

Your Location, Our Instructors, Your Team

**Business Intelligence and
Data Warehousing Education**

UPDATED JUNE 2010



Practical, Onsite Education for Your Team



Yvonne M. Baho
Director,
TDWI Onsite
Education

In-Depth Courses in Business Intelligence and Data Warehousing

More and more companies are recognizing the value of business intelligence and the competitive edge that comes with a well-trained BI/DW team. TDWI Onsite Education offers world-class training conducted at your location, saving you travel expenses and keeping productivity high. From fundamental courses to advanced techniques, and prep and exams for the Certified Business Intelligence Professional (CBIP) designation—all of this can be brought directly to your team in your own conference room.

TDWI has long been known for its practical, high-quality, vendor-neutral education that can be put to use immediately. With TDWI Onsite Education, you maximize your training budget as your team learns practical skills they can apply to current projects—with onsite training tailored to their specific needs.

Please read on for an overview of TDWI's Onsite Education offerings. For a complete listing of our many courses, visit tdwi.org/onsite, or contact me directly to discuss your training needs. I look forward to hearing from you!

Sincerely,

A handwritten signature in blue ink that reads "Yvonne M. Baho".

Yvonne M. Baho
Director, TDWI Onsite Education

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Calculate the value of TDWI Onsite Education

Compare the costs of a one-day course:

	Off-site Training	TDWI Onsite Training
Airfare	\$500/person	\$0
Hotel	\$200/night	\$0
Training	\$700/day	\$300–\$500/day
Total	\$1,400/person	as low as \$300/person



Six easy steps

to bring TDWI Onsite Education to
your organization

Step 1 Work with TDWI to select course(s).

Step 2 Schedule the training when it best
fits your availability and project
timetable.

Step 3 Choose your location—simply reserve
a basic conference or training room.
Computers are not required.

Step 4 Participate in a pre-course discussion
with the TDWI instructor to ensure
content is aligned with your training
objectives.

Step 5 Receive course materials, which are
shipped to your door.

Step 6 TDWI instructors travel to your
location and train your team.

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Index of TDWI Onsite Courses

Choose from a wide variety of courses you can bring onsite.

Pg. 6 Core Skills

- ☐ TDWI Data Warehousing Concepts and Principles **UPDATED**
- ☐ TDWI Business Intelligence Fundamentals **UPDATED**
- ☐ TDWI Data Warehousing Architectures **UPDATED**
- ☐ TDWI Requirements Gathering
- ☐ TDWI Business Requirements Workshop
- ☐ TDWI Project Management for Business Intelligence
- ☐ Requirements Analysis for Institutional Intelligence
- ☐ Business Intelligence Roadmap
- ☐ The BI Pathway Approach
- ☐ Putting the Business Back in BI **UPDATED**

Pg. 8 Leadership and Management

- ☐ TDWI Business Intelligence Executive Briefing
- ☐ TDWI Business Intelligence Program Management
- ☐ TDWI Data Governance Fundamentals **NEW**
- ☐ Best Practices for Established BI Programs—or New Life for Older Data Warehouses
- ☐ Data Governance for BI Professionals
- ☐ Business Requirements for BI Impact
- ☐ Agile Data Warehousing: Basic Training for Teams **NEW**
- ☐ Agile Data Warehousing: Best Practices for Maximum Delivery Speed **NEW**
- ☐ Agile Data Warehousing: Test-Led Development and Automated Integration Testing **NEW**
- ☐ Extreme Scoping™: An Agile Approach to DW and BI **NEW**
- ☐ Bringing Business and IT Together
- ☐ Leading and Organizing Business Intelligence Teams
- ☐ Building a BI Team

Pg. 10 Business Analytics

- ☐ TDWI Introduction to Business Analytics
- ☐ TDWI Enterprise Metrics: Designing Integrated Business Metrics
- ☐ Enterprise Business Metrics in Practice
- ☐ Business Analytics for Insight and Foresight **NEW**
- ☐ Strategic Feedback: Strategy Mapping Meets Systems Thinking
- ☐ Predictive Analytics
- ☐ Data Mining Techniques, Tools, and Tactics
- ☐ Data Mining Application Workshop
- ☐ Measuring Intangibles: Breaking Down Analytic Barriers **NEW**

