San Diego // September 21–26, 2014

Managing Agile BI for the Enterprise

AGENDA HIGHLIGHTS

// Discover the best practices of managing agile BI for the enterprise

// Align your organization around agile principles

// Master the management of agile BI teams in complex organizations

// Experience full-day courses in beginning and advanced data warehousing, BI, and analytics topics

// More than 45 courses taught by 30 qualified instructors—see pages 6–7 for full agenda

EARLY REGISTRATION DISCOUNT

Register by August 22 and save up to $325

USE PRIORITY CODE SD3

KEYNOTE SPEAKER

KYLE FORBES

Senior Manager, Data Platform
PayPal

Building Effective Agile Data Organizations to Achieve Better Business Value and a More Aligned Technology Strategy

See page 1

CO-LOCATED WITH

TDWI EXECUTIVE FORUM

Master Data, Quality, and Governance

September 22–23, 2014

www.tdwi.org/SD2014/FORUM

TDWI WORLD CONFERENCE

Premier BI, DW, and Analytics Training in a Conference Setting

TDWI WORLD CONFERENCE

San Diego // September 21–26, 2014

Why Attend the TDWI World Conference in San Diego?

Enterprises today are under increasing pressure to respond even faster to changing markets, shifting customer preferences, new regulations, and economic uncertainty. Being agile and adapting quickly to these changes is key to success and profitability—but where do you start? You've tried applying agile methodologies to a project. Now it's time to bring agile to your BI/DW environment. You know the benefits of agile—increasing productivity and flexibility, providing faster time to value, and supporting collaborative relationships between users and IT developers.

Whether you've tried agile before or are new to the concept, TDWI can help you through the process. Attend the TDWI World Conference in San Diego and you'll discover many courses offering help for managing agile BI in your enterprise, including agile analytics, agile project management, agile data warehouse architecture, agile data governance, agile data engineering, and more—from experienced instructors who have been there. You'll also hear keynote presentations about agile best practices from people who are making agile happen in their organizations: Kyle Forbes from Paypal and Laura Everson from Mayo Clinic will both share their success stories.

You'll return to the office with ideas, strategies, techniques, and connections you can put to use immediately to help your enterprise manage agile BI.

Featured Courses

Courses around the featured track, Managing Agile BI for the Enterprise, include:

S4	Agile Analytics: Project Management and Continuous Delivery
M4	Agile Analytics: Road Mapping, Chartering, and Release Planning
M6	A New Generation of Agile Data Warehousing Architecture
T4 NEW!	Agile Data Engineering: New Data Modeling Techniques that Readily Adapt to Constant Change
T5	TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement
W4A NEW!	Rapid Business Analytics: The Four Pillars for Agility
W4P NEW!	The Seven Metrics of Highly Successful EDW Programs
W7	TDWI Data Virtualization: Solving Complex Data Integration Challenges
W8	Agile Project Management for Information Projects
TH4	Extreme Scoping: An Agile Approach to Enterprise-Class Data Warehousing
TH5	Data Warehouse Automation: Better, Faster, Cheaper … You Can Have It All
F6	Agile Analytics: Self-Service Requirements through Business Process Discovery Techniques

Additional Tracks

In addition to the featured track, TDWI offers **five tracks of training** covering:

// **BI Essentials**: Learn basic BI/DW concepts and principles as well as expanded essentials such as data modeling and metrics.

// **Business Analytics**: Courses on analytics, dashboards, visualization, metrics, and predictive analytics.

// **Data Analysis and Design**: Learn how to design and implement the best data structures to fulfill business needs.

// **Data Asset Management**: Explore master data management strategies, data governance, and data quality.

// **Leadership/Management**: Effectively integrate people, processes, and technology to deliver business value.

EARLY REGISTRATION DISCOUNT

Register by August 22 and save up to $325

USE PRIORITY CODE SD3

DETAILS ON PAGE 25

Featured Speakers

Monday, September 22, 8:00–8:45 am

Building Effective Agile Data Organizations to Achieve Better Business Value and a More Aligned Technology Strategy

Kyle Forbes

Senior Manager, Data Platform
PayPal

As data volume, variety, and velocity continue to grow, it is outpacing IT organizations' ability to create strong and continuous value from that data. Project budgets, timelines, and infrastructure have all grown in size and complexity, but getting real value in a reasonable time frame from data projects continues to elude most data organizations. The quest for better time to market and a more flexible approach to projects has prompted some organizations to adopt agile methodologies, while others remain skeptical.

With data now front and center in today's enterprise, there is no doubt data organizations need to shed the IT project mindset and adopt methodologies that allow them to continually align to business problems and opportunities and find the leanest ways to address them. Those data organizations that successfully cross over to leaner methodologies will find a strong sense of value and purpose on the other side.

Kyle Forbes describes his experiences building agile data organizations from scratch and transforming existing organizations, the lessons learned, and simple, tested rules to follow for companies craving more value from their data.

Thursday, September 25, 8:00–8:45 am

Advanced Agile Best Practices Applied

Laura Everson

Analyst—Analytics Services, Enterprise Analytics
Mayo Clinic

Agile development for data warehousing is a faster, better, and cheaper method to provide a return on investment on projects big or small. Success hinges on applying agile BI/DW best practices from our community's 15 years of application, rather than using generic forms of agile. Implementing agile requires resource investment and courage to make change happen, but when applied correctly, the end result is satisfied customers.

Learn how development teams at Mayo Clinic in Rochester have matured and increased productivity 40 to 60 percent since incorporating about a dozen agile best practices. With knowledge of these techniques, theory will transform into a practical workflow that will improve your team's productivity and quality.

Who Should Attend

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

Contents

Why TDWI?

TDWI knows you have a choice when it comes to training. For nearly 20 years, TDWI has been offering high-quality, instructor-led training in a variety of settings. What sets TDWI's training apart?

// **Quality, vetted instructors.** People trained to teach with both real-world and theoretical experience.

// **Classroom experience.** This is training, not just a conference. You will walk away with practical knowledge that you can apply immediately.

// **Vendor-agnostic education.** Your education will be valuable regardless of which vendors or companies you're working with.

// **Immediate impact.** The things you learn in the classroom today can be applied at work tomorrow. The focus is on practical education that you can use.

// **Trusted in the space.** Our on-staff analysts stay abreast of technologies and trends, including full-time analysts in data warehousing, business intelligence, and analytics.

The TDWI Difference

TDWI World Conference VS Vendor/User Conference

Classroom-style, all-day instruction	•	45-minute presentations
Independent instructors	•	Employee practitioners
Course books	•	Handouts
Industry best practices	•	Product-centric viewpoints
Deep dive into topics	•	General overview of subjects
Vendor-neutral teaching	•	Vendor-specific tips
Industry certification	•	Platform certification

TDWI EDUCATION AND PHILOSOPHY

TDWI brings nearly two decades of solid experience to the table when delivering high-impact training for BI/DW professionals. In addition to TDWI World Conferences, we offer training opportunities at regional seminars, Executive Summits, Executive Forums, Solution Summits, and through our Onsite Education program.

We strive to offer a rich and robust training experience at all of our events. Although the majority of TDWI faculty are considered industry gurus and practitioners, we believe there is much to be learned from your peers and vendors as well. Peers frequently offer real-world, pragmatic solutions, and the vendor community is rich with technical knowledge and skill that is valuable to share.

TDWI does not endorse any specific products, services, or tools and goes to great lengths to ensure that class offerings have no bias. To sustain the high standard of quality and product neutrality, we kindly ask your assistance by responding thoughtfully to the objectivity category when completing your training evaluation forms.

Vendor Exhibition

EXHIBIT HALL HOURS

Tuesday		Wednesday
Exhibit Hall Open and Lunch 11:15 am–2:15 pm	**Exhibit Hall Open and Reception** 5:00–7:00 pm	**Exhibit Hall Open and Lunch** 11:15 am–2:15 pm

The TDWI Exhibit Hall features leading providers of hardware, software, and services for business intelligence, data warehousing, analytics, and related technologies demonstrating their latest solutions. Time is set aside for visiting with these solution providers without missing any courses.
Visit tdwi.org/SD2014 for more information about exhibitors at the TDWI World Conference in San Diego.

View a full list of past exhibitors at tdwi.org/SD2014/exhibitors.

