TDWI

WORLD CONFERENCE

The Premier Event for Business Intelligence and Data Warehousing Education

LIMITED TIME SPECIAL OFFER

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San Diego

☐ August 2–7, 2009

FOCUS ON

BI Building Blocks and Advanced Data Modeling

Join us in San Diego, where you will learn:

- Essentials for building your business intelligence foundation
- Popular data warehouse architectures
- How to use data as an asset
- Advanced data modeling design techniques

☐ **EARLY REGISTRATION SAVINGS:**
Register by July 10 and SAVE up to $300!

www.tdwi.org/2009sandiegobi

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THE DATA WAREHOUSING INSTITUTE

In-Depth Education, Networking, and Exhibits—Not Just Another Conference

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TDWI PUTS EDUCATION—your education—at the forefront of its conferences. Unlike conferences that consist of 45-minute sponsored sessions, TDWI conferences consist of full- and half-day courses taught by leading instructors in an objective, vendor-neutral manner. To complement your education, TDWI provides plenty of breaks as well as day and evening opportunities to network with your instructors and peers. Connecting with others allows you to digest your learning and apply it to your unique situation. TDWI also provides an extensive exhibit hall—a chance to ensure you are aware of leading technologies and advancements in the industry. The TDWI World Conference is essentially three conferences in one, and not to be missed.

Join us in San Diego, where you will learn:

- Essentials for building your business intelligence foundation
- Popular data warehouse architectures
- How to use data as an asset
- Advanced data modeling design techniques

Please use this brochure to learn specifics about our courses, including featured topics (page 6), new courses (page 2), and registration information (pages 31-33).

If we can help you select a learning sequence or answer any questions, please call 425.277.9181, or e-mail us at education@tdwi.org. To register for the conference, please visit www.tdwi.org/2009sandiegobi.

We look forward to having you join us in San Diego.

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

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DataFlux A SAS COMPANY

INFORMATICA The Data Integration Company™

SAS

DATAUPIA™ Free your data

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SYBASE

hp

MicroStrategy

TERADATA Raising Intelligence

NETEZZA Question Everything™

Custom conference photography by Jonathan Prescott, photoempathy.com

KEYNOTE PRESENTATIONS

Monday, August 3, 8:00–8:45 a.m.

Chief Performance Officer: A Role Whose Time Has Come

Anthony L. Politano
Consultant and Author

In today's economic environment, organizations are even more focused on managing performance. But who in your organization is ultimately responsible for this task? Who will be held accountable for ensuring performance metrics are collected and leveraged by all levels of the organization, from C-level to line management?

Many organizations are turning to a new role of chief performance officer to create accountability and visibility for performance. Part technologist, part business executive, and part communicator, the chief performance officer takes ownership of the performance metrics for the organization. Tony Politano, author of the book *Chief Performance Officer*, will talk about the six Cs of the CPO, how to measure the success of a CPO program, and how to define a CPO function or role in any organization. Drawing on real-life examples, Tony's engaging and down-to-earth style will provide approachable insights to apply to your organization.

Thursday, August 6, 8:00–8:45 a.m.

Business Analytics for Troubled Times

David L. Wells
BI Consultant, Mentor, and Teacher

With today's economic pressures, much has changed in the business world. Yet strangely, one thing remains the same: Most business managers rely on the same analytics as they used in the past. This is puzzling because the usefulness of yesterday's analytics has diminished severely. Does anyone really believe that the answers of the past are good enough for the future? Analytic inertia is much of the problem, and it is caused by uncertainty. We do nothing because we don't know what to do. To overcome analytic inertia we must:

- Realize that decision making has different implications in today's business climate
- Understand that today's business questions are different from those of the past
- Recognize that different questions demand different answers and different metrics
- Change analytic processes to fit new kinds of questions, answers, and metrics
- Find the right technologies to enable new analytic processes

Register today at
www.tdwi.org/2009sandiegobi

TDWI WORLD CONFERENCE

The Premier Event for Business Intelligence and Data Warehousing Education

San Diego | August 2–7, 2009

Contents

Visit Us Online

More in-depth conference information is available online, including expanded course descriptions, complete information regarding hotel and travel, and online registration information.

www.tdwi.org/2009sandiegobi

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What's New in San Diego

You may not realize that while some of the fundamental classes remain consistent or are rotated in and out, many courses offered at TDWI conferences are new or updated every quarter.

New and updated courses offered in San Diego:

S6A	Quantum Leadership: How to Succeed in a Fast-Paced, High Tech, Global Economy
M2	TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
M3	Evaluating ETL Tools and Technologies: Vendors in Action
M7	Data Governance for BI Professionals
T1	TDWI Introduction to Business Analytics
T2	TDWI Project Management for Business Intelligence
T7	Developing Your BI Tool Strategy and BI Bake Off
W3	TDWI Enterprise Metrics: Designing Integrated Business Metrics
W6	Putting it Together: Data Governance, MDM, and Metadata
TH1	TDWI Advanced Data Modeling Techniques
F1A	Impossible Data Warehouse Situations
F1P	Cost Justification, ROI, and Benefits Measurement
F2P	Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
F3	Modern Data Quality Techniques in Action—A Demonstration Using Human Resources Data

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

THE TDWI DIFFERENCE

- In-depth data warehousing and business intelligence education from top instructors
- Vendor-neutral education
- Professional development and certification
- Broad range of course offerings
- Both business and technical education
- Latest product and technology information

How to Use This Brochure

1. Plan Your Conference Experience

The TDWI World Conference in San Diego not only offers top-notch BI and DW education, but also includes valuable networking opportunities and a full exhibit hall. View the conference agenda on pages 4–5 to see a schedule of events.

2. Review Course Offerings

This brochure gives you an overview of the courses available at this conference. Course offerings have been organized three ways:

- By date (see Agenda, page 4–5)
- By course topic (see page 6–8)
- By instructor (see Instructor Biographies, page 9–11)

3. Reference Course Descriptions

Course descriptions begin on page 12 to help you finalize your selections. Visit our conference Web site at www.tdwi.org/2009sandiegobi for more in-depth course and instructor information.

4. Select Your Courses

On page 32, you'll find a registration worksheet designed to help you select your courses and plan your week.

5. Register

Visit www.tdwi.org/2009sandiegobi/register or call 800.280.6218 to register for the conference. To mail or fax your registration, see page 33.

Register today at www.tdwi.org/2009sandiegobi

TDWI BI EXECUTIVE SUMMIT

August 3–5, 2009

Optimizing Performance and Insights

Wayne Eckerson, BI Executive Summit Chair and Director, TDWI Research

Special Program for BI Directors and BI Sponsors

Learn to respond to today's changing business needs. Responsiveness to today's changing business needs is essential for BI teams. Join your peers this August at TDWI's BI Executive Summit, where **you will learn:**

- The impact of the economic downturn on BI programs and strategies for thriving in uncertain times
- Strategies for delivering a business-driven enterprise BI program that delivers real value
- How to organize a BI team to ensure a tight partnership with the business
- How to gather requirements and deliver timely solutions that meet business needs
- How to apply agile development methods to business intelligence and data warehousing
- How to create a flexible BI architecture that adapts to changing business requirements

Event Features:

- A special focus on optimizing performance and insights using big data and analytics
- More than two dozen practitioners speaking about best practices in BI and performance management
- One-on-one meetings with your peers arranged using our new online scheduling tool
- Two case study workshops that help you apply your BI knowledge in a small group setting
- Peer networking tables where you can meet other senior BI professionals who share your interests
- Monday night reception to cement your bonds with other senior BI professionals

www.tdwi.org/2009sandiego/es

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AGENDA San Diego 2009

SUNDAY AUGUST 2

SCHEDULE

COURSES

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

EVENTS

Breakfast	8:15–9:15 a.m.
Lunch Break	12:15–1:45 p.m.
Welcome Reception	5:00–7:00 p.m.

COURSE OFFERINGS

☐ **S1** DI cbip p. 12
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
J. O'Brien, T. Saunders

☐ **S2** LM p. 12
BI from Both Sides: Aligning Business and IT
J. Dyché

☐ **S3** DI p. 12
Ten Steps to Quality Data and Trusted Information for the Data Warehouse
D. McGilvray

☐ **S4** AT p. 13
Designing a High-Performance Data Warehouse
S. Brobst

☐ **S5** BA p. 13
Dashboard Design for Immediate Insight
S. Few

☐ **S6A NEW!** LM p. 13
Quantum Leadership: How to Succeed in a Fast-Paced, High Tech, Global Economy
O. Parr Rud

☐ **S6P** BA p. 13
Understanding Cause and Effect: An Introduction to Systems Thinking
D. Wells

MONDAY AUGUST 3

SCHEDULE

KEYNOTE (see p. 1) 8:00–8:45 a.m.

COURSES

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

EVENTS

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

COURSE OFFERINGS

☐ **M1** cbip p. 14
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
J. O'Brien, T. Saunders

☐ **M2 UPDATED!** AT DA p. 14
TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
J. Geiger, M. Peco

☐ **M3 UPDATED!** DI AT p. 14
Evaluating ETL Tools and Technologies: Vendors in Action
M. Madsen

☐ **M4A** AT p. 15
Capacity Planning for Enterprise Data Warehouse Deployment
S. Brobst

☐ **M4P** LM AT p. 15
The Future of Data Warehousing
S. Brobst

☐ **M5** BA DA p. 15
Data Visualization for Discovery and Analysis
S. Few

☐ **M6A** BA p. 16
Insightful and Actionable Analytics: A Systems-Thinking Approach
D. Wells

☐ **M6P** BA p. 16
Strategic Feedback: Strategy Mapping Meets Systems Thinking
D. Wells

☐ **M7 NEW!** LM p. 16
Data Governance for BI Professionals
J. Dyché, K. Nevala

TUESDAY AUGUST 4

SCHEDULE

COURSES

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

EVENTS

Breakfast	7:30–8:30 a.m.
Exhibit Hall Open and 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.

COURSE OFFERINGS

☐ **T1 UPDATED!** BA cbip p. 17
TDWI Introduction to Business Analytics
M. Peco

☐ **T2 NEW!** LM cbip p. 17
TDWI Project Management for Business Intelligence
J. O'Brien

☐ **T3A** cbip p. 17
CBIP Preparation for the Information Systems Core Exam
J. Geiger

☐ **T3P** cbip p. 18
CBIP Preparation for the Data Warehousing Exam
J. Geiger

☐ **T4** AT p. 18
Real-Time Data Warehousing
S. Brobst

☐ **T5** DI LM p. 18
CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives
C. Imhoff

☐ **T6** LM p. 19
Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs
R. Seiner

☐ **T7 UPDATED!** AT BA p. 19
Developing Your BI Tool Strategy and BI Bake Off
C. Howson

Course Topics

Please note that some classes cover more than one topic.

- BA Business Analytics
- DA Data Analysis and Design
- DI Data Integration
- LM Leadership and Management
- AT Administration and Technology
- cbip Professional Development (CBIP Certification)

See pages 6–8 for course offerings by topic.

