TDWI Education Catalog

Your Guide to TDWI Courses
and Educational Programs

www.tdwi.org

tdwi
THE DATA WAREHOUSING INSTITUTE

Welcome to TDWI

TDWI was formed in 1995 with a clear mission: provide data warehousing professionals with comprehensive and unbiased education and information to help them do their jobs more effectively. The industry has seen impressive growth and change since then. Because business intelligence and data warehousing initiatives are mission-critical for organizations worldwide, the professionals who build and implement these programs are crucial, and their knowledge invaluable.

Starting with a single conference over ten years ago, TDWI now delivers content online, onsite, and through more than 20 educational events worldwide. We offer a complete resource for professional development, including conferences and seminars, certification, well-respected publications, and critical research. Our content and offerings are continually refined, and new curricula are developed to meet your evolving needs. We have expanded our curriculum to include content tailored to the broader BI audience, and have brought new courses and instructors on board to stay on top of emerging trends and technologies. As your needs change, so does TDWI.

What will never change is TDWI's commitment to providing professionals with the highest-quality business intelligence and data warehousing education available. Education that is in-depth and vendor-neutral. Education that is hands-on. Education that can be applied immediately to move initiatives forward. Education that helps the whole organization realize the business value of these key technologies.

From business intelligence fundamentals to predictive analytics, from detailed technical instruction to high-level business strategy, TDWI's comprehensive educational offerings provide a valuable learning experience regardless of your role or level within the organization.

Our commitment to this community is as strong as ever, and we look forward to providing you with world-class education and research in the years to come.

TDWI
Education Catalog

This catalog offers a comprehensive guide to TDWI's educational opportunities. It begins with an overview of TDWI, and includes information on our various professional development programs. You will also find an overview of our unique educational venues—TDWI World Conferences, TDWI Seminars, and TDWI Onsite—and information on our various other professional development opportunities such as our Membership program and our Certified Business Intelligence Professional credential. This brochure is updated regularly with new events and courses, and is available for download throughout the year at **www.tdwi.org/curriculum**.

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Education and Professional Development

Business intelligence is a field that is rich with career opportunity. More than any previous information systems endeavor, BI brings together business and technology in an inseparable way. While adding complexity for both business and IT organizations, this evolution also offers new career horizons for professionals in both domains. Carefully planned education is the key to reaching these new horizons.

Start by identifying your educational goals and analyzing the gap between your current expertise and the knowledge and skills you need. TDWI can assist you in meeting these goals with course work, learning paths, and certification specifically geared toward building and validating knowledge in five core BI disciplines:

- **Leadership and Management**
- **Business Analytics**
- **Data Analysis and Design**
- **Data Integration**
- **Administration and Technology**

TDWI Course Work and Learning Paths

When you need to simply and quickly develop knowledge and skill in a specific area, choose the right class from our many offerings at conferences and seminars. Don't know where to start? TDWI learning paths begin with the basics and build to increasingly advanced skills and techniques. Courses in all learning paths are offered at our public events or can be delivered onsite. For group learning, we'll help with a needs assessment and develop a custom learning path for your organization and team. For more information on learning paths, visit www.tdwi.org/education/learningpath.

Once you have achieved your learning objectives, consider validating your learning with a test-based certification program such as TDWI's CBIP credential.

Need Help with Course Selection?

TDWI will work with you to assess your training needs, and even design a custom learning path to ensure that you and your team receive the right training at the right time and in an optimal sequence to ensure you leverage incremental learning opportunities and make the most of your investment. To view our suggested learning paths, please visit www.tdwi.org/profdev. For questions about course selection, contact Jennifer Hay at jhay@tdwi.org.

CBIP Credential

cbip
Certified Business Intelligence Professional

The Certified Business Intelligent Professional (CBIP) program is designed for those who have knowledge and experience within a particular specialty 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. For more information on CBIP, please visit www.cbipro.com.

TDWI World Conferences

Premier Events for Business Intelligence and Data Warehousing Education

Overview

TDWI World Conferences provide the leading forum for business and technology professionals looking to gain in-depth education on business intelligence and data warehousing. Each TDWI World Conference features a unique program of top-notch instructors, full- and half-day courses, one-on-one consulting, peer networking, best practices, and product demos. Designed specifically to maximize your learning experience and training investments, the information you gain and key contacts you make at these events will enable you to immediately impact your current initiatives.

2007 TDWI World Conference Schedule

February 18–23, 2007
Caesars Palace
Las Vegas, NV

May 13–18, 2007
Sheraton Boston Hotel
Boston, MA

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

October 28–November 2, 2007
Renaissance Orlando Resort at SeaWorld
Orlando, FL

Why should you attend a TDWI World Conference?

- **In-Depth Education from Top Instructors:** Unlike other conferences, TDWI offers 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 ensure 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 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 opportunity 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.

Course Offerings

TDWI World Conferences offer a comprehensive selection of courses organized into well-defined tracks. The programs are available online three months prior to each event. Throughout the year we will add courses to the program to address the latest topics and technologies.

Pricing

Fees—Early Registration

(available until four weeks prior to the event)

Package	TDWI Member	Non-Member*
Standard Package (3 days)	$1,670	$1,945
MegaPackage (4 days)	$2,070	$2,345
GigaPackage (5 days)	$2,270	$2,545
TeraPackage (6 days)	$2,470	$2,745

Fees—Regular Registration

Package	TDWI Member	Non-Member*
Standard Package (3 days)	$1,715	$1,990
MegaPackage (4 days)	$2,115	$2,390
GigaPackage (5 days)	$2,315	$2,590
TeraPackage (6 days)	$2,515	$2,790

* All Non-Member registrations for three or more days include a one-year TDWI Membership.