THE FOLLOWING COMPANIES ARE RECENT TDWI EXHIBITORS:*

Actian Corporation
Actuate
Adaptive Planning
Alteryx
Altosoft, A Kofax Company
Analytix Data Services LLC
Appfluent
Attivio
Birst
CA Technologies
CBIG Consulting
CirrusPoint
Cisco (formerly Composite Software)
Cloudera
Compact Solutions
Damaka
Datastrong
Datawatch
Dell Software
Denodo Technologies
Domo Technologies
EMC
Esri
EXASOL
GoodData
Hortonworks
HP
HP Vertica
IBM
Impetus Technologies
Infogix, Inc.
Informatica Corporation
Information Builders
Intel
iOLAP, Inc.
Jaspersoft
Kalido
Logi Analytics
Looker
Lyzasoft
MapR
MarkLogic
MemSQL
Microsoft
MicroStrategy
Neutrino Concepts Ltd.
Noetix
Oracle
ParAccel, Inc.
Pentaho
QlikView
Quest Software
RedPoint Global
Roambi
Rocket Software
SAP
SAS Institute Inc.
Solace Systems
Splunk
Starview Inc.
Syncsort Incorporated
Tableau Software
Talend
Tamr
Teradata Corporation
TIBCO Spotfire
Treasure Data
Trillium Software
ValueMomentum
VelociData, Inc.
WebAction
WhereScape
YarcData
Yellowfin

For information about exhibiting or vendor sponsorships, contact Steve Cissell at 425.277.9135 or scissell@tdwi.org.

**List includes exhibitors from the past two years*

Training in a Conference Setting

The TDWI World Conference uniquely blends the rigor of full-day, instructor-led training with the best of a conference setting. The benefits from this unique approach include:

- Access to rigorous training by **vetted instructors**
- **Full-day courses** that follow a curriculum and include course books
- Learning from **featured speakers who highlight trends and issues** in the industry
- **Networking opportunities** at evening receptions and luncheons
- Guru sessions, where you can **learn one-on-one** with instructors
- **Exhibitor access,** where you can gain an understanding of available technologies

> The conference gave me a chance to think high level about where our organization is trending in terms of BI and DW. It was a great opportunity to be surrounded by other professionals in the industry and share ideas.
>
> —Kate Gingras
> Diamond Resorts International

More TDWI Conference Benefits

PEER NETWORKING

The network you build with instructors and thought leaders is one of the most valuable aspects of involvement with TDWI. You can develop invaluable industry connections in a specific vertical at our live educational events, or network online anonymously or openly through a variety of social network communities.

GURU SESSIONS

Need some free consulting? Many TDWI instructors make themselves available for 30-minute, one-on-one consultative sessions during the conference. This is a great way to get answers to problems you are struggling with, or simply validate your approach and direction.

CBIP CERTIFICATION

The TDWI Certified Business Intelligence Professional (CBIP) program is the BI/DW industry's most meaningful and credible certification available. While you attend the TDWI World Conference in San Diego, take the opportunity to prepare for and complete the CBIP exams. There are multiple exam lab opportunities throughout the week, making it convenient for you to complete your certification requirements. See p. 20 for full details.

Meet Our Faculty

TDWI faculty are thoroughly vetted for depth of expertise as well as presentation style to deliver curriculum-based, full-day training courses. Many are authors and well-known authorities in the space.

Chris Adamson, CBIP
BI Specialist
Oakton Software LLC
COURSES M5, W3

Stephen Brobst
Managing Partner
Sampo Technologies & Systems
COURSES S6, M6

Andrew Cardno
Data Visualization Expert
AmericanKiwi LLC
COURSE S6

Maureen Clarry
President
Clarry Consulting Inc.
COURSE M8

Ken Collier, Ph.D.
Agile Analytics Practice Lead
ThoughtWorks
COURSE S4

Steve Dine
Managing Partner
Datasource Consulting, LLC
COURSE S5

Laura Everson
Analyst—Analytics Services, Enterprise Analytics
Mayo Clinic
THURSDAY KEYNOTE

Kyle Forbes
Senior Manager, Data Platform
PayPal
MONDAY KEYNOTE

Aaron Fuller, CBIP
Principal
Superior Data Strategies, LLC
COURSES M2, W2, TH1

Jonathan Geiger, CBIP
Executive Vice President
Intelligent Solutions, Inc.
COURSES S3, M7A, M7P

Richard Hines
Vice President Business Analytics
Hitachi Solutions Ltd
COURSES S1, M1, T5

Cindi Howson
Founder
BI Scorecard
COURSE T7

Ralph Hughes
Chief Systems Architect
Ceregenics, Inc.
COURSES T4, W4A, W4P

Claudia Imhoff, Ph.D.
President and Founder
Intelligent Solutions, Inc.
COURSE T6

Krish Krishnan
CEO
Sixth Sense Advisors, Inc.
COURSES TH7, F4A, F4P

Mike Lampa
Managing Partner
Archipelago IS, LLC
COURSE F6

Deanne Larson, DM, CBIP
President
Larson & Associates
COURSES TH2, F2

Evan Levy, CBIP
Partner
Baseline Consulting
COURSES T8, W6

Mark Madsen
President
Third Nature, Inc.
COURSE S5

William McKnight
President
McKnight Consulting Group
COURSES W8, F5A, F5P

Larissa Moss
President
Method Focus Inc.
COURSE TH4

John Myers
Senior Analyst
Enterprise Management Associates
COURSES W7, TH5

Tony Rathburn
Senior Consultant & Training Director
The Modeling Agency
COURSES TH3, F3

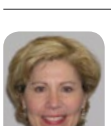
Laura Reeves
Principal
StarSoft Solutions, Inc.
COURSES S2, T2

Lorna Rickard
Principal Consultant
Shared Success Strategies, LLC
COURSE M8

Shawn Rogers
Vice President, Research for Business Intelligence and DW
Enterprise Management Associates
COURSES W5A, W5P

Len Silverston
President
Universal Data Models, LLC
COURSE T6

Dave Wells, CBIP
BI Consultant, Mentor, and Teacher
COURSES M3, T3, TH6, F1



Nancy Williams, CBIP
Vice President and Principal Consultant
DecisionPath Consulting
COURSES T1, W1

Lynn Winterboer, CBIP
Agile Analytics Educator and Coach
Winterboer Agile Analytics
COURSE M4

Agenda

SUNDAY September 21

SCHEDULE

COURSES

Full Day	9:00 am–5:00 pm
Half Day A (am)	9:00 am–12:15 pm
Half Day P (pm)	1:45–5:00 pm

EVENTS

Breakfast	8:15–9:15 am
Lunch Break	12:15–1:45 pm
Welcome Reception	5:00–6:30 pm

COURSE OFFERINGS

○ **S1** CBIP BI p. 10
TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success
R. Hines

○ **S2** CBIP DA p. 10
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
L. Reeves

○ **S3** CBIP BA BI p. 10
TDWI Performance Management: Measurement, Metrics, and Monitoring
J. Geiger

○ **S4** LM p. 10
Agile Analytics: Project Management and Continuous Delivery
K. Collier

○ **S5** LM BA p. 10
Beyond Reports, OLAP, and Dashboards: Emerging Practices, Analytics, and Technologies to Meet Today's Requirements
S. Dine, M. Madsen

○ **S6** BA p. 10
Overcoming Information Overload with Best Practices in Data Visualization
S. Brobst, A. Cardno

COURSE TOPICS KEY

- BI BI Essentials
- BA Business Analytics
- DA Data Analysis and Design
- DI Data Asset Management
- LM Leadership and Management
- CBIP CBIP Friendly

Please note that some classes cover more than one topic. Primary focus is listed first.

