IN-DEPTH COURSES IN BUSINESS INTELLIGENCE AND DATA WAREHOUSING

TDWI // ORLANDO WORLD CONFERENCE

Orlando, FL // November 7–12, 2010

Emerging Technologies

Using the latest technologies to drive business impact

// DISCOVER THE LATEST INNOVATIONS IN BI/DW

// LEARN TO APPLY CUTTING-EDGE TECHNOLOGIES

// NETWORK WITH LEADERS IN THE INDUSTRY

// VALIDATE YOUR TECHNOLOGY DIRECTION

// EXPLORE MORE INSIDE...

SPECIAL OFFER

EARLY REGISTRATION DISCOUNT

Register by October 8 and save up to $300

See details on page 37

USE PRIORITY CODE ORE15

tdwi.org/or2010

tdwi
THE DATA WAREHOUSING INSTITUTE

TDWI //ORLANDO
WORLD CONFERENCE

Emerging Technologies

The buzz continues—agile, cloud computing, text analytics, virtualization, open source, cool BI, Web 2.0, social media, mobile BI. But what do these terms really mean for business intelligence and data warehousing? It's been difficult enough to implement effective and valuable BI/DW solutions with existing technologies. Will these emerging technologies make your job easier or harder? TDWI is offering six days of in-depth education from industry thought leaders on how these technologies work, how you can deploy them, and the benefits they can bring to your organization.

JOIN US IN ORLANDO TO LEARN HOW THESE TECHNOLOGIES ARE BEING IMPLEMENTED AND THE IMPACT THEY WILL HAVE AS THE INDUSTRY MOVES FORWARD.

- **COOL BI: THE LATEST INNOVATIONS**
  The vision of "BI for everyone" is getting closer to reality. Join us to review some of the latest industry innovations, including BI search, Office integration, rich reportlets (Flash, AJAX), mobile, advanced visualization, dashboards, in-memory analytics, mash-ups, SaaS, and open source BI tools.
- **CLOUD COMPUTING**
  There is still some skepticism around the mainstream use of cloud computing, but few dispute its potential to change the way computing resources are delivered. Join us in Orlando to discuss the different uses of the cloud, how to set up a cloud computing environment, and the benefits and challenges of architecting BI solutions in the cloud.
- **WEB 2.0, SOCIAL MEDIA, AND BI**
  The Web is the dominant user interface for applications, and the number of systems providing information—both inside and outside the firewall—is exploding. Attend the conference to examine Web 2.0 and social media as they relate to business intelligence.
- **OPEN SOURCE**
  Open source is past the early stages of adoption for business intelligence and is entering mainstream use. Learn when open source makes sense, discover the rationale and benefits of open source use, and gain guidance on navigating its challenges.
- **TEXTUAL MINING AND TEXTUAL ANALYTICS**
  Unstructured (semi-structured, video, and social media) data integration must be thoroughly understood to enable analysis and reporting. The challenge is visualizing the data and deriving meaningful insights for the consumer. Join us to learn how to integrate taxonomies and ontologies, methods to cleanse and prepare data, and techniques to store and analyze the data.
- **DATA VIRTUALIZATION**
  Attend the conference to look at the history of these technologies; current opportunities for virtualization technologies in BI at each technical layer of the data warehouse environment; and how experts and organizations expect the technology to evolve and impact BI.
- **PERFORMANCE DASHBOARDS**
  Performance dashboards are the new face of BI, providing a layered interface that conforms to the way users work. Join us to see how performance dashboards blend the once distinct disciplines of BI and performance management into a powerful agent of organizational change.

FIND MORE ONLINE

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

tdwi.org/or2010

The TDWI Difference

- **IN-DEPTH EDUCATION FROM TOP INSTRUCTORS**
  Unlike other conferences, TDWI offers primarily full- and half-day courses taught by practitioners with real-world experience. The sessions at a TDWI conference are classes—not presentations; and the session leaders are teachers—not just speakers. This is real education where you'll interact with the most knowledgeable and experienced instructors in the industry.
- **VENDOR-NEUTRAL EDUCATION**
  TDWI goes to great lengths to guarantee that courses provide objective, vendor-neutral information. All course topics and instructors are carefully selected to deliver the most timely and unbiased instruction available.
- **PROFESSIONAL DEVELOPMENT AND CERTIFICATION**
  TDWI offers a variety of professional development opportunities, from classroom training to the Certified Business Intelligence Professional (CBIP) program, recognized as the most meaningful credential in the industry.
- **BROAD RANGE OF COURSE OFFERINGS**
  From courses that cover essential skills and concepts for newcomers to courses on advanced topics for experienced professionals, TDWI offers classes that are appropriate for every member of your team, no matter what experience level.
- **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.
- **LATEST PRODUCT AND TECHNOLOGY INFORMATION**
  TDWI conferences feature a manageable and highly regulated exhibit hall where attendees can get product information with minimum hype and hassle. For more in-depth product information, choose from classes that review the latest vendor technologies.

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See details on page 37

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TDWI // ORLANDO WORLD CONFERENCE

What's New in Orlando

NEW AND UPDATED COURSES:

SUNDAY

S6P	Infonomics: The Economics of Information and Principles of Information Asset Management

MONDAY

M4	Enabling BI for the 21st Century

TUESDAY

T7P	Cool BI: The Latest Innovations

WEDNESDAY

W2	TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
W4	2011 Emerging Technologies from a BI Perspective
W7A	Using Open Source for BI and Data Warehousing

THURSDAY

TH4	TDWI Data Governance Fundamentals
TH5	Managing through the Career Storm: Real Strategies for DW Professionals and Managers
TH7A	Tipping the Sacred Cows of Data Warehousing
TH7P	Tipping the Sacred Cows of Emerging Technologies

FRIDAY

F1	TDWI Business Requirements Workshop
F3A	Introduction to Text Analytics: Understanding the Voice of the Customer
F3P	Building a Text Analytics Project from Scratch
F4A	Social Analytics in the Enterprise
F4P	SaaS and Cloud for BI
F5A	Information-Driven Future
F5P	Delivering BI for Mobile Users
F6A	Agile Data Warehousing Survival Skill: Essential Requirements Management
F6P	Fast and Thorough: Testing for Agile Data Warehousing

Who Should Attend

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

HOW TO USE THIS BROCHURE

1. REVIEW COURSE OFFERINGS

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

- **BY DATE (SEE AGENDA, PAGES 6–7)**
- **BY COURSE TOPIC (SEE PAGES 8–11)**

2. REFERENCE COURSE DESCRIPTIONS

Course descriptions begin on page 12 to help you finalize your selections. Visit our conference Web site at tdwi.org/or2010 for more in-depth course and instructor information.

- **SEE PAGES 12–28 FOR ALL COURSE DESCRIPTIONS**

3. SELECT YOUR COURSES

On page 36, you'll find a registration worksheet designed to help you select your courses and plan your week.

4. REGISTER

Visit tdwi.org/or2010 to register for the conference. See pages 36–37 for more information about registration, including deadlines, pricing, and a helpful worksheet to select your courses.

KEYNOTE PRESENTATIONS

Monday, November 8, 8:00 – 8:45 am

When the CEO Comes Knocking... and Why BI in the Cloud Makes Business Sense

Kevin D. Rooney
CIO
American Access Casualty Company

When the CEO walked into Kevin Rooney's office and asked how the company could more confidently predict the impact that price changes would have on the market and bottom line, it was a business technologist's dream assignment: a core strategic function that has immediate business impact and requires fast and accurate analytics—with the ultimate executive sponsorship. Now all he needed was infrastructure, data architecture expertise, capital, massive amounts of data, and a new way to look at old problems. And he needed it yesterday. This is the true story of how one small insurance company leveraged data-as-a-service (DaaS) and a vision to begin a truly transformational process.

Thursday, November 11, 8:00 – 8:45 am

The Intelligent Enterprise: Optimizing Your Business with Pervasive Business Intelligence

Boris Evelson
Principal Analyst
Forrester Research, Inc.

Business intelligence (BI) is slowly but surely becoming pervasive throughout enterprises and no longer just hidden in the back office. Globalization, commoditization, and razor-thin profit margins are elevating BI to the rank of a key corporate asset that enterprises use to compete. This puts it on CEOs' top priorities lists. To transform a pervasive BI vision into a reality, BI must cease being a standalone application and become embedded and ingrained into applications, business processes, desktops, portals, e-mail—and all other places and times where and when knowledge workers need to make decisions.

YOU WILL LEARN

- Why traditional BI approaches are limited
- Why traditional BI technologies are hitting a wall
- The next-generation BI approaches, architectures, and specific technologies that will make BI pervasive
- What you can do now to start on the road to pervasive BI

WHAT YOUR PEERS ARE SAYING...

WHAT WAS THE VALUE OF ATTENDING THE TDWI WORLD CONFERENCE?

"The presenters are obviously very knowledgeable. I'm always impressed with their ability to field questions from the floor. They are truly the experts in the industry."

M. de la Salle
WCB/Alberta

"The classes provided a wealth of useful information, and I was able to meet other BI/DW professionals and discuss what has worked and not worked for them (for application at my own company)."

B. Perry
Metal Exchange Corporation

"The conference was an excellent view into other companies' experiences and successes in BI. It was also a great way to develop relationships for future networking. I especially liked the assignment of groups for some portions of the conference; it brought me into direct discussion and engagement with others who had experiences and issues that were similar to mine."

S. Aviles
Integra LifeSciences Corp.

"Definitely added value to my knowledge and I was eager to capture/gather as much information as possible. This conference widened my DW/BI knowledge and equipped me with more answers to my own questions."

