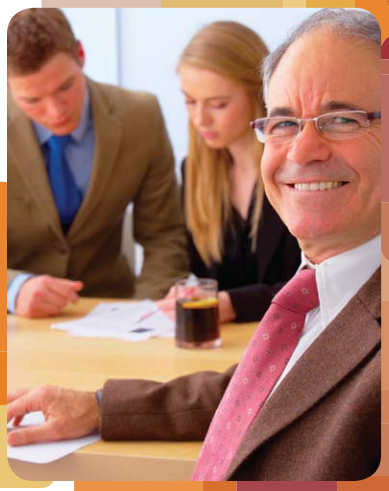
THE PREMIER EVENT FOR BUSINESS INTELLIGENCE AND DATA WAREHOUSING EDUCATION

TDWI World Conference

Orlando, FL • October 28–November 2, 2007

www.tdwi.org/orlando2007



Conference Benefits

- Interact with the most knowledgeable and experienced instructors in the industry
- Gain practical knowledge that you can apply immediately
- Bridge the knowledge and communication gaps between business and IT
- Network and share best practices with your peers

Keynote Speakers See page 3

The Data Quality Dilemma: Why Isn't It Getting Better?

Arkady Maydanchik

Outside In: The Next Generation of BI Innovations

Mark Madsen

tdwi
THE DATA WAREHOUSING INSTITUTE

SPECIAL PROGRAM FOR BUSINESS AND TECHNICAL EXECUTIVES

TDWI Data Governance Summit

Helping Your Business Comply, Integrate, and Transform
Monday, October 29, and Tuesday, October 30

TDWI will clear the confusion around data governance in a two-day summit consisting of lectures, case-study presentations, panels, and interactive exercises. You will hear first-hand from industry experts and practitioners from a variety of industries about the strategies and techniques for successfully governing data on an enterprise scale. The TDWI Data Governance Summit is an ideal opportunity for business and IT executives to get a quick and pragmatic overview of challenges, opportunities, and critical success factors.

Topics include:

- The state of data governance
- The role of data governance in a BI center of excellence
- Enterprise governance
- IT governance and data governance in the age of asset management
- Data governance, systems architecture, and enterprise data management
- Data governance and business transformation
- Data governance and compliance
- Utilizing data governance as an enabler for mergers and acquisitions
- Bottom-up or top-down approaches to instituting data governance
- Designing and deploying sustainable data governance
- And more!

See pages 16–18 for more information about the TDWI Data Governance Summit

Visit Us Online

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

TDWI World Conference Orlando Online Brochure
www.tdwi.org/orlando2007

Online Conference-At-A-Glance
www.tdwi.org/orlando2007/cag

Instructor Information
www.tdwi.org/orlando2007/instructors

Registration and Pricing
www.tdwi.org/orlando2007/pricing

Vendor Exhibition
www.tdwi.org/orlando2007/vendors

Travel and Related Information
www.tdwi.org/orlando2007/generalinfo

Become a Certified Business Intelligence Professional

The CBIP program is designed for those who have knowledge and experience within a particular specialty area and need a respected credential that communicates that expertise to others. This exam-based certification program tests industry knowledge, skills, and experience within five areas of specialization, providing the most meaningful and credible certification available in the industry.

cbip
Certified Business Intelligence Professional

See page 4 for more information about CBIP.

TDWI Partner Members

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

baseline CONSULTING

Microsoft

Business Objects

MicroStrategy Best In Business Intelligence

COGNOS THE NEXT LEVEL OF PERFORMANCE

NETEZZA The Power to Question Everything

CONNECT: The Knowledge Network

ORACLE

DATAFLUX A SAS COMPANY

Pitney Bowes GROUP 1 SOFTWARE

DATAllegro DATA AT THE SPEED OF BUSINESS

sas

DATAUPIA Free your data

SILVERTRAIN

DecisionPath CONSULTING

SYBASE

hp invent

syncsort

IBM

Teradata a division of NCR

INFORMATICA The Data Integration Company

UNISYS imagine it. done.

Join Us in Orlando

My first TDWI conference was in 1997, a time when data warehousing was new and exciting. There have been many developments in the ten years since. Perhaps most notable among the changes is today's focus on business intelligence, with data warehousing positioned as one of many enabling technologies. No matter the growth in BI technologies—performance management, visualization, text and spatial analytics, portals, decision automation, collaboration, appliances, etc.—data is at the core of BI. Useful metrics, monitoring, and analytics are not possible without high-quality data.

TDWI's 2007 World Conference in Orlando recognizes the critical role of data in BI with a track of courses focused on data quality and a two-day data governance summit. Tom Redman anchors the data quality track with his Sunday class, Data Quality for Data Warehousing: A Practical Guide. At the heart of the data quality track are three highly acclaimed "practical skills for data quality" courses from Arkady Maydanchik. Steve Hoberman closes the week with a half-day workshop focusing on his Data Model Scorecard.

The TDWI Data Governance Summit brings you industry experts and practitioners from a variety of industries speaking on strategies and techniques for successfully governing data on an enterprise scale. This two-day summit is an ideal opportunity for business and IT executives to get a quick and pragmatic overview of challenges, opportunities, and critical success factors related to data governance programs.

Beyond data governance and data quality, this conference addresses virtually every aspect of BI. For those seeking to develop core skills, eight of the popular TDWI courses cover a range of topics that includes architecture, data modeling, data integration, testing, and managing BI technology. For your career development interests, take a look at Jennifer Hay's Building a BI Career and Tony Politano's Diving for Success. If your future is in the growing role of business analyst, check out the Business Analyst Bootcamp with John Doran and Bob Ford. And with the buzz of a hot marketplace, the technologists among you are sure to enjoy a full day of classes focused on appliances.

With nearly sixty classes, many of them new or updated, we also offer education in the areas of leadership and management, technology evaluation, project management, and more. Two engaging keynote addresses are certainly not to be missed. Arkady Maydanchik brings data quality down to earth, and Mark Madsen looks at a BI future with the influences of Google, social networking, and other converging technologies. With a strong educational program, many networking opportunities, and the latest technology in the exhibit hall, this conference truly has something for everyone. I hope to see you in Orlando.

Best regards,

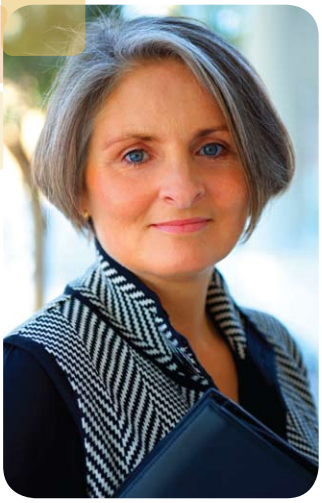
David Wells, CBIP,
Director of Education, TDWI

TDWI World Conference

The Premier Event for Business Intelligence and Data Warehousing Education

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

www.tdwi.org/orlando2007



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THE DATA WAREHOUSING INSTITUTE

Why Choose a TDWI Conference?

In-Depth Education from Top Instructors

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

No Hype. No Fluff. No Bias.

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

Professional Development and Certification

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

Broad Range of Course Offerings

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

Both Business and Technical Education

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

Latest Product and Technology Information

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

What Your Peers Are Saying

"Extremely beneficial as we look to spend the next three years building and refining our data warehouse. Excellent sessions and knowledgeable instructors."

J. Laws, Lakota Local School District

"Excellent training and exposure to latest trends; great peer networking."

A. Asokan, Washington Mutual

"This conference provided valuable insight as our institution begins to incorporate business intelligence into our everyday lives."

L. Papenfus, Kent State University

"[TDWI] stays current with the trends in business intelligence and data warehousing."

S. DeCandia, Pfizer Global Mfg IT

Keynote Presentations

The Data Quality Dilemma: Why Isn't It Getting Better?

Monday, October 29, 8:00–8:45 a.m.

Arkady Maydanchik,
Co-Founder,
Data Quality Group LLC

For more than a decade, data quality has been the focus of much IT effort, and today it is among the hottest topics in the industry. Demand for data quality tools and training, new data quality initiatives, and newly formed data quality departments all indicate that we see data quality as a serious issue. Yet substantial data quality improvements are as elusive today as they were ten years ago. In fact, while some companies have made positive progress toward quality of some individual databases, overall corporate data quality continues to deteriorate. This keynote presentation will help you to understand the root causes of this disturbing phenomenon, and to determine steps that you can take to overcome the data quality dilemma.

Outside In: The Next Generation of BI Innovations

Thursday, November 1, 8:00–8:45 a.m.

Mark Madsen,
President,
Third Nature, Inc.

Will business take back BI? Does the future of BI include you? What will the next generation of developers do with BI? Existing BI technologies are becoming obsolete. The gap between leading and trailing edges of technology infrastructure continues to grow, as indicated by the trend to label everything "2.0." At what point does it become a generational shift with wholesale change?

Cutting-edge technology comes from the periphery—not from the center—similar to the PC revolution of the 1980s. Today's data-centric BI model is becoming a thing of the past, with a shift toward user-centric BI. Are IT organizations prepared for future BI? Or will we cheerfully assume that things will continue as they have been? In this keynote address Mark Madsen uncovers the clues to the future of BI.

Featured Topics in Orlando

While TDWI conferences always cover the full spectrum of business intelligence and data warehousing, the conference in Orlando will also include educational sessions in two areas of emphasis—Data Quality and Data Governance. Below are the sessions being offered in Orlando within these areas:

DATA QUALITY

Data of high quality positions you for a healthy and high-impact BI program that keeps your organization agile and competitive. Data of poor or unknown quality leads to misinformed decision-making processes, flawed business actions, process inefficiencies, and lost opportunities. TDWI recognizes the critical role that data plays in BI systems, and the 2007 TDWI Orlando conference brings you a number of intensive data quality courses.

S4 Integrating Master Data Management and Data Quality Using Enterprise Data Modeling

S5 Data Quality for Data Warehousing: A Practical Guide

MONDAY KEYNOTE
The Data Quality Dilema: Why Isn't It Getting Better?

M5 The Advance Course in Data Governance

T5 Data Quality Assessment—Practical Skills

W4 Ensuring Data Quality in Data Integration—Practical Skills

TH5 Data Conversion, Consolidation, and Cleansing—Practical Skills

F5 Using the Data Model Scorecard to Improve Data Model Quality

› **For course information, see course descriptions starting on page 8.**

DATA GOVERNANCE

At the conference in Orlando, TDWI will clear the confusion around data governance during a two-day summit consisting of lectures, case-study presentations, panels, and interactive exercises. You will hear first-hand from experts and practitioners from a variety of industries about the strategies and techniques for successfully governing data on an enterprise scale.

By attending this summit, you will learn:

- Where to start and where to go with data governance
- Aligning business and IT through data governance
- How data governance helps with compliance, mergers, and business transformation
- Coordinating data governance with IT and corporate governance
- How to tackle data governance problems and opportunities in specific industries
- The role of data governance in business intelligence and data warehousing
- Governance's links to data quality, integration, architecture, and so on
- Staffing and organizational approaches that ensure success
- What to look for in technologies and tools
- And much more!

› **For more information on the summit, see pages 16–18.**

Make TDWI Conferences a Part of Your Professional

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

Selecting Your Courses

This brochure gives you an overview of courses available at the TDWI World Conference in Orlando. A good way to start is to visit the Conference-At-A-Glance pages to see which courses are available throughout the week. Then browse the course descriptions to help you narrow down which courses are right for you. You may want to visit our conference Web site at www.tdwi.org/orlando2007, where more in-depth course and instructor information is available, before you make your final selections.

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

TDWI Evening Education

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

Night School Sessions

Learn about best practices and cutting-edge new topics in TDWI's Night School sessions taught by industry leaders, peers, and vendors. Visit www.tdwi.org/orlando2007 to view the Orlando Night School schedule and course descriptions.

Peer Networking Sessions

Peer Networking sessions provide a forum where you can network with your peers and TDWI instructors on a variety of topics. Visit www.tdwi.org/orlando2007 to see the schedule of Peer Networking sessions offered in Orlando.

Become a Certified Business Intelligence Professional

The CBIP program is designed for those who have knowledge and experience within a particular specialty area and need a respected credential that communicates that expertise to others. This exam-based certification program tests industry knowledge, skills, and experience within five areas of specialization, providing the most meaningful and credible certification available in the industry.

For more information, visit www.cbipro.com.

CBIP Exam Lab—Orlando

Monday: 5:30–7:00 p.m.
Thursday: 5:30–7:00 p.m.
Friday: 8:00 a.m.–3:00 p.m.

cbip
Certified Business Intelligence Professional

Fee Per Exam: $249 non-Members / $225 Members
Exam Duration: Maximum 90 minutes each

Register onsite in Orlando. A sign-up sheet will be posted. If you have a laptop available, please bring it for testing. If not, indicate on the sign-up sheet that you will need one.