REGISTER at www.tdwi.org/2009sandiegobi
QUESTIONS? 425.277.9181 or education@tdwi.org

WEDNESDAY AUGUST 5

SCHEDULE

COURSES

Full Day	8:00 a.m.–5:30 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Exhibit Hall Open and Lunch	11:15 a.m.–2:15 p.m.
Evening Education	6:00–7:15 p.m.
CBIP Exam Lab	6:00–7:30 p.m.
Hospitality Suites	7:00 p.m.

COURSE OFFERINGS

☐ **W1** DA CBIP p. 19
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
S. Hoberman

☐ **W2** DI CBIP p. 20
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
D. Wells

☐ **W3 UPDATED!** BA LM CBIP p. 20
TDWI Enterprise Metrics: Designing Integrated Business Metrics
M. Peco

☐ **W4** DA p. 20
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
L. Reeves

☐ **W5** DI DA p. 21
Data Warehouse Lifecycle Overview
W. Thornthwaite

☐ **W6 NEW!** DI LM p. 21
Putting it Together: Data Governance, MDM, and Metadata
J. Geiger

☐ **W7** LM p. 22
Leading and Organizing Business Intelligence Teams: Improving Individual and Team Performance
M. Clarry, L. Rickard

THURSDAY AUGUST 6

SCHEDULE

KEYNOTE (see p. 1) 8:00–8:45 a.m.

COURSES

Full Day	9:00 a.m.–5:00 p.m.

EVENTS

Breakfast	7:30–8:30 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.

COURSE OFFERINGS

☐ **TH1 NEW!** DA p. 22
TDWI Advanced Data Modeling Techniques
J. Geiger, J. O'Brien

☐ **TH2** DA CBIP p. 22
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
M. Peco

☐ **TH3** DA BA CBIP p. 23
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
S. Hoberman

☐ **TH4** BA DI p. 23
The BI Pathway Approach: Delivering BI for Business Value
N. Williams

☐ **TH5** BA p. 24
Statistical Modeling for the Non-Statistician
M. Berry

☐ **TH6** DA LM p. 24
Data Quality for Data Warehousing: A Practical Guide
T. Redman

☐ **TH7** DI p. 24
Beyond the Data Warehouse: Architectural Options for Data Integration
E. Levy

FRIDAY AUGUST 7

SCHEDULE

COURSES

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

EVENTS

Breakfast	7:30–8:30 a.m.
Lunch Break	11:15 a.m.–12:15 p.m.
CBIP Exam Lab	8:00 a.m.–2:00 p.m.

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

COURSE OFFERINGS

☐ **F1A NEW!** AT p. 25
Impossible Data Warehouse Situations
S. Adelman

☐ **F1P NEW!** LM p. 25
Cost Justification, ROI, and Benefits Measurement
S. Adelman

☐ **F2A** AT BA p. 25
Virtualization Technologies for BI Environments
J. O'Brien

☐ **F2P UPDATED!** AT LM p. 25
Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
J. O'Brien

☐ **F3 UPDATED!** DI DA p. 26
Modern Data Quality Techniques in Action—A Demonstration Using Human Resources Data
G. Di Loreto

☐ **F4** DA p. 26
Dimensional Modeling: Advanced Topics
C. Adamson

☐ **F5A** BA LM p. 26
Predictive Analytics: A Business Perspective
T. Rathburn

☐ **F5P** BA DA p. 27
Predictive Analytics: Making It Work
T. Rathburn

Instructor biographies start on page 9.

COURSE OFFERINGS BY TOPIC

› Featured Topics Topics unique to the San Diego conference.

BI Essentials

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

Data Management

Data is the cornerstone of a business intelligence system, and the management of it can be very complex. Learn how to model, improve quality, integrate, store, and govern this most precious asset.

DATA MODELING

Data that is organized and optimally stored in the warehouse needs thoughtful design to adeptly fulfill business needs. Business analysts taking these courses will be better prepared to work with their technical counterparts, and developers will be able to ask the right questions to determine how to design and implement the best data structures. Be sure to check out the brand new TDWI Advanced Data Modeling class!

CBIP Certified by TDWI

Recommended Courses to Better Prepare You for CBIP Certification

Courses marked with the CBIP symbol are recommended to help you better prepare for the CBIP exams. To learn more, visit www.tdwi.org/cbip or contact us at 425.277.9181 or education@tdwi.org.

www.tdwi.org/cbip

› Core Topics

Topics offered at every TDWI conference.

Business Analytics

focuses on the effective use of data and information to drive positive business actions. The body of knowledge for this area includes both business and technical topics: concepts of performance management, definition and delivery of business metrics, data visualization, and deployment and use of technology solutions such as OLAP, dashboards, scorecards, analytic applications, and data mining.

Data Analysis and Design

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

Data Integration

is fundamental to data warehousing and is a vital process for a rich and robust data resource to deliver BI solutions. Integration includes all of the activities necessary to acquire data from sources, and to transform and cleanse the data. The body of knowledge includes concepts and skills for source data analysis and source qualification, data profiling, source/target mapping, data cleansing and transformation, and ETL development.

› Core Topics (continued)

Leadership and Management

focuses on effectively integrating people, processes, and technology to deliver business value. The field requires depth of process knowledge, including development methodology, program management, project management, organizational and team-building skills, as well as a high-level technical understanding of BI applications and data warehousing concepts.

Administration and Technology

covers those areas related to managing the infrastructure and ensuring continuous operation of data warehousing and BI solutions. Technology architecture, technology planning and configuration, system and network administration, capacity planning, growth management, database administration, system and network administration, and access and security administration are essential skills in this area.

CBIP EXAM LABS

Register at the conference, where a sign-up sheet will be posted. A laptop is required for testing. At a minimum, your laptop must be Windows compatible. The testing software runs off a USB drive.

Wednesday	6:00–7:30 p.m.
Thursday	5:30–7:00 p.m.
Friday	8:00 a.m.–2:00 p.m.

Fee Per Exam:
$325 TDWI Members / $350 non-Members

Exam Duration:
Maximum 90 minutes each

Professional Development (CBIP Certification)

Consider getting your CBIP certification if you have a solid background in BI/DW and want to stand out in this growing and dynamic field. The following courses can help you strengthen your knowledge and build confidence going into the exams. In addition, there are multiple exam lab opportunities throughout the week, making it convenient for you to complete your certification requirements all at one conference!

To prepare for the **CBIP Data Warehousing and Information Systems Core exams**, consider:

To prepare for the **CBIP specialty area exams**, consider the following course(s):

DATA ANALYSIS AND DESIGN (DA)

DATA INTEGRATION (DI)

BUSINESS ANALYTICS (BA)

LEADERSHIP AND MANAGEMENT (LM)

For more information, visit: www.tdwi.org/cbip

INSTRUCTOR BIOGRAPHIES

Chris Adamson
Data Warehouse Specialist and Founder
Oakton Software LLC
COURSE F4

Chris Adamson, a data warehouse specialist, has been an active participant in the database and data warehousing industry for more than 15 years. An expert on star schema design, his customers have included *Fortune* 500 companies, large and small businesses, government agencies, and data warehousing software vendors. He has written two books on star schema data warehousing—*Data Warehouse Design Solutions* and *Mastering Data Warehouse Aggregates*. Both books are published by Wiley, with forwards by Ralph Kimball.

Sid Adelman
Principal
Sid Adelman & Associates
COURSES F1A, F1P

Sid Adelman is a principal at Sid Adelman & Associates, which specializes in planning and implementing DWs, DW and BI assessments, and establishing effective strategies. He speaks at TDWI conferences and IBM's DB2 and Data Warehouse Conference, chairs the "Ask the Experts" column on www.dmreview.com, and is a contributor to DW journals. He co-authored *Data Warehouse Project Management and Data Strategy* and is the principal author of *Impossible Data Warehouse Situations with Solutions from the Experts*.

Michael J. A. Berry
Principal
Data Miners, Inc.
COURSE TH5

Michael Berry is the founder of Data Miners, Inc., a consultancy specializing in data mining and statistical modeling. Together with his colleague, Gordon Linoff, Michael has authored some of the most widely read and respected books on data mining, including *Data Mining Techniques*, which first appeared in 1997 and is still selling well in its second edition.

Stephen A. Brobst
Managing Partner
Strategic Technologies & Systems
COURSES S4, M4A, M4P, T4

Stephen Brobst specializes in the design and construction of DW solutions for *Fortune* 500 companies in the U.S. and internationally. Stephen performed his graduate work in computer science at MIT where his master's and PhD research focused on high-performance parallel processing. He also completed an MBA with joint course and thesis work at the Harvard Business School and the MIT Sloan School of Management. Stephen has been on the TDWI faculty since 1996.

Maureen Clarry
President and CEO
CONNECT: The Knowledge Network
COURSE W7

Maureen Clarry regularly speaks on leadership and team issues related to data management, and is a frequent speaker at DAMA and PMI chapters around the country. Maureen hosts the Leadership and Management channel for *Business Intelligence Network*, participates on the Business Intelligence Advisory Board for The Daniels College of Business at the University of Denver, and is on the TDWI Colorado Chapter Board. For more information about CONNECT, visit www.connectknowledge.com.

Gian Di Loreto
CEO
Loreto Services & Technologies, LLC
COURSE F3

Gian Di Loreto formed Loreto Services and Technologies in 2004 from the client services division of Arkidata Corporation. Loreto Services provides data cleansing and integration consulting services to *Fortune* 500 companies. Gian is a classically trained scientist—he received his PhD in elementary particle physics from Michigan State University. He lives in Chicago with his wife and three children.

Jill Dyché, CBIP
Partner
Baseline Consulting
COURSES S2, M7

Jill Dyché is a partner with Baseline Consulting, a management and technology consulting firm that provides data integration and business analytics services. Jill delivers industry and client advisory services, is a frequent lecturer and writer on the business value of IT, and writes two popular blogs. She is the author of acclaimed books *e-Data* and *The CRM Handbook*. Her latest book, written with Evan Levy, is *Customer Data Integration: Reaching a Single Version of the Truth*.

Wayne Eckerson
Director
TDWI Research
EXECUTIVE SUMMIT

Wayne Eckerson is the director of TDWI Research. Eckerson is an industry analyst and educator who has covered DW and BI since 1995. Eckerson is the author of many in-depth groundbreaking reports, a columnist for several business technology magazines, and a noted speaker and consultant. He is the author of *Performance Dashboards: Measuring, Monitoring, and Managing Your Business* (2005) and the creator of TDWI's BI Maturity Model and Benchmarking Assessment service. He can be reached at weckerson@tdwi.org.

Stephen Few
Principal
Perceptual Edge
COURSES S5, M5

Stephen Few has 24 years of experience as an innovator, consultant, and educator in business intelligence and information design. Today he specializes in the design and use of business information for analysis and communication. He is the data visualization columnist for *DM Review*, professor at the University of California, Berkeley, and author of the books *Show Me the Numbers: Designing Tables and Graphs to Enlighten* and *Information Dashboard Design: Beyond Gauges, Meters, and Traffic Lights*.