V. Vasu
Shelter Insurance Companies

Certified by TDWI

Here's a guide to the CBIP opportunities you'll find at the TDWI World Conference in Orlando.

Get Certified at the TDWI World Conference in Orlando

TDWI's Certified Business Intelligence Professional (CBIP) is the business intelligence and data warehousing industry's most meaningful and credible certification program. While you attend the TDWI World Conference in Orlando, take the opportunity to prepare for and complete the CBIP exams. TDWI offers exam preparatory courses as well as courses to help you better prepare for 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.

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.

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

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

Exam Duration:
Maximum 90 minutes each

For more information, visit: tdwi.org/cbip

*Please note: The CBIP exam software does not work with Vista 64 bit.

CBIP EXAM PREP/CBIP-FRIENDLY COURSES

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

To prepare for the **CBIP specialty area exams**, consider:

DATA ANALYSIS AND DESIGN (DA)

DATA INTEGRATION (DI)

BUSINESS ANALYTICS (BA)

LEADERSHIP AND MANAGEMENT (LM)

Why Become Certified?

DISTINGUISH YOURSELF PROFESSIONALLY.

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

GET AN EDGE OVER THE COMPETITION.

Achieve CBIP status and gain:

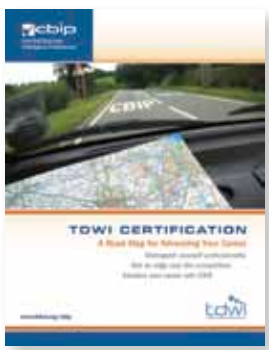
- **SALARY.** Surveys consistently suggest certified professionals enjoy higher salaries.
- **RECOGNITION.** Have your BI expertise confirmed by a recognized industry organization.
- **SPECIALIZATION.** CBIP recognizes your experience in distinct skill areas, which helps employers confidently match your skills to their job requirements.

Is CBIP Right for You?

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

For More Information

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



Download the road map to advance your career today!

tdwi.org/cbip

AGENDA

SUNDAY November 7

SCHEDULE

COURSES

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

EVENTS

Breakfast	8:15 – 9:15 am
Lunch Break	12:15 – 1:45 pm

COURSE OFFERINGS

S1 DI CBIP p. 12
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
M. Peco

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

S3 LM AT p. 13
The Future of Data Warehousing
S. Brobst

S4A BA p. 13
A Practical Guide to Analytics: Putting People, Process, and Technology to Work to Deliver Deeper Insights
W. Eckerson

S4P AT p. 13
Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level
W. Eckerson

S5A LM p. 14
How Healthy Is Your BI Environment? Assessing Its Strengths and Weaknesses
C. Imhoff

S5P AT p. 14
Feeling SaaS-y? Software-as-a-Service Invades Business Intelligence
C. Imhoff

S6P NEW! LM p. 14
Infonomics: The Economics of Information and Principles of Information Asset Management
D. Laney

MONDAY November 8

SCHEDULE

KEYNOTE (see p. 3) 8:00 – 8:45 am

COURSES

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

EVENTS

Breakfast	7:30 – 8:30 am
Lunch Break	12:15 – 1:45 pm
CBIP Exam Lab	5:30 – 7:00 pm
Hospitality Suites	7:00 pm

COURSE OFFERINGS

M1 BA CBIP p. 15
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
N. Williams

M2 DA CBIP p. 15
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
J. Geiger

M3 BA CBIP p. 15
TDWI Introduction to Business Analytics
J. O'Brien, T. Saunders

M4 NEW! AT BA p. 16
Enabling BI for the 21st Century
S. Dine, M. Madsen

M5 AT p. 16
Designing a Data Warehouse for High Performance
S. Brobst

M6 DI p. 16
Beyond the Data Warehouse: Architectural Options for Data Integration
E. Levy

M7A CBIP p. 17
CBIP Preparation for the Information Systems Core Exam
M. Peco

M7P CBIP p. 17
CBIP Preparation for the Data Warehousing Exam
M. Peco

TUESDAY November 9

SCHEDULE

COURSES

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

EVENTS

Breakfast	7:30 – 8:30 am
Exhibit Hall Open and Lunch	11:15 am – 2:15 pm
Exhibit Hall Open and Reception	5:00 – 7:00 pm
Hospitality Suites	7:00 pm

COURSE OFFERINGS

T1 AT DA CBIP p. 17
TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
N. Williams, T. Saunders

T2 DA p. 18
TDWI Advanced Data Modeling Techniques
J. Geiger

T3 BA p. 18
Business Analytics for Insight and Foresight
D. Wells

T4 LM p. 18
Data Governance for BI Professionals
J. Dyché, K. Nevala

T5 LM p. 19
Power, Politics, and Partnership in Business Intelligence Projects
M. Clarry, L. Rickard

T6 DA p. 19
Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development
C. Imhoff, L. Silverston

T7A AT BA p. 19
Developing Your BI Tool Strategy
C. Howson

T7P UPDATED! AT BA p. 20
Cool BI: The Latest Innovations
C. Howson

COURSE TOPICS KEY

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

- AT Administration and Technology
- DA Data Analysis and Design
- LM Leadership and Management
- BA Business Analytics
- DI Data Integration
- CBIP CBIP Friendly

WEDNESDAY November 10

SCHEDULE

COURSES

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

EVENTS

Breakfast	7:30 – 8:30 am
Exhibit Hall Open and Lunch	11:15 am – 2:15 pm
Case Study Presentations	12:00 – 2:00 pm
CBIP Exam Lab	6:00 – 7:30 pm
Hospitality Suites	7:00 pm

COURSE OFFERINGS

W1 LM CBIP p. 20
TDWI Project Management for Business Intelligence
M. Peco

W2 UPDATED! DA BA CBIP p. 20
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
C. Adamson

W3 BA LM p. 21
Measuring Intangibles: Breaking Down Analytic Barriers
D. Wells

W4 UPDATED! AT p. 21
2011 Emerging Technologies from a BI Perspective
J. O'Brien

W5 DI CBIP p. 21
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
M. Gonzales

W6 BA p. 22
Get Real with Business Intelligence: An Introduction to Operational BI
C. Imhoff, J. Geiger

W7A NEW! AT p. 22
Using Open Source for BI and Data Warehousing
M. Madsen

W7P BA AT p. 22
Extending BI to Support Online Marketing and Social Media
M. Madsen

SEE PAGES 8–11 FOR COURSE OFFERINGS BY TOPIC.

THURSDAY November 11

SCHEDULE

KEYNOTE (see p. 3) 8:00 – 8:45 am

COURSES

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

EVENTS

Breakfast	7:30 – 8:30 am
Lunch Break	12:15 – 1:45 pm
CBIP Exam Lab	5:30 – 7:00 pm

COURSE OFFERINGS

TH1 DA p. 23
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
T. Lopykinski

TH2 DA BA p. 23
Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
L. Reeves

TH3 LM p. 23
Agile Data Warehousing 101: An Introduction to Accelerated BI/DW Development
R. Hughes

TH4 NEW! LM DA p. 24
TDWI Data Governance Fundamentals
D. Wells

TH5 NEW! CBIP p. 24
Managing through the Career Storm: Real Strategies for DW Professionals and Managers
A. Politano

TH6A BA LM p. 24
Predictive Analytics: A Business Perspective
T. Rathburn

TH6P BA DA p. 25
Predictive Analytics: Making it Work
T. Rathburn

TH7A NEW! AT LM p. 25
Tipping the Sacred Cows of Data Warehousing
E. Levy

TH7P NEW! AT LM p. 25
Tipping the Sacred Cows of Emerging Technologies
E. Levy

FRIDAY November 12

SCHEDULE

COURSES

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

EVENTS

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

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

COURSE OFFERINGS

F1 NEW! BA DA p. 26
TDWI Business Requirements Workshop
T. Lopykinski

F2 DA p. 26
Dimensional Modeling from a Business Perspective
L. Reeves

F3A NEW! BA p. 26
Introduction to Text Analytics: Understanding the Voice of the Customer
C. Jones

F3P NEW! BA p. 27
Building a Text Analytics Project from Scratch
C. Jones

F4A NEW! BA p. 27
Social Analytics in the Enterprise
S. Rogers

F4P NEW! BA p. 27
SaaS and Cloud for BI
S. Rogers

F5A NEW! LM BA p. 27
Information-Driven Future
J. O'Brien

F5P NEW! AT BA p. 28
Delivering BI for Mobile Users
J. O'Brien

F6A NEW! DA BA p. 28
Agile Data Warehousing Survival Skill: Essential Requirements Management
R. Hughes

F6P NEW! DA p. 28
Fast and Thorough: Testing for Agile Data Warehousing
R. Hughes

COURSE OFFERINGS BY TOPIC

These pages group the Orlando conference courses by BI/DW topic as a way to help you plan your classes. Please see pages 6–7 to view the same information organized by days of the week. Feel free to mix and match courses across various topics, if that suits your needs best. (Note that many courses can be found in more than one topic.)

"I was able to learn a great deal. This wasn't like your regular conference. Also networked with a number of vendors and consultants. Great show TDWI!"

V. Saini, Bloomberg

Featured Topics

The conference in Orlando features a special focus on:

EMERGING TECHNOLOGIES

We have all been hearing the buzz—cloud computing, text mining, virtualization, open source, cool BI, Web 2.0, social media, visualization ... but what do they really mean for business intelligence and data warehousing? These courses are designed to show how these technologies work, how you can deploy them, and the benefits they can bring to your organization.

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.