CBIP Exam Preparation Courses

TDWI is offering the following CBIP exam preparation courses in Orlando:

TH8A CBIP Preparation for the Information Systems Core Exam
TH8P CBIP Preparation for the Data Warehousing Exam

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

For more information about the CBIP exam preparation courses, see page 30.

Development Plan

Core Discipline Descriptions

The field of BI logically segments into five core disciplines, and our courses are organized in a similar fashion. Use the Conference-At-A-Glance table on pages 6–7 to help you plan your week at TDWI's World Conference in Orlando. Each course is coded to indicate how it corresponds to the five core disciplines. Some courses touch upon more than one core discipline. In those cases, the primary discipline is listed first. For definitions of the five core disciplines, see below:

- **Business Analytics (BA)** focuses on the effective use of data and information to drive positive business actions. The body of knowledge for this area includes both business and technical topics: concepts of performance management, definition and delivery of business metrics, data visualization, and deployment and use of technology solutions such as OLAP, dashboards, scorecards, analytic applications, and data mining.
- **Leadership and Management (L&M)** is a key success factor for BI programs and projects, with a strong focus on effectively integrating people, processes, and technology to deliver business value. The field requires depth of process knowledge including development methodology, program management, and project management, as well as organizational and team-building skills. An understanding of business topics such as business performance management (BPM), customer relationship management (CRM), and supply chain management (SCM) is also needed. A high-level technical understanding of BI applications and data warehousing concepts is also part of the Leadership and Management body of knowledge.
- **Data Analysis and Design (DA&D)** provides the foundation for delivery of BI applications. Analysis concentrates on understanding business needs for data and information. Design focuses on translating business information needs into data structures that are adaptable, extensible, and sustainable. Core skills include information needs analysis, specification of business metrics, and data modeling. A solid understanding of data warehousing concepts, architectures, and processes is also essential.
- **Data Integration (DI)** is fundamental to data warehousing and is a vital process for a rich and robust data resource to deliver BI solutions. Integration includes all of the activities necessary to acquire data from sources, and to transform and cleanse the data. The body of knowledge includes concepts and skills for source data analysis and source qualification, data profiling, source/target mapping, data cleansing and transformation, and ETL development.
- **Administration and Technology (A&T)** covers those areas related to managing the infrastructure and ensuring continuous operation of data warehousing and BI solutions. Technology architecture, technology planning and configuration, system and network administration, capacity planning, growth management, database administration, system and network administration, and access and security administration are essential skills in this area.

Who Should Attend a TDWI World Conference?

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

TDWI World Conference-At-A-Glance

Schedule

SUNDAY, OCTOBER 28 ››

COURSES
Full Day
9:00 a.m.–5:00 p.m.

EVENTS
Attendee Breakfast
8:00–9:15 a.m.
Lunch Break
12:15–1:45 p.m.

MONDAY, OCTOBER 29 ››

KEYNOTE see p. 3
8:00–8:45 a.m.

COURSES
Full Day
9:00 a.m.–5:00 p.m.

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

TUESDAY, OCTOBER 30 ››

COURSES
Full Day
8:00 a.m.–5:30 p.m.
Half Day A
8:00–11:15 a.m.
Half Day P
2:15–5:30 p.m.

EVENTS
Attendee Breakfast
7:1 5–8:15 a.m.
Exhibit Hall Open
and Attendee Lunch
11:15 a.m.–2:15 p.m.
Exhibit Hall Open and Reception
5:00–7:00 p.m.
Hospitality Suites
7:00 p.m.

WEDNESDAY, OCTOBER 31 ››

COURSES
Full Day
8:00 a.m.–5:30 p.m.
Half Day A
8:00–11:15 a.m.
Half Day P
2:15–5:30 p.m.

EVENTS
Attendee Breakfast
7:15–8:15 a.m.
Exhibit Hall Open
and Attendee Lunch
11:15 a.m.–2:15 p.m.
Evening Education
6:00–7:15 p.m.
Hospitality Suites
7:00 p.m.

THURSDAY, NOVEMBER 1 ››

KEYNOTE see p. 3
8:00–8:45 a.m.

COURSES
Full Day
9:00 a.m.–5:00 p.m.
Half Day A
9:00 a.m.–12:15 p.m.
Half Day P
1:45–5:00 p.m.

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

FRIDAY, NOVEMBER 2 ››

COURSES
Full Day
8:00 a.m.–3:30 p.m.
Half Day A
8:00–11:15 a.m.
Half Day P
12:15–3:30 p.m.

EVENTS
Attendee Breakfast
7:15–8:15 a.m.
Lunch Break
11:15 a.m.–12:15 p.m.
CBIP Exam Lab
8:00 a.m.–3:00 p.m.

Course Offerings

S1 p. 8
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
M. Peco DI

S2 p. 8
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
N. Williams BA

S3 NEW! p. 9
Putting the Business Back into BI
D. Wells L&M

M1 p. 12
TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
M. Peco A&T / DA&D

M2 p. 12
BI from Both Sides: Aligning Business and IT
J. Dyché L&M

M3 NEW! p. 13
Agile Project Management for Data Warehouse Projects
L. Moss L&M

M9 p. 16–18
TDWI Data Governance Summit, Day I
Various Speakers

T1 UPDATED! p. 19
TDWI Technology Architecture for BI: Planning and Design of the Technical Infrastructure
J. O'Brien, P. Sheets A&T

T2 UPDATED! p. 19
Evaluating BI Toolsets and BI Tools in Action
C. Howson A&T / BA

T3 UPDATED! p. 20
Evaluating ETL Tools and Technologies: Vendors in Action
M. Madsen DI / A&T

T9 p. 16–18
TDWI Data Governance Summit, Day II
Various Speakers

W1 p. 23
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
S. Hoberman DA&D

W2 p. 23
Data Warehouse Lifecycle Overview
B. Becker DI / DA&D

W3A p. 24
How to Build a Data Warehouse with Limited Resources
C. Imhoff L&M

W3P p. 24
Building a BI Career: A Personal Growth Plan
J. Hay CAREER

TH1 p. 27
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
J. Geiger DI

TH2 UPDATED! p. 27
TDWI Technology Administration for BI: Managing and Supporting BI Technology
D. Larson, P. Sheets A&T

TH3A p. 28
Diving for Success: Using Data Warehousing as a Career Springboard
A. Politano CAREER

TH3P p. 28
Boot Camp for Analysts—Proficiency and Skill Development
J. Doran, B. Ford BA / L&M

F1 p. 31
TDWI Data Integration Testing: Ensuring Quality for ETL and Data Consolidation
D. Larson DI

F2 p. 31
BI Centers of Excellence
L. Loftis L&M

F3A NEW! p. 32
Business Intelligence: A Capability Maturity Model
D. Miller BA / L&M

F3P UPDATED! p. 32
Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
J. O'Brien A&T / L&M

COURSE TRACKS Please note that some classes cover more than one track.

BA BUSINESS ANALYTICS
DA&D DATA ANALYSIS AND DESIGN
A&T ADMINISTRATION AND TECHNOLOGY
L&M LEADERSHIP AND MANAGEMENT
DI DATA INTEGRATION
CAREER

S4 p. 9
Integrating Master Data Management and Data Quality Using Enterprise Data Modeling
L. Moss DI / DA&D

S5 p. 10
Data Quality for Data Warehousing: A Practical Guide
T. Redman DA&D / L&M

S6 p. 10
HandsOn-OLAP
O. Pineda A&T / BA

S7 p. 11
Designing a High-Performance Data Warehouse
S. Brobst A&T

S8 UPDATED! p. 11
BI Technology Review: Developments and Trends
M. Gonzales A&T

M4 p. 13
Beyond the Data Warehouse: Architectural Options for Data Integration
E. Levy DI

M5 p. 14
The Advance Course in Data Governance
T. Redman L&M / BA

M6 p. 14
HandsOn-Business Analytics
M. Gonzales BA / A&T

M7 p. 15
Real-Time Data Warehousing
S. Brobst A&T

M8 p. 15
Leading and Organizing Data Warehousing Teams: Improving Individual and Team Performance
M. Clarry, L. Rickard L&M

T4 p. 20
CDI and MDM in Practice
J. Dyché, E. Levy DI

T5 p. 21
Data Quality Assessment—Practical Skills
A. Maydanchik, D. Wells DA&D/L&M

T6 p. 21
HandsOn-Data Mining
M. Gonzales BA / A&T

T7A p. 22
Universal Patterns in Data Modeling
L. Silverston DA&D

T7P p. 22
The Human Side of Data Integration: Powerful Principles Critical to Success
L. Silverston L&M / DI

T8A p. 22
BI Manager Toolkit: Managing Accountability for Project Success
M. Clarry, L. Rickard L&M

T8P p. 22
BI Manager Toolkit: Negotiating and Resolving Disagreements
M. Clarry, L. Rickard L&M

W4 p. 24
Ensuring Data Quality in Data Integration—Practical Skills
A. Maydanchik DI / DA&D

W5A NEW! p. 25
Demystifying Data Warehouse Appliances
M. Schiff, K. Stanick A&T

W5P NEW! p. 25
Data Warehouse Appliances: Comparative Anatomy
R. Winter, R. Burns A&T

W6 p. 25
HandsOn-ETL
M. Gonzales BA/AT&T

W7A p. 26
Defining and Understanding MDM
D. Linstedt DI / L&M

W7P p. 26
Understanding MDM Technical Deployment: Architecture and the Vendor Landscape
J. Masuoka DI / DA&D

W8 p. 26
Metadata Strategies for BI and DW Environments
T. Gransee DI / A&T

TH4A NEW! p. 28
WIWI BAM
J. Myers L&M / BA

TH4P NEW! p. 28
CPM and MDM
A. Politano L&M / DI

TH5 p. 29
Data Conversion, Consolidation, and Cleansing—Practical Skills
A. Maydanchik, G. Di Loretto DI/DA&D

TH6 p. 29
HandsOn-ETL Testing
M. Gonzales DI

TH7 p. 30
Dimensional Modeling beyond the Basics: Intermediate and Advanced Techniques
L. Reeves DA&D

TH8A p. 30
CBIP Preparation for the Information Systems Core Exam
M. Peco CAREER

TH8P p. 30
CBIP Preparation for the Data Warehousing Exam
M. Peco CAREER

F4 p. 32
VLDW (Terabytes to Petabytes): Concepts and Architectures
D. Linstedt A&T / DA&D

F5 NEW! p. 33
Using the Data Model Scorecard to Improve Data Model Quality
S. Hoberman DA&D

F6A p. 33
HandsOn-Business Intelligence Strategy
M. Gonzales L&M / A&T

F6P p. 33
HandsOn-Risk Mitigation for Business Intelligence
M. Gonzales L&M / A&T

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

Course Descriptions

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

Sunday, October 28, 9:00 a.m.–5:00 p.m.
COURSE S1—DATA INTEGRATION
PREREQUISITE: None

Mark Peco, CBIP,
Partner,
InQvis

You Will Learn

- Basic concepts of data warehousing
- Common language, terminology, and definitions in data warehousing
- Key factors that contribute to data warehousing success
- Risk factors for data warehousing projects
- Common approaches to data warehousing architecture
- Data warehousing roles and responsibilities
- Data warehouse development concepts and best practices
- Data warehouse operations and administration considerations

Geared To

- Anyone new to data warehousing; DW teams that need to develop a common base of concepts and terminology; DW team members who need to understand the roles and responsibilities of others on their team

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

The data-to-value chain describes the transition from data to value as DATA → INFORMATION → KNOWLEDGE → ACTION → OUTCOME → VALUE. This course focuses on those parts of the data-to-value chain that begin with data and end with information.

For an introduction to the INFORMATION → ... → VALUE portion of the chain, consider S2, TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact.

"[This course] gave me great ideas to take back to work."
M. Bowen, Delta Community Credit Union

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

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

TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

Sunday, October 28, 9:00 a.m.–5:00 p.m.
COURSE S2—BUSINESS ANALYTICS
PREREQUISITE: None

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

You Will Learn

- The factors that contribute to maximum business value
- Six common kinds of BI/DW business applications
- Key elements and common applications of business analytics
- The roles of dashboards, scorecards, and analytic applications
- The relationships between business intelligence and data warehousing
- Components of the BI infrastructure: people, processes, and technologies
- Best practices and common mistakes in BI programs

Geared To

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

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

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

This course focuses on those parts of the chain that begin with information and end with value. For an introduction to the DATA à INFORMATION portion of the chain, consider S1, TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing.