Jonathan G. Geiger, CBIP
Executive Vice President
Intelligent Solutions, Inc.
COURSES M2, T3A, T3P, W6, TH1

Jonathan Geiger has been involved in many Corporate Information Factory projects in many industries. He presents frequently at national and international conferences, has written more than 30 articles, and is a co-author of three books: *Data Stores, Data Warehousing and the Zachman Framework: Managing Enterprise Knowledge; Building the Customer-Centric Enterprise;* and *Mastering Data Warehouse Design*. He can be reached at jgeiger@intelsols.com.

INSTRUCTOR BIOGRAPHIES

Steve Hoberman, CBIP
President
Steve Hoberman & Associates, LLC
COURSES W1, TH3

Steve Hoberman works as a BI and data management practitioner and trainer. He is a Certified Business Intelligence Professional, a presenter at industry conferences, a columnist and contributor to industry publications, and the author of *Data Modeler's Workbench* and *Data Modeling Made Simple*. He is the founder of the Design Challenges group, inventor of the Data Model Scorecard, and a recognized innovator and thought leader in the field of data modeling. He can be reached at me@stevehoberman.com.

Cindi Howson
Founder
BIScorecard
COURSE T7

Cindi Howson is the founder of BIScorecard, a resource for in-depth BI tool reviews based on exclusive hands-on testing. She is the author of *Successful Business Intelligence: Secrets to Making BI a Killer App* and a frequent contributor to *Intelligent Enterprise* and *Business Intelligence Network*. Prior to founding BIScorecard, Howson was a manager at Deloitte & Touche and a BI standards leader for a *Fortune* 500 company. She has an MBA from Rice University. She can be reached at cindihowson@biscorecard.com.

Claudia Imhoff
President and Founder
Intelligent Solutions, Inc.
COURSE T5

Claudia Imhoff teaches basic and advanced courses about Corporate Information Factory (CIF) architecture, BI, and the development of CRM applications. Claudia co-authored four books on BI and the CIF. The latest is *Building the Customer-Centric Enterprise*. She has served on the board of advisors for DAMA International, is an advisor and faculty member for TDWI, and she writes monthly columns for *DM Review* and *e-Business Advisor*. Claudia can be reached at cimhoff@intelsols.com.

Evan Levy, CBIP
Partner
Baseline Consulting
COURSE TH7

Evan Levy is a partner and co-founder of Baseline Consulting, a management and technology consulting firm that provides data integration and business analytic services. Evan runs Baseline's IT practice and advises vendors and investors on emerging trends in BI and data integration. He and Jill Dyché are co-authors of the new book *Customer Data Integration: Reaching a Single Version of the Truth* (Wiley), which introduces the topic of designing, managing, and deploying customer master data.

Mark Madsen
President
Third Nature, Inc.
COURSE M3

Mark Madsen, co-author of *Clickstream Data Warehousing*, is a former CTO and consultant with many years of experience in IT. Over the past 10 years, Mark has received awards from TDWI, the American Productivity & Quality Center, and the Smithsonian Institution for his data warehousing and business intelligence projects. As a consultant, he has implemented systems for many public and private organizations in different industries.

Danette McGilvray
President
Granite Falls Consulting, Inc.
COURSE S3

Danette McGilvray is president and principal consultant for Granite Falls Consulting, Inc., which specializes in information quality management and data governance. She is the author of *Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information*. She has worked with people in all levels and functional areas of the organization, giving her a real-life perspective of information management challenges. Projects include enterprise information quality and governance programs, DW and integration strategies, and large-scale ERP data migrations.

Kimberly Nevala
Senior Consultant
Baseline Consulting
COURSE M7

Kimberly Nevala is a senior consultant at Baseline Consulting, a technology and management consulting firm specializing in data integration and business analytics. As a specialist in data governance and data management issues, Kimberly leads key Baseline clients in MDM and CDI program planning and implementation, and helps design and launch data governance initiatives using both top-down and bottom-up approaches. She is co-author of the TDWI publication *Ten Mistakes to Avoid When Launching a Data Governance Program*.

John O'Brien, CBIP
President and Executive Architect
Zukeran Technologies Corporation
COURSES S1, M1, T2, TH1, F2A, F2P

John O'Brien is president and executive architect of Zukeran Technologies, which specializes in DW systems architecture and strategy. John's 18-year career in IT and engineering is made up of in-depth engagements that provide unique insight into DW evolution. He has extensive hands-on knowledge of all phases of IT projects and architectures, particularly related to the architecture and management of ongoing growth and evolution of large-scale, real-time systems and processes. John holds a BS in engineering and an MBA.

Olivia Parr-Rud
Principal
OLIVIA Group
COURSE S6A

Olivia Parr-Rud is an internationally recognized speaker, consultant, facilitator, and author of *Business Intelligence Success Factors*. She has more than 20 years of experience in data mining and business intelligence in a variety of industries. Her passion for creating successful solutions for her clients guides her research into emerging practices in organizational development. She offers consulting in the areas of organizational adaptability, leadership development, team building, and skill building to improve communication, collaboration, and innovation.

Mark Peco, CBIP
Partner
InQvis
COURSES M2, T1, W3, TH2

Mark Peco is an experienced consultant, educator, manager, analyst, and team builder. He holds a graduate degree in engineering from the University of Waterloo, and he has led numerous consulting and software development projects helping clients adapt to fundamental shifts in business models and requirements. His experience includes strategy development, BI, DW, compliance, analytics, mathematical modeling, and application development. Mark's industry experience includes the energy, metals, and financial sectors. Contact him at mark.peco@inqvis.com.

Anthony L. Politano
Consultant and Author
MONDAY KEYNOTE

Anthony "Tony" Politano is the author of the book *Chief Performance Officer* and is recognized as the person who coined the term. He is an expert in the fields of performance management, master data management, business intelligence, and data warehousing. He is regularly published in trade journals and magazines, including a regular column in *DM Review*, and he has taught and given keynote speeches for TDWI for more than six years. Tony received his master's degree from Howe School of Management at Stevens Institute, where is currently a PhD candidate.

Thomas Rathburn
Senior Consultant
The Modeling Agency
COURSES F5A, F5P

Thomas (Tony) Rathburn has more than 20 years of experience in the business utilization of predictive analytics technologies. Mr. Rathburn taught MIS and statistics while an instructor in the College of Business at Kent State University. He also served as vice president of applied technologies for NeuralWare, Incorporated, a neural network tools and consulting company. Mr. Rathburn is a senior consultant with The Modeling Agency, which provides guidance and results for those who are data rich, yet information poor.

Thomas C. Redman
The Data Doc
Navesink Consulting Group
COURSE TH6

Thomas Redman, "The Data Doc," is president of Navesink Consulting Group, which he founded in 1996. He is the leading inventor of practical techniques that help organizations make order-of-magnitude improvements and reap business benefits. Prior to founding Navesink, Tom established the AT&T Bell Laboratories Data Quality Lab in 1987 and led it until 1995. His most recent book is *Data Driven: Profiting from Your Most Important Asset*.

Laura L. Reeves
Principal
StarSoft Solutions, Inc.
COURSE W4

Laura Reeves, co-author of first edition of *The Data Warehouse Lifecycle Toolkit*, has more than 22 years of experience in end-to-end data warehouse development focused on developing comprehensive project plans, collecting business requirements, developing business dimensional models, database schemas (both star and snowflake designs), and development of enterprise data warehouse strategies. As StarSoft Solutions co-founder, Laura has implemented data warehouses for many business functions for private and public industry.

Lorna Rickard
Chief Workforce Architect
CONNECT: The Knowledge Network
COURSE W7

Lorna Rickard has more than 15 years of experience in organizational development, instructional design, and facilitation. Most recently, she served as director of culture and communications for ING Re. As a member of the senior management team, she was instrumental in changing the culture and market position of ING Re, moving industry ranking based on revenue from number four to number one. At CONNECT, she assesses and advises client systems on cross-functional collaboration and team and organizational effectiveness.

Todd Saunders
Chief Solutions Architect
CONNECT: The Knowledge Network
COURSES S1, M1

Todd Saunders has been building systems and organizations for nearly 20 years. For the last 12 years, he specifically has been involved in building data warehouses, business intelligence solutions, and database marketing systems and launching the organizations to implement and operate these solutions. Before joining CONNECT, Mr. Saunders worked at various consulting and marketing firms, including McKinsey & Co., Coopers & Lybrand, Braun Consulting, and DoubleClick.

Robert S. Seiner
President, KIK Consulting
Publisher, TDAN.com
COURSE T6

Robert Seiner is the president and principal consultant of KIK Consulting & Educational Services, LLC. KIK is a company that focuses on knowledge transfer and consultative mentoring in the fields of data governance and data stewardship implementations, metadata management, master data management, and data architecture. Seiner is the publisher of *The Data Administration Newsletter, LLC*, an award-winning electronic publication that celebrated its 10th anniversary in July 2007. Contact Seiner at rseiner@tdan.com.

Warren Thornthwaite
The Kimball Group
COURSE W5

Warren Thornthwaite, co-author of *The Data Warehouse Lifecycle Toolkit*, has been involved in decision support and data warehouse systems since 1983. He consults extensively in the areas of requirements analysis, systems architecture, dimensional database design, and business intelligence applications development. Warren is co-founder of InfoDynamics, LLC and a member of the Kimball Group.

David L. Wells, CBIP
BI Consultant, Mentor, and Teacher
COURSES S6P, M6A, M6P, W2, THURSDAY KEYNOTE

Dave Wells is consultant, mentor, and teacher in the BI field. He brings to consulting endeavors a unique and balanced perspective regarding the roles of technology in business. This perspective—refined through a career of more than 35 years that blended business and technical roles—helps align business and IT in the most effective ways. Dave focuses on strategic and organizational alignment as the keys to building and sustaining valuable, high-impact BI cultures and systems. Contact him at dave_wells@earthlink.net.

Nancy Williams, CBIP
Vice President and Principal Consultant
DecisionPath Consulting
COURSE TH4

Nancy Williams has provided BI and DW expertise for more than 20 years to leading companies such as Marriott International, Legg Mason, and Stewart Title, as well as public sector organizations such as the U.S. SSA and the U.S. EPA. Nancy is a speaker at industry events and has authored and co-authored numerous publications in the fields of BI and business performance management, including the recently released book, *The Profit Impact of Business Intelligence*. She can be reached at nancy.williams@decisionpath.com.

COURSE DESCRIPTIONS

S1 Sunday, August 2, 9:00 a.m.–5:00 p.m.
Data Integration

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

John O'Brien, Todd Saunders

This introductory-level course provides an overview of the activities, processes, and products involved in building a DW. From business architecture to databases and access tools, the course examines the deliverables of DW programs and discusses the resources and skills needed to produce them. While much of the DW 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 DW 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 M1, TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact.

YOU WILL LEARN

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

GEARED TO

- Anyone new to DW; DW teams; DW team members

S2 Sunday, August 2, 9:00 a.m.–5:00 p.m.
Leadership and Management

BI from Both Sides: Aligning Business and IT

Jill Dyché

"How do I educate my business unit managers/end users/developers/executives about BI?" This is a question that people across BI maturity levels continue to ask.