"The conference provided insight into how the warehousing industry is changing/shifting and good examples of implementation strategies for various different needs. The instructors did an excellent job at articulating concepts that are sometimes difficult to describe."
Y. Moyer, Independence Blue Cross

"An excellent forum to stay abreast of the newest trends and technologies while networking with peers in the field."
A. Licitra, Allstate Insurance Company

"As an alumni of TDWI conferences, I am always pleased to see the continued high quality speakers, timely topics, and extensive programs at every conference I attend."
G. Phillips, Everest Data Research

TDWI Seminar Series

In-Depth, Interactive Training in a Small Class Setting Near You

Overview

Whether you are embarking on a new data warehousing project or working in a mature business intelligence environment, TDWI Seminars offer a broad range of courses focused on the skills and techniques at the heart of successful business intelligence and data warehousing implementations. TDWI Seminars' small class sizes and unique format provide a high-impact learning experience with increased student-teacher interaction. And TDWI Seminars are offered at convenient locations throughout the United States and Canada, so you can get the training you need at a location near you.

Why should you attend a TDWI Seminar?

- **In-Depth Education from Top Instructors:** TDWI offers primarily full-day courses taught by practitioners with real-world experience. The sessions at TDWI Seminars are classes—not presentations; and the session leaders are teachers—not just speakers.
- **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.
- **Small Class Size:** TDWI Seminars offer courses from TDWI World conferences in a small class setting. Take advantage of smaller class size to explore unique challenges within your organization and to interact with your instructors through informal, one-on-one or small group discussions.
- **Convenient and Cost Effective:** Reduce the impact on your travel and training budgets by taking courses closer to home.

2007 TDWI Seminar Series Schedule

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MARCH 5–9 CHICAGO, IL	TDWI DW Concepts & Principles	TDWI Data Modeling		TDWI Data Integration Techniques	
MARCH 26–29 DENVER, CO	TDWI BI Fundamentals	TDWI DW Architectures	TDWI Data Integration Techniques		
		HandsOn-OLAP	HandsOn-Business Analytics	HandsOn-Advanced Analytics	
APRIL 16–19 VANCOUVER, BC	TDWI DW Concepts & Principles	TDWI Data Modeling		TDWI Dimensional DM Primer	
	TDWI BI Fundamentals	TDWI DW Architectures	TDWI Technology Architectures	TDWI Technology Admin.	
JUNE 4–7 LOS ANGELES, CA	TDWI DW Concepts & Principles	TDWI Data Modeling		Enterprise Data Modeling	
	TDWI BI Fundamentals	TDWI Data Integration Techniques		TDWI Data Cleansing	
JUNE 18–22 WASHINGTON, D.C.	TDWI Data Modeling		TDWI Dimensional Data Modeling Primer	Intermediate & Advanced Data Modeling	Data Modeling in Practice
JULY 9–12 MINNEAPOLIS, MN	TDWI BI Fundamentals	TDWI DW Architectures	TDWI Data Integration Techniques		
		HandsOn-OLAP	HandsOn-Business Analytics	HandsOn-Advanced Analytics	
JULY 23–26 TORONTO, ON	TDWI DW Concepts & Principles	TDWI Data Modeling		Data Modeling in Practice	
	TDWI BI Fundamentals	TDWI Data Integration Techniques		TDWI Data Cleansing	
SEPTEMBER 24–28 PORTLAND, OR	TDWI Data Modeling		TDWI Dimensional Data Modeling Primer	Intermediate & Advanced Data Modeling	Data Modeling in Practice
OCTOBER 15–19 BOSTON, MA	TDWI BI Fundamentals	TDWI Data Modeling		TDWI Data Integration Techniques	

Pricing

Seminar Pricing Options	TDWI Member*	Non-Member
Seminar Package (4 days)**	$2,115	$2,390
Daily Rate	$575	$665

* If you register to become a TDWI Member ($275 for one year), you can attend using the TDWI Member rates.

** Other pricing options available. Please visit www.tdwi.org/seminars.

"I am already on my third data warehouse project, but a seminar like this helps me to fill in the knowledge gaps, learn new techniques, and evaluate what I am doing now to identify areas that can be improved."
C. Schmidt, Kerzner International

"My expectations were exceeded. I'm amazed at the wealth of hands-on tools and data that was prepared for this seminar."
E. Farsted, Hewlett-Packard

"The value of TDWI Seminars is tremendous. Great content and great instructors."
M. White, Principal Financial Group

TDWI Onsite

Tailored Education on Your Timeline, in Your Own Environment

Overview

TDWI Onsite delivers the highest-quality business intelligence and data warehousing education to your location. TDWI offers onsite training for all levels in your organization, so everyone involved in a project shares a common knowledge base and learns in support of the same corporate objectives. Every TDWI Onsite course is rich with business and technical concepts, as well as techniques that are proven in practice. And every TDWI instructor is a business intelligence and data warehousing practitioner with real-world experience.

For more information about TDWI Onsite, contact:

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Why should you bring TDWI education onsite?