Pg. 12 Data Analysis and Design

- ☐ TDWI Data Modeling **UPDATED**
- ☐ TDWI Advanced Data Modeling Techniques
- ☐ TDWI Dimensional Data Modeling Primer **UPDATED**
- ☐ Advanced Dimensional Modeling Techniques for Practitioners
- ☐ Dimensional Modeling from a Business Perspective
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- ☐ Intermediate and Advanced Techniques for Effective Data Modeling
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- ☐ TDWI Data Integration Techniques
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- ☐ Master Data Management for BI Professionals

Pg. 15 Data Quality

- ☐ TDWI Data Cleansing: Delivering High-Quality Warehouse Data
- ☐ Data Quality Fundamentals **NEW**
- ☐ Data Profiling for Data Quality Assessment, Reengineering, and Data Integration **NEW**
- ☐ Data Requirements Analysis **NEW**
- ☐ Data Quality Tools and Technologies **NEW**
- ☐ Data Quality Assessment: Rapidly Building the Business Case for Data Quality Improvement **NEW**

Pg. 16 Administration and Technology

- ☐ TDWI Technology Architecture for BI
- ☐ TDWI Technology Administration for BI

Pg. 18 Certification

- ☐ CBIP Preparation for the Information Systems Core Exam
- ☐ CBIP Preparation for the Data Warehousing Exam
- ☐ CBIP Preparation for the Specialty Exams
- ☐ CBIP Training Packages

VENDOR-NEUTRAL TRAINING

TDWI goes to great lengths to guarantee that Onsite courses provide objective, unbiased information.

TDWI Onsite Instructors

TDWI instructors are carefully selected, rigorously qualified, and routinely measured and observed to ensure that we achieve and sustain the highest standards for professional education. We require that our instructors have extensive BI experience and demonstrated teaching skills. In addition, all instructors are current BI practitioners who bring their real-world experience to every class.



Dean Abbott
Senior Consultant
The Modeling Agency



Chris Adamson
Data Warehouse Specialist
Oakton Software LLC



Maureen Clarry
CEO/President
CONNECT: The Knowledge Network



Frank Dravis
Senior Consultant
Baseline Consulting



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



Michael Gonzales, CBIP
Independent Consultant



Jennifer Hay, CBIP
Professional Development Specialist
BI Career Guide



Steve Hoberman, CBIP
President
Steve Hoberman & Associates, LLC



Ralph Hughes
Chief Systems Architect
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President
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John O'Brien, CBIP
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Laura Reeves
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Lorna Rickard
Chief Workforce Architect
CONNECT: The Knowledge Network



Todd Saunders, CBIP
Executive VP of Customer Solutions
CONNECT: The Knowledge Network



David Wells, CBIP
BI Consultant, Mentor, and Teacher



Nancy Williams, CBIP
Vice President and
Principal Consultant
DecisionPath Consulting

NEW Onsite Courses for 2010

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Instructor Industry Experience

In addition to general experience, our instructors have specific industry expertise in the following areas:

- Professional Services
- Financial Services
- Telecom
- Utilities
- Insurance
- Manufacturing
- Software/Internet
- Government
- Education
- Advertising/Marketing/
Public Relations
- Media/Entertainment/Publishing
- Retail/Wholesale/Distribution

QUALITY YOU CAN COUNT ON
Onsite Education offers TDWI's best courses and instructors—all field-tested at TDWI World Conferences and Seminars.

Worldwide Training

TDWI has brought its Onsite Education to the following countries:

- Algeria
- Austria
- Canada
- Colombia
- Finland
- France
- Germany
- India
- Ireland
- Israel
- Mexico
- Poland
- Singapore
- Slovenia
- Sweden
- Turkey
- United Kingdom
- United States





Challenge

Your BI/DW program is troubled by miscommunication and misunderstanding. People use different language to mean the same things and sometimes the same words with different meanings. They often disagree on basic principles, concepts, and architectural constructs. You need to get everyone on the same page.

Solution

A BI/DW team that works from the same set of concepts and uses the same terminology.

Recommended TDWI Onsite courses to help meet this challenge:

- TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing (page 6)
- TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact (page 6)
- TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach (page 6)

Core Skills

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

One-day course

This course provides an overview of the activities, processes, and products involved in building a data warehouse. The course examines the architecture, operations, and design deliverables of data warehousing programs. It also covers the resources and skills needed to produce DW programs, broadening the discussion from a project-level to a program-level perspective.