MONDAY September 22

SCHEDULE

COURSES

Full Day	9:00 am–5:00 pm
Half Day A (am)	9:00 am–12:15 pm
Half Day P (pm)	1:45–5:00 pm

EVENTS

Breakfast	7:30–8:30 am
Keynote Presentation (see p. 1)	8:00–8:45 am
Lunch Break	12:15–1:45 pm
CBIP Exam Lab	5:30–7:00 pm

COURSE OFFERINGS

○ **M1** CBIP BI p. 11
TDWI Business Intelligence Architecture: Principles of BI Design
R. Hines

○ **M2** CBIP DA BI p. 11
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis
A. Fuller

○ **M3** CBIP BA BI p. 11
TDWI Design Techniques for Dashboards and Scorecards
D. Wells

○ **M4** LM DA p. 11
Agile Analytics: Road Mapping, Chartering, and Release Planning
L. Winterboer

○ **M5 NEW!** LM p. 12
Business Information and Modern BI: Evolving Beyond the Dimensional Data Mart
C. Adamson

○ **M6** LM p. 12
A New Generation of Agile Data Warehousing Architecture
S. Brobst

○ **M7A** CBIP LM p. 12
CBIP Preparation for the Information Systems Core Exam
J. Geiger

○ **M7P** CBIP LM p. 12
CBIP Preparation for the Data Warehousing Exam
J. Geiger

○ **M8** LM p. 12
Power, Politics, and Partnership: A Path to a More Agile Organization
M. Clarry, L. Rickard

TUESDAY September 23

SCHEDULE

COURSES

Full Day	8:00 am–5:30 pm
Half Day A (am)	8:00–11:15 am
Half Day P (pm)	2:15–5:30 pm

EVENTS

Breakfast	7:30–8:30 am
Exhibit Hall Open and Lunch	11:15 am–2:15 pm
Premium Membership Orientation	1:40–2:00 pm
Exhibit Hall Open and Reception	5:00–7:00 pm

COURSE OFFERINGS

○ **T1** CBIP LM p. 13
TDWI Business Intelligence Program Management
N. Williams

○ **T2** DA BA p. 13
Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
L. Reeves

○ **T3** CBIP BA BI p. 13
TDWI Business Analytics: Exploration, Experimentation, and Discovery
D. Wells

○ **T4 NEW!** LM p. 13
Agile Data Engineering: New Data Modeling Techniques that Readily Adapt to Constant Change
R. Hughes

○ **T5** CBIP DI BI p. 14
TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement
R. Hines

○ **T6** DA p. 14
Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development
C. Imhoff, L. Silverston

○ **T7** LM BA p. 14
Managing and Evaluating BI Tools plus Dashboard and Visualization Bake-Off
C. Howson

○ **T8** DI p. 14
Designing Your Company's Data Strategy
E. Levy

WEDNESDAY September 24

SCHEDULE

COURSES

Full Day	8:00 am–5:30 pm
Half Day A (am)	8:00–11:15 am
Half Day P (pm)	2:15–5:30 pm

EVENTS

Breakfast	7:30–8:30 am
Exhibit Hall Open and Lunch	11:15 am–2:15 pm
Case Study Presentations	11:45 am–1:45 pm
CBIP Exam Lab	6:00–7:30 pm

COURSE OFFERINGS

W1 CBIP LM BI p. 15
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
N. Williams

W2 CBIP DA BI p. 15
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
A. Fuller

W3 CBIP BA p. 15
TDWI Predictive Analytics Fundamentals
C. Adamson

W4A NEW! LM p. 15
Rapid Business Analytics: The Four Pillars for Agility
R. Hughes

W4P NEW! LM p. 15
The Seven Metrics of Highly Successful EDW Programs
R. Hughes

W5A LM BA p. 15
Big Data: The Tipping Point
S. Rogers

W5P BA p. 16
Social Analytics: Driving Real Business Value with Big Data
S. Rogers

W6 DI p. 16
Beyond the Data Warehouse: Architectural Options for Data Integration
E. Levy

W7 CBIP DI p. 16
TDWI Data Virtualization: Solving Complex Data Integration Challenges
J. Myers

W8 LM p. 16
Agile Project Management for Information Projects
W. McKnight

THURSDAY September 25

SCHEDULE

COURSES

Full Day	9:00 am–5:00 pm
Half Day A (am)	9:00 am–12:15 pm
Half Day P (pm)	1:45–5:00 pm

EVENTS

Breakfast	7:30–8:30 am
Keynote Presentation (see p. 1)	8:00–8:45 am
Lunch Break	12:15–1:45 pm
CBIP Exam Lab	10:00 am–7:00 pm

COURSE OFFERINGS

TH1 CBIP LM p. 17
TDWI Project Management for Business Intelligence
A. Fuller

TH2 CBIP DA p. 17
TDWI Advanced Data Modeling Techniques
D. Larson

TH3 BA p. 17
High-Resolution Resource Allocation: A Step-by-Step Guide to Profiling Business Relationships
T. Rathburn

TH4 LM p. 17
Extreme Scoping: An Agile Approach to Enterprise-Class Data Warehousing
L. Moss

TH5 LM p. 18
Data Warehouse Automation: Better, Faster, Cheaper … You Can Have It All
J. Myers

TH6 NEW! CBIP DI BI p. 18
TDWI Data Governance Innovations: Adapting for Agile, Big Data, and Cloud
D. Wells

TH7 LM p. 18
Building the Business Case for Big Data in Your Data Warehouse
K. Krishnan

FRIDAY September 26

SCHEDULE

COURSES

Full Day	8:00 am–3:30 pm
Half Day A (am)	8:00–11:15 am
Half Day P (pm)	12:15–3:30 pm

EVENTS

Breakfast	7:30–8:30 am
Lunch Break	11:15 am–12:15 pm
CBIP Exam Lab	8:00 am–2:00 pm

TDWI has arranged the Friday schedule to finish earlier than the other days of the week yet still provide a full day of instruction.

COURSE OFFERINGS

F1 CBIP LM p. 18
TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets
D. Wells

F2 CBIP DI BI p. 18
TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity
D. Larson

F3 BA p. 19
Supporting the Analytics-Driven Organization
T. Rathburn

F4A LM p. 19
New Data Analytics Architecture
K. Krishnan

F4P BA p. 19
Big Data Analytics: Process to Data-Driven Transformations
K. Krishnan

F5A LM p. 19
Return on Investment for Information Projects
W. McKnight

F5P LM p. 19
Organizational Change Management: Solving the Hard Soft Issues
W. McKnight

F6 LM p. 19
Agile Analytics: Self-Service Requirements through Business Process Discovery Techniques
M. Lampa

SEE PAGES 8–9 FOR COURSE OFFERINGS BY TOPIC.

Course Offerings by Topic

Plan your course load by topic.

FEATURED TRACK

MANAGING AGILE BI FOR THE ENTERPRISE

Enterprises today are under increasing pressure to respond even faster to changing markets, shifting customer preferences, new regulations, and economic uncertainty. Being agile and adapting quickly to these changes is key to success and profitability.

BI BI ESSENTIALS

Strengthen your understanding of business intelligence and data warehousing. These courses are designed to take you from basic BI/DW concepts and principles to expanded essentials such as data modeling and metrics. New and returning students will find that these courses provide the building blocks that are key to understanding the rest of this dynamic field of information technology.

BA BUSINESS ANALYTICS

Optimize business performance with the right analytics for your audience. In the field of business intelligence, understanding how people perceive and process information is a must. This conference delivers a series of courses on analytics, dashboards, visualization, metrics, and predictive analytics. Bring this knowledge back with you and make analytics work for your organization.

> TDWI's conference provided me with a top-notch introduction to the business knowledge and a process associated with business intelligence.
>
> —Jonathan Ladinsky
> Mathematica

DA DATA ANALYSIS AND DESIGN

Data analysis and design provides the foundation for delivery of BI applications. Data that is organized and optimally stored in the warehouse needs thoughtful design to fulfill business needs. Business analysts taking these courses will be better prepared to work with their technical counterparts, and developers taking these courses will be able to ask the right questions to determine how to design and implement the best data structures.

DI DATA ASSET MANAGEMENT

Your MDM strategy can achieve sought-after results if the initiative is under the umbrella of a true data governance program. Data governance encompasses enterprise management of availability, usability, integrity/quality, and security of data. High-quality data is needed to drive profitable business decisions. Dirty data has long been the Achilles' heel of data warehousing. Learn how to model; improve quality; and integrate, store, and govern this most precious asset.

LM LEADERSHIP AND MANAGEMENT

This field focuses on effectively integrating people, processes, and technology to deliver business value. It requires depth of process knowledge, including development methodology, program and project management, and a high-level technical understanding of BI applications and DW concepts.