"Excellent information. This course has very high business value."
W. Watters, Union Telephone

"[This course] reinforced many of the ideas I had about what BI architecture and governance should be and gave me pointers on what needs to be thought about, changed, or implemented."
B. Gislason, Landsbanki Islands

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

Putting the Business Back into BI

NEW!

Sunday, October 28, 9:00 a.m.–5:00 p.m.
COURSE S3—LEADERSHIP & MGMT
PREREQUISITE: None

David Wells, CBIP,
Director of Education,
TDWI

You Will Learn

- Six principles of business measurement and their roles in creating business value
- Seven elements of corporate governance and their roles in BI
- Eight dimensions of business management and their relationships to BI
- How measurement, management, and governance combine to create high-impact BI

Geared To

- Sponsors and key stakeholders in BI programs, BI program and project managers, business analysts, designers and developers of business analytics systems

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, etc. it is time to put the business back into BI.

The purpose of BI is to deliver information that makes a difference—real contributions to the mission and goals. The challenge lies in making a strong connection between goals and information. All too often BI delivers obvious and easy metrics, missing opportunities for high-impact information. This course provides a framework to develop and manage "big picture" BI using clearly defined relationships to management, measurement, and governance.

Integrating Master Data Management and Data Quality Using Enterprise Data Modeling

Sunday, October 28, 9:00 a.m.–5:00 p.m.
COURSE S4—DATA INTEGRATION / DATA ANALYSIS & DESIGN
PREREQUISITE: None

Larissa T. Moss,
President,
Method Focus, Inc.

You Will Learn

- Purpose and components of an enterprise data model
- Top-down, bottom-up, and middle-out approaches to enterprise data modeling
- Pragmatic approach for modeling master data and improving data quality
- How enterprise data modeling integrates into a spiral BI/DW development methodology
- Roles and responsibilities for enterprise data modeling

Geared To

- DW/BI program and project managers; data management staff (DA, DBA, DQ, MDA, EIM, ICOE, etc.); business sponsors and end users

Enterprise data modeling (EDM) got a bad reputation in the late 1980s, and for good reason—it took too long to model the entire enterprise, and the model had little or no effect on how systems were built. It was perceived as a wasted effort, and the practice was abandoned by most companies. However, in the late 1990s, it became clear that we had thrown the baby (sound data management principles) out with the bathwater (tedious and ineffective approaches). As a result, new disciplines started to emerge, such as metadata management, data governance, data stewardship, master data management, total quality data management (TQdM*), enterprise information management, information center of excellence, and so on.

These new disciplines all strive to achieve the same goal as EDM; namely to create/maintain an inventory of data assets that are unique, accurate, reusable, and traceable. This course will teach you how to use the powerful techniques of EDM to integrate master data management and data quality, and how to adapt EDM activities to the fast-paced and agile BI/DW environment of today.

* Larry English, *Improving DW and Business Information Quality*

"Excellent. Hit they key points and emphasized the important areas...was well delivered."

S. Dham, OSFI

Data Quality for Data Warehousing: A Practical Guide

Sunday, October 28, 9:00 a.m.–5:00 p.m.
COURSE S5—DATA ANALYSIS & DESIGN / LEADERSHIP & MGMT
PREREQUISITE: None

Thomas C. Redman
The "Data Doc,"
Navesink Consulting Group

You Will Learn

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

Geared To

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

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

"Provides a solid framework for identifying and addressing data quality issues from a political and technical standpoint."

S. Grover, Business Driven Data

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

D. Herbert, Russell Investment Group

HandsOn-OLAP™

Sunday, October 28, 9:00 a.m.–5:00 p.m.
COURSE S6—ADMIN & TECH / BUSINESS ANALYTICS
PREREQUISITE: Understanding of relational database and DW terms and concepts

Olga L. Pineda, CBIP,
HandsOn–BI LLC

You Will Learn

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

Geared To

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

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

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

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

Enrollment is limited to 30 attendees.

"Helped me understand what to look for as we have been searching for a new OLAP tool. I really like the hands-on approach."

M. Lampe, SSM Healthcare

Designing a High-Performance Data Warehouse

Sunday, October 28, 9:00 a.m.–5:00 p.m.
COURSE S7—ADMIN & TECH
PREREQUISITE: Database and systems knowledge

Stephen A. Brobst,
Managing Partner,
Strategic Technologies & Systems

You Will Learn

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

Geared To

- Technical architects; DBAs; DW administrators

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

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

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

B. Pennington, Rollins, Inc.

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

W. Graves, Healthcare Management Administrations

BI Technology Review: Developments and Trends UPDATED!

Sunday, October 28, 9:00 a.m.–5:00 p.m.
COURSE S8—ADMIN & TECH
PREREQUISITE: None

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

You Will Learn

- Emerging technology that is shaping our future
- Recent changes and developments for existing BI technology and vendors
- One- and two-year predictions for existing BI technology and vendors
- Vital and pressing issues to consider for your BI environment and strategy

Geared To

- Program and project managers; technical architects; BI application and data warehouse developers; database and systems administrators

Staying abreast of ever-changing technology is difficult. Yet it is "a must" for every BI professional. Whether you are a manager, developer, architect, or administrator, you need to stay informed about the rapidly changing technologies that make business intelligence work.

Michael Gonzales is in touch with what is new and upcoming in the world of BI technology. Keeping his ever-popular HandsOn series of courses up to date and writing TDWI's quarterly Technology Update column is challenging. These activities demand that Gonzales is continuously aware of vendor plans, informed of new and innovative entries into the marketplace, and on top of product growth and evolution. From servers and infrastructure to analytic applications, this session offers an objective and unbiased look at what is happening in the world of BI technology.

Expect this to be a lively, engaging, and interactive session. Beyond hearing about new and emerging technology, you will see product features demonstrated and have the opportunity to join in discussion about the current and future states of the technology.

"Understanding the strengths and weaknesses of each vendor in the respective technology helps me accurately assess best fit in my organization. Great job. The side-by-side comparisons helped draw out a number of things. The instructor had great insight into this space."

B. Wells, The Principal Financial Group

"A clear understanding and picture of the technologies and vendor movements. If there's a single example of Michael Gonzales's hands-on nature, this is it!"

C. Rice, Infovative LLC

TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach

Monday, October 29, 9:00 a.m.–5:00 p.m.
COURSE M1—ADMIN & TECH / DATA ANALYSIS & DESIGN
PREREQUISITE: None

Mark Peco, CBIP,
Partner,
InQvis

You Will Learn

- To distinguish between various data warehouse architectures
- To distinguish between top-down, bottom-up, and hybrid methodologies
- To understand dependencies between architecture and methodology
- To assess cost, value, and time-to-delivery implications of various approaches
- To use a systematic approach to determine the best-fit architecture and methodology for your DW program

Geared To

- DW/BI program and project managers; data architects; anyone who participates in making architecture and methodology decisions; anyone who needs to understand differences between the various approaches

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

This course focuses on those parts of the data-to-value chain that begin with information and end with value. For an introduction to the DATA → INFORMATION portion of the chain, consider S1, TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing.

"This course raised many questions in regards to my warehouse architecture. I now recognize that I need to revisit my initial plan. Thank you for your insight. This was a very good presentation of a complicated subject."

S. Gilliland, Memphis Managed Care Corp.

"This was an extremely useful course, chock full of useful, unbiased information."

S. Cunningham, Emcore, Corp.

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BI from Both Sides: Aligning Business and IT

Monday, October 29, 9:00 a.m.–5:00 p.m.
COURSE M2—LEADERSHIP & MGMT
PREREQUISITE: None

Jill Dyché, CBIP,
Partner and Co-Founder,
Baseline Consulting

You Will Learn

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

Geared To

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

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

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

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

"Jill is an outstanding presenter and is able to keep your attention the entire time. The course has exceeded my expectations and I know that I will refer back to her notes as we move forward with our own project."

S. Cunningham, Emcore Corp.

"Good visioning and articulation of key BI program, strategy, and governance concepts that can help me drive change. Time well spent."

A. Pearce, Parson Consulting

Agile Project Management for Data Warehouse Projects

NEW!

Monday, October 29, 9:00 a.m.–5:00 p.m.
COURSE M3—LEADERSHIP & MGMT
PREREQUISITE: Basic understanding of project management and data warehousing

Larissa T. Moss,
President,
Method Focus, Inc.

You Will Learn

- How to recognize and mitigate common DW risks and identify critical success factors
- How to build your BI applications using software releases (based on XP principles)
- How to use a spiral DW methodology to define, plan, and control your project
- How to organize and empower your project teams, including their roles and responsibilities
- How to overcome organizational and cultural barriers to implementing this new approach
- How to coordinate and manage multiple inter-dependent DW projects under one BI Program

Geared To

- Project managers; project leads; business managers; end users

As you are managing your DW project, you draw upon your past experience as a project manager. But to your dismay, you find that in spite of your experience, your DW project is unusually difficult to manage. The requirements appear to be a "moving target." Communication between staff members takes too long. Assigning tasks in a traditional way seems to result in too much rework. Using a traditional methodology does not work. To top it all off, the business users are pressuring you for quick deliverables (90 days or less) as they are still "refining" their requirements. As the DW team scrambles to meet those expectations, data standardization is skipped, testing is cut short, documentation is not done, and quality is compromised. The end result is often an independent data mart—always accompanied by the promise to clean it up later and to consolidate it with the other silo data marts (and data warehouses), which regrettably rarely happens. Sound familiar?

So, how can you "have your cake and eat it too?" In other words, how can you do it right and still deliver in 90 days? You have to set aside some of the traditional project management disciplines and try a new approach. In this course, you will learn about self-organizing project teams, spiral methodologies, and "extreme scoping" (a development method based on software releases).

Beyond the Data Warehouse: Architectural Options for Data Integration

Monday, October 29, 9:00 a.m.–5:00 p.m.
COURSE M4—DATA INTEGRATION
PREREQUISITE: An understanding of fundamental technology architectures

Evan Levy, CBIP,
Partner and Co-Founder,
Baseline Consulting

You Will Learn

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

Geared To

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

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

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

In this session, Evan Levy will identify the architectural trade-offs and issues associated with each solution—from performance and functionality to flexibility and efficiency. He will present examples and case studies where these new integration architectures and methods have been implemented. Along the way, he'll pepper the course with architectural examples that illustrate new ways of solving often age-old data integration dilemmas.

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

D. Frantz, Merck

Course Descriptions

The Advance Course in Data Governance

Monday, October 29, 9:00 a.m.–5:00 p.m.
COURSE M5—LEADERSHIP & MGMT / BUSINESS ANALTYICS
PREREQUISITE: None

Thomas C. Redman,
The "Data Doc,"
Navesink Consulting Group

You Will Learn

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

Geared To

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

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

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

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

HandsOn-Business Analytics™

Monday, October 29, 9:00 a.m.–5:00 p.m.
COURSE M6—BUSINESS ANALYTICS / ADMIN & TECH
PREREQUISITE: Understanding of relational database and data warehouse terms and concepts

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

You Will Learn

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

Geared To

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

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

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

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

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

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

Enrollment is limited to 30 attendees.

Real-Time Data Warehousing

Monday, October 29, 9:00 a.m.–5:00 p.m.
COURSE M7—ADMIN & TECH
PREREQUISITE: Knowledge of DW fundamentals

Stephen A. Brobst,
Managing Partner,
Strategic Technologies & Systems

You Will Learn

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

Geared To

- DW architects, designers, developers, and administrators

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

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

"A very good starting point to understand the challenges and avoid mistakes if you want to establish a real-/right-time data warehouse. Very good theoretical and practical introduction to real-time DWH. The presentation answered a lot of questions I had to this issue."

P. Baun, Coloplast A/S

"Stephen is an excellent presenter—great communication skills. The course materials provide amazing detail that will help me when I get back to the office."

K. Wright, Eli Lilly & Company

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

Monday, October 29, 9:00 a.m.–5:00 p.m.
COURSE M8—LEADERSHIP & MGMT
PREREQUISITE: None

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

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

You Will Learn

- A framework for analyzing individual and team performance
- Managing change readiness in the data warehousing team
- Pragmatic tips for doing more with less
- Ways to improve cross-functional collaboration
- Decision-making options that increase buy-in
- Roles and responsibilities for successful data warehousing teams

Geared To

- Business sponsors; IT and data warehousing professionals; program and project managers who want a fresh perspective; new managers and team members who want to create a great work environment

Data warehousing projects struggle with a variety of issues that chronically inhibit success. Some of these issues are technical—many are not. At the core of these issues are cultural and people challenges. Many of these issues are not unique to data warehousing, yet continue to be opportunities to improve performance. Is your data warehousing team struggling with change, unclear roles and responsibilities, lack of agreement, finger pointing, or an unpredictable culture?

