- An iterative approach to incorporate changes into your delivery roadmap
- How to leverage cutting-edge technologies for better results

Geared To

- Business and systems analysts; project and program managers; program sponsors; IT directors

This session provides a set of strategies to achieve business buy-in, participation, and impact at all levels, to gain sponsorship for new DW initiatives, enhancements, or consolidations using new and existing technologies and methodologies. We will review techniques to drive projects for more complex and demanding business environments, and identify technical and/or political obstacles to overcome before they halt your project or derail your initiative. Our focus is continued business/IT alignment using project justification techniques beyond the typical approaches.

Ensuring Data Quality in Data Conversion and Consolidation

NEW!

Thursday, August 23, 1:45–5:00 p.m.

COURSE TH8P—DATA INTEGRATION / DATA ANALYSIS & DESIGN

PREREQUISITE: None



Arkady Maydanchik,
Co-Founder,
Data Quality Group LLC

You Will Learn

- Data quality challenges inherent in data conversion and consolidation
- A data quality approach to conversion, consolidation, and cleansing (dC3)
- Source data discovery and analysis techniques
- Techniques to define and implement quality-focused data conversion and consolidation strategies

Geared To

- Data conversion and consolidation practitioners—those in the trenches

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

TDWI Data Cleansing: Delivering High-Quality Warehouse Data

Friday, August 24, 8:00 a.m.–3:30 p.m.

COURSE F1—DATA INTEGRATION / DATA ANALYSIS & DESIGN

PREREQUISITE: Knowledge of DW fundamentals



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

You Will Learn

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

Geared To

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

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

"This session hits the spot! It is exactly what I came here for. There were high-level concepts with example applications. Kudos to the class book of notes. This will be a very critical and valuable resource in my career. This course has made me very excited to go back and apply what I've learned to my job."

J. Gassaway, Capital Blue Cross

"I really enjoyed the course. The framework presented is easy for technical or non-technical people to understand and provides value to both groups."

M. Hamilton, Meridian IQ

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Course Descriptions

BI Manager Toolkit: Managing Accountability for Project Success

Friday, August 24, 8:00–11:15 a.m.

COURSE F2A—LEADERSHIP & MGMT

PREREQUISITE: None



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



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

You Will Learn

- Key areas that drive change in BI initiatives
- Steps to increase personal accountability for adapting to change
- How to create clear accountabilities in matrixed reporting relationships
- A model for creating change that optimizes productivity
- A framework of BI roles and accountabilities
- Patterns of relationships that destroy accountability

Geared To

- Business sponsors; program/project managers; managers/team members who want to excel beyond their technical skills

BI initiatives operate in a climate of continuous change. BI organizations must be in touch with reality, because reality drives the need for change. A sense of urgency must be derived from the recognition that today's business is endlessly competitive and demanding. Will people successfully adjust to these changes or be overwhelmed by them, taking performance and productivity with them? Positive change is possible through change management, adequate ownership, and clear accountabilities.

BI Manager Toolkit: Negotiating and Resolving Disagreements

Friday, August 24, 12:15–3:30 p.m.

COURSE F2P—LEADERSHIP & MGMT

PREREQUISITE: None

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

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

You Will Learn

- How to analyze your effectiveness in different situations
- How to recognize the conflict style of others and respond effectively
- The impact that different conflict styles have on working relationships
- How to assess conflict situations and apply the most appropriate conflict mode
- Conflict management techniques to expand your skill and effectiveness

Geared To

- Business sponsors; program/project managers; managers/team members who want to excel beyond their technical skills

Successful BI initiatives focus on results. To optimize performance, we must effectively resolve issues, settle differences, and implement solutions. Participants are introduced to five conflict-handling modes. They learn when each mode is typically most appropriate and how to apply those skills. They discover how over- or under-using any one mode can create unwanted situations.

Data Warehouse Project Management

Friday, August 24, 8:00 a.m.–3:30 p.m.