- **Cost-Effective:** Eliminate travel-related expenses and get more for your training dollar
- **High-Impact:** Advance project goals by giving your team a common understanding of core concepts
- **Convenient:** Schedule training when it accommodates your workload
- **Flexible:** Tailor training to your specific needs and incorporate organization-specific information

TDWI Onsite Includes

- Learning needs assessment and tailored training plans
- Pre-class discussion with a TDWI-certified instructor to ensure content is aligned with your training objectives
- Instructor-led training at your workplace or location of your choosing
- All course materials
- Opportunities for advanced certification through TDWI's Certified Business Intelligence Professional credential

TDWI Onsite Courses

By carefully selecting, managing, and maintaining our course materials, we ensure consistent messages, common learning objectives, and up-to-date content. In addition to our core curriculum, we offer a range of special-skills, advanced-topic, and hands-on training. Our course offerings are updated frequently to ensure that we offer the most current materials from the industry's best instructors.

TDWI Onsite Workshops

TDWI offers many of our popular courses in a highly effective workshop format. We set aside case study exercises and extend the course length to work directly with your projects and problems. Intermixing workshop activities with a traditional lecture format means you do more than hear about skills and techniques; you practice them. A team working together on your projects and problems gives the course materials real meaning, improves teamwork, enhances communication, and produces results that are useful as the project moves forward. Workshops make the most of your training time and dollars—a great way to jump-start your project.

"By bringing a customized version of a TDWI course in-house, we were able to take full advantage of the deep expertise of the TDWI instructor while at the same time complementing that with an internal perspective by some of our senior practitioners. Our participants not only learned the content; they learned how the content will be applied in our company's context. Highly valuable!"

R. Stern, Director of Training, Parson Consulting

"The TDWI Onsite training was outstanding. It allowed us the opportunity to provide our data warehousing staff with a solid conceptual understanding of data warehousing concepts, while at the same time allowing us to involve a broad range of campus constituents who gained from the class not only an appreciation of the benefits provided by a data warehouse, but also the solid level of organizational commitment required to make it successful."

D. Ross, Director, Application & Information Management—ITS, Cal Poly State University

"Thank you again for all your help in arranging this session...especially on such a quick turnaround. I have been very impressed with the experience of arranging training through TDWI. I have worked with several other vendors to arrange in-house training sessions, and based on the customer service I received, will definitely consider TDWI again."

L. Hilbert-Trice, Director, CRM Training, American Cancer Society

Course Offerings

Core Skills

Core Skills include the fundamental knowledge and abilities that are essential to every member of a BI or data warehousing team. The body of knowledge for this area ranges from business drivers and value to strategies for technology implementation. Common applications, architectures, and approaches are within the core set of knowledge. For individuals, this knowledge is the foundation upon which more advanced skills are developed. For teams, shared concepts, common terminology, and mutual understanding are among the basics of effective teamwork.

TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

This course is designed to promote the 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.

TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach

This course sorts out the confusion about data warehouse architectures and methodologies. Many data management architectures (hub versus bus) can be used to successfully deploy business intelligence, and many approaches (top-down versus bottom-up) may be used to develop the data warehouse. Choosing the right architecture and development approach for your organization is a challenge influenced by many factors. This course provides guidelines and techniques to assess your requirements and make informed choices.

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

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

TDWI Testing Techniques for Business Intelligence and Data Warehousing Systems: A Foundation for Quality

This course teaches the essential skills for effective testing of business intelligence systems. Recognizing that business intelligence projects are time-constrained, and accepting the reality that you can't test everything, this is a pragmatic course. It goes beyond the mechanics of software testing to explore the full range of deliverables that can be tested. Once the deliverables are understood, techniques are presented to help you determine which of the many deliverables you need to test, and to decide when and how to test them. Strong focus on the why, what, how, and when of testing gives practitioners hard skills that can be immediately applied in business intelligence and data warehousing programs and projects.

Leadership and Management

Leadership and Management is a key success factor for BI programs and projects, with a strong focus on effectively integrating people, processes, and technology to deliver business value. The field requires depth of process knowledge, including development methodology, program management, and project management, as well as organizational and team-building skills. An understanding of business topics such as business performance management (BPM), customer relationship management (CRM), and supply chain management (SCM) is also needed. High-level technical understanding of BI applications and data warehousing concepts is also part of the Leadership and Management body of knowledge.

TDWI Business Intelligence Executive Briefing

This overview provides a business-oriented, non-technical explanation of all facets of business intelligence, from data integration to business application. Starting from a business intelligence perspective, and based on the premise that value is realized only through positive business results, the course discusses many application areas for business intelligence, including CRM, BPM, SCM, and more. Data warehousing is discussed briefly, primarily as an enabler of business intelligence. Critical processes and disciplines for effective business intelligence are described, including program management, change management, quality management, and data governance. The many roles of business intelligence are described and discussed as they relate to optimal organization structures. Value realization and data warehousing to business intelligence transition are prominent themes throughout the course.

TDWI Program Assessment Workshop for Business Intelligence and Data Warehousing

Using proven survey and analysis techniques, this workshop evaluates the factors for your business intelligence/data warehousing program. Each of the four areas is assessed, results are analyzed, and program planning strategies are discussed. At the conclusion of the workshop you will have a profile of your program's strengths, weaknesses, and risks. You'll also have a solid understanding of the things that you can do to respond to them. All of the survey and analysis tools are provided for your ongoing use.

TDWI Quality Management Workshop: Total Quality Management for Data Warehousing

Business intelligence and data warehouse quality issues are much broader than simple data quality. While data quality plays a role, the more challenging issues are those of business quality, information quality, and technical quality. This workshop uses TDWI's Quality Toolkit to identify priorities, establish goals, define metrics and measures, and develop a quality improvement plan.