As BI becomes an ever more critical corporate program, line-of-business managers and end users are not only key stakeholders, but they also increasingly hold the purse strings. Managers and IT need better ways of planning their BI initiatives and understanding how to justify ongoing information deployment.

This popular workshop—often attended by IT and business-user teams from the same company—focuses on ways to ensure that DW and BI projects remain a strategic priority. 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 session to illustrate high-profile best practices.

YOU WILL LEARN

- What we've learned the hard way—how BI best practices have evolved
- How to plan BI projects around corporate strategy
- Selling BI internally, and why it's a process
- A structured way to launch 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

S3 Sunday, August 2, 9:00 a.m.–5:00 p.m.
Data Integration

Ten Steps to Quality Data and Trusted Information for the Data Warehouse

Danette McGilvray

Do these situations sound familiar? Your company is building a DW and integrating data from several source systems. Data quality issues are impacting the project timeline, and early tests show users are distrustful of the information that is provided. The DW has been in production for more than a year. Those from the BI group have no confidence in the reports, complain about quality, and are reverting to their own spreadsheets for verification.

Whether you are just starting the project or are already in production, it is not unusual to find that information quality issues prevent the company from realizing the full benefit of their investment in the DW. Join us to learn practical approaches to improving the quality of information behind your BI, decision support, and DW efforts. Come with your particular needs in mind, learn how these topics apply to your situation, and leave with realistic methods for improving information quality.

YOU WILL LEARN

- The 10 steps to quality data and trusted information
- Key information quality concepts (such as The Framework for Information Quality, data quality dimensions, and business impact techniques)
- Integrating data quality into a DW project
- Data quality in the warehouse after go-live and in production

GEARED TO

- Practitioners and individual contributors; project team members from both the business and IT; project and program managers

S4 Sunday, August 2, 9:00 a.m.–5:00 p.m.
Administration and Technology

Designing a High-Performance Data Warehouse

Stephen A. Brobst

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 innovations in high-end database functionality lead to new approaches for designing DSS database structures and sizing machines for supporting DSS workloads.

Stephen 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.

This course assumes database and systems knowledge.

YOU WILL LEARN

- Advanced optimization techniques and how they impact 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

S5 Sunday, August 2, 9:00 a.m.–5:00 p.m.
Business Analytics

Dashboard Design for Immediate Insight

Stephen Few

Dashboards have become a popular means to present critical business information at a glance, but few do so effectively. Organizations make huge investments in information technology to produce actionable information, only to have it robbed of meaning at the very last stage of the process—the presentation of insights to those responsible for making decisions. When designed well, dashboards engage the power of visual perception to communicate a dense collection of information in an instant with exceptional clarity. This can only be achieved, however, by applying visual design skills that address the unique design challenges of dashboards.

YOU WILL LEARN

- To recognize the common problems in dashboard design
- To match your message to the right means of dashboard display
- To avoid clutter and arrange data that communicates clearly and at a glance

GEARED TO

- Dashboard designers; those who must understand the best practices of visual dashboard design to prepare for the evaluation of dashboard software

S6A NEW! Sunday, August 2, 9:00 a.m.–12:15 p.m.
Leadership and Management

Quantum Leadership: How to Succeed in a Fast-Paced, High Tech, Global Economy

Olivia Parr-Rud

The latest advances in information technology and business intelligence offer unprecedented opportunities for improving our bottom line. However, the current economic uncertainties, increasing complexity, and globalization require us to take a new approach to running our businesses. Fortunately, new models and practices are emerging that allow us to leverage the power of information in this new economic landscape. However, it requires us to master new skills and embrace new practices related to our infrastructure, knowledge management, human capital, and organizational culture.

YOU WILL LEARN

- How BI has shaped our current business climate
- How science provides new concepts and models for managing our businesses
- How to embrace change by becoming adaptable and resilient
- What skills are essential for thriving in our volatile global economy

GEARED TO

- Executives; managers; teams; strategists; consultants

S6P Sunday, August 2, 1:45–5:00 p.m.
Business Analytics

Understanding Cause and Effect: An Introduction to Systems Thinking

David L. Wells

Today's BI programs focus intensely on analytics. The business wants scorecards and dashboards, and the technology to deliver them is mature. Yet we often struggle to deliver high-impact analytics that make a real difference. The missing link is a strong connection with cause and effect—the essence of understanding why and deciding what next. Systems thinking offers the cause-and-effect connection. It holds the key to real analytic value.

This course is the recommended prerequisite course to M6A and M6P.

COURSE DESCRIPTIONS

YOU WILL LEARN

- What systems thinking is and how it relates to BI
- Principles of cause, effect, and feedback
- Causal modeling techniques
- Common system archetypes

GEARED TO

- BI program and project managers; requirements analysts; business analysts; anyone seeking real meaning behind the numbers

M1 CBIP — Monday, August 3, 9:00 a.m.–5:00 p.m.
Business Analytics

TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

John O'Brien, Todd Saunders

This course promotes 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 DW. This course provides a comprehensive overview of business, technical, and cultural implications of BI.

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 → INFORMATION portion of the chain, consider S1, TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing.

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 BI and DW
- 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

M2 **UPDATED!** — Monday, August 3, 9:00 a.m.–5:00 p.m.
Administration and Technology / Data Analysis and Design

TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach

Jonathan G. Geiger, Mark Peco

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.

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

M3 **UPDATED!** — Monday, August 3, 9:00 a.m.–5:00 p.m.
Data Integration / Administration and Technology

Evaluating ETL Tools and Technologies: Vendors in Action

Mark Madsen

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 using common scenarios.

Morning Session: Lecture
The first session describes data integration product categories, a summary of products on the market, and the process and criteria for reviewing those products. It will help narrow the number and types of tools to evaluate, and help you learn how to compare them.

Afternoon Session: Demonstrations

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

The vendors will develop extracts during this session, working with scenarios more complex than the usual sales demos. For specific vendor participation, see this course description on TDWI's Web site.

This course assumes an understanding of relational database and data warehousing terms and concepts.

YOU WILL LEARN

- Criteria useful for comparing ETL products
- Data integration product categories and vendors
- Key differences between some of the major ETL tools
- Strengths and weaknesses of leading products
- Elements to include in your own proof-of-concept

GEARED TO

- Anyone involved in the design or implementation of ETL for a warehouse or BI application

M4A Monday, August 3, 9:00 a.m.–12:15 p.m.
Administration and Technology

Capacity Planning for Enterprise Data Warehouse Deployment

Stephen A. Brobst

This workshop describes a framework for capacity planning in an enterprise data warehouse environment. Guidelines will be provided for capacity planning in a mixed workload environment involving both strategic and operational BI.

This course assumes database and systems knowledge.

YOU WILL LEARN

- A framework for defining storage, I/O, and compute capabilities using a balanced configuration model
- Techniques for data collection to drive capacity planning
- How to develop a capacity plan
- The implications for capacity planning related to technology trends in multi-core CPU deployment, large memory deployment, SMP versus MPP, and high-density disk drives

GEARED TO

- Technical architects; DBAs; DW administrators

M4P Monday, August 3, 1:45–5:00 p.m.
Leadership and Management / Administration and Technology

The Future of Data Warehousing

Stephen A. Brobst

This course examines the trends in DW deployment and developments in advanced technology. The implications of these technology developments for DW implementations will be discussed with examples in future architecture and deployment. This workshop presents best practices for deployment of a next-generation DW implementation as the realization of BI for a real-time enterprise. A true enterprise DW needs to export decision-making capabilities throughout an organization. This course discusses the use of service-oriented architecture (SOA) to deploy decisioning services, both within an organization and to users outside of traditional organizational boundaries.

This course assumes knowledge of DW fundamentals.

YOU WILL LEARN

- Storage and processing technologies
- Data acquisition and delivery
- The real-time enterprise
- Analytic applications architecture
- EXtreme data warehousing (XDW)

GEARED TO

- DW architects, designers, developers, and administrators

M5 Monday, August 3, 9:00 a.m.–5:00 p.m.
Business Analytics / Data Analysis and Design

Data Visualization for Discovery and Analysis

Stephen Few

Business data analysis can be performed using a simple collection of graphing techniques—not sophisticated financial or statistical methods. But these techniques are rarely taught. Despite the simplicity of these skills and the ease with which they can be learned given the right help, the ability to recognize meaningful patterns, trends, and exceptions in business data is not intuitive. This course identifies what to look for in the data and presents the graphs and visual analysis techniques that are most effective for spotting and making sense of what is meaningful.

The TDWI Difference

VENDOR-NEUTRAL EDUCATION

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.

YOU WILL LEARN

- Common mistakes in data presentation
- How to match your message to the right type of display
- How to remove extraneous information so the data speaks clearly and the most important data speaks loudly

GEARED TO

- Anyone who examines business data

M6A Monday, August 3, 9:00 a.m.–12:15 p.m.
Business Analytics

Insightful and Actionable Analytics: A Systems-Thinking Approach

David L. Wells

A good business analytics program does more than measure the easy things. It measures those things that can make a real difference—those things that lead to action. Analytics are actionable when they support the entire process of action taking, including discovery, insight, determination and resolve, decision making, innovation and creativity, and the implementation of decisions. Systems thinking holds the key to analytics that are purposeful, insightful, and actionable.

This course assumes prior completion of course S6P, or similar knowledge of systems theory and systems-thinking principles.

YOU WILL LEARN

- How to apply systems thinking when gathering analytic requirements
- How to use causal modeling for analysis and design of analytic systems
- How systems-thinking models help to find the real meaning in analytics
- How to use systems thinking in the BI program

GEARED TO

- BI program and project managers; requirements analysts; business analysts

M6P Monday, August 3, 1:45–5:00 p.m.
Business Analytics

Strategic Feedback: Strategy Mapping Meets Systems Thinking

David L. Wells

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

This course assumes prior completion of course S6P, or similar knowledge of systems theory and systems-thinking principles.

YOU WILL LEARN

- Principles of strategy mapping
- Distinctions between linear and loop models
- The roles and contributions of feedback systems
- How strategy mapping and causal loop modeling combine to create a powerful strategic planning and analysis tool

GEARED TO

- BI program and project managers; business managers; business analysts

M7 NEW! Monday, August 3, 9:00 a.m.–5:00 p.m.
Leadership and Management

Data Governance for BI Professionals

Jill Dyché, Kimberly Nevala

A recent study by Aberdeen Group (Winning Master Data Management Strategies for 2008–2009) reported, "Growing numbers and types of enterprises are pursuing initiatives related to data governance." With data governance interest on the rise, and the stakes in corporate data higher than ever, how should companies launch effective data governance efforts?

The single most ubiquitous question about data governance is, "How do we start?" This workshop discusses the tactics necessary to launch and sustain an effective data governance effort. It will cover the 10 most common mistakes companies make when launching data governance and offers case studies of what companies have done right when it comes to ensuring data governance adoption. The workshop pays particular attention to how BI and data warehouse skills can be leveraged when beginning a new data governance effort and will include a short self-assessment exercise for participants to gauge their own readiness for data governance.