COURSE F3—LEADERSHIP & MGMT

PREREQUISITE: None



Sid Adelman,
Principal,
Adelman & Associates

You Will Learn

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

Geared To

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

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

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

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

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

M. Willison, Shell Canada Limited

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

J. Hoffman, GE

Dimensional Modeling: Advanced Topics

Friday, August 24, 8:00 a.m.–3:30 p.m.

COURSE F4—DATA ANALYSIS & DESIGN

PREREQUISITE: Understanding of basic star schema concepts



Chris Adamson,

*Data Warehouse Specialist and Founder,
Oakton Software LLC*

You Will Learn

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

Geared To

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

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

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

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

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

Business Metadata:

NEW!

Putting Metadata to Work in the Business

Friday, August 24, 8:00–11:15 am.

COURSE F5A—DATA ANALYSIS & DESIGN

PREREQUISITE: None



Bonnie O'Neil,

*Senior Principal
Data Architect,
Project Performance Corp.*



Lowell Fryman,

*Director of Service
Delivery,
VIP Consulting*

You Will Learn

- How to engage business people to provide and use business metadata
- How to use business metadata to add understanding to DWs
- How to capture business wisdom and share it through the enterprise
- How to express metadata in the language of the business

Geared To

- Data architects; DW designers and architects; metadata, business, and data analysts

This presentation introduces a new technique for providing business clarity. Wisdom comes from understanding and being able to apply that understanding in practical ways to solve business problems. Business metadata adds business context to data in the language of the business. This is a huge enabler, allowing business people to go forth and conquer problems with confidence because they can access and understand what their automated systems tell them.

Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence

Friday, August 24, 12:15–3:30 p.m.

COURSE F5P—ADMIN & TECH / LEADERSHIP & MGMT

PREREQUISITE: General knowledge of DW and BI architectures and strategies



John O'Brien, CBIP,

*President and Executive Architect,
Zukeran Technologies*

You Will Learn

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

Geared To

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

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

Course Descriptions

Realizing the Full Potential of Your BI Solution: Marketing and Sales within the Organization **NEW!**

Friday, August 24, 8:00–11:15 a.m.

COURSE F6A—LEADERSHIP & MGMT

PREREQUISITE: None



John L. Doran,
Principal,
Sungard Consulting Services

You Will Learn

- Marketing and sales within the organization—key drivers
- To effectively describe how things will change using BI solutions
- Characteristics of the BI marketing and sales role within an organization
- The differences between a tool and a solution
- The proper balance between conservatism and salesperson

Geared To

- All professionals

In this session, attendees will learn how to market and sell BI solutions within the organization. This is not a common role. However, the importance of this role is critical for gaining momentum. Individuals must realize the positive impact that can be achieved from these solutions. Describing these changes takes finesse. Honing one's skills on when to push and when to back off from different departments is critical for gaining support and developing new growth opportunities within the organization.

Realizing the Full Potential of Your BI Solution: Demonstrating and Sustaining Value Long-Term **NEW!**

Friday, August 24, 12:15–3:30 p.m.

COURSE F6P—LEADERSHIP & MGMT

PREREQUISITE: None

John L. Doran, Principal, Sungard Consulting Services

You Will Learn

- How to demonstrate and sustain value long-term—key drivers
- The roles that are necessary to sustain long-term value
- The evolving role of the BI analyst
- Characteristics of an effective analyst
- The differences between reporting and new business insight
- How to transition from an order taker to business partner

Geared To

- All professionals

In this session, attendees will learn how to demonstrate and sustain long-term value as it relates to your BI solution. Long-term success depends on understanding and developing key roles associated with the solution. Understanding the effective characteristics of the BI analyst is one of the first steps. Further knowing the difference between reporting and new business insight will influence priorities in a direction geared for sustainable value.

HandsOn-Data Mining™

Friday, August 24, 8:00 a.m.–3:30 p.m.