Beyond ROI: Best Practices for Maximizing Quantifiable Business Results

Hard work alone is no longer adequate—success is measured by quantifiable results. This interactive course will review a process and best practices for maximizing tangible business results via a disciplined joint effort by IT, the business, finance, and key vendors to define, measure, and continuously improve business value. ROI analyses are still important during the planning phase, but only when used as an integral component of an ongoing value planning and delivery process. This session will be of most interest to those who either have an understanding of the business impact of DW and BI solutions or would like to begin developing that understanding.

BI from Both Sides: Success Strategies for Business and IT

This workshop 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 real-life companies are interwoven throughout the course to illustrate high-profile best practices. This course covers some valuable lessons learned about BI development methods, data management and ownership issues, the evolution of the data warehouse development team, the necessary "internal PR," and other staples of successful business intelligence.

Bringing Business and IT Together: Pitfalls and Paths to Organizational Partnership

This course will help you see your BI organization from a whole new perspective. It provides insight and strategies on how to create 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.

Data Warehouse Project Management

This course directly addresses DW problems and suggests best practice solutions. It will provide many of the materials the project manager needs to develop, maximizing 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.

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

This course covers how to assess information quality (IQ) at the data sources and in the warehouse. Attendees will learn processes for correcting defective data and for controlling data movement processes from source to warehouse. The course defines how to implement a Plan-Do-Check-Act process improvement initiative to prevent recurrence of data defects. You will learn both the technical and management requirements for a sustainable information quality environment for data warehousing.

Leading and Organizing Data Warehousing Teams: Improving Individual and Team Performance

Data warehousing projects struggle with a variety of issues that chronically inhibit success. Some of these issues are technical—but many are not. At the core of these issues are people challenges. Many of these people issues are not unique to data warehousing, yet continue to be opportunities to improve performance. Is your data warehousing team struggling with change, unclear roles and responsibilities, lack of agreement, finger-pointing, or unresolved conflict? Has your organization learned how to focus on results, create a productive environment, and partner with your business customers? Regardless of your position on the data warehousing team, this class will provide you with practical tips and techniques for leading your team through these issues.

Post-Implementation Assessment: Quantifying the Financial Benefits of the BI and DW Solution

Quantifying the financial benefits of a BI and DW solution validates the decision to undertake the initiative as well as quantifies the success and justifies the investment that was made. Conducting a post-implementation assessment can be time-consuming and difficult. However, formally defining and conveying the benefits of the BI and DW solution to the organization can be very rewarding.

Program Management and Stewardship

Data warehousing efforts cannot be undertaken in isolation; they must be pursued within an overall program to ensure that the infrastructure is scalable and the design is extensible. This session describes the importance of the program approach and its implications, the role of stewardship and the program management office, infrastructure features required for extensibility, an approach for prioritizing efforts within the program, and key program-oriented activities, including cost and estimating guidelines.

Project Management for Data Warehousing

This course explains the significant differences between a traditional software development project and the iterative nature of the strategic decision support environment. The participants will learn the importance of developing a scope or business case document and its key components. The skills needed for a data warehouse project also differ from those needed for traditional projects. The project roles and required skills will be described, including the roles necessary for operations and administration of the data warehousing environment. During workshops, students will develop a project scope document and an initial project plan.

ROI and Beyond—A Value Management Workshop on Maximizing Quantifiable Results

Hard work alone is no longer adequate—success is measured by real, tangible, and quantifiable business results. Defining the business case and continuously improving the impact of business intelligence and data warehousing initiatives is particularly challenging. This interactive workshop reviews a process and best practices to maximize tangible business results of major IT initiatives. The workshop leaves you with the knowledge and skills to begin applying it to your business intelligence and data warehousing initiatives.

The BI Business Case—Strengthen by Addressing Uncertainty

Positioning capabilities enabled through BI solutions requires solid, reliable justification. Surfacing significant business contribution is essential. Obtaining stakeholder buy-in is difficult when benefits and costs are expressed as a single point estimate. The range estimate with respective behavior distribution can overcome limitations of the single point estimate. This approach allows you to quantify the uncertainty. In turn, the business-case financial forecast can be expressed as a range with a specific probability of occurrence.

Course Offerings

Business Analytics

Business Analytics 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, deployment, and use of technology solutions such as OLAP, dashboards, scorecards, analytic applications, and data mining.

TDWI BPM Basics for IT Professionals: Fundamental Concepts of Business Performance Management

This course provides an overview of the concepts, objectives, challenges, and technologies that support BPM, both as business performance management and as business process management. Each view of BPM is defined and differentiated from the other. How they are related is also described, providing a common set of terminology and understanding for a unified, consistent discussion of BPM. The course examines how BI programs provide a foundation for BPM solutions, but emphasizes BPM success through business ownership and organizational change management that extends beyond the BI domain.

TDWI Business Basics for IT Professionals: Essentials of Business Literacy

This course is designed specifically for IT professionals who need to become more business-savvy. BI interweaves business and technology in such a way that they become inseparable, and it raises the stakes for effective business/IT working relationships. With an eye toward bringing business and IT together, this course familiarizes technology professionals with the management disciplines, issues, concepts, and terminology that are common throughout businesses today. You'll learn about BPM, CRM, SCM, HCM and more (and perhaps come to realize that IT has not cornered the market for three-letter acronyms). By increasing your business knowledge and vocabulary, you'll communicate more effectively with the business, improving your ability to develop and deploy high-impact analytics and information services.