YOU WILL LEARN

- Why data governance is more process, less committee
- Why the concept of "decision rights" is so critical
- The single biggest mistake companies make when launching data governance
- How to get started the right way

GEARED TO

- Data stewards; project managers; business sponsors; data modelers and other data management staff; BI professionals interested in expanding their roles beyond analytical data

T1 UPDATED! cbip Tuesday, August 4, 8:00 a.m.–5:30 p.m.
Business Analytics

TDWI Introduction to Business Analytics

Mark Peco

This introductory-level course provides an overview of the concepts, skills, and terminology of business analytics. Business analytics is at the forefront of BI. It is through analytics that business managers and analysts achieve the insights that lead to informed and innovative business decisions. Yet analytics is a complex field that involves many disciplines ranging from statistics to data visualization. This course provides an overview of those disciplines and describes the role of each in business analytics and BI systems.

YOU WILL LEARN

- Fundamentals of statistics, including a variety of statistical methods, differences between descriptive and inferential statistics, and the concepts of statistical variables
- Basics of business and data analysis qualities, including intellectual curiosity, discovery and insight, problem solving, data management, and use of technology
- Basics of business measurement, including metrics concepts and terminology, business performance indicators, and common measures of quality
- Concepts and terminology of business management frameworks, including CRM, BPM, SCM, HRM, financial management, and operations management
- Common applications of business analytics, including monitoring, forecasting, and decision process automation
- Data visualization basics, including effective uses for many kinds of charts, graphs, and tables

GEARED TO

- Anyone new to BI; BI teams; BI team members; anyone with a role in definition and development of business analytics systems

T2 NEW! cbip Tuesday, August 4, 8:00 a.m.–5:30 p.m.
Leadership and Management

TDWI Project Management for Business Intelligence

John O'Brien

Managing BI projects is a difficult responsibility that challenges even the most experienced of IT project managers. Source system dependencies, uncertain data quality, volatile business requirements, and business urgency are but a few examples among a multitude of challenges. Many kinds of BI projects, ranging from data integration to predictive analytics, add to the complexities—and multiple technologies from data warehousing to data mining compound the problem. With BI projects, there is no project management silver bullet—no "one size fits all" approach to project management. Learn how to choose among traditional, agile, and other project management methods. Then find out how to apply the chosen method for project planning, execution, monitoring, control, completion, and closure.

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

YOU WILL LEARN

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

GEARED TO

- BI and data warehousing project managers; business and IT managers with BI roles and responsibilities

T3A cbip Tuesday, August 4, 8:00–11:15 a.m.
CBIP Certification

CBIP Preparation for the Information Systems Core Exam

Jonathan G. Geiger

This course is for those who have knowledge and experience in the information systems field but would benefit from an interactive and informative review prior to taking the information systems core exam. You'll prepare to test through discussion, review of concepts and terminology, and practice with sample exam questions. A CBIP-certified instructor who has experienced the process and can share tips to improve your performance on the exam will lead this class.

This course assumes a working knowledge of information systems.

YOU WILL LEARN

- Concepts and terms used in the exam (technology and business; application system; data management; systems development)
- What constitutes the complete body of knowledge for the exam

The TDWI Difference

PROFESSIONAL DEVELOPMENT AND CERTIFICATION

cbip Certified by TDWI

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.

- How to assess your knowledge and skill
- What to expect during the examination process
- Techniques to improve your performance on the exam

GEARED TO

- Everyone seeking CBIP certification (the core exam is required for all CBIP specialties)

T3P CBIP

Tuesday, August 4, 2:15–5:30 p.m.
CBIP Certification

CBIP Preparation for the Data Warehousing Exam

Jonathan G. Geiger

This course is for those who already have DW knowledge and experience but would benefit from an interactive and informative review prior to testing. You'll get ready to test through discussion, review of concepts and terminology, and practice with sample exam questions. A CBIP-certified instructor who has experienced the process and can share tips to improve your performance on the exam will lead this class.

This course assumes a working knowledge of data warehousing.

YOU WILL LEARN

- Concepts and terms used in the exam (organization and methodology; architecture and technology; data modeling; data integration; implementation and operation)
- What constitutes the complete body of knowledge for the exam
- How to assess your knowledge and skill
- What to expect during the examination process
- Techniques to improve your performance on the exam

GEARED TO

- Everyone seeking CBIP certification (the DW exam is required for all CBIP specialties)

T4

Tuesday, August 4, 8:00 a.m.–5:30 p.m.
Administration and Technology

Real-Time Data Warehousing

Stephen A. Brobst

Active DW 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. 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.

This course assumes knowledge of DW fundamentals.

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

GEARED TO

- DW architects, designers, developers, and administrators

T5

Tuesday, August 4, 8:00 a.m.–5:00 p.m.
Data Integration / Leadership and Management

CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives

Claudia Imhoff

In the past decade, we have seen business intelligence expand into every corner of an organization. There is no part that does not require some form of BI. We also have seen a marvelous influx of innovative and useful technologies to support this new paradigm. These changes, though, wreak havoc on established BI environments that are not based on a sound and flexible architecture.

Fortunately, the Corporate Information Factory (CIF) is just such an architecture! This presentation describes the extension of the CIF to accommodate the latest technologies and techniques for supporting your BI environment. These include accommodating BPM, BAM, or other performance initiatives; facilitating operational BI; supporting virtual and physical components through consolidation, propagation, and federation techniques; and the support mechanisms to ensure the necessary enterprise focus for full BI value.

YOU WILL LEARN

- Why an architecture is needed and how the CIF fills that bill
- The new ways that data gets into the environment and out into the hands of the business community
- The environmental support mechanisms that ensure full enterprise access to critical BI capabilities
- The rationale behind each of the CIF components
- Methodologies for implementing each component and tips for getting started

GEARED TO

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

T6 Tuesday, August 4, 8:00 a.m.–5:30 p.m.
Leadership and Management

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

Robert S. Seiner

This workshop focuses on how to build and implement the components of a practical and effective data governance program. Throughout the session, the instructor shares his experiences and the trials and tribulations of successful data stewardship and governance implementations. The workshop is interactive and encourages attendee participation to share and learn about best practices and experiences in data governance.

YOU WILL LEARN

- How to build a successful plan for a data governance program
- How to take a practical and noninvasive approach to data governance
- How to leverage and enforce existing accountability for data

GEARED TO

- Data managers; business data owners; directors and managers of information management services

T7 UPDATED! Tuesday, August 4, 8:00 a.m.–5:30 p.m.
Administration and Technology / Business Analytics

Developing Your BI Tool Strategy and BI Bake Off*

Cindi Howson

As the face for the data warehouse, the BI tool is the most important component to business users. Select a great tool that facilitates insights, and users will embrace BI. Fail to manage your BI tool portfolio, and you will waste money on shelfware, frustrate users, and never achieve a single version of the truth.

Understanding strategic and functional differences between solutions from "Big 4" and BI pure plays is critical to developing a successful BI tool strategy. The morning session highlights recent events and what it means for BI buyers, provides a methodology for making better BI investments, and reviews major components and features of a BI platform. Specific product examples are interwoven for illustrative purposes.

The afternoon session addresses how to maximize scripted demos as part of your selection process. With a one-of-kind BI bake off, three leading BI vendors participate in carefully 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.

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

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

YOU WILL LEARN

- An overview of the BI market and vendors' positions
- A framework for evaluating BI vendors and suites
- Functional differences between leading BI suites
- How three leading vendors fulfill key criteria

GEARED TO

- Project sponsors and BI directors; business analysts; BI application owners

** Previously titled Evaluating BI Toolsets and BI Tools in Action*

W1  Wednesday, August 5, 8:00 a.m.–5:30 p.m.
Data Analysis and Design

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

Steve Hoberman

BI and DW systems challenge the data modeling techniques of the past as new roles and uses of data demand updated skills. The "toolbox" for data modelers has expanded beyond basic entity-relationship modeling and now includes techniques to manage time-variant data, 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 introduces the modeling skills needed for BI and DW systems. Those who need to understand data models, but not how to develop them, will understand the various forms of data models and what they should communicate.

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

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"
- 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 DW and BI systems
- How time-variant data is represented in data models
- Optimization techniques for warehousing data stores
- Data modeling for DWs, data marts, and analytic applications

GEARED TO

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

COURSE DESCRIPTIONS

W2 CBIP — Wednesday, August 5, 8:00 a.m.–5:30 p.m.
Data Integration

TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

David L. Wells

Data integration becomes increasingly complex as new expectations and technologies change the face of DW and BI. Today, 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 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.

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 technologies fits into the 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 DW architects; data integration process designers and developers; BI and DW program and project managers

W3 UPDATED! CBIP — Wednesday, August 5, 8:00 a.m.–5:30 p.m.
Business Analytics / Leadership and Management

TDWI Enterprise Metrics: Designing Integrated Business Metrics*

Mark Peco

Measurement-based disciplines are central to business management. BPM, CRM, SCM, and related disciplines increase the visibility and importance of business-by-the-numbers. Technology enables the trend with dashboards and scorecards, but with the technological advances come new challenges. How do we get the right metrics? How do we keep them current in a continuously changing business environment? How do we prevent the customer measures of CRM from conflicting with those of SCM? How do we achieve consistency, cohesion, and integration among metrics? This course teaches techniques that address the complex and challenging questions of business metrics design.

YOU WILL LEARN

- The risks inherent in ad hoc and on-demand approaches to business metrics
- How and why metrics bring new challenges
- Processes to define and manage a comprehensive collection of metrics that serve diverse needs and communities of interest
- Techniques to ensure cohesion, assure consistency, and avoid conflict among metrics
- Distinctions between measures, metrics, indicators, and indexes and when to use each

GEARED TO

- BI program and project managers; business managers who depend on metrics; business analysts; developers of dashboards and scorecards; data stewards and data administrators; data modelers

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

W4 — Wednesday, August 5, 8:00 a.m.–5:30 p.m.
Data Analysis and Design

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

Laura L. Reeves

Today's businesses are under pressure to deliver more with less. Meeting this challenge requires leveraging all resources—especially data. The time-proven method is through dimensional data structures. Organizations often struggle to develop dimensional models that consistently meet the business needs. Using business dimension modeling techniques, the business and systems communities can effectively partner to create a model that will support the business.

This course teaches the fundamentals of business dimensional modeling using real-world scenarios. The course provides a solid foundation that can be used by business community members to improve communication and increase understanding and participation throughout the project.

The course then puts the modeling effort into the proper context. Techniques for successfully gathering business requirements are shared, and an overview of what is needed to build the database and deliver the data to the business is provided. Design exercises reinforce the concepts presented in class.

Exposure to some IT projects is helpful.

YOU WILL LEARN

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

GEARED TO

- Anyone involved with the DW; business community members who are interested in understanding basic dimensional modeling concepts; BI application developers; project managers; database administrators; data modelers; data staging developers

W5 Wednesday, August 5, 8:00 a.m.–5:30 p.m.
Data Integration / Data Analysis and Design

Data Warehouse Lifecycle Overview

Warren Thornthwaite

This course offers an overview of the Kimball Lifecycle approach including practical tips and techniques for creating a successful data warehouse and business intelligence system. It distills the essential elements of the Kimball approach described in the best-selling book, *The Data Warehouse Lifecycle Toolkit*, Second Edition (Kimball, Ross, Thornthwaite, Mundy, and Becker).