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

One-day course

Business intelligence focuses on the use of information to drive effective business actions. It is the vehicle to achieve maximum business value from both developing and mature data warehouses. By focusing on concepts necessary to turn information into value, this course provides a comprehensive overview of the business, technical, and cultural implications of business intelligence.

UPDATED TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach

One-day course or two-day workshop

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. This course provides guidelines and techniques to assess requirements and make informed choices when designing data warehouses.

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

One-day course

Gathering business requirements for BI systems is more difficult than for operational systems. Without the specifics of business transactions, scheduled reports, and

prescribed business rules, it is difficult to know where to start and how to proceed. The skill set for the BI requirements analyst includes techniques to identify requirements, tools to manage requirements, and checklists to ensure completeness.

TDWI Business Requirements Workshop: BI Requirements Gathering Techniques

One-day workshop

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

TDWI Project Management for Business Intelligence

One-day course

Due to the varying types, technologies, and unique challenges of BI projects, there is no “one size fits all” approach to BI project management. Learn how to choose among traditional, agile, and other project management methods. Then find out how to apply the chosen method for project planning, execution, monitoring, control, completion, and closure.

Requirements Analysis for Institutional Intelligence

One-day course or two-day workshop

Institutional Intelligence (I²) applies the techniques and technologies of business intelligence to the missions, goals, and strategies of educational institutions. This course teaches processes and techniques for requirements gathering and requirements management that specifically target the complexities inherent in I². A multi-dimensional framework for requirements management ensures that the many perspectives of institutional intelligence requirements—motivation, capabilities, performance, governance, management,

compliance, risk, and measurement—are all understood and represented in the resulting set of requirements.

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

Two-day course

This popular methodology course 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 warehousing applications.

The BI Pathway Approach: Delivering BI for Business Value

Two-day course

Building on the core concepts and highly successful fundamentals that have been central to data warehousing over the years, this course reveals the time-tested BI Pathway, a methodology that will help organizations ensure the true business requirements for BI/DW are completely understood and the BI/DW environment provides actionable information that makes a difference to the business.

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

One-day course or two-day workshop

BI means “business intelligence,” yet it sometimes seems that technology interests supersede those of business. When a BI program gives more attention to dashboards, scorecards, OLAP, and data warehouses than to finance, R&D, marketing, operations, and so on, it is time to put the business back into BI. Take this course to learn a business-oriented approach to gathering the right requirements, measuring the right things, and delivering information that really makes a difference.

Leadership and Management

TDWI Business Intelligence Executive Briefing

Three-hour briefing

This survey of the BI landscape provides a business-oriented, nontechnical explanation of all facets of BI, from data integration to business application. Critical processes and disciplines for effective business intelligence are described, including program management, governance, change management, and information quality. Key topics include differences between data warehousing and BI, understanding the BI business case, and BI best practices.

TDWI Business Intelligence Program Management

One-day course or two-day workshop

Program management encompasses the disciplines and activities necessary to coordinate multiple, overlapping, and interdependent projects. This course teaches techniques and provides tools to address six crucial areas of BI program management: portfolios, processes, quality, change, service, and value.

NEW TDWI Data Governance Fundamentals

One-day course

Data is a critical resource for every organization, yet data management practices are often quite casual and unstructured. Building a data governance program is a complex process that focuses people, processes, policies, rules, and regulations on achieving specific goals for a managed data resource. This course provides fundamental understanding of data governance concepts and techniques that is essential to start a new governance program or evolve an existing program.

Best Practices for Established BI Programs—or New Life for Older Data Warehouses

One-day course

More and more frequently, we find ourselves in situations where an existing BI program needs problem solving, new energy, or new directions. There are guidelines, resources, and best practices that apply to mature

BI environments, but the connections are not always obvious. Gain new insights and revitalize an established BI program by looking at proven best practices from a fresh perspective.

Data Governance for BI Professionals

One-day course

This course discusses the tactics necessary to launch and sustain an effective data governance effort. It covers the 10 most common mistakes companies make when launching data governance, and offers case studies of what companies have done right in ensuring data governance adoption. The workshop pays particular attention to how BI and data warehousing skills can be leveraged when beginning a new data governance effort, and includes a short self-assessment exercise for participants to gauge their own readiness for data governance.