TDWI CRM Basics for IT Professionals: Fundamental Concepts of Customer Relationship Management

This course provides an overview of the concepts, objectives, challenges, and technologies of CRM systems. Successful CRM provides the 360-degree view of customers necessary to conceive and implement effective customer, service, and product strategies. Organizations fail to achieve these goals because technology alone is not enough to realize CRM success. This course examines the organizational, cultural, and technological foundations of successful CRM.

TDWI SCM Basics for IT Professionals: Fundamental Concepts of Supply Chain Management

This course provides an overview of the concepts, objectives, challenges, and technologies of SCM systems. The supply chain is a fundamental structure to manage the flow of goods into and out of the enterprise—a comprehensive view from suppliers to customers. SCM systems are complex, connecting multiple trading partners and demanding careful management and coordination. This course examines how SCM improves business processes and their performance, as well as how it relates to BPM and other BI programs. Successful SCM requires an effective business strategy aligned with the right technology.

TDWI Workforce and Operations Basics for IT Professionals: Fundamental Concepts of Operations Management

This course describes the concepts, objectives, and technologies of workforce and operations management. Workforce management achieves value from a company's investment in people. Beyond thinking of the workforce in terms of head count and cost, modern management considers the talent, knowledge, expertise, and experience of the workforce. Operations management focuses on the day-to-day activities that are the heart of business performance. This course explains these two closely related management disciplines and describes the role of BI in each.

Course Offerings

BI Pathway Approach: Delivering BI for Business Value

This course is a foundation course for designing, building/reengineering, and operating a customized BI environment that leverages data warehousing and delivers superior business value. It presents the DecisionPath Consulting BI/DW approach—the BI Pathway. Building on the core concepts and highly successful fundamentals that have been central to data warehousing over the years, this course will help your organization ensure that the true business requirements for DW/BI are completely understood and that the DW/BI environment provides actionable information that makes a difference to your business.

CRM: Fundamentals, Strategy, and Implementation

This in-depth course covers all aspects of customer relationship management (CRM), beginning with the fundamentals of what CRM is, how it is evolving, and the value of this key business strategy. Using the customer lifecycle, students learn how customer relationship management fosters an increasingly intimate, mutually beneficial relationship between each of the customers and the enterprise. The scope of coverage includes CRM's place in the global economy, permission marketing, one-to-one marketing, lead management, and sales through all channels. With emphasis on the entire lifecycle, this course covers the role of fulfillment, mass customization, and service and support. Risk management is considered throughout the lifecycle.

Data Mining Application Workshop

Throughout this workshop, the CRISP-DM model will be used to guide participants through the steps of the data mining process, and the attendees themselves will complete the entire data mining process during the workshop by solving simple data mining problems through a staged progression. Throughout the day, emphasis will be placed not only on the data mining process from a technical perspective, but also how to interpret, explain, and apply results that have been discovered during the process. Unlike any other application-oriented offering on the market, this course offers a structured approach to team-oriented data mining exercises in a lab environment.

Data Mining Techniques, Tools, and Tactics

This course presents an in-depth examination of the data mining process at a functional level. Attendees will observe and participate in demonstrations of computer-guided analytical techniques for extracting and interpreting complex business rules from data. The intent of this course is to offer attendees a stronger grasp of data mining techniques, and a solid understanding of how various methods and tools apply to different kinds of data intensive problems. In addition, live modeling demonstrations will support the instructional sessions. The demonstrations will highlight superior performance as well as pitfalls. The instructor will show how to evaluate various packages based on strengths, limitations, value, and general performance.

Fundamentals of Business Analytics

Fundamentals of Business Analytics is committed to providing participants with two levels of a BI perspective. The first level is focused on the data and technical architecture requirements needed to implement a best-of-class infrastructure for BI. The second level concentrates on exposing participants to leading BI tools, their use, and their application. The course begins with a best-of-class, detailed examination of data and technical architectures specific to BI. Participants are then led through discussions on the proper application of leading BI tools with regard to the architectures defined. Through lecture and live product demonstrations, features and functionality are compared between products. The course then guides participants through the latest BI concepts and technologies, including real-time DW, business activity monitoring (BAM), and zero-latent enterprises (ZLE).

Maximizing the Business Benefits of New and Emerging BI Technologies

This course looks at the current state of the art in data warehousing and business intelligence. It reviews industry trends and discusses how organizations are taking advantage of new BI technologies to drive and improve business operations. Particular emphasis is given to data integration, performance management, and real-time processing. The course also presents a technology framework that will enable you to develop a BI strategy for your organization.

Predictive Analytics: An Intensive Overview of Strategy, Application, and Best Practices for Data Mining

This presentation is intended to provide an introduction to the application of predictive analytics as an approach to improving the decision processes in business environments. This course provides a general overview of predictive analytics, as well as addresses three specific issues critical to success in the application of predictive analytics in business environments: sources of data, the strengths and weaknesses of various types of data, and techniques for manipulating data to extract information content; conceptual understanding, the strengths and weaknesses of the various techniques, and the types of applications best suited to the techniques discussed; and experimental design and project definition aspects of predictive analytics projects.

Data Analysis and Design

Data Analysis and Design provides the foundation for delivery of BI applications. Analysis concentrates on understanding business needs for data and information. Design focuses on translating business information needs into data structures that are adaptable, extensible, and sustainable. Core skills include information needs analysis, specification of business metrics, and data modeling. Solid understanding of data warehousing concepts, architectures, and processes is also essential.