BUSINESS ANALYTICS

Optimize business performance with the right analytics for your audience. In the field of business intelligence, understanding how people perceive and process information is a must. This conference delivers a series of "systems thinking" courses as well as several popular analytics courses on dashboards, visualization, metrics, statistical modeling, and data mining. Bring this knowledge back with you and make analytics work for your organization.

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 taking these courses will be able to ask the right questions to determine how to design and implement the best data structures.

DEVELOPING THE AGILE BUSINESS INTELLIGENCE ENVIRONMENT

The ability to be adaptable and agile in the way we approach our BI/DW environments is one of the keys to success and profitability. Agile development carries a specific set of standards and rules. This conference covers agile development for data warehousing, and how to be more adaptive and agile in the development of data models and analytics. It also offers a broad spectrum of ways to be more agile in BI/DW.

COURSE OFFERINGS BY TOPIC

Core Topics

TDWI offers courses in the following core disciplines at every conference:

ADMINISTRATION AND TECHNOLOGY (AT)

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.

BUSINESS ANALYTICS (BA)

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

DATA ANALYSIS AND DESIGN (DA)

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

DI

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

LEADERSHIP AND MANAGEMENT

LM

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, and a high-level technical understanding of BI applications and data warehousing concepts.

SEE PAGES 12–28 FOR COURSE DESCRIPTIONS

"Within a few days I was able to pass the CBIP Exam, take advanced BI training, and network with my peers and friends in the BI industry."

T. Meuth, SWBC

COURSE DESCRIPTIONS

Sunday (S)

S1 ✓cbip Sunday, November 07, 9:00 am – 5:00 pm

Data Integration

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

Mark Peco

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

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

YOU WILL LEARN

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

GEARED TO

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

"I gained an appreciation of the amount of expertise there is in the field of BI. I also was able to network with others from around the world, to discuss common issues and solutions."

E. Chacko, Research in Motion

S2 Sunday, November 07, 9:00 am – 5:00 pm

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 business intelligence 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 use corporate objectives to justify ongoing information deployment. The onslaught of enterprise-class solutions like ERP, CRM, and business performance management render data warehousing and the accompanying data management functions more important than ever.

This popular workshop—often attended by IT and business-user teams from the same company—focuses on ways to ensure that DW and BI projects remain top-of-mind in your organization. For managers considering new BI applications, it covers a series of real-life scenarios that illustrate requirements-driven development. For those already under way 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.

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

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
- Techniques for aligning the business and IT around BI
- A structured way to launch BI governance
- Organizational ownership issues and the "P-word"—politics!

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, November 07, 9:00 am – 5:00 pm
Leadership and Management, Administration and Technology

The Future of Data Warehousing

This course assumes knowledge of DW fundamentals.

Stephen Brobst

This course examines the trends in data warehouse deployment and developments in advanced technology. The implications of these technology developments for data warehouse implementations will be discussed with examples in future architecture and deployment.

We will cover best practices for deployment of a next-generation data warehouse implementation as the realization of business intelligence for a real-time enterprise. A true enterprise data warehouse must export decision-making capabilities throughout an organization.

In addition, this course presents the use of service-oriented architecture (SOA) to deploy decisioning services both within an organization and to users outside of traditional organizational boundaries. We will explore emerging trends related to extended analysis using content from Web 3.0 applications and other non-traditional data sources.

YOU WILL LEARN

- Storage and processing technologies
- Cloud computing and virtualization
- Agile data warehousing methodologies
- Data acquisition and delivery
- The real-time enterprise
- New programming paradigms such as MapReduce/Hadoop
- Social network analysis
- Analysis using non-traditional data types
- Analytic applications architecture
- eXtreme Data Warehousing (XDW)

GEARED TO

- Data warehouse architects, designers, developers, and administrators

S4A Sunday, November 07, 9:00 am – 12:15 pm
Business Analytics

A Practical Guide to Analytics: Putting People, Process, and Technology to Work to Deliver Deeper Insights

Wayne Eckerson

There is a lot of confusion about analytics—few people agree what it means. Most everyone knows that it is something "beyond reporting." This course examines the landscape for analytics, differentiates it from reporting, and provides insight into the minds and activities of various types of business analysts. Along the way, the course offers practical advice about how to empower analysts and launch an analytics practice; surveys the technologies and tools to support business analysts and the culture required to nurture them; and covers the two major strains of analytics: exploration and analysis and prediction and optimization.

YOU WILL LEARN

- Two strains of analytics and where they fit in the BI landscape
- How to create an analytic culture
- The four types of analysts
- How to empower business analysts
- Types of analytical tools
- How to create predictive models
- How to bootstrap an analytics practice

GEARED TO

- BI sponsors, directors, architects, and analysts

S4P Sunday, November 07, 1:45 pm – 5:00 pm
Administration and Technology

Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level

Wayne Eckerson

How do you take your BI environment to the next level? Knowing this requires an understanding of where you are and how you got there. TDWI's BI Maturity Model captures the stages of data warehousing and analytical growth, starting with spreadmarts and operational reporting and ending with an enterprise DW and BI service that provides stakeholders with insights based on consistently defined information and supported by a unified data delivery and analytical architecture.

YOU WILL LEARN

- The value of a maturity model for selling BI projects
- The five stages of data warehousing and analytical maturity
- How the "gulf" and "chasm" are key stumbling blocks to BI advancement
- Technical architectures that align with each stage of maturity
- Best practices for moving between stages

GEARED TO

- BI program leaders; technical architects and administrators

"I always find it valuable to attend the conference. Regardless of my situation or the courses I take there is always something I can apply when I get back. I continue to reference old course material for years after the conference."

J. Eubank, Principal Financial Group

COURSE DESCRIPTIONS

S5A Sunday, November 07, 9:00 am – 12:15 pm
Leadership and Management

How Healthy is Your BI Environment? Assessing Its Strengths and Weaknesses

Claudia Imhoff

Almost every major enterprise today has some form of DW and BI capabilities. However, many question the value of their decision-making environments, struggle with next steps, and wonder how to improve the usability of their environment. The best way to answer these questions is to perform an assessment of existing capabilities, comparing them to documented best practices and developing a road map of improvements. This seminar introduces the structure of a readiness assessment, providing actionable recommendations that enable the BI/DW team to maximize its potential for success by leveraging its strengths and mitigating its cultural issues, risks, and weaknesses.

YOU WILL LEARN

- The assessment's objectives
- Four stages of an assessment: information gathering, analysis, presentation, and knowledge transfer
- Process and expected deliverables
- Sample assessment findings
- How vendors can help

GEARED TO

- Business sponsors; business managers; project managers; project leads

S5P Sunday, November 07, 1:45 pm – 5:00 pm
Administration and Technology

Feeling SaaS-y? Software-as-a-Service Invades Business Intelligence

Claudia Imhoff

Business intelligence is moving into the small to midsize enterprise, enabling all organizations, large and small, to be smarter about the way they do business. Alternatives to the traditional on-premises model of licensing software, such as software-as-a-service (SaaS), are becoming more attractive to these companies and to supporting vendors.

SaaS has evolved significantly to deliver software functionality in a cost-effective manner that supports all forms of business models. SaaS consists of blended software, infrastructure, and business services across multiple usage and delivery platforms and business models. SaaS vendors must focus not only on cost-effective software delivery but also on helping users transform their business workflow and processes (i.e., the way they do business). Attendees will learn how organizations are implementing SaaS BI applications and solutions and will become prepared to introduce BI SaaS into their BI environments.

YOU WILL LEARN

- The need for SaaS BI applications that permit "on-demand" BI analytics without burdening the business or IT with hardware or software implementation or maintenance
- The characteristics of a SaaS BI application and the benefits these solutions offer to both the client and the vendor
- The pros and cons of SaaS
- The factors a client should consider in choosing a SaaS BI vendor's application
- The technologies and techniques available for BI SaaS
- The use of a service-oriented architecture (SOA) as a way to ensure proper placement and access to BI SaaS applications within the company's workflows

GEARED TO

- Business intelligence leaders, users, and implementers

S6P NEW! Sunday, November 07, 1:45 pm – 5:00 pm
Leadership and Management

Infonomics: The Economics of Information and Principles of Information Asset Management

Doug Laney

Information is the stuff of our capitalistic cosmos that affects the orbits of so many enterprises. Data may be the dark matter that permeates the economy, but that shouldn't stop us from formally measuring and managing it. Imagine an enterprise unable to account for its inventory of finished goods and materials. This is the unfortunate risk for organizations that sell or leverage information. Established financial standards and econometric methods fail to help quantify this ubiquitous yet amorphous class of asset. Until they do, this session will illustrate several methods enterprises can and should be using today to formally account for the value of their information assets.

Enterprises looking to make more intelligent investments in infrastructure, applications, processes, projects, and businesses must first understand the potential and relative value of their information assets. They must also understand the costs involved in managing and delivering that information.

YOU WILL LEARN

- Why quantifying information asset value is a prerequisite for managing information
- How information accounting differs from other classes of asset accounting and how to determine the tangible value of information assets
- How to build a business case or determine the return on investment for information management projects
- How to make sound business investments and strategic decisions that take into account information asset value and management costs

GEARED TO

- CIOs; CFOs; business managers; business strategists; business development (M&A) staff; enterprise architects; IT purchasing management; data warehouse directors; data governance staff/ management; data administration management

Monday (M)

M1 CBIP Monday, November 08, 9:00 am – 5:00 pm

Business Analytics

TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

Nancy Williams

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

The data-to-value chain describes the transition from raw data to business 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 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
- Common kinds of BI 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
- Techniques for creating sustained business value

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 that need to develop a common base of concepts and terminology for BI

M2 CBIP Monday, November 08, 9:00 am – 5:00 pm

Data Analysis and Design

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

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

Jonathan Geiger

Business intelligence and data warehousing systems challenge the proven data modeling techniques of the past. From requirements to implementation, new roles, uses, and kinds of data demand updated modeling skills. The data modeler's toolbox must address relational data, dimensional data, unstructured data, and master data. For those with data modeling experience, this course extends their skills to meet today's modeling challenges. Those new to data modeling are introduced to the broad range of modeling skills needed for BI/DW systems. Those who need to understand data models, but not necessarily develop them, will learn about the various forms of models and what they are intended to communicate.