LEADERSHIP AND MANAGEMENT (Continued)

> "I really enjoyed the experience of the conference and hearing from others going through the same experience.
>
> —Emily Schuller
> Lincoln Financial Group

Course Descriptions

S1 ☑cbip — Sunday, September 21, 9:00 am–5:00 pm
BI Essentials

TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success

Richard Hines

YOU WILL LEARN

- Meaningful and actionable definitions of BI
- Effective ways to deliver BI: Web, mobile, desktop, etc.
- Common kinds of BI reporting: ad hoc, published, enterprise, operational
- Performance management principles: dashboards, scorecards, KPIs
- Business analyst principles: OLAP, analytic modeling, data visualization
- Advanced analytics concepts for data mining, predictive analytics, and text analytics
- Data management practices: profiling, cleansing, quality management
- Data integration practices: consolidation, virtualization, data warehousing

S2 ☑cbip — Sunday, September 21, 9:00 am–5:00 pm
Data Analysis and Design

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

Laura Reeves

YOU WILL LEARN

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

S3 ☑cbip — Sunday, September 21, 9:00 am–5:00 pm
Business Analytics, BI Essentials

TDWI Performance Management: Measurement, Metrics, and Monitoring

Jonathan Geiger

YOU WILL LEARN

- Where and how performance management fits into business management
- Techniques to identify high-impact performance indicators and business metrics
- Design and implementation skills for performance scorecards and dashboards
- How measurement and feedback are applied to increase business effectiveness and improve business efficiency
- Common mistakes in performance management and how to avoid them

S4 — Sunday, September 21, 9:00 am–5:00 pm
Leadership and Management

Agile Analytics: Project Management and Continuous Delivery

Ken Collier

YOU WILL LEARN

- Story point estimation
- Story prioritization techniques
- Product backlog grooming
- Capacity-based planning
- Story conferencing
- Sprint commitment
- Sprint backlog creation
- Team roles and responsibilities
- Team self-organization and self-management
- Kanban and scrum
- Feature showcase practices
- Retrospectives for continuous learning and improvement
- Writing good BI/DW user requirements/stories
- Slicing epics into smaller stories

S5 — Sunday, September 21, 9:00 am–5:00 pm
Leadership and Management, Business Analytics

Beyond Reports, OLAP, and Dashboards: Emerging Practices, Analytics, and Technologies to Meet Today's Requirements

Steve Dine, Mark Madsen

YOU WILL LEARN

- About new technologies and emerging organizational practices to address new challenges and requirements
- Aspects of new analytic databases and how they can be deployed
- Advanced analytical tools and techniques and how to support them
- Options for addressing growth, lower latency requirements, and performance problems
- Alternative options for managing changing requirements, such as data virtualization, NoSQL, and the cloud

S6 — Sunday, September 21, 9:00 am–5:00 pm
Business Analytics

Overcoming Information Overload with Best Practices in Data Visualization

Stephen Brobst, Andrew Cardno

YOU WILL LEARN

- How visualization can be used to overcome information overload
- Best practices in the use of visualization for BI
- Common pitfalls in the use of visualization for BI
- Next-generation visualization techniques using mashups, geospatial data, and animation
- The differences in using visualization for strategic BI versus operational BI
- Critical success factors for implementation of scalable solutions

M1 CBIP — Monday, September 22, 9:00 am–5:00 pm
BI Essentials

TDWI Business Intelligence Architecture: Principles of BI Design

Richard Hines

YOU WILL LEARN

- The full scope of architectural objectives—structural integrity, standardization, reusability, environmental fit, aesthetics, and sustainability
- A framework to ensure architectural completeness—business, organization, data, integration, and process views
- A framework to organize BI components—access, analysis, presentation, storage, integration, and data source tiers
- A framework to organize the information management stack—data, integration, rules, tools, teams, reports, analysis, and application
- A framework to organize architectural requirements—functional, data, operations, environment, and structural requirements
- A framework to organize technology requirements—data access, data manipulation, data analysis, reporting, visualization, security, portability, and accessibility
- Technology trends and BI architecture—cloud, SaaS, open source, appliances, advanced visualization
- Organizational options for best fit of BI into your culture—conglomerate, cooperative, and centralized
- Data integration options in BI architecture—bus, hub and spoke, hybrid, federation, and virtualization

M2 CBIP — Monday, September 22, 9:00 am–5:00 pm
Data Analysis and Design, BI Essentials

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis

Aaron Fuller

YOU WILL LEARN

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

> “The conference provided me great ideas for visualizations for use in dashboards and scorecards. We are looking for new ways to display data and a few classes proved quite valuable.”
>
> —Mark Colosimo
> Urban Science

M3 CBIP — Monday, September 22, 9:00 am–5:00 pm
Business Analytics, BI Essentials

TDWI Design Techniques for Dashboards and Scorecards

Dave Wells

YOU WILL LEARN

- How to define and design performance management architecture
- The role and use of a performance management portal
- When to use scorecards and when to use dashboards
- How to integrate dashboards and scorecards, including cascading and drill-in
- How to choose the right indicators and metrics for dashboards and scorecards
- How to choose the right visual elements and the best visual design
- Data management techniques for scorecards and dashboards

M4 — Monday, September 22, 9:00 am–5:00 pm
Leadership and Management, Data Analysis and Design

Agile Analytics: Road Mapping, Chartering, and Release Planning

Lynn Winterboer

YOU WILL LEARN

- Coordinating an effective and collaborative road-mapping session
- Using innovation games for ideation, convergence, and prioritization
- Chartering and planning an agile BI/DW project using the agile project management framework
- The value of limiting work in progress at the program and project levels
- How to slice BI/DW development into small chunks of business value
- Estimating and prioritizing agile BI/DW user stories onto a backlog

Course Descriptions

M5 NEW! — Monday, September 22, 9:00 am–5:00 pm
Leadership and Management

Business Information and Modern BI: Evolving Beyond the Dimensional Data Mart

Chris Adamson

YOU WILL LEARN

- How to classify business requirements across key BI functions: business analytics, OLAP, and performance management
- Where data governance and MDM intersect with your BI program
- The impacts of big data technologies on your information architecture: virtualization, unstructured data, data mining, and visualization
- Dimensional modeling techniques that facilitate business interaction, support high-impact analytics, and synchronize with integrated performance management
- Best practices that ensure your data warehouse is a useful resource for business analytics
- Which parts of your information architecture should be subject to centralized development and control, and which parts can be entrusted to the business
- Multiple ways to enable the combination of enterprise dimensional data with local, external, or unstructured data
- How to match methodologies and technology standards to the unique requirements of each initiative

M6 — Monday, September 22, 9:00 am–5:00 pm
Leadership and Management

A New Generation of Agile Data Warehousing Architecture

Stephen Brobst

YOU WILL LEARN

- Interactive analytics using in-memory, columnar, and other emerging database technologies
- Analytics in the cloud
- Agile analytics deployment methodologies with integrated sandboxes
- Leveraging open source technologies such as Hadoop, R, Pig, Mahout, and other new-generation opportunities
- NoSQL and NoETL analytic architectures
- Organizational skill set requirements for data scientists and beyond
- Agile analytics using best practices in data visualization

M7A CBIP — Monday, September 22, 9:00 am–12:15 pm
Leadership and Management

CBIP Preparation for the Information Systems Core Exam

This course assumes a working knowledge of information systems.

Jonathan Geiger

YOU WILL LEARN

- Concepts and terms used in the exam: technology and business, application system, data management, and systems development
- What constitutes the complete body of knowledge for the exam
- How to assess your knowledge and skill related to the body of knowledge
- What to expect during the examination process
- Techniques to improve your performance when taking the exam

M7P CBIP — Monday, September 22, 1:45–5:00 pm
Leadership and Management

CBIP Preparation for the Data Warehousing Exam

This course assumes a working knowledge of data warehousing.