Has your organization learned how to focus on results, create a productive environment, and partner with your business customers? Regardless of your position on the data warehousing team, this entertaining class will provide you with practical tips and techniques for leading your team through these issues.

"This was very valuable. Perhaps the most valuable course I have had all week. A program is nothing without a good team."

E. Jenness, Scripps Networks

"This course was outstanding, with a great deal of audience involvement and participation. The right content and examples!"

C. Chan, ASA

OCTOBER 29–30, 2007

SPECIAL PROGRAM FOR BUSINESS AND TECHNICAL EXECUTIVES

TDWI Data Governance Summit

Helping Your Business Comply, Integrate, and Transform

Day One: Monday, October 29, 2007, 9:00 a.m.–5:00 p.m.
Day Two: Tuesday, October 30, 2007, 8:00 a.m.–5:30 p.m.

COURSE M9 / T9—LEADERSHIP & MGMT
PREREQUISITE: None

SPECIAL

Two-day Data Governance Summit Package available.

See pages 36–37 for details.

Practical Advice from Data Management and Business Professionals!

The goal of most data governance programs is to enable an organization to treat data as an organizational asset. Achieving this goal, however, demands many interim goals—most involving dramatic change. For example, data governance transforms an organization's data, its data management technology, who owns the data, and how the organization uses data. Sweeping changes like these need a central organizational structure like a data governance committee or board, staffed with both business and technology people. The board must institute and enforce policies and procedures for data management and business use of data. And data governance is best coordinated with IT governance and corporate governance.

Once underway, data governance touches many aspects of a business and its technology. Data governance affects data-driven business initiatives like compliance, business intelligence, business transformation, and mergers and acquisitions. When executed broadly, data governance becomes a part of almost all data management practices, including data quality, integration, administration, architecture, and warehousing.

Given the complexity of data governance and its many influences, it's no surprise that confusion abounds. Few data management or business professionals have done it with any depth or breadth. There are many approaches to data governance, as seen in the diverse best practices of user organizations and the array of products offered by software vendors. And people in the same organization can't agree on basic questions like "where do we start?" or "who serves on the governance committee?"

TDWI will clear the confusion around data governance in a two-day summit consisting of lectures, case-study presentations, panels, and interactive exercises. The sessions of this jam-packed event touch all the many business and technology issues that data governance touches. You will hear first-hand from industry experts and practitioners from a variety of industries about the strategies and techniques for successfully governing data on an enterprise scale.

You Will Learn

- Where to start and where to go with data governance
- How to align business and IT through data governance
- How data governance helps with compliance, mergers, and business transformation
- When to coordinate data governance with IT and corporate governance
- How to tackle data governance problems and opportunities in specific industries
- The role of data governance in business intelligence and data warehousing
- Governance's links to data quality, integration, systems architecture, and so on
- Staffing and organizational approaches that ensure success
- What to look for in technologies and tools
- And much more!

Don't Miss This Opportunity!

The TDWI Data Governance Summit is an ideal opportunity for business and IT executives to get a quick and pragmatic overview of challenges, opportunities, and critical success factors.

FEATURED SPEAKERS

ALICIA G. ACEBO
Principal and Founder,
Rock Paper Data Consulting

KANON COZAD
Senior Vice President and
Director of Application Development,
UMB Financial Corp.

LEE DOSS
Senior IT Architect,
IBM

JILL DYCHÉ, CBIP
Partner and Co-Founder,
Baseline Consulting

KEVIN KRAMER
Senior Vice President
and Director of Enterprise Sales,
UMB Financial Corp.

JOHN LADLEY
Director,
Navigant Consulting, Inc.

LISA LOFTIS
Senior Vice President,
Intelligent Solutions, Inc.

DAVID LOSHIN
President,
Knowledge Integrity, Inc.

ROBERT LUX
Managing Director Data Services,
Data and Platform Services, GMAC

PHILIP RUSSOM
Senior Manager,
TDWI Research

BARBARA SHELBY
Senior Software Engineer,
IBM

DARREN TAYLOR
Vice President, Information
Access Division,
Blue Cross Blue Shield Kansas City

TDWI Data Governance Summit Agenda

Monday, October 29

The State of Data Governance, Part I — 9:00 a.m.

Philip Russom, Senior Manager, TDWI Research

Ever wonder what other companies are doing to govern data? TDWI recently surveyed data professionals and their business sponsors, and discovered that user organizations are actively embracing data governance, driven by a range of issues including compliance, business intelligence, sales opportunities, mergers, and corporate or IT governance. This two-part presentation quantifies the current state of users' practices so attendees will have metrics for assessing the state of their own initiatives.

Improving Customer Data through Organizational Change and Data Governance — 9:30 a.m.

Darren Taylor, Vice President, Information Access Division, Blue Cross and Blue Shield of Kansas City

Due to competitive pressure, Blue Cross and Blue Shield of Kansas City (BCBSKC) needed to provide better information for its customers, including insured members, employer groups, and healthcare providers. But success demanded they first build a data governance team of business and IT professionals to coordinate data integration, cleansing, and analysis functions. Through a suite of analytic tools applied to a comprehensive integrated data warehouse, BCBSKC now provides consistent, clean, and current data to both external customers and internal decision makers.

Morning Break — 10:30 a.m.

Enterprise Governance: Corporate Control Balanced with Product Autonomy — 10:45 a.m.

TDWI 2006 Best Practices Award Winner for Data Governance

Barbara Shelby, Senior Software Engineer, IBM

Lee Doss, Senior IT Architect, IBM

Flexible governance may sound like an oxymoron, but it's not. Flexibility and innovation are driving forces in IBM's business growth, and are present in its enterprisewide governance model. The initial focus is on coupling strategic business goals with investments in information technology. Once investment plans are made, IBM's governance model provides consumable information management (IM) guidance, with flexibility for autonomous execution at the project level. This governance backdrop assures that the right guidance is available to the right players at the right time, thus assuring success.

Lunch Break — 12:00 p.m.

The Role of Data Governance in a Business Intelligence Center of Excellence — 1:30 p.m.

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

Most business intelligence (BI) initiatives focus on the mechanics of getting data in and out of BI systems. Data governance can extend these activities to ensure that data is clean, accurate, and properly sourced, as well as compliant with internal policies and external regulations. Since governance succeeds best when supported by a cross-functional organizational structure, the BI center of excellence can be an effective way to define data governance for BI, as this presentation explains.

Attendee Roundtable, I — 2:15 p.m.

Groups of attendees will discuss management and organizational issues for data governance initiatives.

Turning Data into a Corporate Asset through Governance, Systems Architecture, and Enterprise Data Management — 3:00 p.m.

Alicia G. Acebo, Principal and Founder, Rock Paper Data Consulting

Data governance, systems architecture, and enterprise data management have synergies that contribute to a common goal—data as a corporate asset. The synergies are realized largely through interactions between the business and IT. And the synergies and interactions evolve as the company evolves, requiring a different mix for small new startups versus large mature corporations. This presentation will share case studies that explore these synergies and interactions in companies of differing ages and sizes.

Afternoon Break — 4:00 p.m.

EXECUTIVE PANEL: Supporting Data Governance with Vendor Tools and Platforms — 4:15 p.m.

Representatives from Business Objects, Dataflux, Exeros, Informatica, and Trillium

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

Cocktail Reception — 5:30–7:00 p.m.

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

TDWI Data Governance Summit Agenda

Tuesday, October 30

The State of Data Governance, Part II — 8:00 a.m.

Philip Russom, Senior Manager, TDWI Research

Data Governance and Business Transformation — 8:30 a.m.

TDWI 2006 Best Practices Award Winner for Data Governance

Kanon Cozad, Senior Vice President and Director of Application Development, UMB Bank

Kevin Kramer, Senior Vice President and Director of Enterprise Sales, UMB Bank

UMB decided to morph into a customer-centric, holistic customer information and service company. To achieve this transformation, UMB broke down some organizational silos that segregated customers and provided a mechanism for aggregating customer information. UMB succeeded, thanks to a data governance program directly sponsored by the highest level of management, which focuses on business change, with technology kept in a supporting role. UMB's data governance program continues to foster positive change, but now also drives business growth.

Morning Break — 9:30 a.m.

Data Governance and Compliance: A Mission Critical Balancing Act — 9:45 a.m.

John Ladley, Director, Navigant Consulting, Inc.

Regulators are requesting access to increasing amounts of information. Many firms use a lack of audit preparedness as justification to implement strong data governance and information management. However, governance in support of regulatory compliance requires skills beyond basic data management. An open mind, specialized techniques, and strong culture management skills are key. This presentation will cover the critical success factors of data governance applied to compliance.

Utilizing Data Governance as an Enabler for Mergers and Acquisitions — 10:30 a.m.

Robert Lux, Managing Director Data Services, GMAC

In 2006, GMAC Residential Mortgage (RESI) and GMAC RFC merged to create GMAC ResCap. This was a merger of two equals, although RESI had an established data governance program, whereas RFC did not. The merger was an opportunity to revamp data governance, which, in today's newly merged ResCap, plans the integration of major application systems, identifies strategic enterprise data to be hosted in an enterprise data repository, and provides policies and procedures for enterprise data management.

Lunch in the TDWI Exhibit Hall — 11:30 a.m.

Bottom-Up or Top-Down? Two Approaches to Instituting Data Governance — 1:30 p.m.

David Loshin, President, Knowledge Integrity, Inc.

This presentation shares two contrasting case studies. One organization started at the bottom by standardizing shared data, and worked upward to a data standards governance framework. The other firm worked top-down from a consolidated enterprise application suite, for which senior management demanded data governance. The cases reveal "gotchas" to avoid in communication, concept standardization, and operational processes, as well as success factors around data quality, metadata, and policy management.

Attendee Roundtable, II — 2:15 p.m.

Groups of attendees will discuss where to start with a data governance initiative and where to go next.

A Data Governance Manifesto: Designing and Deploying Sustainable Data Governance — 3:00 p.m.

Jill Dyché CBIP, Partner and Co-Founder, Baseline Consulting

Formalizing sustainable data governance processes and socializing them to an often-wary organization are critical components to data governance success. But the bigger challenge is the deliberate planning of data governance as an established set of enterprise-scale processes. In this session, Jill Dyché will provide examples of what works in rolling out a formal data governance framework, how to overcome organizational and cultural barriers, and considerations for enlisting the right players for long-term data governance success.

Afternoon Break — 4:00 p.m.

EXPERT PANEL: Where Is Data Governance Going? — 4:15 p.m.

Various summit speakers, moderated by Philip Russom, TDWI Research

Data governance will impact all data management practices and data-driven business processes. Or will it? This freewheeling panel session will debate this question, plus others, like: Where should an organization start when initiating data governance? What kind of organizational structures help to support DG? What's the tip-off that you really need data governance? Can you do DG per application, or must it tie into IT or corporate governance? Don't miss the lively discussion of these critical issues.

Wrap-Up and Next Steps — 5:00–5:30 p.m.

Philip Russom, Senior Manager, TDWI Research

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

Tuesday, October 30, 8:00 a.m.–5:30 p.m.
COURSE T1—ADMIN & TECH
PREREQUISITE: None

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

Paul Sheets, CBIP,
Principal Consultant, DecisionPath Consulting

You Will Learn

- Functional requirements of BI technology
- Non-functional (operational, environmental, structural, and business) requirements of BI technology
- Kinds of BI technologies and the roles of each
- Resources and techniques to explore and understand various technologies
- Balancing single-vendor suites versus best-of-breed
- Designing an adaptable technology architecture
- Balancing technology standards with solution versatility
- Describing and publishing technology architecture

Geared To

- BI/DW systems and technical architects; technology administrators; DBAs; systems administrators for BI/DW systems

Technology architecture establishes the foundation of a BI environment that is able to adapt with changes in business needs and changes in technology. A carefully configured technology infrastructure is essential to satisfy the common service-level goals of BI—availability, reliability, scalability, security, and performance. Yet designing sound technology architecture is challenging because BI technologies are many, diverse, and continuously changing. This course teaches the skills needed to meet the challenge of technical architecture design. From collecting technology requirements to documenting and publishing the architecture, you'll learn the necessary skills through a combination of lecture, illustration, and practice.

Evaluating BI Toolsets and BI Tools in Action — UPDATED!