YOU WILL LEARN

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

GEARED TO

- Data architects; data modelers; BI program and project managers; BI/DW system developers

M3 CBIP Monday, November 08, 9:00 am – 5:00 pm

Business Analytics

TDWI Introduction to Business Analytics

John O'Brien, Todd Saunders

This introductory-level course provides an overview of the concepts, skills, and terminology of business analytics. Business analytics is at the forefront of business intelligence. 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

- Why an understanding of statistics is critical to analytic systems
- Why it is important to understand the needs and roles of consumers of analytics
- How business measurement and analytics are related and how they are different
- How analytics is used in business management and decision making
- How to make informed presentation and visualization choices for analytic systems
- How portfolio management concepts support analytic systems and components

GEARED TO

- Anyone new to business intelligence; BI teams that need to develop a common base of concepts and terminology; BI team members who need to understand the roles and responsibilities of others on their team; anyone with a role in definition and development of business analytics systems

COURSE DESCRIPTIONS

M4 NEW! Monday, November 08, 9:00 am – 5:00 pm
Administration and Technology, Business Analytics

Enabling BI for the 21st Century

Steve Dine, Mark Madsen

Economics, technological development, and social trends have shifted over the past decade, yet the assumptions that underlie how we design, build, and deploy business intelligence have hardly changed at all. Technology advances are changing the economics of information management and creating new ways to deal with old problems. Advances in hardware and software are reinventing BI and data management, allowing us to alter the economics and approaches for deploying information and insights to end users.

As BI and analytics groups mature, we find ourselves unable to keep up with growing demand and changing business needs. The need to increase the velocity of BI is growing. To avoid creating electronic concrete and locking ourselves into a fixed model, we need to challenge beliefs about best practices for data delivery, design, and management.

YOU WILL LEARN

- About new technologies and emerging practices to address new challenges and requirements
- Aspects of new analytic databases and how they can be deployed
- Advanced analytical tools and techniques and how to support them
- Options for addressing growth and performance problems

GEARED TO

- Architects and designers who want to learn about options to improve the responsiveness of their BI group and deliver new analytic capabilities

M5 Monday, November 08, 9:00 am – 5:00 pm
Administration and Technology

Designing a Data Warehouse for High Performance

This course assumes database and systems knowledge.

Stephen Brobst

A remarkable number of new features and functions have been introduced in 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 decision support system (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.

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; database administrators; data warehouse administrators

M6 Monday, November 08, 9:00 am – 5:00 am
Data Integration

Beyond the Data Warehouse: Architectural Options for Data Integration

This course assumes an understanding of fundamental technology architectures.

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 a new set of technology solutions have changed the landscape and the complexity of managing the abundance of enterprise data.

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

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

YOU WILL LEARN

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

GEARED TO

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

M7A cbip Monday, November 08, 9:00 am – 12:15 pm

CBIP Preparation for the Information Systems Core Exam

Mark Peco

This course is designed for those who already have knowledge and experience in the field of information systems 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 sample exam questions. A CBIP-certified instructor who has experienced the examination process and can share tips and techniques to improve your performance on the exam will lead this class.

YOU WILL LEARN

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

GEARED TO

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

Enrollment is limited to 60 attendees.

M7P cbip Monday, November 08, 1:45 pm – 5:00 pm

CBIP Preparation for the Data Warehousing Exam

This course assumes a working knowledge of data warehousing.

Mark Peco

This course is designed for those who already have data warehousing 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 sample exam questions. A CBIP-certified instructor who has experienced the examination process and can share tips and techniques to improve your performance on the exam will lead this class.

YOU WILL LEARN

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

GEARED TO

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

Enrollment is limited to 60 attendees.

Tuesday (T)

T1 cbip Tuesday, November 09, 8:00 am – 5:30 pm

Administration and Technology, Data Analysis and Design

TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach

Nancy Williams, Todd Saunders

This course provides an overview of some of the common architectures (hub versus bus) and methodologies (top-down versus bottom-up) that uniquely combine to form a data warehousing approach. There are many available published approaches and it can be difficult to objectively evaluate, select, and manage the "right" approach for a given situation. This course develops an assessment framework that can be applied across a range of approaches to help guide architects and managers in their selection process. As an illustration, the framework is developed and applied to some of the published approaches that are available in the literature and promoted by leading practitioners.

YOU WILL LEARN

- To identify and describe some popular and common data warehousing architectures
- To identify differences between top-down, bottom-up, and hybrid methodologies
- How architectures and methodologies are dependent on each other and combine to form an approach
- How to use ongoing assessments to ensure your approach maintains its relevance over time
- To describe key features of some available, published data warehousing approaches
- How to objectively assess and select the right approach for your data warehousing program

GEARED TO

- BI/DW architects; program managers and directors; business sponsors for BI/DW programs; practitioners who need to distinguish between DW approaches; participants in DW architectural and/or methodology decisions

COURSE DESCRIPTIONS

T2 Tuesday, November 09, 8:00 am – 5:30 pm

Data Analysis and Design

TDWI Advanced Data Modeling Techniques

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

Jonathan Geiger

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.

YOU WILL LEARN

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

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

GEARED TO

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

T3 Tuesday, November 09, 8:00 am – 5:30 pm

Business Analytics

Business Analytics for Insight and Foresight

David Wells

Business analytics go far beyond reports, dashboards, and scorecards. Analytic impact occurs after the numbers are delivered, and analytic value is driven by the kinds of questions that are answered. Ordinary analytics tell you what has already happened. Good analytics provide insight into why things happen, and great analytics provide foresight to see what lies ahead. Today's business climate demands extraordinary analytics. Business managers need to know more than what. The hard questions today are why, what if, and what next.

But answering these questions is especially difficult. They bring challenges that can't be met without holistic thinking and a systemic view of the business. It takes different analysis skills to deliver great analytics—to see the whole system, measure the right things, and find the right answers to critical business questions.

YOU WILL LEARN

- How and why cause and effect is the heart of business analytics
- How to create a holistic systems view of the business
- How to apply the systems view to find the right measures and metrics and create purposeful and actionable analytics
- How to apply the systems view for analytic insight
- How simulation is used to make the leap from insight to foresight

GEARED TO

- Business analysts and business managers; analytics designers and developers; BI program and project managers; problem solvers

T4 Tuesday, November 09, 8:00 am – 5:30 pm

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 covers 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 includes 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

T5 Tuesday, November 09, 8:00 am – 5:30 pm
Leadership and Management

Power, Politics, and Partnership in Business Intelligence Projects

Maureen Clarry, Lorna Rickard

This course will help you see your data warehousing organization from a whole new perspective! It provides insight and strategies on how to create cross-functional collaboration between the executive sponsor, the steering committee, business users, management, the project team, and technical staff. If your data warehousing organization is struggling with misunderstandings between IT and the business, misdirected energy, finger-pointing, lost opportunities, or dissatisfied customers, you will see new possibilities and solutions in this class.

The core of the class is an exercise where you are assigned a role as an executive sponsor, manager, team member, or customer. You then interact in a chaotic, fast-paced project environment and experience the reality of what makes productive partnerships so critical, what gets in the way of them developing, and what roles(s) we play in making them happen. Throughout the interaction, the instructors will teach you strategies to address the issues you experience so you can immediately apply and practice what you learn relative to your data warehouse project.

YOU WILL LEARN

- The multiplicity of roles each of us plays in data warehousing and how to approach each role with more effective behavior
- Why cross-functional involvement is critical in data warehousing
- Concrete strategies for working more constructively across organizational silos
- How to address issues systemically rather than personally
- A unique framework for seeing roles and responsibilities in more effective ways
- How to overcome organizational barriers for effective governance and prioritization

GEARED TO

- Business sponsors; DW customers; project or program managers; technical staff struggling to make sense of organizational dynamics

Enrollment is limited to 60 attendees.

**Previously titled Power, Politics, and Partnership in Data Warehousing Projects*

T6 Tuesday, November 09, 8:00 am – 5:30 pm
Data Analysis and Design

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

Claudia Imhoff, Len Silverston

Solid architecture and data modeling are two critical components of successful business intelligence implementations. In this seminar, two of the top industry leaders—Claudia Imhoff and Len Silverston—team up to share best practices in architecture and data modeling for BI. They share various options for all types of environments as well as the pros and cons for each of these choices. This seminar will also explore and discuss effective ways of designing sustainable BI systems, whether you are using a hub-and-spoke architecture, bus architecture, agile development, generalized data modeling, or specific data modeling.

YOU WILL LEARN

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

GEARED TO

- Data modelers; data warehouse designers; data administrators; database designers; database administrators; any other information systems professionals who need to be involved in data and database architecture

T7A Tuesday, November 09, 8:00 am – 11:15 am
Administration and Technology, Business Analytics

Developing Your BI Tool Strategy

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

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 business intelligence. 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 pureplays is critical to developing a successful BI tool strategy. This course highlights recent events that affect BI buyers, provides a methodology for making better BI investments, and clarifies features of a BI platform. Specific product examples are interwoven for illustrative purposes.