Jonathan Geiger

YOU WILL LEARN

- Concepts and terms used in the exam: organization and methodology, architecture and technology, data modeling concepts, data integration, and implementation and operation
- What constitutes the complete body of knowledge for the exam
- How to assess your knowledge and skill related to the body of knowledge
- What to expect during the examination process
- Techniques to improve your performance when taking the exam

M8 — Monday, September 22, 9:00 am–5:00 pm
Leadership and Management

Power, Politics, and Partnership: A Path to a More Agile Organization

Maureen Clarry, Lorna Rickard

YOU WILL LEARN

- How to address issues systemically rather than personally
- The multiplicity of roles each of us plays in business intelligence and how to approach each role with more effective behavior
- Concrete strategies for working more constructively across organizational silos
- How to overcome organizational barriers for effective governance and prioritization

> "I loved the tips and tricks in our visualization class and am hoping to implement some of these techniques right away."
>
> —Christy Bolin
> Interstate Batteries

T1 cbip

Tuesday, September 23, 8:00 am–5:30 pm
Leadership and Management

TDWI BI Program Management: A Competency Center Approach to BI Excellence

Nancy Williams

YOU WILL LEARN

- The definition and purpose of a BICC
- The business case for a BICC: value realization, risk mitigation, standardization, prioritization, alignment, agility, etc.
- Roles and responsibilities of a BICC: assessment, coordination, communication, etc.
- Organizational structures for a BICC and relationships with other shared-services groups such as data governance councils and PMO
- Steps to creating a BICC: issues, challenges, and mistakes to avoid
- Day-to-day activities of BICC operations: end-user support, training, stakeholder communications, collaboration, user group management, change control, etc.
- Techniques to sustain, evolve, and mature the BICC

T2

Tuesday, September 23, 8:00 am–5:30 pm
Data Analysis and Design, Business Analytics

Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques

This course assumes basic knowledge about dimensional modeling and some hands-on experience, as well as knowledge of dimensional DW concepts.

Laura Reeves

YOU WILL LEARN

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

T3 cbip

Tuesday, September 23, 8:00 am–5:30 pm
Business Analytics, BI Essentials

TDWI Business Analytics: Exploration, Experimentation, and Discovery

Dave Wells

YOU WILL LEARN

- How models are used to define and frame analytic needs
- Model development techniques, including influence diagramming, spreadsheet engineering, and parameterization
- Model refinement techniques, including sensitivity analysis, strategy analysis, and iteration
- Discovery-oriented techniques, including heuristic analysis, subjective probability, hypothesis formation, and experimentation
- Statistical foundations of data analysis, including histograms, standard deviation, and regression
- The data side of analytics: data preparation, data cleansing, data visualization
- The human side of analytics: communication, conversation, collaboration
- A bit about analytics tools from free and open source to advanced analytics technology

T4 NEW!

Tuesday, September 23, 8:00 am–5:30 pm
Leadership and Management

Agile Data Engineering: New Data Modeling Techniques that Readily Adapt to Constant Change

Ralph Hughes

YOU WILL LEARN

- Why standard normal forms and conformed dimensional models entail such high total cost of ownership
- How the hyper-normalized form (HNF) allows teams to load an entire integration layer with only three parameter-driven ETL modules
- How HNF makes integration layers easily adaptable in the face of changing requirements
- How hyper-generalized forms (HGF) enable teams to store an entire EDW in only six physical tables
- How HGF allows development teams to dispense with logical and physical data modeling
- A framework for demonstrating the savings hyper-modeled forms can bring your EDW program
- Patterns for combining new and old EDW components in order to deliver value fast and cost-effectively

Course Descriptions

T5 ICBIP — Tuesday, September 23, 8:00 am–5:30 pm
Data Asset Management, BI Essentials

TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement

Richard Hines

YOU WILL LEARN

- Techniques for column, table, and cross-table data profiling
- How to analyze data profiles and find the stories within them
- Subjective and objective methods to assess and measure data quality
- How to apply OLAP and performance scorecards for data quality management
- How to get beyond symptoms and understand the real causes of data quality defects
- Data cleansing techniques to effectively remediate existing data quality deficiencies
- Process improvement methods to eliminate root causes and prevent future defects

> It is helpful for me to hear the experiences of others. I can gain insight to their approaches to problems that we are all facing, which helps me as I prepare our own solutions.
>
> —Rocky Creel
> Hewlett-Packard

T6 Tuesday, September 23, 8:00 am–5:30 pm
Data Analysis and Design

Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development

Claudia Imhoff, Len Silverston

YOU WILL LEARN

- Pros and cons of various types of architectures
- Useful architectural frameworks and how they can help
- Pros and cons of various types of data modeling styles
- Reusable data models and patterns that can help jump-start and/or quality assure your efforts
- Case studies of organizations that have used different approaches in BI and what has worked
- How these architectures and models can be used in different types of development environments from more traditional BI approaches to agile development

T7 Tuesday, September 23, 8:00 am–5:30 pm
Leadership and Management, Business Analytics

Managing and Evaluating BI Tools plus Dashboard and Visualization Bake-Off

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

Cindi Howson

YOU WILL LEARN

- An overview of the business intelligence market and vendors' positions
- A framework for evaluating BI vendors and suites
- Functional differences between leading BI suites
- Differences between dashboards and visual data discovery
- Strengths and weaknesses of leading tools (through carefully scripted demos)

T8 Tuesday, September 23, 8:00 am–5:30 pm
Data Asset Management

Designing Your Company's Data Strategy

Evan Levy

YOU WILL LEARN

- The key components of an enterprise data strategy
- Aligning the strategy with your company's goals and priorities
- Reviewing the key tactical enablers
- Understanding the alternatives and determining the best fit for your company
- Identifying the stakeholders and determining their role in supporting the strategy

W1 ycbip

Wednesday, September 24, 8:00 am–5:30 pm
Leadership and Management, BI Essentials

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

Nancy Williams

YOU WILL LEARN

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

W2 ycbip

Wednesday, September 24, 8:00 am–5:30 pm
Data Analysis and Design, BI Essentials

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

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

Aaron Fuller

YOU WILL LEARN

- The role of business requirements in BI data modeling
- Differences in modeling techniques for business transactions, business events, and business metrics
- The role of source data analysis in data modeling
- Use of relational modeling and dimensional modeling techniques for data warehouse analysis and design
- Implications of unstructured data
- The roles of normalization and abstraction in data warehouse design
- The roles of identity and hierarchy management in data warehouse design
- How time-variant data is represented in data models
- Implementation and optimization considerations for warehousing data stores

W3 ycbip

Wednesday, September 24, 8:00 am–5:30 pm
Business Analytics

TDWI Predictive Analytics Fundamentals

Chris Adamson

YOU WILL LEARN

- Definitions, concepts, and terminology of predictive analytics
- Common applications of predictive analytics
- How and where predictive analytics fits into a BI program and the relationships with business metrics, performance management, and data mining
- To distinguish among various predictive model types and understand the purpose and statistical foundations of each
- Organizational considerations for predictive analytics, including roles, responsibilities, and the need for business, technical, and management skills

W4A NEW!

Wednesday, September 24, 8:00–11:15 am
Leadership and Management

Rapid Business Analytics: The Four Pillars for Agility

Ralph Hughes

YOU WILL LEARN

- The basics of two agile methods and how to use them to eliminate project risk
- A maturity model for understanding where your teams are today and how you want them to improve next
- Adapted approaches to requirements management and quality assurance that better define projects at their start and better measure their progress
- The essence of two new data modeling paradigms that lessen the need to know all the requirements up front
- The major types of productivity tools available today that eliminate much of the work of building a data warehouse and further speed up delivery

W4P NEW!

Wednesday, September 24, 2:15–5:30 pm
Leadership and Management

The Seven Metrics of Highly Successful EDW Programs

Ralph Hughes

YOU WILL LEARN

- Seven metrics that can enable teams to understand and improve their performance in requirements, estimating, design, coding, and quality assurance
- Secrets of agile project management that make progress and performance easy to visualize, including techniques that waterfall projects can readily borrow
- How to spot bottlenecks amid the chaos of a project in flight
- How to measure team performance by working deliverables rather than relying on the team's assertion of what is now "done"

W5A

Wednesday, September 24, 8:00–11:15 am
Leadership and Management, Business Analytics

Big Data: The Tipping Point

Shawn Rogers

YOU WILL LEARN

- What obstacles to avoid when planning big data projects
- How companies are addressing privacy issues around deep analytics
- Why big data isn't just about Hadoop
- Insight into what solutions are being adopted by your peers
- What data sources are being leveraged for big data success

Course Descriptions

W5P Wednesday, September 24, 2:15–5:30 pm
Business Analytics

Social Analytics: Driving Real Business Value with Big Data

Shawn Rogers

YOU WILL LEARN

- Why your company can't ignore this growing trend and innovative data source
- How leading companies achieve a competitive edge using social analytics
- To understand the five social media data types and how they are leveraged
- Mistakes to avoid in your social analytics strategy
- Necessary tools to leverage social analytics
- How to integrate and utilize social data within your enterprise

W6 Wednesday, September 24, 8:00 am–5:30 pm
Data Asset Management

Beyond the Data Warehouse: Architectural Options for Data Integration

This course assumes an understanding of fundamental technology architectures.