TDWI Data Analysis and Design Basics for BI Teams

Through this course you will gain an appreciation for the importance of business participation and expertise in data analysis and design processes. The course is designed to establish common concepts, understanding, language, and techniques that help business and IT people work together to achieve top-quality data design and implementation. Through improved communication, collaboration, and coordination, you'll achieve new levels of success in data analysis, design, and implementation activities.

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

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.

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics

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.

TDWI Extended Data Modeling: An In-Depth Tutorial on Data Warehouse Design and Analysis Techniques

This course introduces students to best practices for designing warehousing data structures and databases, and explores advanced modeling concepts including ragged and unbalanced hierarchies, conformed dimensions, degenerate dimensions, dimensions with multiple hierarchies, and surrogate and synthetic keys. The full value of this extended course is realized by the depth of the workshop session, where the instructor leads discussions that focus on the customer's specific business, projects, and problems. Workshops present an opportunity for hands-on development of a set of models, beginning with business requirements and ending with a database design specific to the customer's business.

Data Modeling in Practice

This workshop contains minimal lecture, with the majority of the time spent on designing. Participants play the roles of analysts and modelers. The instructor initially plays the role of lecturer and, during the workshop, plays the roles of design advisor and business user. There is a minimum set of deliverables each team will complete, including the data mart logical and physical data models. There also are some "extra credit" deliverables, such as integrating the data mart with existing structures in the data warehouse to expand the types of reports the users can produce.

Dimensional Modeling beyond the Basics: Intermediate and Advanced Techniques

This accelerated class will go beyond the fundamental dimensional modeling 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.

Integrating Data Warehouses and Data Marts Using Conformed Dimensions

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

Intermediate and Advanced Techniques for Effective Data Modeling

A successful modeling effort satisfies the current data requirements, enables efficient information retrieval, and evolves gracefully to support changing business needs over time. This course presents both intermediate and advanced techniques that will lead you to greater successes with your data modeling deliverables. Techniques are explained with the help of numerous examples. Many of these techniques have been developed and fine-tuned through the instructor's experiences. A very important goal of this course is for you to learn at least one new technique to take back to your own organization.

Course Offerings

Data Integration

Data Integration 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.

TDWI Data Acquisition: Techniques for Extracting, Transforming, and Loading Data

Extracting, transforming, and loading warehousing data is a complex process. Some studies report that as much as 70 percent of project effort is expended on data acquisition and ETL processes. This course describes ETL concepts and techniques, from understanding source data through loading warehousing databases. Transformation goals of integration, cleansing, and granularity change are key themes.

TDWI Data Cleansing: Delivering High-Quality Warehouse Data

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 correcting and preventing defects.

TDWI Data Integration Basics for BI Teams

This course is designed to establish common concepts, understanding, language, and techniques that enable business and IT people to work together to achieve data integration success. When attended by both business and IT members of data integration teams, you'll experience new levels of communication, collaboration, and coordination in your data integration projects. Through a combination of lecture and exercises, you will gain an appreciation for the importance of common business definitions as a foundation for data integration, understand why data quality is both a business problem and a technology problem, and learn techniques to define business rules and translate business rules into data transformation processes. Most important, you'll discover how data integration is a collaborative effort of business and IT, understand the roles and dependencies of business and IT participants, and position your team to achieve real success in data integration efforts.

Architecture and Design of the Operational Data Store (Architecture for 'Near-Real-Time')

This class describes the business and technology concepts of the ODS, its relationship to the data warehouse, its architecture, and its design issues. There are four classes of operational data store (class I, II, III, and IV), each of which serves a specific purpose in our tactical day-to-day business. The difference in categorization of the ODS is based on frequency of update from the source systems. Each class of ODS, along with other renditions of implementation, are described, using real-world examples. Metadata and data quality are also explored.

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

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

Course Offerings

Business Rules for Data Quality Validation

Providing high-quality information is critical to the success of any DW. Data quality expectations can be expressed using a straightforward rule syntax. This course presents a framework for defining data quality rules that can be used in measuring data quality levels, highlighting opportunities for root cause analysis, or even self-correcting data values on entry to a DW. By aggregating rule sets and managing them as an information asset, we also pave the way for more comprehensive enterprise knowledge management.

Data Warehouse Lifecycle Overview

The course begins with an overview of the lifecycle and coverage of the requirements gathering process, since business requirements should be the foundation of every data warehouse. The next section covers the basic concepts of dimensional modeling. The second half of the course demystifies data warehouse architecture by focusing on the fundamentals: What goes into the architecture, and how do we actually create an architecture that will satisfy the business requirements? We then explore the data staging process to address basic questions around the extract, transform, and load process in the context of building a dimensional data warehouse.

Data Warehousing Step by Step

This course offers a step-by-step guide to warehouse development, highlighting what deliverables should be considered to support a successful warehousing implementation. While the multi-tiered warehousing architecture is the basis for this material, many of the deliverables and techniques are applicable to other warehousing architectures. One of the many things learned in the first generation of data warehousing is the circular, iterative development approach. While this material is presented in a linear manner, the execution is anything but. This class shows the warehousing practitioner how to adapt the approach to fit each company's specific development needs.

Metadata Strategies for BI and DW Environments

Information access metadata strategies address the daunting task of implementing a practical metadata solution to support DW/BI. From funding the project, to building your approach, to tool selection, to implementation, metadata initiatives are relatively complex, with no complete out-of-the-box solutions available. This course will address these issues by providing a framework for defining and implementing practical metadata solutions within your organization. In addition, it will show examples of how metadata can be used to build, administer, and navigate complex DW/BI environments, and review the progress of metadata industry standards and their impact on projects.