Business Requirements for BI Impact

One-day course

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

NEW Agile Data Warehousing: Basic Training for Teams

Two-day course

This training thoroughly introduces the fundamentals of both Scrum and its adaptation for data warehousing. It includes topics such as just-in-time requirements with user stories, avoiding overcommitment with agile estimation techniques, pipelined delivery teams, and techniques for keeping deliveries on schedule. Appropriate especially for developers, team leads, and project managers; also of interest to product owners and shared resources such as analysts, DBAs, and testers.

NEW Agile Data Warehousing: Best Practices for Maximum Delivery Speed

Two-day course

Building on the Basic Training for Teams, this course focuses on more than 12 agile data warehousing “best practices” that allow teams to reach their maximum velocity. Practices examined include semi-formal requirements management, iterative data modeling, refactoring databases, and “soft-prod” prototypes. Appropriate especially for lead developers, architects, Scrum masters, and shared resources such as DBAs. Also of interest to developers and testers.

NEW Agile Data Warehousing: Test-Led Development and Automated Integration Testing

Two-day workshop

This workshop provides both theoretical instruction on warehouse testing and a forum for teams to define and plan a significant portion of their own test-led development program. We will examine how a single testing resource can be leveraged for all levels of testing—unit, system, and user acceptance—placing particular emphasis on the gold standard for agile quality management: automated and continuous integration testing. Appropriate especially for lead developers, testers, data modelers, architects, developers, Scrum masters, and shared resources such as DBAs.

NEW Extreme Scoping™: An Agile Approach to DW and BI

One-day course

As project teams scramble to meet fast deliverables, data standardization is skipped, testing is cut short, documentation is incomplete, and quality is compromised. Further, the end product is often an independent data mart or silo BI application. Sound familiar? Fortunately, it is possible to do it right and in 90 days – if you set aside the traditional project management methods and try a new approach. This course combines the disciplines of a spiral DW methodology with agile development principles.

Bringing Business and IT Together: Practical Steps to Improved Working Relationships

One-day course

Business/IT working relationships have been troubled since the dawn of the information age. As the interdependencies of business and technology grow, the cost of failed relationships also increases. This course offers a systematic approach to address real problems and improve business/IT working relationships through continuous attention to organizational alignment.

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

One-day course or two-day workshop

Has your organization learned how to focus on results, create a productive environment, and partner with your business customers? This entertaining class will provide practical tips and techniques for leading teams through culture and people challenges to realize an initiative’s full potential.

Building a BI Team

One-day course

BI is a team job. The alignment, communication, and collaboration essential to BI simply can’t be achieved without highly skilled, cross-functional, and interdisciplinary teams. High-impact teams foster a culture of trust-based relationships, declared commitment, designated responsibility, and shared success. This approach to team building starts by creating the right BI culture, then builds on that culture with the essential skills, knowledge, and talents for team success.

HIGH IMPACT

Advance project goals by giving your team a common understanding of core concepts.



Challenge

Lots of data, but where is the information? You have integrated data into the warehouse, published many reports, and supported a high volume of query activity. You have scratched the surface of analysis with OLAP. But the business is demanding more analytic capabilities. The demand for dashboards and scorecards raises many questions: What to measure? Which metrics are critical? How to achieve continuity among metrics? When should you use a dashboard or scorecard approach? Where do predictive analytics fit in?

Solution

Consciously extend your BI architecture and development processes to encompass measurement, metrics, and business analytics.

Recommended TDWI Onsite courses to help meet this challenge:

- TDWI Introduction to Business Analytics (page 10)
- TDWI Enterprise Metrics: Designing Integrated Business Metrics (page 10)
- Predictive Analytics: An Intensive Overview of Strategy, Application, and Best Practices for Data Mining (page 11)

Business Analytics

TDWI Introduction to Business Analytics

One-day course

Business 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 the context of business analytics and BI systems.

TDWI Enterprise Metrics: Designing Integrated Business Metrics

One-day course

Measurement-based disciplines are central to business management. How do we get correct, consistent, and cohesive metrics in a continually changing environment and audience? This course teaches techniques that address the complex and challenging questions of business metrics design.

Enterprise Business Metrics in Practice

One-day interactive course or two-day workshop

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

NEW Business Analytics for Insight and Foresight

One-day course

Today's business climate demands extraordinary analytics. Business managers need to know more than *what*; they need to know *why*, *what if*, and *what next*. Learn what is at the heart of business analytics and how to apply the systems view to measure the right things and find the right answers to critical business questions.