Evan Levy

YOU WILL LEARN

- Core data integration functions
- Tools of the trade: ETL, data virtualization, event stream processing, enterprise service bus, and MDM
- Architecture, design, and implementation concepts
- Supporting data integration beyond the data warehouse

W7 Wednesday, September 24, 8:00 am–5:30 pm
Data Asset Management

TDWI Data Virtualization: Solving Complex Data Integration Challenges

John Myers

YOU WILL LEARN

- Data virtualization definitions and terminology
- Business case and technical rationale for data virtualization
- Key concepts and foundational principles of virtualization—views, services, etc.
- Data virtualization life cycle, capabilities, and processes
- How to extend the data warehouse with virtualization
- How virtualization enables federation and enterprise data integration
- How virtualization is applied to big data and cloud data challenges
- How companies use virtualization to solve business problems and drive business agility

W8 Wednesday, September 24, 8:00 am–5:30 pm
Leadership and Management

Agile Project Management for Information Projects

William McKnight

YOU WILL LEARN

- The problems with the traditional approach to information projects
- What scrum is
- Scrum terms and their applicability to information projects
- How to guide the writing of successful user stories
- How to effectively build the project backlog
- How to run daily scrum meetings
- How to organize sprints for maximum utilization of resources toward the important tasks
- How to have a sprint retrospective
- What makes a good agile team member and how to help with the transition from waterfall
- Scrum project roles
- Product, release, and sprint interaction and planning
- Elements of scrum more and less applicable to information management projects

> I took away a strong understanding of dimensional modeling and its applications in the construction and maintenance of a data warehouse.
>
> —Darren Danforth
> Nautilus Healthcare Management Group

TH1 CBIP — Thursday, September 25, 9:00 am–5:00 pm
Leadership and Management

TDWI Project Management for Business Intelligence

This course assumes completion of TDWI Business Intelligence Principles and Practices or equivalent knowledge of BI concepts and terminology.

Aaron Fuller

YOU WILL LEARN

- Why and how managing BI projects is more difficult than managing traditional IT projects
- How to define a manageable BI project
- How to choose among traditional, agile, and rational unified project management methods
- How to combine methods to create a hybrid approach to BI project management
- How to plan a project with each project management method
- How to apply each method in project execution and completion
- How each method supports project monitoring and control

TH2 CBIP — Thursday, September 25, 9:00 am–5:00 pm
Data Analysis and Design

TDWI Advanced Data Modeling Techniques

This course assumes completion of the course TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems or equivalent understanding of entity-relationship modeling, dimensional modeling, and DW terms and concepts.

Deanne Larson

YOU WILL LEARN

When, where, and how to apply advanced modeling techniques, including:

- Normalization and denormalization
- Abstraction, patterns, and universal models
- Generalization, specialization, and inheritance
- Time and time dependency in the data model
- States and state dependency in the data model
- Recursion for lists, trees, and networks
- Complementary models—process, state-transition, use cases, and event maps
- Data model validation and testing

TH3 — Thursday, September 25, 9:00 am–5:00 pm
Business Analytics

High-Resolution Resource Allocation: A Step-by-Step Guide to Profiling Business Relationships

Tony Rathburn

YOU WILL LEARN

- How to begin project development to enhance ROI
- How to adapt training data to incorporate the specific requirements of the business decision process
- How to select algorithms in your software that match your project requirements
- How to evaluate alternative models for business performance
- How to determine expected performance and variance of your models
- How to monitor the performance of your models and determine when models need to be updated

TH4 — Thursday, September 25, 9:00 am–5:00 pm
Leadership and Management

Extreme Scoping: An Agile Approach to Enterprise-Class Data Warehousing

This course assumes basic understanding of enterprise data warehousing.

Larissa Moss

YOU WILL LEARN

- Why traditional methodologies do not work on EDW projects
- Software release concepts and agile principles
- About agile BI versus agile EDW
- Extreme Scoping seven-step planning process
- Extreme Scoping on the BI maturity model

> Learning more about change management principles in the workplace will significantly help me lead our team toward the many changes coming our way in the future, and to help us identify how our data warehouse can add value, especially by the utilization of champions and sponsors.
>
> —Sara Lockhart
> Boeing

Course Descriptions

TH5 Thursday, September 25, 9:00 am–5:00 pm
Leadership and Management

Data Warehouse Automation: Better, Faster, Cheaper … You Can Have It All

John Myers

YOU WILL LEARN

- Concepts, principles, and practices of data warehouse automation (DWA)
- The current state of DWA technology
- Automation opportunities and benefits when building or managing a data warehouse
- How to get started with DWA
- Best practices and mistakes to avoid with DWA

TH6 NEW! CBIP Thursday, September 25, 9:00 am–5:00 pm
Data Asset Management, BI Essentials

TDWI Data Governance Innovations: Adapting for Agile, Big Data, and Cloud

Dave Wells

YOU WILL LEARN

- The data governance challenges and opportunities that arise from cloud services
- Risks, challenges, and opportunities of big data governance
- How to overcome apparent conflicts between data governance and agile
- Roles, relationships, and complexities of metadata management for data governance
- Data governance challenges that arise from mobile devices and from social media
- The importance of ethics as a data governance imperative
- New models, practices, and processes for modern data governance

TH7 Thursday, September 25, 9:00 am–5:00 pm
Leadership and Management

Building the Business Case for Big Data in Your Data Warehouse

Krish Krishnan

YOU WILL LEARN

- Big data: What is it? What will it solve?
- Business users and big data
- Building the business case
- The data scientist
- The next generation of BI
- Semantics, ontologies, and more
- Managing the business rules for processing
- Case studies

F1 CBIP Friday, September 26, 8:00 am–3:30 pm
Leadership and Management

TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets

Dave Wells

YOU WILL LEARN

- Definitions and dimensions of quality
- How to create an actionable definition of data quality
- Typical causes of data quality problems
- Roles, responsibilities, and accountabilities in data quality management
- Roles, uses, and limits of data quality tools and technology
- Processes and techniques for data quality assessment and data quality improvement

F2 CBIP Friday, September 26, 8:00 am–3:30 pm
Data Asset Management, BI Essentials

TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity

Deanne Larson

YOU WILL LEARN

- The role, purpose, and issues of data integration strategy
- Frameworks and patterns for data integration architecture
- How to fit unstructured data into integration strategy, architecture, and systems
- How to use integration architecture and patterns to handle large-volume data challenges
- How to apply architecture and patterns for enterprise, departmental, and local data
- How to select, mix and match, and apply several data integration methods, including ETL, federated, service oriented, and virtualized
- Techniques to collect and manage data integration requirements
- Tips and techniques for success throughout the data integration life cycle—strategy, architecture, systems development, and operations

F3 Friday, September 26, 8:00 am–3:30 pm
Business Analytics

Supporting the Analytics-Driven Organization

Those interested in a tactical orientation to predictive modeling may attend the highly complementary course High-Resolution Resource Allocation: A Step-by-Step Guide to Profiling Business Relationships.

Tony Rathburn

YOU WILL LEARN

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

F4A Friday, September 26, 8:00–11:15 am
Leadership and Management

New Data Analytics Architecture

Assumes familiarity with data warehousing, analytics, and business intelligence.

Krish Krishnan

YOU WILL LEARN

- Modern and traditional data analytics
- New-age architectures
- Cloud and mobility platforms and their readiness to become the next data analytics platforms
- Case studies
- Next-generation ideas

F4P Friday, September 26, 12:15–3:30 pm
Business Analytics

Big Data Analytics: Process to Data-Driven Transformations

Krish Krishnan

YOU WILL LEARN

- Data: the new oil
- Analytics: the new gasoline
- Transformation in the enterprise: process driven and data driven
- Technology overview: platforms, algorithms, models
- Understanding analytical requirements
- The role of the data scientist
- The challenges of data processing
- Critical success factors
- Case studies

F5A Friday, September 26, 8:00–11:15 am
Leadership and Management

Return on Investment for Information Projects

William McKnight

YOU WILL LEARN

- How to justify business intelligence with ROI
- How to calculate ROI, NPV, IRR, and break even—the most common forms of ROI
- How to adapt a methodology in your information management program that includes ROI attainment and measurement

F5P Friday, September 26, 12:15–3:30 pm
Leadership and Management

Organizational Change Management: Solving the Hard Soft Issues

This course assumes experience in implementing data warehousing and BI.