COURSE F7—BUSINESS ANALYTICS / ADMIN & TECH

PREREQUISITE: Knowledge of DW and BI terminology and concepts



Michael L. Gonzales, CBIP,
Principal,
Claraview, Inc.

You Will Learn

- How to establish data mining as an integral component of the DW effort and BI solutions
- Why and when to implement data mining applications
- How to recognize data mining opportunities
- Technology/techniques that must be considered for effective data mining
- Through extensive lab exercises, you will gain hands-on experience with leading data mining tools, including:
 - PolyVista (Text Mining)
 - Microsoft SQL Server 2005 Data Mining
 - Teradata Warehouse Miner
 - SAS Enterprise Miner

Geared To

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

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

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

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

Enrollment is limited to 30 attendees.

"Mike established the business value of data mining over and over and over again. The time and resources to ramp up enough to walk through these courses on my own gives HandsOn amazing ROI."

R. Morrissey, MITS

BRING THIS COURSE ONSITE

visit: www.tdwi.org/onsite

General Information

Hotel

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

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 2007.

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: <http://manchestergrand.hyatt.com/hyatt/hotels/index.jsp>

Reservations: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=49208

TDWI has reserved a block of rooms at sharply reduced rates for conference attendees at the Manchester Grand Hyatt San Diego: **\$204.00 for single/double occupancy.**

This discounted rate is available through **Thursday, July 19, 2007.** 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/sandiego2007/hotel.htm

Car Rental Discounts

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

Information: www.tdwi.org/sandiego2007/hotel.htm

Premier 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. Starting in 1995 with a single conference, TDWI is now a comprehensive resource for industry information and professional development opportunities. TDWI sponsors and promotes quarterly World Conferences, regional seminars, onsite courses, a worldwide Membership program, business intelligence certification, resourceful publications, industry news, an in-depth research program, and a comprehensive Web site (www.tdwi.org).

Membership

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

Contact Information:

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

TDWI's Educational Philosophy

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

TDWI™ is a trademark of TDWI. Other product and company names mentioned herein may be trademarks and/or registered trademarks of their respective companies. TDWI is a division of 1105 Media, Inc.

Media Sponsors



Vendor Exhibition

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

Vendor Event Schedule

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

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

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

Registration Information

Early Registration Bonus!

Register and pay before July 20, 2007, and select one of these gifts as a bonus.

- 101 TDWI denim shirt (unisex—please state size on registration form)
- 102 TDWI navy blue polo shirt (men's sizes—please state size on registration form)
- 103 TDWI navy blue v-neck t-shirt (women's sizes—please state size on registration form)
- 104 128 MB Jump Drive

Registration Deadlines

Early Registration Discount Deadline July 20, 2007

Regular Registration Deadline August 17, 2007

After August 17, 2007, please register onsite. Registration will be limited to space available. You will incur a \$50 late registration fee after August 17.

Team Discount

When three or more people from a single company or government agency register at the same time, the entire team receives a 10-percent discount.

All registration forms must be submitted together in order to qualify for the team discount.

Executive Package

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

Refund and Cancellation Policy

You may substitute another person in your place by calling 800.280.6218 or 541.346.3537 before August 10, 2007. If you must cancel, your refund request must be in writing and postmarked no later than August 10. 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 10.

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/sandiego2007

Phone: 800.280.6218 or 541.346.3537 (M-F, 8:00 a.m.–5:00 p.m. PT)

Registration Questions?

Phone: 800.280.6218 or 541.346.3537 (M-F, 8:00 a.m.–5:00 p.m. PT)

E-mail: tdwireg@continue.uoregon.edu

Web: www.tdwi.org/sandiego2007

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/sandiego2007 are secure. Our secured server environment keeps your information private.

Registration Form

TDWI World Conference
San Diego, CA • August 19-24, 2007



EARLY REGISTRATION BONUS!

Register and pay before July 20, 2007, and select one of the gifts from page 36 as your bonus.