Strategic Feedback: Strategy Mapping Meets Systems Thinking

One-day course

Balanced scorecards and strategy maps provide a strong business association between what we measure and what we do. The work of Kaplan and Norton has certainly advanced the discipline of business management. Yet scorecards and strategy maps have their limits. Scorecards categorize and strategy maps offer a linear view of cause and effect, but neither provides the feedback mechanism needed to evolve strategy over time. Extending strategy maps with causal loop principles offers new opportunities for insight and innovation.

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

Two-day course

This course offers an introduction to data mining terminology, methods, resources, and business issues. Participants will learn about various methods of predictive analytics, competitive advantages, and common pitfalls that often cause data mining projects to fall short of their potential. Leading products are used to illustrate and compare methods. Results are drawn from actual data mining applications and interpreted in the context of business impact.

Data Mining Techniques, Tools, and Tactics

Two-day course

This course delivers a comprehensive overview of data mining concepts, tools, techniques, and supporting methods. It offers participants 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.

Data Mining Application Workshop

One-day course

This course offers a structured approach to team-oriented data mining exercises in a lab environment. Participants will experience a balanced, broad, vendor-neutral perspective on data mining.

NEW Measuring Intangibles: Breaking Down Analytic Barriers

One-day course

The right things to measure are those that drive goal attainment. This means changing the measurement focus from outcomes (using lagging indicators) to influences (using leading indicators). Influence employs measurement of “intangibles,” which are central to managing future performance. Learn why and how to apply intangible measures for business leverage and to attain your goals.

JUST IN TIME

Get the right training to your project team at the time it is needed most. You can build training into your project schedules with TDWI's just-in-time training concepts.

CONVENIENT

Schedule training when it best accommodates your workload.



Challenge

Lots of analytics but too little analysis. You have the dashboards, the scorecards, and the OLAP cubes, yet real understanding of business behaviors remains elusive. You need to find a way to make the leap from analytics to insight—knowing what has happened, why it happened, and what it means for the future.

Solution

A cause-and-effect approach to measuring the right things, finding real insight, and managing to make a difference.

Recommended TDWI Onsite courses to help meet this challenge:

- Business Analytics for Insight and Foresight (page 10)
- Strategic Feedback: Strategy Mapping Meets Systems Thinking (page 11)
- Measuring Intangibles: Breaking Down Analytic Barriers (page 11)

Data Analysis and Design

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

Two-day course or four-day workshop

Business intelligence demands that the “toolbox” for data modelers be expanded beyond basic entity-relationship modeling. It now includes techniques to manage time-variant data, distinguish between event data and reference data, manage data redundancy, and more. From BI requirements gathering to physical data design, this course provides a solid data modeling background for people of various data modeling and analysis skill levels.

TDWI Advanced Data Modeling Techniques

Two-day course

Every data design, whether logical or technical, is challenged by one or more complex considerations—scalability, adaptability, performance, legacy and package databases, etc. Every data model raises questions. Advanced modeling techniques provide many of the answers.

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

One-day course

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.

Advanced Dimensional Modeling Techniques for Practitioners

Two-day course

This course takes participants beyond the basics to learn proven techniques that address many of the complexities encountered in practice. From multiple fact tables to dimensional complexity, participants will learn proven techniques used by the experts to match data designs to business realities, implement highly complex data models, and work with very large data volumes.

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

One-day course

Organizations often struggle to develop dimensional models that consistently meet business needs. Using time-proven business dimensional modeling techniques, the business and systems communities can effectively partner to create a data model that will support the business today and in the future. This course is designed to teach the fundamentals of business dimensional modeling, which in turn improves communications and understanding of requirements and enhances the business community's participation throughout a project.

Enterprise Data Modeling for Business Intelligence

One-day course

The enterprise data model (EDM) is back! EDM struggled in the late 1980s and early 1990s, but today EDM is getting high scores, with much of the value being generated from business intelligence programs. Learn the ingredients for EDM success within data quality, master data management, and data warehouse initiatives. Explore the characteristics and variations of an EDM and what it takes to build and sustain an EDM.

Intermediate and Advanced Techniques for Effective Data Modeling

Two-day course

This course presents both intermediate and advanced techniques that will lead to greater success with data modeling deliverables. Techniques are explained with the help of numerous examples. Many of these techniques have been developed and fine-tuned through years of practice and experience.