The course provides an overview of the Kimball Lifecycle, beginning with the requirements gathering process as the foundation for success. It covers the basic concepts of dimensional modeling and demystifies DW/BI architecture focusing on the fundamentals—what goes into the architecture and how do we create an architecture that will satisfy the business requirements? We then explore the data staging process focusing on the extract, transform, and load process in the context of building a dimensional data warehouse.

YOU WILL LEARN

- Proven approach to build a DW/BI solution successfully
- 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 DW lifecycle, including project and program managers; business sponsors and users; data architects or modelers; BI application developers; ETL system developers; technical architects or administrators

W6 **NEW!** Wednesday, August 5, 8:00 a.m.–5:30 p.m.
Data Integration / Leadership and Management

Putting it Together: Data Governance, MDM, and Metadata

Jonathan G. Geiger

Master data management and metadata are often confused with each other, and neither one can effectively be deployed without a sound data governance structure. This session begins by describing the object of all three of these—managing the corporate asset of data. Each is then explored individually—it is defined, its importance and benefits are delineated, the associated organizational roles are identified, and an approach for deploying it is described. The interaction of the three concepts is then described with particular emphasis on the dependent and independent aspects and how actions taken in one area can impact the others. The session will end with a strategy for deploying and managing all three as part of an overall information management program.

YOU WILL LEARN

- The criticality of managing data as an asset and what that really means
- The roles of data governance, master data management, and metadata
- How to develop a comprehensive strategy for information management that encompasses the three concepts

GEARED TO

- Program managers; IT leaders; business participants on data improvement and access initiatives

The TDWI Difference

BOTH BUSINESS AND TECHNICAL EDUCATION

Recognizing that business intelligence interweaves business and technology in ways we've never before experienced, TDWI selects classes that 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.

COURSE DESCRIPTIONS

W7 Wednesday, August 5, 8:00 a.m.–5:30 p.m.
Leadership and Management

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

Maureen Clarry, Lorna Rickard

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.

YOU WILL LEARN

- A framework for analyzing individual and team performance
- Managing change readiness in the DW 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 DW teams

GEARED TO

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

** Previously titled Leading and Organizing Data Warehousing Teams: Improving Individual and Team Performance*

TH1 **NEW!** Thursday, August 6, 9:00 a.m.–5:00 p.m.
Data Analysis and Design

TDWI Advanced Data Modeling Techniques

Jonathan G. Geiger, John O'Brien

Whether you are a business data modeler who represents data requirements as entities and relationships or a physical data modeler more concerned with tables, columns, and indexes, you know that the hard stuff lies beneath the surface. Every data design, whether logical or technical, is challenged by one or more complex considerations—scalability, adaptability, performance, legacy and package databases, etc. Every data model raises questions. Advanced modeling techniques provide many of the answers.

This course assumes completion of the TDWI Data Modeling course or equivalent understanding of entity-relationship modeling, dimensional modeling, and data warehousing terms and concepts.

YOU WILL LEARN

- When, where, and how to apply advanced modeling techniques including:
  - Normalization and de-normalization
  - Abstraction, patterns, and universal models
  - Generalization, specialization, and inheritance
  - Time and time-dependency in the data model
  - States and state-dependency in the data model
  - Recursion for lists, trees, and networks
  - Complementary models—process, state-transition, use cases, and event maps
  - Advanced indexing and outer join optimization
  - Data model validation and testing

GEARED TO

- Data modelers with some practical experience; data architects; database developers

TH2 Mcbip Thursday, August 6, 9:00 a.m.–5:00 p.m.
Data Analysis and Design

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

Mark Peco

Gathering business requirements for BI systems is more difficult than for operational systems. Without the specifics of business transactions, scheduled reports, and prescribed business rules it is difficult to know where to start and how to proceed. The skill set for the BI requirements analyst includes techniques to identify requirements, tools to manage requirements, and checklists to ensure completeness.

YOU WILL LEARN

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

GEARED TO

- Business and systems analysts; BI program managers; BI project managers

TH3 CBIP

Thursday, August 6, 9:00 a.m.–5:00 p.m.
Data Analysis and Design / Business Analytics

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics

Steve Hoberman

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

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

YOU WILL LEARN

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

GEARED TO

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

TH4

Thursday, August 6, 9:00 a.m.–5:00 p.m.
Business Analytics / Data Integration

The BI Pathway Approach: Delivering BI for Business Value

Nancy Williams

This course provides a foundation for designing, building/reengineering, and operating a customized BI environment that leverages DW and delivers superior business value. It presents the DecisionPath Consulting BI/DW approach—the BI Pathway.

Building on the core concepts and fundamentals that have been central to DW over the years, this course will help your organization ensure that the true business requirements for DW/BI are completely understood and that the DW/BI environment provides actionable information that makes a difference to your business.

Through practical application of proven methods, your DW/BI initiatives can avoid the failures some organizations have experienced, gain user commitment, and ensure that the investment in DW/BI pays substantial dividends.

This course assumes knowledge of BI and DW fundamentals.

YOU WILL LEARN

- Business-oriented methods for identifying high-impact DW and BI opportunities and the associated requirements
- How to use BI-focused architectures to align and integrate DW/BI information delivery with strategic, tactical, and operational business processes
- How to use the BI Pathway approach to guide BI/DW development, deployment, and integration with key business processes
- How to manage rapid data mart delivery within overarching BI-focused architectures and BI Pathway
- How to approach key topics and techniques such as the use of prototypes, achieving sponsor-/business-user commitment, and evolving the BI/DW environment over time to maintain business value

GEARED TO

- Program and project managers; business analysts; data designers and architects; business managers and knowledge workers; ETL designers and developers; BI application designers and developers

The TDWI Difference

LATEST PRODUCT AND TECHNOLOGY INFORMATION

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

COURSE DESCRIPTIONS

TH5 Thursday, August 6, 9:00 a.m.–5:00 p.m.
Business Analytics

Statistical Modeling for the Non-Statistician

Michael J. A. Berry

This class is designed for people who are familiar with data and databases, but unfamiliar with the modeling techniques used to perform important tasks such as scoring customers for likelihood to make a purchase or default on a loan.

A model is simply a formal description of relationships that exist in data. A model of a profitable customer can be used to classify new customers as likely or unlikely to be profitable. A model of past responders can be used to predict who will respond to future offers. A model may take the form of a set of rules or a mathematical formula. Either way, it can be tested for stability and accuracy so it can be applied with confidence.

Several popular modeling techniques will be introduced and demystified, including decision trees, contingency tables, and linear regression. These techniques will be applied to real data from a real product penetration case study.

This course assumes a familiarity with data and databases.

YOU WILL LEARN

- How models help turn data into information
- The difference between descriptive and predictive models
- When to have confidence in a model's predictions
- How several popular modeling techniques, including decision trees and regression models, actually work

GEARED TO

- Data, business, and marketing analysts; anyone with lots of data and not enough information

TH6 Thursday, August 6, 9:00 a.m.–5:00 p.m.
Data Analysis and Design / Leadership and Management

Data Quality for Data Warehousing: A Practical Guide

Thomas C. Redman

In this course, Dr. Tom Redman, author of *Data Driven: Profiting from Your Most Important Business Asset*, 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.

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 DW
- Processes and techniques to build quality into a new DW

GEARED TO

- DW 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

TH7 Thursday, August 6, 9:00 a.m.–5:00 p.m.
Data Integration

Beyond the Data Warehouse: Architectural Options for Data Integration

Evan Levy

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 new technology solutions have changed the complexity of managing enterprise data.

Data access and delivery technologies such as EII, EAI, and ETL offer ways to be clever and more deliberate about delivering data to systems and users more effectively. With the emergence of customer data integration and master data management solutions, there's a new set of offerings to consider when integrating corporate information from across packaged applications, core platforms, and legacy systems.

Evan Levy identifies 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. And he'll pepper the course with architectural examples that illustrate new ways of solving age-old data integration dilemmas.

This course assumes an understanding of fundamental technology architectures.

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/project managers; center of excellence staff; application developers; DW and IT architects

F1A **NEW!** Friday, August 7, 8:00–11:15 a.m.
Administration and Technology

Impossible Data Warehouse Situations

Sid Adelman

Data warehouse implementations are never as easy as the vendors told you they would be. Over the years, my colleagues and I have experienced impossible situations that would appear to have no solutions. This class will discuss some that are most common. Besides the "impossible" cases that have sunk many a DW endeavor, this class will solicit challenges from our students and attempt to solve them.

YOU WILL LEARN

- How to anticipate "impossible situations"
- How to address these situations before they kill you
- How to deal with problems that developed before you came on the scene

GEARED TO

- Project managers; business sponsors

F1P **NEW!** Friday, August 7, 12:15–3:30 p.m.
Leadership and Management

Cost Justification, ROI, and Benefits Measurement

Sid Adelman

Most organization require that every major DW/BI project be cost justified, but to most DW project managers and sponsors, cost justification is relatively new. The calculations required by the CFO demand new skills. Following a successful implementation, few know how to measure the benefits.

YOU WILL LEARN

- How to cost justify your next project with projected costs and benefits, including techniques for calculating return on investment (ROI)
- How to measure costs and benefits post-implementation
- How to present costs and benefits to management

GEARED TO

- Project managers; business sponsors

F2A Friday, August 7, 8:00–11:15 a.m.
Administration and Technology / Business Analytics

Virtualization Technologies for BI Environments

John O'Brien

We will explore the characteristics of today's virtualization technologies as defined by the leading players in the market. We will briefly look at the history of virtualization technologies to understand the business benefits and the drivers that have made this technology significant. We will delve into opportunities for virtualization technologies in BI at each technical layer of the DW environment, considering the benefits and limitations of each implementation. Finally, we will review how the technology is expected to evolve, and the impact it will have on BI environments.

This course assumes general knowledge of DW and BI architectures and strategies.

YOU WILL LEARN

- Leading virtualization technologies
- Benefits and limitations of virtualization
- Effective use of virtualization in a DW environment
- The future of virtualization technologies

GEARED TO

- Enterprise architects; technology managers; application developers; data modelers

F2P **UPDATED!** Friday, August 7, 12:15–3:30 p.m.
Administration and Technology / Leadership and Management

Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence

John O'Brien

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

This course assumes general knowledge of DW and BI architectures and strategies.

YOU WILL LEARN

- Service-oriented architecture's impacts on BI
- Extending BI with text analytics
- What Web 2.0 technologies bring to everyday BI
- The cloud computing impact on BI

GEARED TO

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

COURSE DESCRIPTIONS

F3 **UPDATED!** Friday, August 7, 8:00 a.m.–3:30 p.m.
Data Integration / Data Analysis and Design

Modern Data Quality Techniques in Action—A Demonstration Using Human Resources Data

Gian Di Loreto

From business analysts to IT developers, everyone has a stake in data quality. We all need to understand the art and the science of modern data quality techniques that reach far beyond de-duplication and address standardization. This unique course demonstrates the art, the science, and the practices using data that is found in every organization—HR data.