Tuesday, October 30, 8:00 a.m.–5:30 p.m.
COURSE T2—ADMIN & TECH / BUSINESS ANALYTICS
PREREQUISITE: Knowledge of DW fundamentals; understanding of OLAP ideal

Cindi Howson,
Founder, BIScorecard®

You Will Learn

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

Geared To

- Project sponsors; business analysts; BI application owners

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

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

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

"Thank you for an incredible course on evaluating BI toolsets. Your course went a long way to showing the strengths and weaknesses of key vendors' existing products, as well as providing specific guidelines to follow when evaluating any BI toolset."
S. Vigo, Ameristar Casinos

"Cindi's knowledge and experience is evident in her approach to evaluating BI toolsets. Watching her moderate the vendor evaluation was enlightening!"
D. Dalhamer, Standard Register Company

Evaluating ETL Tools and Technologies: Vendors in Action

UPDATED!

Tuesday, October 30, 8:00 a.m.–5:30 p.m.
COURSE T3—DATA INTEGRATION / ADMIN & TECH
PREREQUISITE: Understanding of relational database and DW terms/concepts

Mark Madsen,
President,
Third Nature, Inc.

You Will Learn

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

Geared To

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

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

Session 1: Evaluating ETL Tools
The first session describes the trade-offs between buying products and building your own ETL, a summary of products on the market, and the process and criteria for reviewing those products. It will help you arrive at a shortlist of tools to evaluate, and give you an idea of how to compare them.

Session 2: Vendors in Action
Using a proof-of-concept format, we will take an in-depth look at some of the leading ETL products on the market. This demonstrates how some of the leading ETL products work on common scenarios encountered in data extraction and integration projects.

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

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

"Excellent class! Actual head-to-head comparison of three different tools gives ways to determine how to make an intelligent decision process work for your criteria. We are looking for an ETL tool to replace a homegrown load program. Mark gave me questions to ask, ways to look at tools, etc., to make our decision. Great job!"

B. Pennington, Rollins, Inc.

"Excellent primer in getting started selecting an ETL tool. Mark is the best instructor I have had thus far. Great job!"

M. Rogers, Dunkin Brands, Inc.

CDI and MDM in Practice

Tuesday, October 30, 8:00 a.m.–5:30 p.m.
COURSE T4—DATE INTEGRATION
PREREQUISITE: None

Jill Dyché, CBIP,
Partner and Co-Founder,
Baseline Consulting

Evan Levy, CBIP,
Partner and Co-Founder,
Baseline Consulting

You Will Learn

- Definitions and descriptions of CDI and MDM
- How MDM co-exists with your data warehouse infrastructure
- How CDI/MDM can drive executive support for data governance
- Why MDM implementation is different—and what the steps are
- Key roles in an MDM development group
- Next steps for launching successful CDI/MDM

Geared To

- CIOs and chief data officers; business sponsors and end users; data management staff; program and project managers; center of excellence staff; application developers

Master data management (MDM) represents nothing less than the convergence of different IT components, including business intelligence, service oriented architecture, data integration, real-time data access, and data quality. In this presentation, Jill Dyché and Evan Levy will present considerations for evaluating, implementing, launching, and sustaining the management of customer master data via customer data integration (CDI).

The session will begin with a look at the business drivers for MDM, with special emphasis on the business, organizational, and process impacts for companies with incumbent data warehouse and BI solutions. We'll include an introduction to the various types of MDM architectures and offer checklists to help guide you to the best approach for your organization.

The afternoon will focus on development best practices for MDM, explaining why CDI implementation is different than standard data warehouse and BI development processes. We'll offer a step-by-step approach to guide your execution. Jill and Evan will explain why common data integration practices are changing to meet both strategic and operational needs, ultimately converging into a unified CDI framework. Throughout the course, they'll present real-life use cases of MDM "in action" to illustrate best practices and provide you with techniques for your own successful deployment.

Data Quality Assessment—Practical Skills

Tuesday, October 30, 8:00 a.m.–5:30 p.m.
COURSE T5—DATA ANALYSIS & DESIGN / LEADERSHIP & MGMT
PREREQUISITE: None

Arkady Maydanchik,
Co-Founder,
Data Quality Group LLC

David Wells, CBIP,
Director of Education,
TDWI

You Will Learn

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

Geared To

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

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

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

"Arkady's passion for this subject comes through in his teaching. His brisk pace and passion make for a great class."

S. Grover, Business Driven Data

"Excellent session! Great presenter! Great material!"

H. Rubato, Bayter

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

HandsOn-Data Mining™

Tuesday, October 30, 8:00 a.m.–5:30 p.m.
COURSE T6—BUSINESS ANALYTICS / ADMIN & TECH
PREREQUISITE: Knowledge of DW and BI terminology and concepts

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

You Will Learn

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

Geared To

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

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

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

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

Enrollment is limited to 30 attendees.

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

R. Morrissey, MITS

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

Universal Patterns in Data Modeling

Tuesday, October 30, 8:00–11:15 a.m.
COURSE T7A—DATA ANALYSIS & DESIGN
PREREQUISITE: Basic knowledge of data modeling concepts

Len Silverston,
President,
Universal Data Models, LLC

You Will Learn

- Powerful patterns for modeling common types of data such as roles, statuses, categories, and hierarchies using specific and abstract styles of modeling
- Data modeling pitfalls and "war stories"
- How organizations have applied these patterns
- How you can apply these patterns through hands-on exercises

Geared To

- Data modelers; data warehouse designers; data analysts; DBAs; any other data professional involved in data modeling

This interactive course will share valuable patterns to jump-start and quality-assure any data modeling effort. We will provide alternatives for modeling some of the most common types of data modeling constructs and discuss the pros and cons of various ways to model these types of constructs. There will be interactive exercises where you can practice applying these patterns to create or quality-assure data models for your organization.

The Human Side of Data Integration: Powerful Principles Critical to Success

Tuesday, October 30, 2:15–5:30 p.m.
COURSE T7P—LEADERSHIP & MGMT / DATA INTEGRATION
PREREQUISITE: None

Len Silverston, *President, Universal Data Models, LLC*

You Will Learn

- Political and cultural factors and principles critical to effective data integration
- Tools to enable data integration, such as keys to facilitating common vision, developing trust, and managing conflict
- Real-life stories of how culture and politics affected integration
- How to apply these tools through interactive exercises

Geared To

- Executives; managers; data architects; data warehouse designers; enterprise architects; data modelers; any professional focused on integrating data

A key to any information integration effort such as data warehousing or data management is understanding the personal, cultural, and political environment and employing key principles and tools to enable success. This seminar will share principles, techniques, and exercises to help understand and move toward an environment that enables integration.

BI Manager Toolkit: Managing Accountability for Project Success

Tuesday October 30, 8:00–11:15 a.m.
COURSE T8A—LEADERSHIP & MGMT
PREREQUISITE: None

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

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

You Will Learn

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

Geared To

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

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

BI Manager Toolkit: Negotiating and Resolving Disagreements

Tuesday, October 30, 2:15–5:30 p.m.
COURSE T8P—LEADERSHIP & MGMT
PREREQUISITE: None

Maureen Clarry, *CEO/President, CONNECT: The Knowledge Network*
Lorna Rickard, *Chief Workforce Architect, CONNECT: The Knowledge Network*

You Will Learn

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

Geared To

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

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

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

Wednesday, October 31, 8:00 a.m.–5:30 p.m.
COURSE W1—DATA ANALYSIS & DESIGN
PREREQUISITE: Knowledge of DW concepts and BI fundamentals

Steve Hoberman, CBIP,
President,
Steve Hoberman & Associates, LLC

You Will Learn

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

Geared To

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

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

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

"I've been modeling data for the past 20 years, but I began learning something new in the first 15 minutes. Steve is a fountain of modeling insight. He is an extremely interesting instructor."

B. Bergh, DoubleStar

"This class was at the exact level I needed. I already understood the difference between relational and dimensional models, but now I have an even better understanding of the 'how' and 'why' between the two."

L. Hibbard, National Instruments

Data Warehouse Lifecycle Overview

Wednesday October 31, 8:00 a.m.–5:30 p.m.
COURSE W2—DATA INTEGRATION / DATA ANALYSIS & DESIGN
PREREQUISITE: None

Bob Becker,
The Kimball Group

You Will Learn

- Proven approach to successfully build a DW
- Best practice techniques for handling crucial tasks
- Methods to address common pitfalls and "gotchas"

Geared To

- Those wanting to understand the core elements of the entire data warehouse lifecycle, including project and program managers, business sponsors and users, data architects or modelers, analytic application developers, ETL system developers, and technical architects or administrators

The course begins with an overview of the lifecycle and coverage of the requirements gathering process, since business requirements should be the foundation of every data warehouse. The next section covers the basic concepts of dimensional modeling.

The second half of the course demystifies data warehouse architecture by focusing on the fundamentals: What goes into the architecture, and how do we actually create an architecture that will satisfy the business requirements? We then explore the data staging process to address basic questions around the extract, transform, and load process in the context of building a dimensional data warehouse.

This course offers an overview of the lifecycle approach combined with practical tips and techniques for creating a successful data warehouse.

"The course is current with technology evolution, even though DW has existed for many years."

N. Escudero

How to Build a Data Warehouse with Limited Resources

Wednesday, October 31, 8:00–11:15 a.m.
COURSE W3A—LEADERSHIP & MGMT
PREREQUISITE: General understanding of data warehousing

Claudia Imhoff,
President,
Intelligent Solutions, Inc.

You Will Learn

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

Geared To

- Project managers and team members; DW business users

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

Building a BI Career: A Personal Growth Plan

Wednesday, October 31, 2:15–5:30 p.m.
COURSE W3P—CAREER
PREREQUISITE: None

Jennifer Hay, CBIP,
Certification Program Manager,
TDWI

You Will Learn

- To understand and systematically evaluate your BI career related abilities
- To understand and categorize your work style and environment preferences
- To understand and apply your abilities and preferences to identify best-fit BI job roles
- To apply your abilities, preferences, and understanding toward career growth

Geared To

- Professionals wanting to move into a BI environment; BI professionals looking to transition their job roles; BI professionals wanting to grow from surviving to thriving in their current job role

In this interactive course, you'll evaluate your abilities and preferences using proven methods in evaluation and self-assessment. Insight obtained through TDWI research will be used to match abilities and work styles to BI job roles.

Ensuring Data Quality in Data Integration—Practical Skills

Wednesday, October 31, 8:00 a.m.–5:30 p.m.
COURSE W4—DATA INTEGRATION / DATA ANALYSIS & DESIGN
PREREQUISITE: None

Arkady Maydanchik,
Co-Founder,
Data Quality Group LLC

You Will Learn

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

Geared To

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

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

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

Demystifying Data Warehouse Appliances NEW!

Wednesday, October 31, 8:00–11:15 a.m.
COURSE W5A—ADMIN & TECH
PREREQUISITE: A basic understanding of data warehousing

Mike Schiff,
President and Principal Analyst, MAS Strategies

Kim Stanick,
Vice President Marketing ParAccel, Inc.

You Will Learn

- What DW appliances are, and who provides them
- Where they are being deployed
- What their strengths and possible limitations are
- What your are peers doing

Geared To

- DW professionals who track, evaluate, select, and/or implement DW technology

This interactive session will help DW professionals understand the DW appliance concept, its evolution, the problems it addresses, and its possible fit within an organization's overall DW architecture. You will learn about the vendors in the appliance market, including an overview of their products and how traditional DW vendors are positioning themselves. You will also learn about the factors, economic issues, and possible risks you need to consider when deciding whether or not a DW appliance is appropriate for your organization.

Data Warehouse Appliances: Comparative Anatomy NEW!

Wednesday, October 31, 2:15–5:30 p.m.
COURSE W5P—ADMIN & TECH
PREREQUISITE: Broad understanding of DW concepts and challenges

Richard Winter,
President, Winter Corp

Rick Burns
Vice President, Engineering, Winter Corp

You Will Learn

- DW appliance architectures and capabilities—focus on performance and scalability
- Comparative product strengths and weaknesses
- When you should use, or not use, a DW appliance

Geared To

- DW leadership (management and technical); architects; business sponsors

Data warehouse appliances are self-contained, pre-packaged systems designed to lower cost and implementation time for DW applications. Among the companies with appliances or appliance-like offerings are Datallegro, Greenplum, HP, Kognitio, Netezza, Panta, and Vertica. More introductions are expected later this year. This seminar will cover the architecture and capabilities of appliance products; discuss how they differ from more established DW products; and explore experience in using them. This foundation will then be used to examine when and how appliances should be considered and how to evaluate them.