One Thing at a Time—An Evolutionary Approach to Metadata Management

This course will provide an alternative strategy to the implementation of a centralized metadata repository. It will describe how an organization can put together a very practical metadata strategy that leverages the tools and investments it already has, and then enhance it with some simple techniques. This approach is not necessarily intended to replace an enterprise repository; instead, it offers evolutionary steps that allow a company to begin managing metadata without the high initial cost of a traditional repository. This will provide immediate metadata benefits to targeted users, as well as help position the company for a successful future repository implementation.

Six Steps to a Sustainable Corporate Information Factory

This session describes a methodology for building and managing the corporate information factory, which includes both a data warehouse and a set of data marts. The six-step methodology starts with program-oriented activities to enable incremental development while maintaining the long-term picture. This ensures that developers "think globally but build locally." The next four steps deal with project-specific activities. These steps address the initiation and planning activities, activities aimed at getting data in, those aimed at getting information out to the using community, and deployment activities. But deployment is not the final step—after deployment, the team must ensure that the corporate information factory continues to provide ever-increasing business value. This is addressed by the sixth step, which encompasses operation and administration activities.

Administration and Technology

Administration and Technology 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.

Designing a High-Performance Data Warehouse

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. 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.

Emerging Technologies Shaping the Future of Data Warehouses and BI

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

Enterprise Architecture for Business Integration

There is an explosion in the use of enterprise architecture for business integration. Business-driven methods identify high reusability business processes within government, defense, and commercial organizations. These processes use common, shared data as an integrated resource. Data is updated once and becomes immediately available to all shared systems. This leads to improved cost effectiveness of business processes—with dramatic cost savings. These processes are delivered rapidly using technologies discussed in this course.

Enterprise Architecture for Technology Integration

Enterprise Architecture for Technology Integration is based on rapid-delivery technologies such as integrated development environments (IDEs) using XML and Web services that can move automatically from workflow models directly to executable code. Some IDEs can also move from database design directly into code. Used alone for the management and delivery of business processes, these new technologies are impressive and productive.

Evaluating BI Toolsets, Part I

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 and reporting, OLAP capabilities, administration, architecture, and price. Part I of this course focuses on defining and understanding requirements. Vendor examples are interwoven for illustrative purposes. Part II focuses on specific vendor capabilities.

BI Tools in Action: Evaluating BI Toolsets, Part II

Part II of this course expands on content introduced in Part I. Based on in-depth, hands-on evaluations, the instructor provides a short overview of leading BI vendors' strengths and challenges. Scripted demos delve into how three leading vendors differ in their approach to fulfilling key functional and business requirements and give attendees an opportunity to see the products in action, without the marketing hype.

Course Offerings

HandsOn-Advanced Analytics™

Hands-On 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 BI architecture including a 30 GB atomic-level warehouse, 20 GB cubes, and 5 GB of raw data for import, transformation, and loading into the warehouse. 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. Couple this with a big environment and you have a real-world course, containing real-world data and real-world solutions.

HandsOn-Business Analytics™

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, machine intelligence, advanced visualization, and spatial analysis. Hands-on exercises complement all lecture content. Throughout the course, participants experience leading products that represent tangible evidence and applicability to enhance the informational content of any BI effort.

HandsOn-Data Integration™

This course begins by examining terminology and market leaders. We then focus on the following core topics: architecture strategies, architecture enables, data integration hub, master data management, integrated competency centers, and service-oriented architectures. The course is designed to provide participants with an opportunity to compare and experience critical features of leading data integration 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 how that technology may fit into students' warehouse and BI efforts.

HandsOn-Data Mining™

This 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 your warehouse and BI solution.

HandsOn-ETL™

This course is designed to provide participants with an opportunity to compare and experience critical features of leading ETL tools. In a formal lab setting, students will use tools for extracting, transforming, cleansing, and loading raw source data into a target star schema. Extensive lab time provides students with valuable insight into the features of each product and how it might fit into students' warehouse efforts. Hands-On ETL is designed to provide participants with a non-biased view of leading ETL tools.

HandsOn-OLAP™

Hands-On OLAP is committed to providing non-biased information on 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. 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 how it might fit into their warehouse efforts.

HandsOn-Technology Architecture Workshop™

This workshop is conducted as a facilitated session to get to the heart of technology architecture requirements for your BI or DW program. The workshop explores your specific technology needs and issues, and then systematically works to configure a best-fit technology architecture tailored to those needs. You will learn how to choose between integrated suite and best-of-breed approaches to technology selection and how to separate must-have from nice-to-have technology. This course will also cover the techniques to define roles, relationships, dependency, and compatibility among tools and technologies.

Managing the Data Warehouse for Growth and Value

Without effective administration and management, it's unlikely that your data warehouse and data marts will evolve fast enough to meet changing user requirements or provide sustained business value. In this course, we will discuss the factors affecting data warehouse growth and five major functions—systems management, data acquisition management, enterprise data management, service management, and change management. Particular attention will be paid to the development and administration of service-level agreements and change requests.