Data Modeling in Practice

Two-day, case study-based workshop

In this team workshop with minimal lecture, participants will use modeling skills to complete a series of data modeling deliverables, including data mart logical and physical data models. Experience and training will be put to the test in exercises that resolve analysis, design, and integration issues.

The Data Model Scorecard

One-day course

There is no standard way to measure the strengths and weaknesses of our data models, which means that much is left to interpretation, perception, and the test of time. The Data Model Scorecard is a set of data model quality gauges that contains all of the criteria for highlighting strengths and identifying areas for improvement in our designs. This course will look in detail at the scorecard and provide techniques and tips for improving the quality of data models.

FLEXIBLE

Tailor training to your specific needs and incorporate organization-specific information.



Challenge

Data, data, everywhere ... You have many databases with overlapping, inconsistent, and conflicting data. You are drowning in data, and disparity makes it difficult to find any real information. You need to integrate the data to provide a single, reliable source of information.

Solution

A data warehouse or similar carefully designed repository of integrated data.

Recommended TDWI Onsite courses to help meet this challenge:

- TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation (page 14)
- Master Data Management for BI Professionals (page 14)
- TDWI Data Cleansing: Delivering High-Quality Warehouse Data (page 15)

Data Integration

TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

Two-day course

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

UPDATED TDWI Data Integration Testing: Ensuring Quality for ETL and Data Consolidation

One-day course or two-day workshop

This course uses a combination of lecture, examples, and practice to teach effective testing techniques for data integration. Complex logic for consolidating data from disparate sources, data quality problems in source systems, “surprise” changes in source systems, and other factors combine to make data integration testing especially difficult. From data profiling to stress and regression tests, participants learn how to apply the most powerful testing techniques throughout the data integration lifecycle.

Master Data Management for BI Professionals

One-day course

The promise of MDM to solve the challenging problems created by siloed enterprise applications, exponential data growth, and unprecedented competitive business requirements has lured both business and IT professionals. This course discusses some of the hard-won lessons learned on MDM projects, including 10 mistakes to avoid when planning an MDM initiative. A series of best practices for MDM planning, architecture, and rollout are presented—as well as a hands-on exercise to help participants prepare to “make the pitch” for MDM.

Data Quality

TDWI Data Cleansing: Delivering High-Quality Warehouse Data

One-day course or two-day workshop

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 the techniques and skills needed to develop and implement a plan that is tailored to an organization's specific needs. Key topics include techniques to identify rules for data integrity and data correctness, detect data quality defects, and choose among actions for defect correction and prevention.

NEW Data Quality Fundamentals

One-day course or two-day workshop

Poor data quality causes far-reaching problems for organizations. This course introduces the fundamentals for developing an enterprise data quality program and guides managers and practitioners in all major aspects of data quality improvement, including data quality assessment, developing a business case, data quality tools, and data validation.

NEW Data Profiling for Data Quality Assessment, Reengineering, and Data Integration

One-day course

Data profiling is a collection of techniques and analysis methods that help savvy analysts unlock the mysteries embedded within their data. This course is designed to explore how data profiling can be used to simplify data reengineering, improve information integration, help information quality projects succeed, and uncover what really exists inside enterprise data.

NEW Data Requirements Analysis

One-day course

This full-day course reviews the tasks that are performed during the data requirements analysis process for a data warehouse system. These tasks ensure the identification, suitability, and quality of the data to meet the business needs and provide the framework for conducting testing and validation, as well as ongoing production monitoring of data in a data warehouse environment.

NEW Data Quality Tools and Technologies

One-day course

Data quality tools and technologies are employed in different ways to help discover data issues, isolate the source of their introduction, correct the data (if necessary), and adjust the processes to prevent unexpected data from entering the environment in the first place. This full-day course explores approaches for addressing data errors using data quality tools. We will look at different tool types and review how to assess business needs to determine which tools are most appropriate to be integrated into your organization.

NEW Data Quality Assessment: Rapidly Building the Business Case for Data Quality Improvement

One-day course

Data quality issues contribute to operational inefficiencies, missed opportunities, and exposure to risk. This course describes a process through which an organization can identify high-visibility data issues and characterize related business impacts. Opportunities for improvement can be identified, providing an ability to objectively review organizational data, determine whether the levels of data quality are sufficient to meet business expectations, and if not, evaluate the value proposition and feasibility of specific data quality improvements.