YOU WILL LEARN

- BI market overview and trends
- Framework for evaluating BI vendors and tools
- Functional differences between leading BI suites

GEARED TO

- BI directors; business analysts; BI application owners

T7P UPDATED! Tuesday, November 09, 2:15 pm – 5:30 pm
Administration and Technology, Business Analytics

Cool BI: The Latest Innovations

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

Cindi Howson

BI tools often are perceived as being tools for power users and analysts. BI has changed significantly in recent years, bringing the vision of "BI for everyone" closer to reality. This course will review some of the latest industry innovations that will allow BI to reach more users, based on the right tool for the right person. Topics covered include BI search, Office integration, rich reportlets (Flash, AJAX), mobile, advanced visualization, dashboards, in-memory analytics, mash-ups, SaaS, and open source BI tools. Mini demos will be incorporated to illustrate concepts and capabilities.

YOU WILL LEARN

- What some of the latest innovations are and what they mean
- What to look for when evaluating these capabilities
- Where the market stands in adopting the capabilities

GEARED TO

- BI directors; business analysts; BI application owners

Wednesday (W)

W1 cbip Wednesday, November 10, 8:00 am – 5:30 pm
Leadership and Management

TDWI Project Management for Business Intelligence

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

Mark Peco

Managing BI projects is a difficult responsibility that challenges even the most experienced 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.

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

W2 UPDATED cbip Wednesday, November 10, 8:00 am – 5:30 pm
Data Analysis and Design, Business Analytics

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics

Chris Adamson

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

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 into 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; business intelligence and data warehouse program and project managers

W3 Wednesday, November 10, 8:00 am – 5:30 pm
Business Analytics, Leadership and Management

Measuring Intangibles: Breaking Down Analytic Barriers

David Wells

Performance management depends on measurement, and many of the measures are financial. But financial measures have little impact on business performance; they measure the past and tell us little about the future. However, they are comfortable and tangible. We know how to count dollars. Even the common nonfinancial measures are tangible, retrospective, and relatively easy. Many of the things that we need to assess seem to be especially difficult to measure, so we measure what is easy instead of what is needed.

The right things to measure are those that drive goal attainment. This means changing the measurement focus from outcomes to influences—from past to future. Outcome-based measurement uses lagging indicators, which monitor past performance but contribute little to managing future performance. Influence measurement uses leading indicators—predictors of future performance and levers to shape the future.

YOU WILL LEARN

- Why measuring intangibles is central to managing future performance
- The challenges of performance indicators such as customer satisfaction and employee morale
- How to establish scope and quality criteria for intangible measures
- How to identify, select, and define intangible measures
- Measurement techniques for intangibles
- How to apply intangible measures for business leverage

GEARED TO

- Business analysts and business managers; analytics designers and developers; BI program and project managers; problem solvers

W4 NEW! Wednesday, November 10, 8:00 am – 5:30 pm
Administration and Technology

2011 Emerging Technologies from a BI Perspective

John O'Brien

In this course, we will forecast and examine a few of the top 2011 emerging IT technologies—from a BI perspective. You will gain a better understanding of technology-hype curves and how these technologies, their value propositions, and trends adopted early in many companies could expect to become mainstream in the future. We will have a BI perspective in examining how each technology could impact production BI/DW architectures, operations, strategies, and perceptions.

This entertaining and interactive course takes a look at the latest buzz in technologies so that you have a better understanding of them, their significance, and how they could shape the next generation of your data warehouses and BI platforms.

YOU WILL LEARN

- How technology-hype curves and drivers work
- Service-oriented architecture (SOA)
- Cloud computing and virtualization
- Predictive and advanced analytics
- Self-enabled users

GEARED TO

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

W5 Wednesday, November 10, 8:00 am – 5:30 pm
Data Integration

TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

Michael Gonzales

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

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

YOU WILL LEARN

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

GEARED TO

- Business intelligence and data warehousing architects; data integration process designers and developers; business intelligence and data warehousing program and project managers

COURSE DESCRIPTIONS

W6 Wednesday, November 10, 8:00 am – 5:30 pm
Business Analytics

Get Real with Business Intelligence: An Introduction to Operational BI

Claudia Imhoff, Jonathan Geiger

Business intelligence is playing an ever increasing and important role in driving and optimizing daily business operations. This trend is leading to major changes in both the functionality and the usability of BI-related technologies and products. Developing an operational BI strategy in this dynamic and constantly changing environment is not a simple task. This first course in the three-day operational BI track lays the groundwork for understanding and implementing a world-class BI environment geared to support all forms of BI. The course walks the attendee through the architectural requirements as well as the techniques, technologies, and products available today to extend the traditional BI environment and enable a smart and flexible business decision-making environment for optimizing operational business decisions and actions. Project best practices, tips, and critical success factors complete this comprehensive and practical course.

YOU WILL LEARN

- A detailed understanding of operational BI and its architecture
- Techniques, technologies, and products supporting operational BI implementations
- Best practices for implementation
- Project success factors

GEARED TO

- Project managers; project team members; business IT; business users with some technical expertise

W7A NEW! Wednesday, November 10, 8:00 am – 11:15 am
Administration and Technology

Using Open Source for BI and Data Warehousing

Mark Madsen

Why are companies using open source, and why now? Open source business intelligence tools are past the early stages of adoption and entering mainstream use. As the products mature, we're faced with new questions:

- When should I consider using open source software?
- What does introducing open source mean to my existing BI investments?
- What parts of the data warehouse stack are a best fit?
- What open source alternatives are available today?

This presentation provides an introduction to open source concepts and business models, and delivers insight into the cases where open source fits. It will also provide information from a recent market research report on the projects, domains, rationale, and benefits as seen by open source users.

YOU WILL LEARN

- The reasons people are using open source and the benefits they see
- Open source alternatives to commercial BI and data warehouse software
- How and where open source offerings fit into our data warehouse projects
- Market adoption statistics for open source projects and areas of use

GEARED TO

- Anyone interested in learning more about open source in BI/DW

W7P Wednesday, November 10, 2:15 pm – 5:30 pm
Business Analytics, Administration and Technology

Extending BI to Support Online Marketing and Social Media

Mark Madsen

Data about customers and their behavior is increasingly valuable, and thanks to mobile devices and the Web, it's more accessible than ever. The biggest areas of impact are marketing and sales, where BI and analytics support has been weak to nonexistent.

Combined with modern architectures and analysis techniques, Web and social data can transform marketing and sales. We will examine several cases and demos highlighting online marketing and social media and how they generate and use customer data.

This course provides an overview of social media and the Web as they relate to business intelligence. We'll examine Web technologies and social software features and put them into several contexts—as bits of technology, external applications, potential sources of data, and a subject for analysis. The goal is to provide background on what is available, how to deal with it, and how to measure what marketing is doing online.

YOU WILL LEARN

- Why the Web and social media are important and how they are influencing companies
- How to use social media and the Web as a source of data
- Social media and marketing metrics and measurement

GEARED TO

- Anyone with a background in BI and an interest in collecting and using data from social media and the Web

Thursday (TH)

TH1 Thursday, November 11, 9:00 am – 5:00 pm
Data Analysis and Design

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

Tony Lopykinski

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 and BI project managers

TH2 Thursday, November 11, 9:00 am – 5:00 pm
Data Analysis and Design, Business Analytics

Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques

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

Laura Reeves

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

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

YOU WILL LEARN

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

GEARED TO

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

TH3 Thursday, November 11, 9:00 am – 5:00 pm
Leadership and Management

Agile Data Warehousing 101: An Introduction to Accelerated BI/DW Development

This course assumes familiarity with basic data warehouse architectures, data transformation processes, and elementary project management concepts.

Ralph Hughes

Agile data warehousing techniques regularly accelerate BI/DW developments by two to four times while simultaneously increasing deliverable quality, making BI application delivery significantly faster, cheaper, and better.

In this course, a veteran data warehouse architect and the author of *Agile Data Warehousing* will introduce Agile Data Warehousing™, a method combining Scrum and XP that employs a wide variety of techniques to free development teams from the quagmire of lengthy specifications and focus them instead upon the true measure of success: quickly delivered, potentially shippable code.

Strategies for rapidly gathering requirements and estimating work quickly and accurately, as well as quality assurance through automated and continuous integration testing will be central to the discussion, as will be the strategies for advocating an agile approach to a skeptical IT management.

The presenter has deployed agile data warehousing in many CMMI-compliant DW and BI departments for the *Fortune* 500, making this method applicable to even the most formal development environments.

YOU WILL LEARN

In this course, you will learn how many agile adaptations can increase your team's development velocity, such as:

- Co-located, self-organized teams
- Time-boxed development cycles
- Just-in-time requirements
- Size-based estimation
- Tools for "project management lite"
- Test-led development
- Automated and continuous integration/regression testing

GEARED TO

- Anyone frustrated with how slow and expensive even the simplest BI/DW projects have become; senior-level participants in data warehousing projects or programs, including program managers, project managers, solutions architects, and lead technical team members

COURSE DESCRIPTIONS

TH4 NEW! Thursday, November 11, 9:00 am – 5:00 pm
Leadership and Management, Data Analysis and Design

TDWI Data Governance Fundamentals

David Wells

Data is a critical resource for every organization. We depend on it every day to keep records, produce reports, deliver information, monitor performance, make decisions, and much more. The data resource is on par with financial and human resources as a core component of doing business, yet data management practices are often quite casual and unstructured. Data governance brings the same level of discipline and structure to data management that is typical when managing financial and human resources. Building a data governance program is a complex process that focuses people, processes, policies, rules, and regulations on achieving specific goals for a managed data resource. Successful and effective data governance depends on clear goals and well-executed activities that match governance practices to your organization's needs, capabilities, and culture. This course covers the fundamentals of data governance concepts and techniques essential to start a new governance program or evolve an existing program.