CHECK SELECTION: 101 102 103 104
SIZE: Men's (polo) or Unisex (denim) XS (denim) S M L XL XXL
Women's (v-neck) S M L XL 1X

STEP 1. REGISTRATION

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

SUNDAY, AUGUST 19, 2007

- S1 TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- S2A Balanced Scorecards in the Business-Centric BI Architecture
- S2P TDWI Business Intelligence Executive Briefing
- S3 Dashboard Design for Immediate Insight
- S4A Let's Stop Calling It Metadata: It's about Managing Information
- S4P Applying Quality Concepts to Data Management
- S5 Designing a High-Performance Data Warehouse
- S6 Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs
- S7 HandsOn-OLAP

MONDAY, AUGUST 20, 2007

- M1 TDWI Introduction to Business Analytics
- M2 BI from Both Sides: Aligning Business and IT
- M3 Data Visualization for Discovery and Analysis
- M4 TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- M5 Real-Time Data Warehousing
- M6 The Advanced Course in Data Management
- M7 HandsOn-Data Integration
- M8A CBIP Preparation for the Data Warehousing Exam
- M8P CBIP Preparation for the Business Analytics Exam
- EXEC1 TDWI Executive Summit, Day I

TUESDAY, AUGUST 21, 2007

- T1 TDWI Enterprise Metrics: Designing Integrated Business Metrics
- T2 Business Requirements for BI Impact
- T3 Performance Management: Creating Role-Based Analytics
- T4 Evaluating BI Toolsets
- T5 Beyond the Data Warehouse: Architectural Options for Data Integration
- T6 Evaluating ETL Tools and Technologies: Vendors in Action
- T7A HandsOn-Business Intelligence Strategy
- T7P HandsOn-Risk Mitigation for Business Intelligence
- T8A Advanced Performance Management—Organizational Behavior and Strategic Alignment
- T8P Seeing "I" to "I": How to Get KPIs from Your Business Solution
- EXEC2 TDWI Executive Summit, Day II

WEDNESDAY, AUGUST 22, 2007

- W1 TDWI Business Intelligence Program Management
- W2 Ensuring Data Quality in Data Integration—Practical Skills
- W3A BI and Excel: Friends or Foes?
- W3P Budgeting, Planning, Forecasting: Moving from Spreadsheets to Analytics
- W4 TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
- W5A Introduction to Business Rules
- W5P Facing Up to IT's Image Problem
- W6A Implementing Data Integration in the SMB Market
- W6P Data Standards, Collaboration, and Information Exchange
- W7 HandsOn-Business Analytics
- W8 A Guide to Master Data Management

THURSDAY, AUGUST 23, 2007

- TH1 TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
- TH2 BI Manager Toolkit: Bringing Business and IT Together
- TH3A Predictive Analytics: A Business Perspective
- TH3P Predictive Analytics: Making It Work
- TH4 Dimensional Modeling beyond the Basics: Intermediate and Advanced Techniques
- TH5 Leading Change: The People Dimension
- TH6A Realizing the Full Potential of Your BI Solution: Foundation-Building Techniques
- TH6P Realizing the Full Potential of Your BI Solution: Gaining Buy-In
- TH7 HandsOn-Advanced Analytics
- TH8A Engaging the Business: BI Impact from Sponsorship to End Users
- TH8P Ensuring Data Quality in Data Conversion and Consolidation

FRIDAY, AUGUST 24, 2007

- F1 TDWI Data Cleansing: Delivering High-Quality Warehouse Data
- F2A BI Manager Toolkit: Managing Accountability for Project Success
- F2P BI Manager Toolkit: Negotiating and Resolving Disagreements
- F3 Data Warehouse Project Management
- F4 Dimensional Modeling: Advanced Topics
- F5A Business Metadata: Putting Metadata to Work in the Business
- F5P Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
- F6A Realizing the Full Potential of Your BI Solution: Marketing and Sales within the Organization
- F6P Realizing the Full Potential of Your BI Solution: Demonstrating and Sustaining Value Long-Term
- F7 HandsOn-Data Mining