Data quality is always a challenge, and HR data is especially challenging. It is rich with examples of data quality issues and problems. The data that once was viewed as "just personnel records" has attained new importance, visibility, and value with pivotal roles in regulatory compliance, labor relations, benefits administration, labor cost allocation, and more.

YOU WILL LEARN

- An overview of modern data quality techniques and practices
- An overview of the content, structure, and challenges of HR data
- How to apply data quality techniques to the specifics of HR data
- How to define, build, and test data quality rules
- A definitive list of business-based data quality rules for HR data

GEARED TO

- BI and data warehousing professionals who need to cleanse and integrate HR data; anyone who is charged with creating, migrating, or maintaining HR data; IT professionals with responsibility to support HR data quality management; data quality professionals who want to learn by example

F4 Friday, August 7, 8:00 a.m.–3:30 p.m.
Data Analysis and Design

Dimensional Modeling: Advanced Topics

Chris Adamson

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

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

The course begins with a brief review of the core concepts in dimensional modeling. These fundamentals are then built upon in four areas: multiple star schema designs, alternative fact table designs, dimensional intricacy, and scaling beyond a single subject area.

This comprehensive treatment provides the breadth and depth you will need to meet your DW design challenges—whether you are building a dimensional DW, CIF marts, or stand-alone data marts.

This course assumes an understanding of basic star schema concepts.

YOU WILL LEARN

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

GEARED TO

- Professionals who need a comprehensive understanding of star schema design, including DW designers; BI developers; report designers; project managers; power users; database administrators

F5A Friday, August 7, 8:00–11:15 a.m.
Business Analytics / Leadership and Management

Predictive Analytics: A Business Perspective

Thomas Rathburn

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

YOU WILL LEARN

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

GEARED TO

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

F5P Friday, August 7, 12:15–3:30 p.m.
Business Analytics / Data Analysis and Design

Predictive Analytics: Making It Work

Thomas Rathburn

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

Course F5A, Predictive Analytics: A Business Perspective, is recommended but not required.

YOU WILL LEARN

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

GEARED TO

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

The TDWI Difference

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.

VENDOR EXHIBITION

VENDOR EVENT SCHEDULE

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

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. Visit www.tdwi.org/2009sandiegobi for more information about exhibitors at the TDWI World Conference in San Diego.

THE FOLLOWING COMPANIES HAVE EXHIBITED WITH TDWI IN THE PAST TWO YEARS:

Ab Initio Software Corporation
Actuate
Altosoft
AMB Dataminers Inc.
Applix
ASG
Aster Data Systems
Balanced Insight, Inc.
BEZ Systems, Inc.
Blue Hammock
CA, Inc.
ChartSearch, Inc.
CIBER
Claraview
Clear Sight Analytics LLC
Cognos, an IBM Company
Collabera, Inc.
Collaborative Consulting
Compact Solutions
Composite Software, Inc.
Connotate
Corda Technologies
Dashboard Insight
DataDirect Technologies
DataFlux
DataLever Corporation
DATAllegro
DataMentors, Inc.
DataMicron Inc.
DataMirror
Dataupia
DecisionPath Consulting
Dundas Data Visualization Consulting
e2e Analytix Inc.
EasyAsk, a division of Progress Software
ESRI
eThority
ETI
Exeros
expressor software
FAST
GoldenGate Software
GreenPlum
HCL
HP
Hyperion
i2 Technologies
IBM
Identity Systems
illuminate Solutions
InetSoft
Infobright Inc.
Informatica Corporation
Information Builders
InforSense
infoUSA
Ingres Corporation
iOLAP, Inc.
Jaspersoft
Jinfonet Software
Kalido
Kickfire
KnowledgeRelay
Kognitio
Lavastorm
LoganBritton, Inc.
LogiXML
Melissa Data
Microsoft Corporation
MicroStrategy
Netezza Corporation
Noetix Corporation
Oco Inc.
Oracle
Panoratio, Inc.
ParAccel, Inc.
Pentaho Corporation
Pervasive Software
Pitney Bowes Group 1 Software
Project Performance Corporation
Proxix Solutions, Inc.
QL2
QlikTech
Rocket Software
SAND Technology
SAP
SAS Institute Inc.
SeaTab Software Inc.
Silver Creek Systems
SilverTrain, Inc.
St. Joseph's University
Strategy Companion Corporation
Sun Microsystems, Inc.
Sybase
Syncsort Incorporated
Sypherlink, Inc.
Talend
Teleran Technologies
Teradata Corporation
The Dayhuff Group
TIBCO Spotfire
Tidal Software
Trillium Software, a division of Harte-Hanks
Unisys Corporation
Vertica Systems, Inc.
Visual Mining, Inc.
Wherescape
XLCubed Ltd.
Zettapoint
Zoomix

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

Added Value for Your Education Dollar

CONNECT. SHARE. LEARN.

As a TDWI Member, you have access to valuable tools and crucial information that will help you interact and connect with other business intelligence and data warehousing professionals and advance your career in the business intelligence and data warehousing industry.

Membership Benefits

When you become a Member, you will receive a Membership certificate and have full access to exclusive content on our Web site at www.tdwi.org. We'll provide you with a comprehensive selection of industry research, news and information, online resources, and peer networking opportunities developed exclusively for Members.

Research

TDWI original research is produced throughout the year on topics that span the spectrum of business intelligence, data warehousing, and business performance management.

Annual TDWI Salary, Roles, and Responsibilities Report
The *TDWI Salary, Roles, and Responsibilities Report* provides an overview of compensation, roles, responsibilities, skills, experience, training, and job satisfaction of industry professionals. It also takes an in-depth look at the profiles of 10 specific industry roles.

Annual TDWI Technology Market Reports
TDWI's annual Technology Market Reports are designed to save you months of research by providing a shortlist of vendors to examine in various technology categories covered by our TDWI Best Practices Reports.

Quarterly Best Practices Reports
TDWI Best Practices Reports are designed to educate technical and business professionals about new business intelligence technologies, concepts, or approaches that address a significant problem or issue.

Publications

TDWI publications are written by TDWI directors and industry-leading practitioners who have in-the-trenches experience and an edge on the latest trends and technology. Each publication is rich with information to help you do your job and do it more effectively.

Quarterly Business Intelligence Journal
The *Business Intelligence Journal* is an in-depth, unbiased information resource that provides actionable insight on how to plan, build, and deploy business intelligence and data warehousing solutions.

Quarterly Ten Mistakes to Avoid series
The Ten Mistakes to Avoid series, published quarterly, addresses the 10 most common mistakes managers and teams make—from data modeling to building an operational data store—and gives you inside knowledge on how to avoid these common pitfalls.

Networking

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

LinkedIn: www.tdwi.org/linkedin/tdwi

Toolbox for IT: http://it.toolbox.com/vendors/tdwi

Twitter: http://twitter.com/TDWI

Facebook: www.tdwi.org/facebook

TDWI Guru Sessions

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

ABOUT TDWI

TDWI, a division of 1105 Media, Inc., is the premier provider of in-depth, high-quality education and research in the business intelligence and data warehousing industry. TDWI is 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.

EDUCATION

TDWI brings more than a decade of experience to the table when delivering high-impact education for business intelligence and data warehousing professionals. In addition to TDWI World Conferences, we offer educational opportunities at regional seminars, symposiums, and through our Onsite program.

TDWI SEMINAR SERIES

In-Depth Training in a Small Class Setting

www.tdwi.org/seminars

TDWI Seminars offer a broad range of courses focused on the skills and techniques at the heart of successful business intelligence and data warehousing implementations. The small class sizes and unique format of TDWI Seminars provide a high-impact learning experience with significant student-teacher interactivity. TDWI Seminars are offered at locations throughout the United States and Canada.

TDWI SYMPOSIUMS

www.tdwi.org/ontheroad

TDWI Symposiums offer the best of our Seminar Series combined with an exhibit area to keep you abreast of the latest in technology. As always, our vendor-neutral approach ensures that your classes will be loaded with objective, actionable information. Symposiums offer a broad range of courses focused on the skills and techniques at the heart of successful business intelligence and data warehousing implementations. The small class sizes and unique format of TDWI Symposiums provide a high-impact learning experience with significant student-teacher interactivity. Visit www.tdwi.org/ontheroad to find a Symposium happening near you.

TDWI ONSITE EDUCATION

World-Class Data Warehousing and Business Intelligence Education in Your Environment

www.tdwi.org/onsite

TDWI Onsite brings TDWI courses to customer sites and offers training for all experience levels. Everyone involved gains a common knowledge base and learns in support of the same corporate objectives. Training can be tailored to meet specific business needs and can incorporate organization-specific information.

TDWI MEMBERSHIP

www.tdwi.org/membership

In a challenging and ever-changing business intelligence and data warehousing environment, TDWI Membership offers a cost-effective solution for maintaining your competitive edge. TDWI will provide you with a comprehensive, and constantly growing, selection of industry research, news and information, online resources, and peer networking opportunities developed exclusively for its Members.

TDWI offers a cost-effective way to keep your entire team current on the latest trends and technologies. TDWI's Team Membership program provides significant discounts to organizations that register individuals as TDWI Team Members.

TDWI'S EDUCATIONAL PHILOSOPHY

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

TDWI CONTACT INFORMATION

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

TDWI EDUCATION DEPARTMENT

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

HOTEL AND TRAVEL

HOTEL

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

The Manchester Grand Hyatt San Diego hotel, with a prime waterfront location next to Seaport Village, will serve as the official headquarters hotel for TDWI's World Conference—Summer 2009.

Manchester Grand Hyatt San Diego
One Market Place
San Diego, CA 92101
Phone: 619.232.1234
Promotional Code for Call-Ins: TDWI World Conference
Web Site: www.manchestergrand.hyatt.com
Reservations: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=81952&fromResdesk=true

TDWI has reserved a block of rooms at sharply reduced rates for conference attendees at the Manchester Grand Hyatt San Diego—$239.00, plus tax, for single or double occupancy. Visit www.tdwi.org/2009sandiegobi/hotel for more details.

This discounted rate is available through Tuesday, June 30, 2009. Please use the above URL or contact the hotel directly for room reservations. Be sure to reference "TDWI" to get the conference rate. Rooms are limited, so make your reservations early. If you need special facilities or services, notify the hotel when you make your reservation.

AIR TRAVEL DISCOUNTS

American Airlines, TDWI's official carrier, is offering exclusive discounts on airfares for TDWI conference attendees. Information: www.tdwi.org/2009sandiegobi/hotel

CAR RENTAL DISCOUNTS

Avis is offering discounts on car rental fees for TDWI conference attendees. Information: www.tdwi.org/2009sandiegobi/hotel

REGISTRATION INFORMATION

REGISTRATION DEADLINES

BEST RATE Deadline (use priority code: EB35SD) . . . June 19, 2009
Early Registration Discount Deadline . . . . . July 10, 2009
Regular Registration Deadline . . . . . July 31, 2009

After July 31, please register onsite. Registration will be limited to space available. You will incur a $50 late registration fee after July 31.