HandsOn-ETL™

Wednesday, October 31, 8:00 a.m.–5:30 p.m.
COURSE W6—ADMIN & TECH / DATA INTEGRATION
PREREQUISITE: Understanding of relational database and DW terms and concepts

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

You Will Learn

- The best practices, in both data and technical architectures, for implementing a successful extraction, transformation, and loading process
- The core components to effective ETL processes
- Through extensive lab exercises, you will gain hands-on experience with leading ETL tools, including:
  - Ascential Software DataStage
  - SAS ETL Technology
  - MS Data Transformation Services
  - Syncsort High Performance Utilities
  - Oracle Warehouse Builder
  - DFD-Pro Data Flow Diagramming Utility
  - Other (the combination of products is based on availability)
- How and when to effectively apply leading ETL tools
- How to compare and contrast ETL features in order to make the best decision for your organization

Geared To

- Anyone involved in the design and construction of extraction, transformation, and loading of a DW

HandsOn-ETL is committed to providing non-biased information on best-of-class technologies and techniques, as well as exposing participants to leading ETL tools, their use, and their application. The course begins with an examination of data and technical architectures specific to ETL. Participants are then led through discussions and lab exercises that emphasize product features, functionality, and applicability of products such as DataStage, SAS, MS DTS, and Syncsort.

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

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

Enrollment is limited to 30 attendees.

Defining and Understanding MDM

Wednesday, October 31, 8:00–11:15 a.m.
COURSE W7A—DATA INTEGRATION / LEADERSHIP & MGMT
PREREQUISITE: Understanding of BI or data integration projects

Daniel Linstedt,
CTO/CIO,
Genesee Academy, LLC

You Will Learn

- Definitions of governance, CMMI, and compliance
- How each of these elements fit together
- How to apply these elements for a successful practice
- Best practices for CMMI and compliance within data integration

Geared To

- Project managers; VPs; executives; directors; system architects; data managers; data architects

We will lift the veil and provide a navigational path through the definitions of MDM, how they apply to your business, and what the pitfalls are. This discussion will focus on clearing the air and providing a foundational set of principles from which MDM initiatives can take place. Included in this course will be business tips for setting up and driving MDM initiatives, including roles and responsibilities, reconciliation, system of record definitions, and synchronization issues.

Understanding MDM Technical Deployment: Architecture and the Vendor Landscape

Wednesday, October 31, 2:15–5:30 p.m.
COURSE W7P—DATA INTEGRATION / DATA ANALYSIS & DESIGN
PREREQUISITE: Understanding of data warehousing and BI concepts

James I. Masuoka, CBIP,
Managing Consultant,
Baseline Consulting

You Will Learn

- How master data management (MDM) and data warehousing differ
- The technical characteristics of MDM
- Sample MDM product architectures
- Who the vendors are, and how to choose the best one for you

Geared To

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

The days of me-too DWs and behemoth data provisioning systems are over. Companies are taking a much more deliberate—and cost-aware—approach to managing their master data. In this session, consultant and former industry analyst James Masuoka will examine the trend of MDM. He will cover its technical components, explain various architectural approaches, and discuss how MDM solutions can integrate into an existing IT architecture—with or without a DW. The session will end with a review of the prevailing and emerging vendors in the MDM space.

Metadata Strategies for BI and DW Environments

Wednesday, October 31, 8:00 a.m.–5:30 p.m.
COURSE W8—DATA INTEGRATION / ADMIN & TECH
PREREQUISITE: None

Tom Gransee,
Senior Principal,
HP

You Will Learn

- How to identify practical metadata projects that deliver real benefits
- How develop a metadata strategy using a formalized approach
- How to design and evaluate metadata architectures
- How to conduct implementation planning for formalized, sustainable metadata projects
- How to evaluate and select metadata repository tools
- How to demonstrate ROI
- Alternatives for starting without purchasing a metadata repository

Geared To

- Managers and directors of IT who are responsible for large and complex data management systems; business power users, analysts, managers, and directors who want to understand how metadata can improve information efficiencies and increase their BI self-sufficiencies

Many organizations still aren't adequately addressing metadata, even though there is an abundance of evidence available that data warehouse/business intelligence solutions without formalized metadata solutions don't provide the desired results. Solutions without metadata don't deliver the anticipated benefits relating to ease of data navigation, total cost of ownership, and flexibility to support rapid change/expansion.

Information-access metadata strategies address the daunting task of implementing a practical metadata solution to support DW/BI. From funding the project, to building your approach, to tool selection, to implementation, metadata initiatives are relatively complex, with no complete out-of-the-box solutions available.

Gransee will address these issues by providing a framework for defining and implementing practical metadata solutions within your organization. In addition, he will show examples of how metadata can be used to build, administer, and navigate complex DW/BI environments, and review the progress of metadata industry standards and their impact on projects.

"Tom did a great job...concepts presented here will be utilized as we embark into the world of metadata for new database implementations."

M. Dick, US Bank

"Tom's presentation was well-paced, thorough, and valuable."

K. Wright, Eli Lilly & Company

TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

Thursday, November 1, 9:00 a.m.–5:00 p.m.
COURSE TH1—DATA INTEGRATION
PREREQUISITE: None

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

You Will Learn

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

Geared To

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

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

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

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

W. Laurent, Lennar Corporation

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

TDWI Technology Administration for BI: Managing and Supporting BI Technology

UPDATED!

Thursday, November 1, 9:00 a.m.–5:00 p.m.
COURSE TH2—ADMIN & TECH
PREREQUISITE: None

Deanne Larson, CBIP,
President,
Larson & Associates

Paul Sheets, CBIP,
Principal Consultant,
DecisionPath Consulting

You Will Learn

- Database and systems administration techniques specific to BI/DW systems
- Performance optimization techniques and tips for data BI/DW systems
- Configuration management practices for BI/DW technologies
- Growth management and capacity planning for BI/DW
- Monitoring and measurement techniques for BI/DW systems management
- Technology change management for BI/DW
- Disaster recovery and business resumption practices for BI/DW systems
- Service level management practices tailored to the BI/DW environment

Geared To

- BI/DW systems and technical architects; technology administrators; DBAs; systems administrators for BI/DW systems

Much attention is given to the analysis, design, and deployment activities of BI and data warehousing. Yet the majority of a BI system's lifespan, much of the cost of BI, and all of the value derived from BI occur after delivery. The business-critical (and often mission-critical) activities of supporting BI systems depend largely on systems and database administration. These activities are essential to ensure that you meet goals for performance, availability, security, growth, adaptability, disaster recovery, and more.

This course provides in-depth discussion of the systems and database administration skills that are needed to ensure a sustained and healthy BI environment. Exercises and opportunities to practice the skills make the concepts and techniques real and tangible. Best practices to guide BI systems over the long term, and tips and techniques that you can apply immediately, are key elements of this course.

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

Diving for Success: Using Data Warehousing as a Career Springboard

Thursday, November 1, 9:00 a.m.–12:15 p.m.
COURSE TH3A—CAREER
PREREQUISITE: None

Anthony L. Politano,
Author and Consultant

You Will Learn

- A method and taxonomy to manage the DW professional career
- Techniques and topics to improve you career
- How to use your network to open new opportunities
- How to rise within your organization

Geared To

- DW professionals at all levels who are seeking career advancement opportunities

The DW field has been a career springboard for many. For others it has proven to pigeon-hole careers. In this course you will learn how to manage your career to make the most of opportunities available to DW professionals. The class offers real advice and tools to help you dive for success.

Boot Camp for Analysts—Proficiency and Skill Development

Thursday, November 1, 1:45–5:00 p.m.
COURSE TH3P—BUSINESS ANALYTICS / LEADERSHIP & MGMT
PREREQUISITE: None

John L. Doran,
Principal, SunGard Consulting Services

Bob Ford,
Vice President, Technology Services, PolyVista Inc.

You Will Learn

- Intellectual curiosity characteristics and why they are important
- Problem-solving techniques
- How to find answers when you don't know the questions
- Computer tools and techniques to improve analytical proficiency

Geared To

- User community (technical/functional); BI leadership; business analysts; BI evangelists; those looking to gain more value out of existing DW solutions

Not all analysts are created equal. Some are clearly more experienced and creative in their approach to problem solving. Those analysts engaged in developing new business insight and solving complex problems will likely share key attributes and characteristics. Even the best designed and constructed BI solutions can fall short of expectations given limited analyst proficiency and analytical skills. Developing these skills can propel existing BI solutions to new levels. This course enables individuals to couple their strong subject matter knowledge with computer-based techniques to identify, hypothesize, and validate new patterns or anomalies that can yield new business insights and high-value opportunities.

WIWI BAM NEW!

Thursday, November 1, 9:00 a.m.–12:15 p.m.
COURSE TH4A—LEADERSHIP & MGMT / BUSINESS ANALYTICS
PREREQUISITES: Understanding of BI technologies and concepts.

John Myers,
Business Intelligence Consultant, Blue Buffalo Group

You Will Learn

- What business activity monitoring is
- How to work with business to achieve BAM
- How BAM fits into the overall BI/DW infrastructure
- Trends in technology for implementing BAM
- An overview of a BAM implementation strategy

Geared To

- DW/BI program managers; information technology department managers/leads; system architects

As an information technology manager/lead, what will you do when the CFO/CIO comes to your office and says, "business activity monitoring is what I want! And, this is when I want it (WIWI)." This course provides an overview of business activity monitoring (BAM) as it relates to an overall performance management strategy, including improvement techniques such as Six Sigma. This course will also show how to utilize existing BI/DW technologies such as ETL, SOA, EII, and EAI to implement BAM for the business.

CPM and MDM NEW!

Thursday, November 1, 1:45–5:00 p.m.
COURSE TH4P—LEADERSHIP & MGMT / DATA INTEGRATION
PREREQUISITES: None

Anthony L. Politano,
Author and Consultant

You Will Learn

- Corporate performance management concepts and practices
- Master data management best practices
- How to combine CPM and MDM in real-life scenarios
- How to get a CPM/MDM project funded and off the ground

Geared To

- All data management and business professionals interested in CPM or MDM

CPM is often tied to metrics-type projects (balanced scorecard, dashboards, etc.), and MDM is often associated with large data integration efforts such as customer data integration or product master. In reality, they are the two most critical components of any true business intelligence endeavor. Drawn from real-life examples, learn how CPM and MDM can be combined together into a compelling business project that not only is funded, but also achieves instrumental success.

Data Conversion, Consolidation, and Cleansing—Practical Skills

Thursday, November 1, 9:00 a.m.–5:00 p.m.
COURSE TH5—DATA INTEGRATION / DATA ANALYSIS & DESIGN
PREREQUISITE: None

Arkady Maydanchik,
Co-Founder,
Data Quality Group LLC

Gian Di Loreto,
CEO,
Loreto Services and Technologies

You Will Learn

- The data quality challenges that are inherent in data conversion and consolidation
- A data quality approach to data conversion, consolidation, and cleansing (dC^3)
- Discovery and analysis techniques for a thorough understanding of the source data
- Techniques to define and implement a quality-focused data conversion strategy
- Techniques to define and implement a quality-focused data consolidation strategy
- The what, why, and how of data cleansing

Geared To

- Data conversion and consolidation practitioners—those in the trenches who are responsible to design, develop, maintain, and operate data conversion and consolidation processes for enterprise reporting, business analytics, compliance, ERP implementation, legacy system replacement, etc.; data quality practitioners—those in the trenches who are responsible to design, develop, maintain, and operate data cleansing processes and to perform data cleansing activities

Data conversion and consolidation is a major root cause of poor data quality. Numerous system implementations overrun schedule and budget or fail outright because quality of the converted data proves inadequate. This typically is due to lack of analysis and understanding of the source data, as well as poorly defined target data quality specifications. The problem is especially acute in data consolidations during corporate mergers and acquisitions, as well as implementations of data warehouses and operational data stores. This course describes a comprehensive data quality driven approach to data conversion and consolidation—dC^3 methodology.

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

HandsOn-ETL Testing™

Thursday, November 1, 9:00 a.m.–5:00 p.m.
COURSE TH6—DATA INTEGRATION
PREREQUISITE: An understanding of relational databases, data warehousing, and ETL concepts and principles

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

You Will Learn

- How to establish quality assurance as an integral component of BI and DW development efforts—specifically, ETL processes and solutions
- Principles and standards of software quality assurance
- Testing methodology best practices that reduce production costs in the operation and maintenance of software solutions
- The core components to effective ETL testing
- How to manage data quality in the DW
- International quality assurance models
- Through lab exercises, you will gain hands-on experience with ETL testing and quality assurance methodologies and techniques

Geared To

- Project managers; data architects; data acquisition (ETL) developers/managers; testing and quality assurance analysts and specialists; anyone who wants to understand (1) software quality assurance principles and methodologies and (2) how to effectively apply quality assurance in the ETL process

ETL testing is applied as part of the software development cycle. ETL processes have inherent risks, especially in definition and execution. This makes the verification and testing a prudent, necessary, and advisable practice in order to mitigate risk and ensure results.