STEP 2. YOU MAY ALSO REQUEST THE FOLLOWING:

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

*M8A, M8P, and EXEC1/EXEC2 course books are not available for purchase
*Course books are not available after the conference

ENROLLMENT IN TDWI ON-TRACK (no additional fee)—Check areas of interest:

- Leadership & Mgmt Business Analytics Data Analysis & Design
- Data Integration Admin & Technology

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

PRIORITY CODE: CBSD07

LAST NAME _____

FIRST NAME FOR ATTENDEE BADGE _____

TITLE _____

COMPANY OR INSTITUTION _____

DEPARTMENT _____

INDUSTRY _____

MAILING ADDRESS _____

CITY _____

STATE _____

ZIP _____

COUNTRY _____

TELEPHONE _____

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

STEP 4. CALCULATE YOUR PAYMENT

FEES—EARLY REGISTRATION (Through July 20, 2007)	TDWI Member	Non-Member
<input type="checkbox"/> Executive Summit Package: EXEC1/EXEC2 (2 Days)	\$ 1,115	\$ 1,300
<input type="checkbox"/> Standard Package (3 Days)	\$1,670	\$1,945*
<input type="checkbox"/> Mega Package (4 Days)	\$2,070	\$2,345*
<input type="checkbox"/> Giga Package (5 Days)	\$2,270	\$2,545*
<input type="checkbox"/> Tera Package (6 Days)	\$2,470	\$2,745*

FEES—REGULAR REGISTRATION (July 21–August 17, 2007)	TDWI Member	Non-Member
<input type="checkbox"/> Executive Summit Package: EXEC1/EXEC2 (2 Days)	\$1,145	\$1,330
<input type="checkbox"/> Standard Package (3 Days)	\$1,715	\$1,990*
<input type="checkbox"/> Mega Package (4 Days)	\$2,115	\$2,390*
<input type="checkbox"/> Giga Package (5 Days)	\$2,315	\$2,590*
<input type="checkbox"/> Tera Package (6 Days)	\$2,515	\$2,790*

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

FEE FROM TABLE ABOVE \$ _____

GROUP DISCOUNT (Deduct 10% from above) -\$ _____

For 3 or more people from the same company registering at the same time

LATE FEE (After August 17, 2007) add \$50 +\$ _____

ADDITIONAL COURSE BOOKS +\$ _____

Full-day \$45 each/\$30 Members, Half-day \$22 each/\$15 Members, from STEP 2
*M8A, M8P, and EXEC1/EXEC2 course books are not available for purchase

> TOTAL FEE \$ _____

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

NUMBER _____

EXPIRATION DATE _____

YOUR SIGNATURE FOR CREDIT CARD _____

CREDIT CARD BILLING ADDRESS (REQUIRED) _____

STEP 5. SEND IN YOUR REGISTRATION

MAIL registration with full payment to: TDWI World Conference—San Diego 2007 Registration, 1277 University of Oregon, Eugene, OR 97403-1277

FAX your registration and credit card information to: 541.346.3545 or 541.346.3509

REGISTER ONLINE at: www.tdwi.org/sandiego2007

TDWI World Conference

San Diego, CA • August 19–24, 2007

www.tdwi.org/sandiego2007

Hot Topics

- Bringing Business and IT Together
- Business Analytics for Effective Use of Data
- Data Management—Modeling, Data Quality, Data Governance, and More
- Realizing the Full Potential of Your BI Solution

“It was great to hear from and be able to speak with experienced professionals in the field rather than simply relying on textbooks and information from vendors. There is information here for all perspectives—IT management, business users, IT technical specialists, etc.”

R. Ethridge, Louisiana State University

Register and Win!

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

Register before July 20, 2007, and receive an early registration discount and bonus gift.

Register Today!

www.tdwi.org/sandiego2007

Priority Code

CBSD07