Optimizing the Data Warehouse Infrastructure with Service Level Agreements

Typical DW delivery methodologies focus on optimizing analysis-design-deliver cycles to deliver ongoing business values quickly. The performance-driven methodology works with these delivery models, but the focus is not about what to deliver—rather how the new BI functionality must perform in order to add maximum, sustained business value. For information to be utilized, the business or DW customers must be able to work with information in the way they were expecting to. Reports and analytics need to return results in an expected time frame, enabling knowledge workers to answer hypotheses as they discover them. And these capabilities must be delivered continuously as the DW grows, evolves, and changes. The performance-driven data warehouse methodology will ensure that your BI needs are delivered to the enterprise as expected, and ubiquitously.

Real-Time Data Warehousing

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.

Technology Update (Live!) with Michael Gonzales

Staying abreast of ever-changing technology is difficult. Yet it is a must for every BI professional. Whether you are a manager, developer, architect, or administrator, you need to stay informed about the rapidly changing technologies that make business intelligence work. Expect this to be an engaging and interactive session. Beyond hearing about new and emerging technology, you'll see product features demonstrated and have the opportunity to join in discussion about the current and future states of the technology.

TDWI Instructors

TDWI's instructors undergo rigorous selection and certification processes. TDWI instructors and faculty all have distinguished themselves as leading business intelligence and data warehousing practitioners who bring real-world experience and expertise to every class.

Dean Abbot, Senior Consultant, The Modeling Agency

Sid Adelman, Principal, Sid Adelman & Associates

Bob Becker, Member, Kimball Group

Stephen Brobst, Managing Partner, STS (Sampo Technologies & Systems)

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

John Doran, Principal, SunGard EnForm Consulting, Inc.

Jill Dyché, Partner, Baseline Consulting Group

Larry English, President, Information Impact International, Inc.

Stephen Few, Principal, Perceptual Edge

Clive Finkelstein, Managing Director, Information Engineering Services Pty Ltd

Robert Ford, Vice Preseident Technical Services, PolyVista, Inc.

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

Michael Gonzales, President, The Focus Group, Ltd.

Tom Gransee, Senior Principal, Knightsbridge Solutions LLC

Karolyn Hepp, Principal Consultant and TDWI Fellow, Toguchi, LLC

Steve Hoberman, Data Explorer, Steve Hoberman & Associates

Cindi Howson, President, ASK LLC

Claudia Imhoff, President, Intelligent Solutions, Inc.

Paul Kautza, Principal, StarSoft Solutions, Inc.

Evan Levy, Partner, Baseline Consulting Group

Daniel Linstedt, CTO, Myers-Holum, Inc.

Lisa Loftis, Senior Vice-President, Intelligent Solutions, Inc.

David Loshin, President, Knowledge Integrity, Inc.

Mark Madsen, Decision Support Manager, Harry and David

Dan Merriman, President, Chapin Consulting Group, Inc.

Brenda Moncla, Vice President, Corporate Performance Management, ThinkFast Consulting

Larissa Moss, President, Method Focus, Inc.

Joyce Norris-Montanari, President, DBTech Solutions, Inc.

John O'Brien, President and Executive Architect, Zukeran Technologies Corporation

Mark Peco, Managing Partner, Camar Solutions Inc.

Anthony Politano, Data Management Solutions Partner, Business Edge

Steve Pratt, Vice President of Data Management, Fair Isaac Corporation

Tony Rathburn, Senior Consultant, The Modeling Agency

Laura Reeves, Principal, StarSoft Solutions, Inc.

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

Margy Ross, President, DecisionWorks Consulting

Robert Seiner, President & Principal / KIK Consulting & Educational Services, LLC Publisher / The Data Administration Newsletter, LLC

Len Silverston, President, Universal Data Models, LLC

James Thomann, Principal Consultant and TDWI Fellow, DecisionPath Consulting

Warren Thornthwaite, Kimball Group

Colin White, President, BI Research

Nancy Williams, Vice President and Principal Consultant, DecisionPath Consulting

Jonathan Wu, Senior Principal, Knightsbridge Solutions

About TDWI

The TDWI Difference

- **No Hype. No Fluff. No Bias:** Experience the most timely, unbiased education available in today's market
- **Top Instructors:** Learn from leading practitioners and industry visionaries who all have real-world experience
- **In-Depth Training:** Maximize your training dollars with TDWI's in-depth, full-day course format

More Information

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TDWI's Mission

The Data Warehousing Institute™ (TDWI) fosters a community of learning where business and technical professionals come together to gain knowledge and skills, network with peers, and advance their careers. Through education, research, news, and commentary, TDWI enables individuals, teams, and organizations to leverage information to improve decision making, optimize performance, and achieve business objectives. As a trusted leader in the community, TDWI believes in delivering high-quality, vendor-neutral products and services, and treating customers, partners, and suppliers with integrity and respect.

TDWI Courses

TDWI is committed to delivering a high-quality training experience. By carefully selecting, managing, and maintaining our course materials, we ensure consistent messages, common learning objectives, and up-to-date content. In addition to our core curriculum, we offer a range of special-skills, advanced-topic, and third-party courses. Our courses are updated frequently to ensure that we offer the most current materials from the industry's best instructors.

Membership

TDWI Membership provides access to cutting-edge education, research, and publications, helping you to advance your professional development. TDWI Members receive increased exposure to all of the hottest trends in business intelligence and data warehousing, which makes them some of the most valuable professionals in the industry. Becoming a TDWI Member can give you the information you need to make your data warehousing and business intelligence projects a success. For more information on TDWI Membership, please visit www.tdwi.org/membership.

Note about this Guide

TDWI is continually updating our course content and adding new courses, so please check our Web site often: www.tdwi.org.