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 MEMBERSHIP INCLUDED

All non-Member registrations for three or more days include a one-year TDWI Membership. See page 29 or visit www.tdwi.org/membership for more information on TDWI Member benefits. Membership is activated on your conference registration date, so you can begin to enjoy benefits right away.

REFUND AND CANCELLATION POLICY

You may substitute another person in your place by calling 800.280.6218 or 541.346.3537 before July 24, 2009. If you must cancel, your refund request must be in writing and postmarked no later than July 24. 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 July 24.

HOW TO REGISTER

Web: www.tdwi.org/2009sandiegobi
Phone: 800.280.6218 or 541.346.3537 (M–F, 8:00 a.m.–5:00 p.m. PT)
Fax: 541.346.3545 or 541.346.3509 (credit card payment only)
Mail: REGISTRATION WITH PAYMENT TO:
TDWI World Conference Registration
1277 University of Oregon
Eugene, OR 97403-1277

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/2009sandiegobi

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/2009sandiegobi are secure. Our secured server environment keeps your information private.

CONFERENCE QUESTIONS?

Phone: 425.277.9181
E-mail: education@tdwi.org
Fax: 425.687.2842

REGISTRATION WORKSHEET

Visit www.tdwi.org/2009sandiegobi for more information.

TDWI WORLD CONFERENCE | SAN DIEGO | AUGUST 2–7, 2009

Check one full-day course or one A.M. (A) course and one P.M. (P) course for each day you will attend.
Courses without an A or P designation are full day courses.

SUNDAY, AUGUST 2

- ☐ **S1** TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
- ☐ **S2** BI from Both Sides: Aligning Business and IT
- ☐ **S3** Ten Steps to Quality Data and Trusted Information for the Data Warehouse
- ☐ **S4** Designing a High-Performance Data Warehouse
- ☐ **S5** Dashboard Design for Immediate Insight
- ☐ **S6A** Quantum Leadership: How to Succeed in a Fast-Paced, High Tech, Global Economy
- ☐ **S6P** Understanding Cause and Effect: An Introduction to Systems Thinking

MONDAY, AUGUST 3

- ☐ **M1** TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- ☐ **M2** TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
- ☐ **M3** Evaluating ETL Tools and Technologies: Vendors in Action
- ☐ **M4A** Capacity Planning for Enterprise Data Warehouse Deployment
- ☐ **M4P** The Future of Data Warehousing
- ☐ **M5** Data Visualization for Discovery and Analysis
- ☐ **M6A** Insightful and Actionable Analytics: A Systems-Thinking Approach
- ☐ **M6P** Strategic Feedback: Strategy Mapping Meets Systems Thinking
- ☐ **M7** Data Governance for BI Professionals

TUESDAY, AUGUST 4

- ☐ **T1** TDWI Introduction to Business Analytics
- ☐ **T2** TDWI Project Management for Business Intelligence
- ☐ **T3A** CBIP Preparation for the Information Systems Core Exam
- ☐ **T3P** CBIP Preparation for the Data Warehousing Exam
- ☐ **T4** Real-Time Data Warehousing
- ☐ **T5** CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives
- ☐ **T6** Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs
- ☐ **T7** Developing Your BI Tool Strategy and BI Bake Off

WEDNESDAY, AUGUST 5

- ☐ **W1** TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- ☐ **W2** TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
- ☐ **W3** TDWI Enterprise Metrics: Designing Integrated Business Metrics
- ☐ **W4** Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
- ☐ **W5** Data Warehouse Lifecycle Overview
- ☐ **W6** Putting it Together: Data Governance, MDM, and Metadata
- ☐ **W7** Leading and Organizing Business Intelligence Teams: Improving Individual and Team Performance

THURSDAY, AUGUST 6

- ☐ **TH1** TDWI Advanced Data Modeling Techniques
- ☐ **TH2** TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
- ☐ **TH3** TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
- ☐ **TH4** The BI Pathway Approach: Delivering BI for Business Value
- ☐ **TH5** Statistical Modeling for the Non-Statistician
- ☐ **TH6** Data Quality for Data Warehousing: A Practical Guide
- ☐ **TH7** Beyond the Data Warehouse: Architectural Options for Data Integration

FRIDAY, AUGUST 7

- ☐ **F1A** Impossible Data Warehouse Situations
- ☐ **F1P** Cost Justification, ROI, and Benefits Measurement
- ☐ **F2A** Virtualization Technologies for BI Environments
- ☐ **F2P** Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
- ☐ **F3** Modern Data Quality Techniques in Action—A Demonstration Using Human Resources Data
- ☐ **F4** Dimensional Modeling: Advanced Topics
- ☐ **F5A** Predictive Analytics: A Business Perspective
- ☐ **F5P** Predictive Analytics: Making It Work

MONDAY, AUGUST 3–WEDNESDAY, AUGUST 5

☐ **TDWI BI EXECUTIVE SUMMIT** (3 DAYS)

REGISTRATION DEADLINES

BEST RATE Deadline (use priority code: EB35SD) . June 19, 2009
Early Registration Discount Deadline . . . . . July 10, 2009
Regular Registration Deadline . . . . . July 31, 2009

After July 31, please register onsite. Registration will be limited to space available. You will incur a $50 late registration fee after July 31.

REGISTRATION QUESTIONS?

Web: www.tdwi.org/2009sandiegobi
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

CONFERENCE QUESTIONS?

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

REGISTRATION FORM

TDWI WORLD CONFERENCE | SAN DIEGO | AUGUST 2–7, 2009

BEST RATE LIMITED TIME SPECIAL OFFER

Register by June 19 and **SAVE 35%** off regular registration. Use priority code: **EB35SD**

STEP 1. CLEARLY TYPE OR PRINT YOUR INFORMATION

PRIORITY CODE: EB35SD

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 address clearly. We send last-minute confirmations and announcements via e-mail.)

STEP 2. SELECT YOUR COURSES

Complete the registration worksheet on page 32, then write in the course number(s) of one full-day course or one A.M. (A) course and one P.M. (P) course for each day you will attend.

Write your course number(s) in the space provided.

☐ **SUNDAY, AUGUST 2**

One full-day course **OR** Two half-day courses (one A.M. and one P.M.)

A.M. P.M.

☐ **MONDAY, AUGUST 3**

One full-day course **OR** Two half-day courses (one A.M. and one P.M.)

A.M. P.M.

☐ **TUESDAY, AUGUST 4**

One full-day course **OR** Two half-day courses (one A.M. and one P.M.)

A.M. P.M.

☐ **WEDNESDAY, AUGUST 5**

One full-day course (No half-day courses Wednesday, August 5)

☐ **THURSDAY, AUGUST 6**

One full-day course (No half-day courses Thursday, August 6)

☐ **FRIDAY, AUGUST 7**

One full-day course **OR** Two half-day courses (one A.M. and one P.M.)

A.M. P.M.

STEP 3. REQUEST ADDITIONAL COURSE BOOKS*

To order additional course books, please list course numbers below:
(Full-day $45 each/$30 Members, Half-day $22 each/$15 Members)

____ ____ ____ ____ ____ ____ ____ ____ ____

* T3A and T3P course books are not available for purchase. Course books are not available after the conference.

STEP 4. CALCULATE YOUR PAYMENT

Multiple-day packages do not require consecutive days.

FEES—EARLY REGISTRATION (Through July 10, 2009)

	TDWI Member	Non-Member	SAVE†	
☐ BI Executive Summit (3 Days)	$1,782	$2,025**	10%	
☐ Standard Package (3 Days)	$1,782	$2,025**	10%	
☐ Mega Package (4 Days)	$2,244	$2,550**	15%	
☐ Giga Package (5 Days)	$2,640	$3,000**	20%	
☐ Tera Package (6 Days)	$2,970	$3,375**	**25%**	***Best Value!***

† Percentage of savings off the early registration day rate of $660 for Members and $750 for non-Members. Day rate includes full-day course instruction.

FEES—REGULAR REGISTRATION (July 11–July 31, 2009)

	TDWI Member	Non-Member	SAVE††	
☐ BI Executive Summit (3 Days)	$1,958	$2,201**	10%	
☐ Standard Package (3 Days)	$1,958	$2,201**	10%	
☐ Mega Package (4 Days)	$2,465	$2,771**	15%	
☐ Giga Package (5 Days)	$2,900	$3,260**	20%	
☐ Tera Package (6 Days)	$3,270	$3,675**	**25%**	***Best Value!***

†† Percentage of savings off the regular registration day rate of $775 for Members and $815 for non-Members. Day rate includes full-day course instruction.

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

FEE FROM TABLE ABOVE $ _____

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

LATE FEE (After August 1, 2009—add $50) + $ _____

ADDITIONAL COURSE BOOKS* + $ _____
Full-day $45 each/$30 Members, Half-day $22 each/$15 Members, from STEP 2

› TOTAL FEE = $ _____

☐ Check Enclosed (payable to TDWI)
☐ Purchase Order # _____
☐ Credit Card: ☐ AMEX ☐ Diners Club ☐ Discover Card ☐ MasterCard ☐ VISA

NUMBER EXPIRATION DATE CVV2 (number on back of card)

YOUR SIGNATURE FOR CREDIT CARD

CREDIT CARD BILLING ADDRESS (REQUIRED)

STEP 5. SEND IN YOUR REGISTRATION

REGISTER ONLINE at: www.tdwi.org/2009sandiegobi

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

MAIL registration with full payment to:
TDWI World Conference—San Diego 2009 Registration,
1277 University of Oregon, Eugene, OR 97403-1277

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

1201 Monster Road SW
Suite 250
Renton, WA 98057

Register and Win!

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

REGISTER TODAY!
www.tdwi.org/2009sandiegobi

PRIORITY CODE
EB35SD

TDWI WORLD CONFERENCE

The Premier Event for Business Intelligence and Data Warehousing Education

☐ San Diego | August 2–7, 2009

PLUS–
TDWI BI EXECUTIVE SUMMIT
for BI Directors and BI Sponsors
August 3–5, 2009
See page 3 for details.

RECENT ATTENDEES SHARE THEIR EXPERIENCES AND IMPRESSIONS OF ATTENDING A TDWI WORLD CONFERENCE.

I learned a lot, had a good time, and met a bunch of great people. It's my first conference and I really enjoyed it. The class structure has been really great.

– Michael Lanouette
Systems Architect
Definitive Logic

It's been quite phenomenal: generally, the depth of information; the breadth of material; the instructors are knowledgeable; and it's very applicable to what we're doing.

– Douglas Verser
Senior Business Analyst
Pinnacle Entertainment

I'm very excited to be here for the first time. It's been very informative. The information is better than most of the conferences I've been to in other industries.

– Scott Foss
National Sales
Meridian Technologies

TAKE A SNEAK PEEK! Select Course Previews Now Available for Download

www.tdwi.org/2009sandiegobi/coursepreviews