YOU WILL LEARN

- Definitions and dimensions of data governance
- Key considerations and challenges in building a data governance program
- The practices, roles, skills, and disciplines essential to data governance
- The qualities that make good data stewards and stewardship organizations
- The processes of developing, executing, and sustaining data governance
- Activities, issues, and options when building a data governance program

GEARED TO

- Data quality and data governance professionals; BI/DW managers, architects, designers, and developers; data stewards; data architects; data administrators; anyone with a role in data governance or data quality management

TH5 NEW! Thursday, November 11, 9:00 am – 5:00 pm

Managing through the Career Storm: Real Strategies for DW Professionals and Managers

Anthony Politano

Who is the best person to watch over your career in today's economic environment? It's you! Turbulent times have created just as many career opportunities as challenges. Managing through this storm requires strategies, plans, and tools that will put you ahead of the competition. Whether you are looking for the next promotion, moving into management, or making a bigger change, this course will give you the strategies and tools to bring you to the front of the line. There are unique tools and opportunities for those in the data warehousing (DW) field that may not available in other areas of IT. The key is to leverage this unique background and use it as a career springboard. Developed by a DW professional who is also a former VP of HR and career coach, this class is made up of more than 50 percent hands-on exercises specific to each student. The class also uses a 20-year case study to show real-life examples.

YOU WILL LEARN

- How to identify the right career path (technical, management, business, consultative)
- How to create a living self-inventory assessment
- How to identify springboards and avoid fads
- How to get the most from your technical experience and leverage past experiences
- How to develop an active training plan that will grow with your career
- How to network for career growth (online/offline, social/professional)
- Best practices for navigating the HR department
- Best practices for DW professionals from hire to retire

GEARED TO

- Any level BI/DW professional; managers and management; business professionals

TH6A Thursday, November 11, 9:00 am – 12:15 pm
Business Analytics, Leadership and Management

Predictive Analytics: A Business Perspective

Thomas Rathburn

Traditionally, organizations use data tactically—to manage operations. For competitive edge, leading organizations use data strategically—to expand the business, improve profitability, reduce costs, and 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
- How to get started

GEARED TO

- IT/IS executives and managers: CIOs, CKOs, CTOs, functional officers, technical directors, and project managers; line-of-business executives and functional managers: risk managers, customer relationship managers, business forecasters, inventory flow analysts, financial forecasters, direct marketing analysts, medical diagnostic analysts, e-commerce company executives; technology planners who survey emerging technologies to prioritize corporate investment; consultants whose competitive environment is intensifying and whose success requires competency with data mining and related emerging information technologies

TH6P Thursday, November 11, 1:45 pm – 5:00 pm
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.

YOU WILL LEARN

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

GEARED TO

- Line-of-business executives and functional managers: risk managers, customer relationship managers, business forecasters, inventory flow analysts, financial forecasters, direct marketing analysts, medical diagnostic analysts, e-commerce company executives; technology planners who survey emerging technologies to prioritize corporate investment; consultants whose competitive environment is intensifying and whose success requires competency with data mining and related emerging information technologies

TH7A NEW! Thursday, November 11, 9:00 am – 12:15 pm
Administration and Technology, Leadership and Management

Tipping the Sacred Cows of Data Warehousing

Evan Levy

In this session, consultant and author Evan Levy takes on some the sacred cows of data warehousing. He'll provide you the facts and details that illustrate pros and cons of key data warehousing technologies. This point/counterpoint view will supply you with the means of challenging or substantiating their adoption or deployment. Whether you need to learn more about these key technologies, defend your position, or justify additional budget money, attend Evan's irreverent session and learn how to position some key solutions in your own organization.

YOU WILL LEARN

- Third normal form and dimensional modeling
- Centralized and federated architectures
- SMP and MPP
- Data warehouse storage (SANs, direct attach, NAS)
- Operational data stores and data marts

GEARED TO

- Business innovators; enterprise architects; technology managers

TH7P NEW! Thursday, November 11, 1:45 pm – 5:00 pm
Administration and Technology, Leadership and Management

Tipping the Sacred Cows of Emerging Technologies

Evan Levy

Following his course on the sacred cows of data warehousing, Evan Levy will cover some of the new and emerging areas of business intelligence and data warehousing. While there's always enthusiasm about new methods, techniques, and technologies, many question whether these new technologies are ready to challenge their proven paradigms, or if they are they really just fancy vendor sales tools.

Have data warehouses become commodities like toasters or refrigerators? Does BI development really require a different or special approach? These and other questions will be explored with a point/counterpoint view for each of the emerging technologies discussed.

YOU WILL LEARN

- Data warehouse virtualization (EII, distributed databases, federated)
- Development methodologies (agile, iterative, waterfall)
- Traditional relational and columnar databases
- Data warehouse appliances
- Analytical and operational MDM
- The data warehouse as the MDM hub

GEARED TO

- Business innovators; enterprise architects; technology managers

"Increasing the size of my peer network. Hearing expert opinions. I feel like I have a virtual 'consulting network' from the people I've met at TDWI."

W. Lay, Thomson/Technicolor

COURSE DESCRIPTIONS

Friday (F)

F1 NEW! Friday, November 12, 8:00 am – 3:30 pm
Business Analytics, Data Analysis and Design

TDWI Business Requirements Workshop

Tony Lopykinski

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

YOU WILL LEARN

- How to plan and conduct requirements-gathering activities
- How to conduct interviewing sessions for requirements gathering
- How to develop surveys and questionnaires for requirements gathering
- How to choose the best fit among various requirements-gathering techniques
- How to consolidate, coordinate, and confirm requirements from multiple sources

GEARED TO

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

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F2 Friday, November 12, 8:00 am – 3:30 pm
Data Analysis and Design

Dimensional Modeling from a Business Perspective

Exposure to some IT projects is helpful.

Laura Reeves

Today's businesses are under increasing 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 the business dimension modeling techniques, the business and systems communities can effectively partner to create a model that will support the business today and in the future.

This course is designed to teach attendees the fundamentals of business dimensional modeling. The basic principles are shared using real-world scenarios. This course is not intended to provide the complete skills necessary to develop dimensional models from scratch, but does provide a solid foundation of what dimensional models are and how they work. This practical background can be used by members of the business community to improve communication of their requirements and increase their understanding and participation throughout the project.

The course ends by putting the modeling effort into the proper context. Techniques for successfully gathering business requirements are shared. A quick overview of what is needed to build the database and deliver the data to the business is also provided. Several design exercises are included to reinforce the concepts presented in class. These team exercises prepare the students to apply these concepts to their own projects.

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 who is involved with the data warehouse; members of the business community who are interested in understanding basic dimensional modeling concepts; all other projects team members, including business intelligence application developers, project managers, database administrators, data modelers, and data staging developers

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F3A NEW! Friday, November 12, 8:00 am – 11:15 am
Business Analytics

Introduction to Text Analytics: Understanding the Voice of the Customer

Christopher Jones

Are you listening to your customers? They regularly tell you how to make your products or services better—through your call centers, forums, and surveys. Most companies are unable to analyze these highly valuable sources of data. Learn how you can glean powerful insights into your customers' wants and needs by using text analytics—and create a lot of happy, loyal customers.

YOU WILL LEARN

- What text analytics is, and how it is different from BI search
- Who the players in the market are, and recent adoption of this technology across the industry
- Project pitfalls
- Business drivers behind the unstructured data problem
- Text analytics terminology: machine learning, clustering, categorization, NLP, sentiment

GEARED TO

- BI program managers, directors, and sponsors; anyone with leadership and management responsibilities in understanding the voice of the customer

F3P NEW! Friday, November 12, 12:15 pm – 3:30 pm
Business Analytics

Building a Text Analytics Project from Scratch

Christopher Jones

This course will build on Introduction to Text Analytics and walk you step-by-step through building a text analytics project from scratch. We will examine what is going on under the hood with each step, how these tools turn unstructured data into structured data, and how to integrate it into your existing data warehouse.

YOU WILL LEARN

- How to build a text analytics project step-by-step, from verbatim to insight
- How it works and what it takes to get a text analytics project off the ground
- How text analytics turns unstructured data into structured data
- BI/DW integration
- How text analytics work is similar to data warehousing work

GEARED TO

- BI program managers, directors, sponsors, practitioners, managers, engineers, and architects

F4A NEW! Friday, November 12, 8:00 am – 11:15 am
Business Analytics

Social Analytics in the Enterprise

Shawn Rogers

The world of social networking and the data that it produces are growing faster than most of us can comprehend. Social networking platforms are the fastest-growing Web sites in the world. This new information source presents an opportunity to better understand customer sentiment, brand awareness, purchasing habits, and more. Integrating, sharing, and leveraging this data across the enterprise opens the door to a new world of analytics. This class will examine the benefits of social analytics in your enterprise.

YOU WILL LEARN

- Why your company can't ignore this growing trend
- How other leading companies achieve a competitive edge through the use of social analytics
- Best practices for implementing social analytics in your company or department
- The five biggest mistakes to avoid
- Necessary tools to leverage social analytics within your firewall

GEARED TO

- Those with experience on prior BI projects; those who are tasked with adding value to existing BI implementations

F4P NEW! Friday, November 12, 12:15 pm – 3:30 pm
Business Analytics

SaaS and Cloud for BI

Shawn Rogers

Rated as the hottest topic in business intelligence by many experts and analysts, software-as-a-service (SaaS) and cloud-based technologies have become a viable solution for all types of businesses. While still an upstart technology, early adopters have achieved significant success, high return on investment, and faster technology implementation cycles. This course will explore these technologies and why they should be part of your business intelligence strategy.