Challenge

You have made an impression with a handful of early BI projects. Now the business wants more and you are challenged to grow the infrastructure and the processes to meet the demand. You need to add the structure and discipline to have a robust BI program but avoid becoming a BI bureaucracy.

Solution

A balanced and pragmatic approach to program management, project management, and data governance.

Recommended TDWI Onsite courses to help meet this challenge:

- TDWI Project Management for Business Intelligence (page 7)
- TDWI Business Intelligence Program Management (page 8)
- Data Governance for BI Professionals (page 8)

Administration and Technology

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

One-day course

Designing a sound technology architecture is challenging because BI technologies are many, diverse, and continuously changing. A carefully configured technology infrastructure is essential to satisfying the common service-level goals of BI—availability, reliability, scalability, security, and performance. This course teaches the skills needed to meet the challenge of technical architecture design.

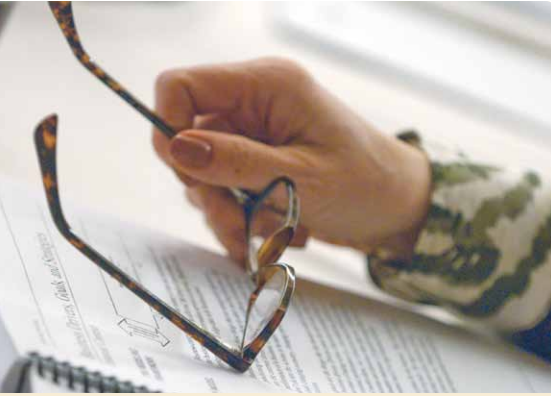
TDWI Technology Administration for BI: Managing and Supporting BI Technology

One-day course

Much of the cost and all of the value derived from BI projects occurs after the delivery of a BI system. Support of BI systems depends largely on systems and database administration activities to ensure that goals are met for performance, availability, security, growth, adaptability, disaster recovery, and more. This course provides in-depth discussion and exercises on the skills and techniques that are needed to ensure a sustained and healthy BI environment.

COST EFFECTIVE

Eliminate travel-related expenses and get more for your training dollar.



Challenge

You have the infrastructure, technology, and skills in place, but find it difficult to deliver the kinds of BI systems that make a real difference to the business. The tools are powerful, but each time you seek requirements, the business people ask for more reports. You must find a way to get past the “one more report” mentality and find the real business requirements.

Solution

Requirements gathering and requirements management processes and techniques specifically geared to BI.

Recommended TDWI Onsite courses to help meet this challenge:

- TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems (page 6)
- TDWI Business Requirements Workshop: BI Requirements Gathering Techniques (page 7)
- Putting the Business Back in BI: A Framework for Requirements and Value Management (page 7)

Customer Corner

WHAT YOUR PEERS ARE SAYING ABOUT TDWI ONSITE EDUCATION

“Thank you again for all of 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*

“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, California Polytechnic
State University*

“Training was excellent, and the instructor was outstanding! He was not only knowledgeable about the subject matter, but his industry insights were invaluable. He was also quite flexible about tailoring the TDWI material to our needs, which made it all the more relevant to us. Overall, a successful two days from our point of view.”

*U. Thakrar, Software Architect,
Openwave Systems Inc.*



Becoming a Certified Business Intelligence Professional



Certified by TDWI

Certify Your Team for Excellence: CBIP Onsite

WITH MILLIONS OF DOLLARS AND your company's strategic initiatives at stake, you need to be confident that your team has the qualifications to create, implement, and manage your company's BI initiatives. The Certified Business Intelligence Professional (CBIP) credential shows that your team operates with the highest level of knowledge possible in the business intelligence industry.

TDWI Onsite Education will bring instructors, exam prep courses, any extra education, and the CBIP examinations right to your conference room with a training package tailored to your team's needs.

You'll accelerate the certification process and improve overall exam performance—without incurring travel expenses or sending staff out of the office.



1

Is CBIP Right for Your Team?

The CBIP program is designed for senior-level information systems and technology professionals in the business intelligence, data warehousing, and business analytics industry.

2

Identify Your Specialty Area

CBIP offers five recognized industry specialty areas to validate your skills and experience.

- **Leadership and Management.**

Requires deep process knowledge, including development methodology, program and project management, as well as organizational and team-building skills. An understanding of business topics such as BPM, CRM, and SCM is also needed.