William McKnight

YOU WILL LEARN

- The change readiness activities that focus on identifying and addressing people risks
- The tasks that will mobilize and align leaders to create outstanding business value
- The strategies to manage stakeholders, ensure change readiness, and address the organizational implications
- The methodologies to train the workforce as required to fully embrace and utilize the system

F6 Friday, September 26, 8:00 am–3:30 pm
Leadership and Management

Agile Analytics: Self-Service Requirements through Business Process Discovery Techniques

Mike Lampa

YOU WILL LEARN

- Why BPD is a superior technique for analytics requirements gathering
- How to run facilitated workshops using BPD techniques
- How to leverage emerging self-service technologies to simulate requirements
- How to capture descriptive as well as predictive/prescriptive analytic requirements
- How to modify traditional and agile life cycle management methodologies to incorporate BPD techniques

Academic Credit

tdwi.org/SD2014/credit

Attendees at TDWI events are eligible to earn either undergraduate or graduate credit (quarter hour) from the University of Oregon (UO) Applied Information Management master's degree program. The level is determined based on whether the student has earned an undergraduate degree (students who hold an accredited undergraduate degree are eligible to earn graduate credit). UO credit(s) earned in conjunction with TDWI events may be applied toward AIM program degree requirements, up to a maximum of 6 credits.

Credit is awarded based on participation in a TDWI event (10 course session hours for 1 credit; 20 course session hours for 2 credits) and successful completion of an assignment (a paper describing the relationships between content presented in the course sessions and problems and goals in their professional setting).

Get Certified at the TDWI World Conference in San Diego

""Professionals holding a CBIP certification earn an average salary of $114,613. That's $7,850 more than their non-certified counterparts."

2014 TDWI Salary, Roles, and Responsibilities Report

cbip
Certified Business Intelligence Professional

The TDWI Certified Business Intelligence Professional (CBIP) program is the business intelligence and data warehousing industry's most meaningful and credible certification available. While you attend the TDWI World Conference in San Diego, take the opportunity to prepare for and complete the CBIP exams. TDWI offers exam preparatory sessions as well as other courses to complement your knowledge for taking the CBIP specialty exams. In addition, there are multiple exam lab opportunities throughout the week, making it convenient for you to complete your certification requirements all at one conference.

Why Become Certified?

DISTINGUISH YOURSELF PROFESSIONALLY

Your achievement of the CBIP credential tells the world—including current and prospective employers—that you are serious about business intelligence. Let your résumé show that your in-depth knowledge has been certified by TDWI, the industry's premier provider of BI and DW education. You'll gain a competitive advantage and open up opportunities down the road.

GET AN EDGE OVER THE COMPETITION

Achieve CBIP status and gain:

// **SALARY.** Surveys consistently suggest certified professionals enjoy higher salaries.

// **RECOGNITION.** Have your BI expertise confirmed by a recognized industry organization.

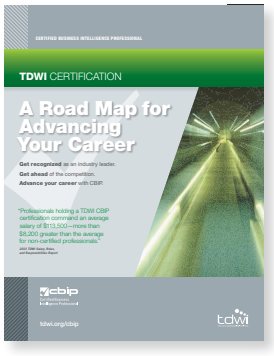
// **SPECIALIZATION.** CBIP recognizes your experience in distinct skill areas, which helps employers confidently match your skills to their job requirements.

Is CBIP Right for You?

The CBIP program is designed for senior-level information systems and technology professionals in the business intelligence, data warehousing, and business analytics industry. A combination of experience, knowledge, and education provide the foundation for certification.

For More Information

Visit **tdwi.org/cbip** for step-by-step information on how to get certified, or contact us at 425.277.9126 or cbip@tdwi.org.



Download the CBIP brochure to advance your career today

tdwi.org/cbip

Advance Your Career with CBIP

A guide to the CBIP prep courses and exams you'll find at the TDWI World Conference in San Diego:

Courses marked with the CBIP symbol ✓cbip are recommended to help you better prepare for the CBIP exams. Look for them throughout the brochure.

Prepare for the **CBIP Data Warehousing** and **Information Systems Core exams**:

Prepare for the **CBIP specialty area exams**:

LEADERSHIP AND MANAGEMENT (LM)

DATA ANALYSIS AND DESIGN (DA)

DATA ASSET MANAGEMENT (DI)

BUSINESS ANALYTICS (BA)

CBIP EXAM LABS

Sign up for exams at the conference registration desk. You will need a laptop that is Windows compatible and does not encrypt data on a USB drive. If your laptop does not meet these requirements, you can reserve one for loan.

Monday	5:30–7:00 pm
Wednesday	6:00–7:30 pm
Thursday	10:00 am–7:00 pm
Friday	8:00 am–2:00 pm

Fee per Exam:
$325 TDWI Premium Members
$350 non-members

Exam Duration:
Maximum 90 minutes each

For more information, visit tdwi.org/cbip.

Hotel and Travel

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

MANCHESTER GRAND HYATT

The Manchester Grand Hyatt San Diego, with a prime waterfront location, will serve as the official headquarters hotel for TDWI's World Conference.

Manchester Grand Hyatt San Diego
One Market Place
San Diego, CA 92101
Phone: 619.232.1234
Website: www.manchestergrand.hyatt.com
Reservation phone number: 800.233.1234
Reservation link: bit.ly/1nyVf9o

TDWI has reserved a block of rooms at reduced rates for conference attendees. The discounted rate is $239 plus tax for single or double occupancy, available through August 21, 2014.

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

AIR TRAVEL DISCOUNTS

American Airlines, TDWI's official carrier, is offering exclusive discounts on airfare for TDWI conference attendees.
Information: tdwi.org/SD2014/hotel

CAR RENTAL DISCOUNTS

Avis is offering discounts on car rental fees for TDWI conference attendees.
Information: tdwi.org/SD2014/hotel

2014 PREMIER MEDIA SPONSORS

database TRENDS AND APPLICATIONS

information management

2014 MEDIA SPONSORS

BeyeNETWORK

EMA

IDMA Insurance Data Management Association

IT BRIEFCASE

SearchBusinessAnalytics

SearchDataManagement

TDAN.com The Data Administration Newsletter

TEC Technology Evaluation Centers

For information about media sponsorships or press participation, contact Lesley Nadarski at lnadarski@tdwi.org.

About TDWI

TDWI, a division of 1105 Media, Inc., is the premier provider of in-depth, high-quality education and research in the business intelligence and data warehousing industry. TDWI is dedicated to educating business and information technology professionals about the best practices, strategies, techniques, and tools required to successfully design, build, maintain, and enhance business intelligence and data warehousing solutions.

TDWI offers a worldwide membership program, five major educational conferences, topical educational seminars, role-based training, on-site courses, certification, solution provider partnerships, an awards program for best practices, live Webinars, resourceful publications, an in-depth research program, and a comprehensive website, tdwi.org.

TDWI PREMIUM MEMBERSHIP

tdwi.org/premium-membership

TDWI Premium Membership offers a cost-effective solution for maintaining your competitive edge. Premium Membership provides you with an expansive selection of industry research, news and information, online resources, and peer networking opportunities developed exclusively for its members.

TEAM MEMBERSHIP

TDWI offers a very efficient and cost-effective way to keep your entire team current on the latest trends and technologies. The Team Membership program provides significant discounts to organizations that register individuals as TDWI Team Members. It is easy to manage and renew!

TDWI ONSITE EDUCATION

tdwi.org/onsite

TDWI Onsite Education offers practical, high-quality, vendor-neutral BI/DW training at your location. With TDWI Onsite Education, you maximize your training budget as your team learns practical skills they can apply to current projects—tailored to your specific needs.