YOU WILL LEARN

- About companies that have successfully implemented SaaS technology
- About the leading vendor solutions in the SaaS BI space
- The different types of cloud infrastructure
- The challenges to successful implementation of enterprise SaaS BI solutions
- The industry drivers of this fast-growing segment

GEARED TO

- Those researching or in early stage implementation of SaaS/cloud-based business intelligence solutions

F5A NEW! Friday, November 12, 8:00 am – 11:15 am
Leadership and Management, Business Analytics

Information-Driven Future

John O'Brien

We are rapidly moving into the Information Age and, just as in the Industrial Revolution and the Computing Revolution, the changes will touch every part of our lives in ways that are hard to imagine today—but are quickly becoming a reality. To understand how to be effective players and companies in the information ecosystem of the future, we will examine the principles that have governed information consumption and decision making. We will explore how old paradigms of analyzing dead data must be let go while new ones such as crowdsourcing, social networking, and real-time decision automation are becoming competitive advantages.

We will take a view that's beyond today's business intelligence and look at the broader impact that information will have in our lives from social, political, economic, and privacy perspectives.

YOU WILL LEARN

- Principles for information lifecycles
- Information delivery for future consumers
- Information ecosystems of the future

GEARED TO

- Everyone interested in understanding the impact of the Information Age

COURSE DESCRIPTIONS

F5P NEW! Friday, November 12, 12:15 pm – 3:30 pm
Administration and Technology, Business Analytics

Delivering BI for Mobile Users

John O'Brien

In this course we will examine the current trends for mobile platforms and devices competing in today's market and learn the impact of selecting them. While we typically have a good understanding of delivering BI capabilities, the distinctions between the desktop and devices must be understood to deliver the BI capability to the proper platform and mode of the user. Therefore, mobile users and their behaviors must be defined.

Traditional BI/DW architectures can be adapted while other architectures such as cloud computing, software-as-a-service, and virtualization will play bigger roles. Most profound will be the paradigm shift to service-oriented architecture, semantic layer, and the new BI app store. We will also examine the required technology infrastructure.

YOU WILL LEARN

- Wireless technologies in use today
- Mobile platforms and devices
- Mobile users' behavior for effective BI

GEARED TO

- BI directors and managers, architects, developers, and enthusiasts

F6A Friday, November 12, 8:00 am – 11:15 am
Data Analysis and Design, Business Analytics

Agile Data Warehousing Survival Skill: Essential Requirements Management

This half-day course builds upon the previous day's An Agile Method for Data Warehousing.

Ralph Hughes

Agile data warehousing can indeed sound improbable. How can developers blaze ahead, focusing on only a few requirements at a time, and not overlook something important? This half-day course presents a technique for tempering agile's inherent rush to deliver with the essential components of requirements management (RM) found in very large software projects. We will borrow the more traditional RM approach of the RUP methodology and blend it with the extremely lightweight style of agile's Scrum, finding a natural intersection between the two.

We will discuss how to streamline RUP-style artifacts for a Scrum project and then develop a strategy for starting BI/DW efforts wherever the sponsor demands, backfilling the artifacts as we go to bring the full breadth and depth of projects into sufficient focus. We will also consider some of the features of a commercial tool for amplifying your customers' data governance efforts into working prototypes, yielding more precise requirements.

The presenter has developed and tested these notions in the full spectrum of BI/DW teams for the *Fortune* 500—from CMMI-compliant, multi-year projects involving more than 150 people, to fast and effective Scrum teams of 10 participants or fewer.

YOU WILL LEARN

- How to start projects quickly and accurately with a requirements framework
- How to skip the paralysis caused by vague or impossibly large user stories
- How to avoid agile's nemesis of endless scope creep
- How to predict how much the project will cost and when it will be online
- How to define work enough so that everyone knows what to do now and what is coming next
- How to position your team to provide quality architecture and data modeling
- How to incorporate definitive user acceptance testing to prove projects are complete and successful

GEARED TO

- Developers; team leads; project managers; also of interest to product owners and shared resources such as analysts, DBAs, testers, and technical managers

F6P NEW! Friday, November 12, 12:15 pm – 3:30 pm
Data Analysis and Design

Fast and Thorough: Testing for Agile Data Warehousing

Ralph Hughes

Given the infinity of queries one can pose to a BI application, how can we keep BI/DW testing thorough without undermining the velocity of our agile data warehousing teams? In this course, a veteran data warehouse architect and the author of *Agile Data Warehousing* will present a quality assurance strategy compatible with agile's abbreviated time-to-market objectives.

First we will review the testing approaches typically utilized by warehousing departments of *Fortune* 500 firms, which the course will then systematically streamline and adapt for iterative development efforts. We will build, layer by layer, a QA plan for data warehouses, culminating with screenshots or a live demo of an automated multi-scenario, multi-time- point validation facility for warehouse applications using a BI/DW–specific testing appliance.

YOU WILL LEARN

- A standard framework for software testing
- The requirements for proving that a warehouse project is complete and correct
- The secrets of agile's test-led development
- How to streamline testing so that it accelerates developers rather than draining their time
- A strategy for continuous integration and regression testing that yields "provably correct" ETL modules

GEARED TO

- Warehousing professionals concerned with their teams' existing QA effectiveness or wishing to lower the cost of BI/DW validation; senior-level participants in data warehousing projects or programs, including solutions architects, lead technical team members, QA specialists, program managers, and project managers

VENDOR EXHIBITION

VENDOR EVENT SCHEDULE

Monday	Tuesday	Wednesday
Hospitality Suites 7:00 pm	**Exhibit Hall Open and Lunch** 11:15 am – 2:15 pm **Exhibit Hall Open and Reception** 5:00 – 7:00 pm **Hospitality Suites** 7:00 pm	**Exhibit Hall Open and Lunch** 11:15 am – 2:15 pm **Case Study Presentations** 12:00 – 2:00 pm **Hospitality Suites** 7:00 pm

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 tdwi.org/or2010 for more information about exhibitors at the TDWI World Conference in Orlando.

THE FOLLOWING COMPANIES ARE RECENT TDWI EXHIBITORS:*

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Capgemini
Cisco
Clear Sight Analytics LLC
Collabera, Inc.
Compact Solutions
Composite Software, Inc.
Connotate
Corda Technologies
Dashboard Insight
DataDirect Technologies
DataFlux
DATAllegro
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DecisionPath Consulting
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For information about exhibiting or vendor sponsorships, contact Steve Cissell at scissell@tdwi.org or 425.277.9135.

**List includes exhibitors from the past two years*

In-Depth Education from Top Instructors

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

Visit tdwi.org/or2010-instructors for more information about instructors

Chris Adamson
Data Warehouse Specialist
Oakton Software LLC
COURSE(S) W2

Stephen Brobst
Managing Partner
Strategic Technologies & Systems
COURSE(S) S3, M5

Maureen Clarry
President/Chief Executive Officer
CONNECT: The Knowledge Network
COURSE(S) T5

Steve Dine
President
Datasource Consulting, LLC
COURSE(S) M4

Jill Dyché, CBIP
Partner
Baseline Consulting
COURSE(S) S2, T4

Wayne Eckerson
Director
TDWI Research
COURSE(S) S4A, S4P

Jonathan Geiger, CBIP
Executive Vice President
Intelligent Solutions, Inc.
COURSE(S) M2, T2, W6

Michael Gonzales, CBIP
Independent Consultant
COURSE(S) W5

Cindi Howson
Founder
BIScorecard
COURSE(S) T7A, T7P

Ralph Hughes
Chief Systems Architect
Ceregenics, Inc.
COURSE(S) TH3, F6A, F6P

Claudia Imhoff
President and Founder
Intelligent Solutions, Inc.
COURSE(S) S5A, S5P, T6, W6

Christopher Jones
Senior Manager Community Feedback
Adobe
COURSE(S) F3A, F3P

Doug Laney
Specialist Lead
Deloitte Consulting
COURSE(S) S6P

Evan Levy, CBIP
Partner
Baseline Consulting
COURSE(S) M6, TH7A, TH7P

Tony Lopykinski
Managing Pricipal
Deloitte Consulting
COURSE(S) TH1, F1

Mark Madsen
Research Director
Third Nature, Inc.
COURSE(S) M4, W7A, W7P

Kimberly Nevala
Senior Consultant
Baseline Consulting
COURSE(S) T4

John O'Brien, CBIP
President
Zukeran Technologies Corp.
COURSE(S) M3, W4, F5A, F5P

Mark Peco, CBIP
Partner
InQvis
COURSE(S) S1, M7A, M7P, W1

Anthony Politano
Partner
InQvis
COURSE(S) TH5

Thomas Rathburn
Senior Consultant
The Modeling Agency
COURSE(S) TH6A, TH6P

Laura Reeves
Principal
StarSoft Solutions, Inc.
COURSE(S) TH2, F2

Lorna Rickard
Chief Workforce Architect
CONNECT: The Knowledge Network
COURSE(S) T5

Shawn Rogers
Vice President of Research, Business Intelligence
Enterprise Management Associates
COURSE(S) F4A, F4P

Todd Saunders, CBIP
Executive VP & Customer Solutions
CONNECT: The Knowledge Network
COURSE(S) M3, T1

Len Silverston
President
Universal Data Models, LLC
COURSE(S) T6

David Wells, CBIP
BI Consultant, Mentor, and Teacher
COURSE(S) T3, W3, TH4

Nancy Williams, CBIP
Vice President and Principal Consultant
DecisionPath Consulting
COURSE(S) M1, T1

WHAT WAS THE VALUE OF ATTENDING THE TDWI WORLD CONFERENCE?