A Road Map for Advancing Your Team

Certification requires passing **THREE** exams:

Two Mandatory Exams **AND** One Specialty Area Exam

- Information Systems Core Exam
- Data Warehousing Exam
- Leadership and Management Exam
- Business Analytics Exam
- Data Management Exam
(Data Analysis and Design specialty)
- Systems Development Exam
(Data Integration specialty)
- Systems Security Exam
OR
Database Administration Exam
(Administration and Technology specialty)

2

• **Business Analytics.**

Understanding of both business and technical topics: concepts of performance management, business metrics definition and delivery, data visualization, and deployment and use of technology solutions such as OLAP, dashboards, scorecards, analytic applications, and data mining.

• **Data Analysis and Design.**

Analysis concentrates on understanding business needs, and design translates needs into data structures. Skills include analysis, business metrics specification, and relational and dimensional modeling, as well as an understanding of data warehousing concepts, architectures, and processes.

• **Data Integration.**

Proficiency in acquiring, transforming, and cleansing data. Mastery of 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.**

Expertise in 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.

3

Identify Your Exams

Everyone must take two core exams on information systems and data warehousing, plus one exam for each chosen specialty area.

**Need more information?**

Contact Yvonne Baho
ybaho@tdwi.org
978.582.7105

4**4****Prepare**

Novices and veterans alike can improve their exam scores with TDWI's preparation courses. Prep 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. Exam preparation courses are offered through TDWI Onsite Education. See page 21 for a list of courses that can be brought onsite.

Prep courses include: concepts and terms used in the exam, the body of knowledge covered by the exam, a self-assessment of knowledge and skills, what to expect during the examination process, and techniques to improve your performance.

5**Take the Exams**

Exams can be taken via TDWI Onsite Education. Each exam is 110 questions long with a time limit of 1.5 hours. Scores and performance profiles are available immediately.

There are two certification levels:

- Practitioner Level
- Mastery Level

6**Keep Current and Connected**

Don't let your certification lapse! The CBIP credential remains current for three years. You may renew your certificate by retaking exams or through ongoing professional development before the end of the third year, and again during each subsequent three-year period. Keep learning and connecting with TDWI Onsite Education.

CBIP Exam Preparation Courses

These one-day preparation courses can be brought onsite to your workplace. Time is built into each course to take the exam.

CBIP Preparation for the Information Systems Core Exam

CBIP Preparation for the Data Warehousing Exam

CBIP Preparation for the Leadership and Management Exam

CBIP Preparation for the Business Analytics Exam

CBIP Preparation for the Data Analysis and Design Exam

CBIP Preparation for the Data Integration Exam

CBIP Preparation for the Administration and Technology Exam

CBIP Training Packages

These Onsite training packages combine recommended TDWI courses with CBIP exam preparation courses. Training packages may also be customized to best fit your needs.

Preparation for Information Systems Core Exam and Data Warehousing Exam

Two-day package includes:

- TDWI Data Warehousing Concepts and Principles (page 6)
- TDWI Business Intelligence Fundamentals (page 6)
- CBIP Preparation for the Information Systems Core Exam
- CBIP Preparation for the Data Warehousing Exam

Preparation for Leadership and Management Specialty

Two-day package includes:

- TDWI Business Intelligence Program Management (page 8)
- CBIP Preparation for the Leadership and Management Exam

Preparation for Business Analytics Specialty

Three-day package includes:

- TDWI Introduction to Business Analytics (page 10)
- TDWI Enterprise Metrics (page 10)
- CBIP Preparation for the Business Analytics Exam

Preparation for Data Analysis and Design Specialty

Three-day package includes:

- TDWI Data Modeling (page 12)
- TDWI Dimensional Data Modeling Primer (page 12)
- CBIP Preparation for the Data Management Exam

Preparation for Data Integration Specialty

Three-day package includes:

- TDWI Data Integration Techniques (page 14)
- TDWI Data Cleansing (page 15)
- CBIP Preparation for the Systems Development Exam

Preparation for Administration and Technology Specialty

Three-day package includes:

- TDWI Technology Architecture for BI (page 16)
- TDWI Technology Administration for BI (page 16)
- CBIP Preparation for the Systems Security Exam or Database Administration Exam

Your Location, Our Instructors, Your Team

Business Intelligence and
Data Warehousing Education

"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



For more about TDWI Onsite Education, contact:

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Director of TDWI Onsite Education

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