Hands-On ETL Testing is designed to provide participants with a non-biased view of quality assurance processes as applied to ETL solutions. The course encompasses a mix of lecture and formal lab exercises. The lecture components include an overview of ETL processes and concepts, the foundation of software quality assurance, and how to effectively blend the technologies and techniques into your overall BI environment.

The course begins by examining ETL terminology and quality assurance principles and methodologies. We then focus on the following core topics:

- Testing methodology, testing cost, test planning, test case design, and the test process, execution, and evaluation
- Techniques and types of testing such as functional and basic non-functional tests, performance tests, security tests, data quality tests, data migration tests, and acceptance tests

Enrollment is limited to 30 attendees.

"This was an excellent course to reinforce testing fundamentals from a process/strategy standpoint."

S. Gopel, Iron Mountain

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

Dimensional Modeling beyond the Basics: Intermediate and Advanced Techniques

Thursday, November 1, 9:00 a.m.–5:00 p.m.
COURSE TH7—DATA ANALYSIS & DESIGN
PREREQUISITE: Basic knowledge about dimensional modeling and some hands-on experience; knowledge of dimensional DW concepts

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

You Will Learn

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

Geared To

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

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

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

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

C. McKee, Asurion

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

R. Fox, Alltel

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

CBIP Preparation for the Information Systems Core Exam

Thursday, November 1, 9:00 a.m.–12:15 p.m.
COURSE TH8A—CAREER
PREREQUISITE: Working knowledge of information systems

Mark Peco, CBIP,
Partner,
InQvis

You Will Learn

- Technology and business concepts and terms used in the exam
- Application system concepts and terms used in the exam
- Data management concepts and terms used in the exam
- Systems development concepts and terms used in the exam
- What constitutes the complete body of knowledge for the exam
- Your self-assessment of knowledge and skill related to the body of knowledge
- What to expect during the examination process
- Techniques to improve your performance when taking the exam

Geared To

- Everyone seeking CBIP certification; the information systems core exam is required for all CBIP specialties

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

CBIP Preparation for the Data Warehousing Exam

Thursday, November 1, 1:45–5:00 p.m.
COURSE TH8P—CAREER
PREREQUISITE: Working knowledge of data warehousing

Mark Peco, CBIP, *Partner, InQvis*

You Will Learn

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

Geared To

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

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

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

Friday, November 2, 8:00 a.m.–3:30 p.m.
COURSE F1—DATA INTEGRATION
PREREQUISITE: Understanding of data integration concepts and ETL processing

Deanne Larson, CBIP,
President,
Larson & Associates

You Will Learn

- Why and how data integration testing differs from traditional software testing
- A variety of testing techniques and their roles and uses when testing data integration systems
- How to identify and define test criteria for data integration systems
- How to develop and use test cases for data integration systems
- Methods and guidelines to determine what, when, and how to test
- The challenges of regression testing in data warehousing and how to address them
- Pragmatic tips and techniques to maximize test coverage while containing the time and cost of testing

Geared To

- ETL and data integration developers; data integration designers and architects; data warehousing project managers; testing and quality assurance specialists

Testing of software systems is always challenging, but testing data integration systems is especially hard. 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. Although concepts of unit testing, stream testing, and system testing are still important, they alone are not adequate to the task of ensuring quality in data warehousing and data integration systems.

This course uses a combination of lecture, examples, and practice to teach effective testing techniques for data integration. From data profiling to stress and regression tests, you'll learn how to apply the most powerful testing techniques throughout the data integration lifecycle.

"Very valuable. Very accurate. Very good course."

S. Peddie, Blue Cross Blue Shield

BI Centers of Excellence

Friday, November 2, 8:00 a.m.–3:30 p.m.
COURSE F2—LEADERSHIP & MGMT
PREREQUISITE: None

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

You Will Learn

- The objectives of "getting data in" versus "getting information out"
- The objectives of the stewardship, data quality component
- The architectural components involved in each center
- Coordination between centers
- Best practices for each center
- Getting started in each center
- Benefits of the centers
- Role of governance in the centers

Geared To

- Data warehousing professionals as well as business executives with a stake in the data warehouse

Unpredictable business environments and increasingly global economies are driving the need to fully leverage investments in enterprise data warehouses. Developing a BI COE can facilitate enterprise usage, lower total cost of ownership, ensure that BI projects stay in line with strategic objectives, and ensure ability to leverage investment. Roles required in a COE include data integration and business analytics. Additionally, data stewardship and data quality have a strong role in the BI environment and should also be considered for inclusion. This session details COE options for technologies, required skills and resources, funding, reporting, governance, covered roles, etc. Benefits and common mistakes are covered, and a methodology for assessing your existing BI environment and ensuring that existing projects for the COE are in line with strategic objectives is detailed.

"This course has given me an understanding of why my organization needs a center of excellence, and some arguments I can make to upper management to begin to create one."

D. Farley, Midwest ISO

"Fantastic definition of roles/resources needed to start and maintain a center of excellence (COE.) Great resources and ideas to help build a business case for and start up a COE for BI."

J. Hochberger, Principal Financial Group

Course Descriptions

Business Intelligence: Measuring Success—A Capability Maturity Model

NEW!

Friday, November 2, 8:00–11:15 a.m.
COURSE F3A—BUSINESS ANALYTICS / LEADERSHIP & MGMT
PREREQUISITE: Basic understanding of DW and BI

Dorothy Miller,
President,
BI Audit Services

You Will Learn

- A unique method for assessment of BI assets and systems
- A capability maturity model for business intelligence
- A monitored approach to improvement

Geared To

- IT and business managers responsible for BI; consultants and others interested in BI systems and assets; BI architects, analysts, and designers

Focused on understanding and assessing the BI asset base and the BI systems development process, this course describes a unique capability maturity model for BI, defines the levels of BI maturity, and details the steps involved in rating the effectiveness of an organization.

Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence

Friday, November 2, 12:15–3:30 p.m.
COURSE F3P—ADMIN & TECH / LEADERSHIP & MGMT
PREREQUISITE: General knowledge of DW and BI architectures and strategies

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

You Will Learn

- The role(s) of DW in service-oriented architectures (SOA)
- EII technology, terminology, and applicability
- Virtualization and the types that matter in BI
- The promise of GRID and utility computing

Geared To

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

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

VLDW (Terabytes to Petabytes): Concepts and Architectures

Friday, November 2, 8:00 a.m.–3:30 p.m.
COURSE F4—ADMIN & TECH / DATA ANALYSIS & DESIGN
PREREQUISITE: Knowledge of DW principles and basic understanding of best practices; some knowledge of business, risks, and issues associated with large data sets; working knowledge of integration best practices and procedures helpful

Daniel Linstedt,
CTO/CIO,
Genesee Academy, LLC

You Will Learn

- Organizational challenges, project challenges, mitigation, and planning strategies
- How to optimize hardware and software environments to handle large data volumes
- What it means to have VLDW
- A cursory look at "appliances" versus RDBMS systems

Geared To

- Project managers; chief architects/technical architects; consultants; technical leads; database and system administrators; data migration/ integration personnel

This course is geared to individuals who are responsible for growing, maintaining, or building large data warehouses.

The course covers how to manage the impact of large data volumes on various aspects of a data warehousing architecture. It examines how to design data models, hardware platforms, load utilities, SQL queries, storage systems, and database management systems to optimize performance and gracefully scale a data warehouse to hundreds of gigabytes or terabytes of data. The course will also examine organizational issues involved in large-scale data warehouses, including how to set and manage expectations, skill sets required to maintain and grow the environment, and project management considerations.

This course does not cover mainframe data warehousing concepts or issues.

"Excellent. I can take the questions, comments, and concepts back to work and apply them in meetings and discussions with clients and colleagues."
D. Jarega, Canada Revenue Agency

"Excellent course with good, practical detail."
P. McCollum, Hitachi Consulting

Using the Data Model Scorecard™ to Improve Data Model Quality

NEW!

Friday, November 2, 8:00 a.m.–3:30 p.m.
COURSE F5—DATA ANALYSIS & DESIGN
PREREQUISITE: This course assumes participants have a basic understanding of data modeling

Steve Hoberman, CBIP
President,
Steve Hoberman & Associates, LLC

You Will Learn

- The importance of having an objective measure of data model quality
- About the categories that make up the Scorecard, including correctness, completeness, structural soundness, flexibility, standards, and model consistency
- How to apply the Scorecard to different types of models
- Leveraging techniques to strengthen our models, including model reviews, model substitutes (screens, prototypes, sentences, spreadsheets and reports), and the use of automated tools that enforce modeling best practices and standards
- How to introduce the Scorecard into a development methodology and your company culture

Geared To

- Analysts; architects; developers; database administrators; modelers

Aim, wind, and gravity influence an arrow's trajectory, much the same way as deadlines, skills, and biases influence a data model's trajectory, strongly impacting whether a model will reach its target of appropriately representing a business solution. The archer's score can be quickly calculated and we can easily see the success or failure of her work. This is where the analogy ends however, because there is no standard way of measuring the strengths and weaknesses of our data models, leaving much up to interpretation, perception, and the test of time.

After years of reviewing hundreds of data models, I have formalized a set of data model quality criteria into what I call the Data Model Scorecard™. The Scorecard contains all of the criteria for highlighting strengths and identifying areas for improvement in our designs. This course will go into detail on the Scorecard, and provide techniques and tips for improving the quality of your models.

HandsOn-Business Intelligence Strategy™

Friday, November 2, 8:00–11:15 a.m.
COURSE F6A—LEADERSHIP & MGMT / ADMIN & TECH
PREREQUISITE: None

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

You Will Learn

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

Geared To

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

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

Enrollment is limited to 30 attendees.

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

HandsOn-Risk Mitigation for Business Intelligence™

Friday, November 2, 12:15–3:30 p.m.
COURSE F6P—Leadership & Mgmt / admin & tech
PREREQUISITE: None

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

You Will Learn

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

Geared To

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

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

Enrollment is limited to 30 attendees.

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

Welcome to Orlando—Sun, Fun, and Relaxation

Welcome to Orlando, Florida's most popular tourist destination. While most people know Orlando as the home of the 27,000-acre Walt Disney World theme park, there are a variety of opportunities for entertainment and relaxation in the Orlando area. From art and cultural events, dining and nightlife, to sporting events and theme park outings, Orlando offers something for everyone.

Arts and Culture

Orlando offers many fantastic opportunities for exploring the arts and learning about the area's heritage. Spend the day perusing the largest collection of Louis Comfort Tiffany stained glass in the world at the Charles Hosmer Morse Museum of American Art, or take in the offerings at the Orlando Museum of Art's permanent collection of American art from the 19th century to the present. History buffs should spend some time at The Wells' Built Museum of African-American History & Culture, or the Orange Country Regional History Center.

Sports and Leisure

Orlando boasts 168 golf courses. If your sporting pursuits take you from land to water, consider chartered fishing excursions off the nearby Florida coast, or kayaking or scuba diving in crystal-blue coastal waters. For the relaxation-minded, the Orlando area boasts many renowned day spas and luxury retreats where you can forget your cares, get a relaxing massage, and sip a cool drink next to the pool. And of course, no visit to Orlando is complete without a trip to Walt Disney World theme parks!

Dining and Nightlife

The Orlando area is filled with a myriad of dining choices, from small cafés to world-class restaurants. There are options for every taste and budget. Proximity to Downtown Disney makes access to its many bars, restaurants, and entertainment venues easy. Outside of Disney, downtown Orlando and environs offer many choices for dining, dancing, and live music. Be sure to check out trendy Wall Street Plaza and International Drive for a variety of pubs, bars, restaurants, and dance clubs.

General Information

Hotel

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

The Renaissance Orlando Resort at SeaWorld, directly across from SeaWorld Orlando and Discovery Cove, will serve as the official headquarters hotel for TDWI's World Conference—Fall 2007.

Renaissance Orlando Resort at SeaWorld
6677 Sea Harbor Drive
Orlando, FL 32821
Phone: 407.351.5555

Promotional Code for Call-Ins: TDWI 2007

Web Site: www.marriott.com/hotels/travel/mcosr-renaissance-orlando-resort-at-seaworld/

Reservations: http://cwp.marriott.com/mcosr/tdwiworldconference/

TDWI has reserved a block of rooms at sharply reduced rates for conference attendees at the Renaissance Orlando Resort at SeaWorld: **$179.00 for single/double occupancy.**

This discounted rate is available through **Friday, October 5, 2007.** Please use the above URL or contact the hotel directly for room reservations. **Be sure to reference "TDWI 2007" to get the conference rate.** Rooms are limited, so make your reservations early. If you need special facilities or services, notify the hotel when you make your reservation.