"The value to me was taking courses with true industry veterans who have a track record of success and a wealth of knowledge to share with students. I think the 'extras' you have, such as the Guru Sessions, are simply a fantastic feature. I hope to have some burning questions to ask those gurus next time I attend."

C. Shipman
Business Intelligence Director
Cash America

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: 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, and through our Onsite program.

TDWI SEMINAR SERIES

In-Depth Training in a Small Class Setting

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 ONSITE EDUCATION

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

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

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 CHAPTERS

tdwi.org/chapters

TDWI sponsors chapters in regions throughout the world to foster education and networking at the local level among business intelligence and data warehousing professionals. Chapter meetings are open to any BI/DW professional. Please visit our Web site to find a local chapter in your area.

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

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E-mail: info@tdwi.org

Web: tdwi.org

TDWI EDUCATION DEPARTMENT

Phone: 425.277.9181

E-mail: education@tdwi.org

tdwi
THE DATA WAREHOUSING INSTITUTE

ADDED VALUE

TDWI Membership

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.

When you become a Member, you will receive a Membership certificate and have full access to exclusive content on our Web site at 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.

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 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.

TEAM MEMBERSHIPS

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 Team Membership is easy to manage and renew—you designate one person as the contact for your entire team.

Peer 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
tdwi.org/linkedin/tdwi

twitter
twitter.com/TDWI

facebook
facebook.com/datawarehouse

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.

Case Study Presentations

TDWI will be offering a variety of case study presentations, available during our Wednesday exhibit hall lunch break. This is an opportunity to hear from some of our top solution providers and their customers on how they handled their most pressing issues and concerns.

HOTEL AND TRAVEL

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.

NEW! Bundled Conference Registration and Hotel Package

Take advantage of cost savings and convenience by booking your six-day registration package and six-night hotel accommodations together. Select the "Tera Package with Hotel" option on the registration form and save $100! This includes the standard six-day registration package (Tera Package) and six-night hotel stay (room and tax), checking in on Saturday, November 6, and checking out on Friday, November 12. This special package pricing is available through October 8, 2010.*

For more information, please contact TDWI Conference Manager, Maria Matthews, at mmatthews@tdwi.org.

* Not valid with team discount.

LOEWS ROYAL PACIFIC RESORT AT UNIVERSAL ORLANDO®

Conveniently located within walking distance of Universal Studios®, Universal Islands of Adventure®, and Universal CityWalk®, The Royal Pacific Resort will serve as the official headquarters hotel for TDWI's World Conference in Orlando.

Loews Royal Pacific Resort at Universal Orlando®
6300 Hollywood Way
Orlando, FL 32819
Phone: 866.360.7395

Online Reservations:
www.loewshotels.com/en/Hotels/Royal-Pacific-Resort/GroupOffers/TDWI.aspx?sk=uo

TDWI has reserved a block of rooms for conference attendees, at sharply reduced rates: $196 plus tax for single/double occupancy.

This discounted rate is available through Friday, October 8, 2010. Please use the online reservation 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: tdwi.org/or2010-hotel

Car Rental Discounts

Avis is offering discounts on car rental fees for TDWI conference attendees.
Information: tdwi.org/or2010-hotel

WELCOME TO ORLANDO

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

Arts and Culture

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

Sports and Leisure

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

Dining and Nightlife

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

HOW TO REGISTER

STEP 1. SELECT YOUR COURSES

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

SUNDAY, NOVEMBER 07

- ○ **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** The Future of Data Warehousing
- ○ **S4A** A Practical Guide to Analytics: Putting People, Process, and Technology to Work to Deliver Deeper Insights
- ○ **S4P** Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level
- ○ **S5A** How Healthy Is Your BI Environment? Assessing Its Strengths and Weaknesses
- ○ **S5P** Feeling SaaS-y? Software-as-a-Service Invades Business Intelligence
- ○ **S6P** Infonomics: The Economics of Information and Principles of Information Asset Management

MONDAY, NOVEMBER 08

- ○ **M1** TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- ○ **M2** TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- ○ **M3** TDWI Introduction to Business Analytics
- ○ **M4** Enabling BI for the 21st Century
- ○ **M5** Designing a Data Warehouse for High Performance
- ○ **M6** Beyond the Data Warehouse: Architectural Options for Data Integration
- ○ **M7A** CBIP Preparation for the Information Systems Core Exam
- ○ **M7P** CBIP Preparation for the Data Warehousing Exam

TUESDAY, NOVEMBER 09

- ○ **T1** TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
- ○ **T2** TDWI Advanced Data Modeling Techniques
- ○ **T3** Business Analytics for Insight and Foresight
- ○ **T4** Data Governance for BI Professionals
- ○ **T5** Power, Politics, and Partnership in Business Intelligence Projects
- ○ **T6** Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development
- ○ **T7A** Developing Your BI Tool Strategy
- ○ **T7P** Cool BI: The Latest Innovations

WEDNESDAY, NOVEMBER 10

- ○ **W1** TDWI Project Management for Business Intelligence
- ○ **W2** TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
- ○ **W3** Measuring Intangibles: Breaking Down Analytic Barriers
- ○ **W4** 2011 Emerging Technologies from a BI Perspective
- ○ **W5** TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
- ○ **W6** Get Real with Business Intelligence: An Introduction to Operational BI
- ○ **W7A** Using Open Source for BI and Data Warehousing
- ○ **W7P** Extending BI to Support Online Marketing and Social Media

THURSDAY, NOVEMBER 11

- ○ **TH1** TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
- ○ **TH2** Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
- ○ **TH3** Agile Data Warehousing 101: An Introduction to Accelerated BI/DW Development
- ○ **TH4** TDWI Data Governance Fundamentals
- ○ **TH5** Managing through the Career Storm: Real Strategies for DW Professionals and Managers
- ○ **TH6A** Predictive Analytics: A Business Perspective
- ○ **TH6P** Predictive Analytics: Making it Work
- ○ **TH7A** Tipping the Sacred Cows of Data Warehousing
- ○ **TH7P** Tipping the Sacred Cows of Emerging Technologies

FRIDAY, NOVEMBER 12

- ○ **F1** TDWI Business Requirements Workshop
- ○ **F2** Dimensional Modeling from a Business Perspective
- ○ **F3A** Introduction to Text Analytics: Understanding the Voice of the Customer
- ○ **F3P** Building a Text Analytics Project from Scratch
- ○ **F4A** Social Analytics in the Enterprise
- ○ **F4P** SaaS and Cloud for BI
- ○ **F5A** Information-Driven Future
- ○ **F5P** Delivering BI for Mobile Users
- ○ **F6A** Agile Data Warehousing Survival Skill: Essential Requirements Management
- ○ **F6P** Fast and Thorough: Testing for Agile Data Warehousing

REGISTER TODAY!

tdwi.org/or2010

CONFERENCE QUESTIONS?

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

STEP 2. CALCULATE YOUR PAYMENT

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

FEES—EARLY REGISTRATION (Through October 8, 2010)	
USE PRIORITY CODE: ORE15	
○ Standard Package (3 days)	$2,025
○ Mega Package (4 days)	$2,550
○ Giga Package (5 days)	$3,000
○ Tera Package (6 days)	$3,375
○ Tera Package with Hotel (6 days) (See page 34 for more information)	$4,598

FEES—REGULAR REGISTRATION (Oct. 9 – Nov. 5, 2010)	
○ Standard Package (3 days)	$2,201
○ Mega Package (4 days)	$2,771
○ Giga Package (5 days)	$3,260
○ Tera Package (6 days)	$3,675

FEE FROM TABLE ABOVE $ _____

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

TEAM DISCOUNT (Deduct 10% from above) – $ _____
For 3 or more people from the same company registering at the same time
Team discount not valid on Tera Package with Hotel

LATE FEE (After November 5, 2010—add $50) + $ _____

› TOTAL FEE = $ _____

REGISTRATION QUESTIONS?

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

SPECIAL OFFER

EARLY REGISTRATION DISCOUNT

Limited time offer: Register by October 8 and SAVE up to $300 off the regular registration fee.

USE PRIORITY CODE ORE15

STEP 3. REGISTER

Online: tdwi.org/or2010-register

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

Fax/Mail: Download a registration worksheet and form at tdwi.org/or2010-fax

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

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

REGISTRATION DEADLINES

Early Registration Deadline (priority code: ORE15). . . . October 8, 2010

Regular Registration Deadline . . . . . .November 5, 2010

After November 5, please register onsite. Registration will be limited to space available. You will incur a $50 late registration fee after November 5.

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 registrations for three or more days include a one-year TDWI Membership. If you are already a current TDWI member, you will instead be eligible for a $275 discount off the conference price (in lieu of complimentary Membership). See page 28 or visit 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 (M–F, 8:00 am – 5:00 pm PT) before October 29, 2010. If you must cancel, your refund request must be e-mailed to tdwireg@ce.uoregon.edu no later than October 29. Your fee will be returned, less a 20 percent cancellation fee. No refunds or credits will be issued after October 29.

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

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

IBM

NETEZZA

Capgemini
CONSULTING.TECHNOLOGY.OUTSOURCING

INFORMATICA
The Data Integration Company™

SAP

DATAFLUX
A SAS COMPANY

Microsoft

sas

DELL Services

MicroStrategy

TERADATA