TDWI CHAPTERS

tdwi.org/chapters

TDWI sponsors chapters in regions throughout the world to foster continued education and networking at the local level. Chapter meetings are open to any BI/DW professional.

tdwi.org/linkedin

tdwi.org/twitter

tdwi.org/facebook

TDWI CONTACT INFORMATION

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

TDWI EDUCATION DEPARTMENT

Phone: 425.277.9181
E-mail: education@tdwi.org

© 2014 by TDWI (The Data Warehousing Institute™), a division of 1105 Media, Inc. Product and company names mentioned herein may be trademarks and/or registered trademarks of their respective companies.

How to Register

STEP 1. SELECT YOUR CLASSES

Check one full-day class or one morning (A) class and one afternoon (P) class for each day that you will attend. Classes without an A or P designation are full-day classes.

SUNDAY, SEPTEMBER 21

○ **S1**	TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success
○ **S2**	Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
○ **S3**	TDWI Performance Management: Measurement, Metrics, and Monitoring
○ **S4**	Agile Analytics: Project Management and Continuous Delivery
○ **S5**	Beyond Reports, OLAP, and Dashboards: Emerging Practices, Analytics, and Technologies to Meet Today's Requirements
○ **S6**	Overcoming Information Overload with Best Practices in Data Visualization

MONDAY, SEPTEMBER 22

○ **M1**	TDWI Business Intelligence Architecture: Principles of BI Design
○ **M2**	TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis
○ **M3**	TDWI Design Techniques for Dashboards and Scorecards
○ **M4**	Agile Analytics: Road Mapping, Chartering, and Release Planning
○ **M5**	Business Information and Modern BI: Evolving Beyond the Dimensional Data Mart
○ **M6**	A New Generation of Agile Data Warehousing Architecture
○ **M7A**	CBIP Preparation for the Information Systems Core Exam
○ **M7P**	CBIP Preparation for the Data Warehousing Exam
○ **M8**	Power, Politics, and Partnership: A Path to a More Agile Organization

TUESDAY, SEPTEMBER 23

○ **T1**	TDWI Business Intelligence Program Management
○ **T2**	Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
○ **T3**	TDWI Business Analytics: Exploration, Experimentation, and Discovery
○ **T4**	Agile Data Engineering: New Data Modeling Techniques that Readily Adapt to Constant Change
○ **T5**	TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement
○ **T6**	Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development
○ **T7**	Managing and Evaluating BI Tools plus Dashboard and Visualization Bake-Off
○ **T8**	Designing Your Company's Data Strategy

WEDNESDAY, SEPTEMBER 24

○ **W1**	TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
○ **W2**	TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
○ **W3**	TDWI Predictive Analytics Fundamentals
○ **W4A**	Rapid Business Analytics: The Four Pillars for Agility
○ **W4P**	The Seven Metrics of Highly Successful EDW Programs
○ **W5A**	Big Data: The Tipping Point
○ **W5P**	Social Analytics: Driving Real Business Value with Big Data
○ **W6**	Beyond the Data Warehouse: Architectural Options for Data Integration
○ **W7**	TDWI Data Virtualization: Solving Complex Data Integration Challenges
○ **W8**	Agile Project Management for Information Projects

THURSDAY, SEPTEMBER 25

○ **TH1**	TDWI Project Management for Business Intelligence
○ **TH2**	TDWI Advanced Data Modeling Techniques
○ **TH3**	High-Resolution Resource Allocation: A Step-by-Step Guide to Profiling Business Relationships
○ **TH4**	Extreme Scoping: An Agile Approach to Enterprise-Class Data Warehousing
○ **TH5**	Data Warehouse Automation: Better, Faster, Cheaper … You Can Have It All
○ **TH6**	TDWI Data Governance Innovations: Adapting for Agile, Big Data, and Cloud
○ **TH7**	Building the Business Case for Big Data in Your Data Warehouse

FRIDAY, SEPTEMBER 26

○ **F1**	TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets
○ **F2**	TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity
○ **F3**	Supporting the Analytics-Driven Organization
○ **F4A**	New Data Analytics Architecture
○ **F4P**	Big Data Analytics: Process to Data-Driven Transformations
○ **F5A**	Return on Investment for Information Projects
○ **F5P**	Organizational Change Management: Solving the Hard Soft Issues
○ **F6**	Agile Analytics: Self-Service Requirements through Business Process Discovery Techniques

REGISTRATION QUESTIONS?

Phone: 800.280.6218 or 541.346.3537
(M–F, 8:00 am–5:00 pm PT)
E-mail: tdwireg@ce.uoregon.edu

STEP 2. CALCULATE YOUR PAYMENT

Conference price includes complimentary TDWI Premium Membership. Current TDWI Premium Members get a $275 discount off the conference price (in lieu of complimentary Premium Membership). Multiple-day packages do not require consecutive days.

FEES—EARLY REGISTRATION (Through August 22, 2014)	
USE PRIORITY CODE: SD3	
○ Standard Package (3 days)	$2,235
○ Mega Package (4 days)	$2,805
○ Giga Package (5 days)	$3,305
○ Tera Package (6 days)	$3,725

FEES—REGULAR REGISTRATION (August 23–September 19, 2014)	
○ Standard Package (3 days)	$2,430
○ Mega Package (4 days)	$3,050
○ Giga Package (5 days)	$3,590
○ Tera Package (6 days)	$4,050

FEE FROM TABLE ABOVE $ _____

CURRENT MEMBER DISCOUNT (Deduct $275 from above) – $ _____
Premium Membership status will be validated when your registration is processed

TEAM DISCOUNT (Deduct 10% from above) – $ _____
For 3 or more people from the same company registering at the same time

LATE FEE (After September 19, 2014—add $50) + $ _____

› TOTAL FEE = $ _____

CONFERENCE QUESTIONS?

Phone: 425.277.9181
E-mail: education@tdwi.org

EARLY REGISTRATION DISCOUNT

Register by August 22 and save up to $325

USE PRIORITY CODE SD3

STEP 3. REGISTER

Online: tdwi.org/SD2014/register

Phone: 800.280.6218 or
541.346.3537 (M–F, 8:00 am–5:00 pm PT)

Fax/Mail: Download a registration worksheet and form at tdwi.org/SD2014/fax

Rest easy—online registrations are secure. Our secured server environment keeps your information private.

TDWI's Federal Tax ID Number is 20-4583700.
TDWI is a division of 1105 Media, Inc.

REGISTRATION DEADLINES

Early Registration Deadline (priority code: SD3) . . . . . August 22, 2014
Regular Registration Deadline . . . . . September 19, 2014
After September 19, please register on site. Registration will be limited to space available. You will incur a $50 late registration fee after September 19.

TEAM DISCOUNT

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

TDWI PREMIUM MEMBERSHIP INCLUDED

All registrations for three or more days include a one-year TDWI Premium Membership. If you are already a current TDWI Premium Member, you will instead be eligible for a $275 discount off the conference price (in lieu of complimentary Premium Membership). See page 23 or visit tdwi.org/premium-membership for more information on TDWI Premium Member benefits. Premium Membership is activated on your conference registration date, so you can begin to enjoy benefits right away.

REFUND AND CANCELLATION POLICY

You may substitute another person in your place by calling 800.280.6218 or 541.346.3537 (M–F, 8:00 am–5:00 pm PT) before September 5, 2014. If you must cancel, your refund request must be e-mailed to tdwireg@ce.uoregon.edu no later than September 5. Your fee will be returned, less a 20 percent cancellation fee. No refunds or credits will be issued after September 5.

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

tdwi
PO Box 9020
Renton, WA 98057

PRESORTED
STANDARD
US POSTAGE
PAID
RICHMOND, VA
PERMIT #2743

IN-DEPTH EDUCATION IN BUSINESS INTELLIGENCE, DATA WAREHOUSING, AND ANALYTICS

TDWI WORLD CONFERENCE

San Diego // September 21–26, 2014

KEYNOTE SPEAKERS (See page 1)

KYLE FORBES

Senior Manager, Data Platform
PayPal

Building Effective Agile Data Organizations to Achieve Better Business Value and a More Aligned Technology Strategy

LAURA EVERSON

Analyst—Analytics Services,
Enterprise Analytics, Mayo Clinic

Advanced Agile Best Practices Applied

tdwi.org/SD2014

EARLY REGISTRATION DISCOUNT

Register by August 22 and save up to $325

USE PRIORITY CODE SD3
DETAILS ON PAGE 25

TDWI PARTNERS

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

Actian · DELL Software · IBM · SAS · TERADATA · TREASURE