Air Travel Discounts

American Airlines (TDWI's official carrier) is offering exclusive discounts on airfares for TDWI conference attendees.
Information: www.tdwi.org/orlando2007/hotel.htm

Car Rental Discounts

Avis is offering discounts on car rental fees for TDWI conference attendees.
Information: www.tdwi.org/orlando2007/hotel.htm

About TDWI

TDWI, a division of 1105 Media, is the premier provider of in-depth, high-quality education and research in the business intelligence and data warehousing industry. Starting in 1995 with a single conference, TDWI is now a comprehensive resource for industry information and professional development opportunities. TDWI sponsors and promotes quarterly World Conferences, regional seminars, onsite courses, a worldwide Membership program, business intelligence certification, resourceful publications, industry news, an in-depth research program, and a comprehensive Web site (www.tdwi.org).

Membership

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

Contact Information:

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

TDWI's Educational Philosophy

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

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TEC Technology Evaluation Centers Inc. The Impartial Software Evaluator

TDAN.com The Data Administration Newsletter Since 1997

Vendor Exhibition

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

Vendor Event Schedule

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

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

Ab Initio Software Corporation
Actuate
ADVIZOR Solutions
Alebra Technologies Inc.
AMB Dataminers Inc.
Appfluent Technology
ASG
Attunity Inc.
BIReady
Business Objects
Celequest
ChoiceMaker Technologies, Inc.
Claraview
Cognizant Technology Solutions
Cognos Inc.
Collaborative Consulting
Comarch Inc.
Composite Software, Inc.
Conversion Services International Inc.
Corda Technologies
Core Integration Partners Inc.
DataFlux
DataLever Corporation
DATAllegro
DataMentors, Inc.
DataMirror
Dataupia
DecisionPath Consulting
DecisionPoint Software
Denodo Technologies
Dunn & Bradstreet (D&B)
e2e Analytix Inc.
Embarcadero Technologies
Endeca
ESRI
ETI
Fair Isaac
FAST
GoldenGate Software
Google
Group 1 Software, a Pitney Bowes Company
Headstrong
HP
Hoover's Inc.
Hyperion
HyperRoll Inc.
i2 Technologies
IBM
iDashboards
Identity Systems
InetSoft
Infobright Inc.
Informatica Corporation
Information Builders
Initiate Systems, Inc.
Jaspersoft
Kalido
Knightsbridge Solutions, LLC
KXEN
LoganBritton, Inc.
LogiXML
Melissa Data
MetaMatrix
Microsoft Corporation
MicroStrategy
Netezza Corporation
Noetix Corporation
onDemand LLC
Oracle
Panoratio
Pentaho
Pervasive Software
PIOCON Technologies Inc.
PolyVista, Inc.
Project Performance Corp.
Proxix Solutions, Inc.
QlikTech Inc.
Relational Solutions, Inc.
RightOrder
Rocket Software
SAND Technology
SAP America, Inc.
SAS Institute Inc.
SeaTab Software Inc.
SGI
SilverTrain, Inc.
Siperian
Strategy Companion Corp.
Sun Microsystems
Sybase, Inc.
Syncsort Inc.
Sypherlink
Systems Union Inc.
Tata Consulting Services
Teksouth Corporation
Teleran Technologies Inc.
Teradata, a division of NCR
Trillium Software, a division of Harte-Hanks
Unisys Corporation
WhereScape USA Inc.
Wipro Technologies
XLCubed Ltd.

Registration Information

Early Registration Bonus!

Register and pay before September 28, 2007, and select one of these gifts as a bonus.

101 TDWI denim shirt (unisex—please state size on registration form)

102 TDWI navy blue polo shirt (men's sizes—please state size on registration form)

103 TDWI navy blue v-neck t-shirt (women's sizes—please state size on registration form)

104 128 MB Jump Drive

Registration Deadlines

Early Registration Discount Deadline . . . . . September 28, 2007
Regular Registration Deadline . . . . . October 26, 2007

After October 26, 2007, please register onsite. Registration will be limited to space available. You will incur a $50 late registration fee after October 26.

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 Data Governance Summit Package

TDWI is offering a special two-day package for the TDWI Data Governance Summit. This package rate is indicated on the registration form.

Refund and Cancellation Policy

You may substitute another person in your place by calling 800.280.6218 or 541.346.3537 before October 19, 2007. If you must cancel, your refund request must be in writing and postmarked no later than October 19. Your fee will be returned, less a 20-percent cancellation fee. Direct your letter to the conference registration office in Oregon (see address below). No refunds or credits will be issued after October 19.

How to Register

Mail: REGISTRATION WITH PAYMENT TO:
TDWI World Conference Registration
1277 University of Oregon
Eugene, Oregon 97403-1277
Fax: 541.346.3545 or 541.346.3509 (credit card payment only)
Web: www.tdwi.org/orlando2007
Phone: 800.280.6218 or 541.346.3537 (M–F, 8:00 a.m.–5:00 p.m. PT)

Registration Questions?

Phone: 800.280.6218 or 541.346.3537 (M–F, 8:00 a.m.–5:00 p.m. PT)
E-mail: tdwireg@continue.uoregon.edu
Web: www.tdwi.org/orlando2007

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

Secure Web Registration

Rest easy—online registrations at www.tdwi.org/orlando2007 are secure. Our secured server environment keeps your information private.

Registration Form

TDWI World Conference
Orlando, FL • October 28–November 2, 2007

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EARLY REGISTRATION BONUS!

Register and pay before September 28, 2007, and select one of the gifts from page 36 as your bonus.

CHECK SELECTION: ❑ 101 ❑ 102 ❑ 103 ❑ 104

SIZE: Men's (polo) or Unisex (denim) ❑ XS (denim) ❑ S ❑ M ❑ L ❑ XL ❑ XXL
Women's (v-neck) ❑ S ❑ M ❑ L ❑ XL ❑ 1X

STEP 1. REGISTRATION

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

SUNDAY, OCTOBER 28

__ S1 TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
__ S2 TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
__ S3 Putting the Business Back into BI
__ S4 Integrating Master Data Management and Data Quality Using Enterprise Data Modeling
__ S5 Data Quality for Data Warehousing: A Practical Guide
__ S6 HandsOn-OLAP
__ S7 Designing a High-Performance Data Warehouse
__ S8 BI Technology Review: Developments and Trends

MONDAY, OCTOBER 29, 2007

__ M1 TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
__ M2 BI from Both Sides: Aligning Business and IT
__ M3 Agile Project Management for Data Warehouse Projects
__ M4 Beyond the Data Warehouse: Architectural Options for Data Integration
__ M5 The Advance Course in Data Governance
__ M6 HandsOn-Business Analytics
__ M7 Real-Time Data Warehousing
__ M8 Leading and Organizing Data Warehousing Teams: Improving Individual and Team Performance
__ M9 TDWI Data Governance Summit, Day 1

TUESDAY, OCTOBER 30, 2007

__ T1 TDWI Technology Architecture for BI: Planning and Design of the Technical Infrastructure
__ T2 Evaluating BI Toolsets and BI Tools in Action
__ T3 Evaluating ETL Tools and Technologies: Vendors in Action
__ T4 CDI and MDM in Practice
__ T5 Data Quality Assessment—Practical Skills
__ T6 HandsOn-Data Mining
__ T7A Universal Patterns in Data Modeling
__ T7P The Human Side of Data Integration: Powerful Principles Critical to Success
__ T8A BI Manager Toolkit: Managing Accountability for Project Success
__ T8P BI Manager Toolkit: Negotiating and Resolving Disagreements
__ T9 TDWI Data Governance Summit, Day 2

WEDNESDAY, OCTOBER 31, 2007

__ W1 TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
__ W2 Data Warehouse Lifecycle
__ W3A How to Build a Data Warehouse with Limited Resources
__ W3P Building a BI Career: A Personal Growth Plan
__ W4 Ensuring Data Quality in Data Integration—Practical Skills
__ W5A Demystifying Data Warehouse Appliances
__ W5P Data Warehouse Appliances: Comparative Anatomy
__ W6 HandsOn-ETL
__ W7A Defining and Understanding MDM
__ W7P Understanding MDM Technical Deployment: Architecture and the Vendor Landscape
__ W8 Metadata Strategies for BI and DW Environments

THURSDAY, NOVEMBER 1, 2007

__ TH1 TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
__ TH2 TDWI Technology Administration for BI: Managing and Supporting BI Technology
__ TH3A Diving for Success: Using Data Warehousing as a Career Springboard
__ TH3P Boot Camp for Analysts—Proficiency and Skill Development
__ TH4A WIWI BAM
__ TH4P CPM and MDM
__ TH5 Data Conversion, Consolidation, and Cleansing—Practical Skills
__ TH6 HandsOn-ETL Testing
__ TH7 Dimensional Modeling beyond the Basics: Intermediate and Advanced Techniques
__ TH8A CBIP Preparation for the Information Systems Core Exam
__ TH8P CBIP Preparation for the Data Warehousing Exam

FRIDAY, NOVEMBER 2, 2007

__ F1 TDWI Data Integration Testing: Ensuring Quality for ETL and Data Consolidation
__ F2 BI Centers of Excellence
__ F3A Business Intelligence: A Capability Maturity Model
__ F3P Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
__ F4 VLDW (Terabytes to Petabytes): Concepts and Principles
__ F5 Using the Data Model Scorecard to Improve Data Model Quality
__ F6A HandsOn-Business Intelligence Strategy
__ F6P HandsOn-Risk Mitigation for Business Intelligence

STEP 2. YOU MAY ALSO REQUEST THE FOLLOWING:

❑ ADDITIONAL COURSE BOOKS—List course numbers to order:
(Full-day $45 each/$30 Members, Half-day $22 each/$15 Members) Course books are not available after the conference

_____ _____ _____ _____ _____ _____ _____ _____ _____ _____ _____

TH8A and TH8P course books are not available for purchase

ENROLLMENT IN TDWI ON-TRACK (no additional fee)—Check areas of interest:
❑ Leadership & Mgmt ❑ Business Analytics ❑ Data Analysis & Design
❑ Data Integration ❑ Admin & Technology

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

PRIORITY CODE:CBOR07

LAST NAME

FIRST NAME FOR ATTENDEE BADGE

TITLE

COMPANY OR INSTITUTION

DEPARTMENT INDUSTRY

MAILING ADDRESS

CITY STATE ZIP COUNTRY

TELEPHONE

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

STEP 4. CALCULATE YOUR PAYMENT

FEES—EARLY REGISTRATION (Through Sept. 28, 2007)	TDWI Member	Non-Member
❑ **Data Governance Summit Package: M9/T9** (2 Days)	$ 1,220	$ 1,400
❑ Standard Package (3 Days)	$1,670	$1,945*
❑ Mega Package (4 Days)	$2,070	$2,345*
❑ Giga Package (5 Days)	$2,270	$2,545*
❑ Tera Package (6 Days)	$2,470	$2,745*

FEES—REGULAR REGISTRATION (Sept. 29–Oct. 26, 2007)	TDWI Member	Non-Member
❑ **Data Governance Summit Package: M9/T9** (2 Days)	$1,250	$1,430
❑ Standard Package (3 Days)	$1,715	$1,990*
❑ Mega Package (4 Days)	$2,115	$2,390*
❑ Giga Package (5 Days)	$2,315	$2,590*
❑ Tera Package (6 Days)	$2,515	$2,790*

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

FEE FROM TABLE ABOVE $ _____

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

LATE FEE (After October 26, 2007) add $50 +$ _____

ADDITIONAL COURSE BOOKS +$ _____
Full-day $45 each/$30 Members, Half-day $22 each/$15 Members, from STEP 2
*TH8A and TH8P course books are not available for purchase

› TOTAL FEE $_____

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

NUMBER EXPIRATION DATE

YOUR SIGNATURE FOR CREDIT CARD

CREDIT CARD BILLING ADDRESS (REQUIRED)

STEP 5. SEND IN YOUR REGISTRATION

MAIL registration with full payment to: TDWI World Conference—Orlando 2007 Registration, 1277 University of Oregon, Eugene, OR 97403-1277
FAX your registration and credit card information to: 541.346.3545 or 541.346.3509
REGISTER ONLINE at: www.tdwi.org/orlando2007

THE PREMIER EVENT FOR BUSINESS INTELLIGENCE AND DATA WAREHOUSING EDUCATION

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Hot Topics

- Data Quality Techniques for Practitioners
- Master Data Management
- Data Warehouse Appliance Landscape
- Corporate Performance Management
- Business Analyst Career Insights

"This was a good opportunity to get informed on new developments in the field as well as network with peers and talk about their experience and BI/DW implementations."

M. Boughoufalah, Merck Frosst

Register and Win!

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

Register before September 28, 2007, and receive an early registration discount and bonus gift.

Register Today!
www.tdwi.org/orlando2007

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