

TDWI **ONSITE EDUCATION**

Your Team, Our Instructors, Your Location

Business Intelligence and
Data Warehousing Education

UPDATED JANUARY 2012



tdwi.org/onsite

tdwi
ONSITE EDUCATION

Practical, Onsite Education for Your Team

In-Depth Courses in Business Intelligence (BI) and Data Warehousing (DW)



Yvonne M. Baho

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

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

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

Sincerely,

Yvonne M. Baho

Director, TDWI Onsite Education

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tdwi.org/onsite

The value of TDWI Onsite Education

Cost comparison for a one-day course:

	Off-site Training	TDWI Onsite Training*
Airfare	\$600/person	\$0
Hotel	\$250/night	\$0
Training	\$750/day	\$300–\$500/day
Total	\$1,600/person	As low as \$300/person

* Pricing is tiered based on class size.



Six Easy Steps ...

... to bring TDWI Onsite Education to your organization

- Step 1** Work with TDWI to select course(s).
- Step 2** Schedule the training when it best fits your availability and project timetable.
- Step 3** Choose your location—simply reserve a basic conference or training room. Computers are not required.
- Step 4** Participate in a pre-course discussion with the TDWI instructor to ensure content is aligned with your training objectives.
- Step 5** Receive course materials, which are shipped to your door.
- Step 6** TDWI instructors travel to your location and train your team.

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Network with TDWI

LinkedIn
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facebook
tdwi.org/facebook

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

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- Requirements Analysis for Institutional Intelligence
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- Agile Data Warehousing Best Practices: Requirements Management **UPDATED**
- Agile Data Warehousing Best Practices: Quality Assurance for Validating a Project's Results **UPDATED**
- Agile Project Start-Up Workshop **NEW**
- Introduction to Agile Analytics: Value-Driven Data Warehousing and Business Intelligence **NEW**
- Agile Data Modeling: Evolving Toward Excellence **NEW**
- Agile Data Warehouse Testing: Automated Test-Driven Warehouse Development **NEW**
- Agile Data Modeling Using Universal Data Models **UPDATED**

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- Bringing Business and IT Together

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

TDWI Onsite Instructors

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



Chris Adamson, CBIP
Data Warehouse Specialist
Oakton Software LLC



Ken Collier, Ph.D.
Founder and President
KWC Technologies



Paul Flach, CBIP
President
Lyceum Group



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



Michael Gonzales, Ph.D., CBIP
Independent Consultant



Patty Haines
DW Specialist and Founder
Chimney Rock Information Solutions



Ralph Hughes
Chief Systems Architect
Ceregenics, Inc.



Deanne Larson, D.M., CBIP
President
Larson & Associates



Tony Lopykinski
Managing Principal
Maven Advisors, LLC



David Loshin
President
Knowledge Integrity, Inc.



John O'Brien, CBIP
Principal and Founder
Radiant Advisors



Mark Peco, CBIP
Partner
InQvis Inc.



Thomas Rathburn
Senior Consultant
The Modeling Agency



Laura Reeves
Principal
StarSoft Solutions, Inc.



Len Silverston
President
Universal Data Models, LLC



David Wells, CBIP
BI Consultant, Mentor, and Instructor



Nancy Williams, CBIP
Vice President and Principal Consultant
DecisionPath Consulting

Instructor Industry Experience

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

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

New Onsite Courses for 2012

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Worldwide Training

TDWI has brought Onsite Education to companies located in the following countries:

- Algeria
- Australia
- Austria
- Brazil
- Canada
- Colombia
- Dominican Republic
- Estonia
- Finland
- France
- Germany
- India
- Ireland
- Israel
- Jamaica
- Mexico
- Norway
- Poland
- Singapore
- Slovenia
- Spain
- Sweden
- Turkey
- United Arab Emirates
- United Kingdom
- United States



New! TDWI Skills and Training Needs Assessment

Get the greatest impact from limited training budgets and precious training days with TDWI Skills and Training Needs Assessment.

The most valuable professional education increases individual and team competencies in the areas where you have the greatest needs. Objectively evaluating the skills that you have and the skills that you need is especially challenging in the broad and complex field of BI. TDWI Skills and Training Needs Assessment steps up to the challenge with a comprehensive evaluation of organizational BI maturity, architecture, and management combined with assessment of individual and team competencies in business analytics, data management, BI development, and BI operations. The assessment report includes analysis of skills gaps along with recommendations to grow the capabilities of your BI organization.

FOR MORE INFORMATION, CONTACT:

Yvonne Baho
Director, TDWI Onsite Education

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Challenge

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

Solution

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

Recommended TDWI Onsite courses to help meet this challenge:

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

Core Skills

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

ONE-DAY COURSE

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

TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

ONE-DAY COURSE

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

TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach

ONE-DAY COURSE OR TWO-DAY WORKSHOP

Many data management architectures (hub versus bus) can be used to successfully deploy business intelligence, and many approaches (top-down versus bottom-up) may be used to develop the data warehouse. This course provides guidelines and techniques to assess requirements and make informed choices when designing data warehouses.

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

ONE-DAY COURSE OR TWO-DAY WORKSHOP

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

TDWI Project Management for Business Intelligence

ONE-DAY COURSE

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

Requirements Analysis for Institutional Intelligence

ONE-DAY COURSE OR TWO-DAY WORKSHOP

Institutional intelligence (I²) applies the techniques and technologies of business intelligence to the missions, goals, and strategies of educational institutions. This course teaches processes and techniques for requirements gathering and requirements management that specifically target the complexities inherent in I². A multidimensional framework for requirements management ensures that the many perspectives of institutional intelligence requirements—motivation, capabilities, performance, governance, management, compliance, risk, and measurement—are all understood and represented in the resulting set of requirements.

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

ONE-DAY COURSE OR TWO-DAY WORKSHOP

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

JUST IN TIME

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

“The TDWI Onsite training was outstanding. It allowed us the opportunity to provide our data warehousing staff with a solid conceptual understanding of data warehousing concepts, while at the same time allowing us to involve a broad range of campus constituents, who gained from the class not only an appreciation of the benefits provided by a data warehouse, but also the solid level of organizational commitment required to make it successful.”

D. Ross, Director, Application & Information Management—ITS
California Polytechnic State University



Data Asset Management

TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

TWO-DAY COURSE

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

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

ONE-DAY COURSE OR TWO-DAY WORKSHOP

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

TDWI Master Data Management Fundamentals

ONE-DAY COURSE

Master data management (MDM) includes the processes of collecting, consolidating, quality-assuring, and distributing master data. Tools are abundant and diverse, but the nature of identification, matching, consolidation, conflict resolution, and hierarchy management makes MDM complex and challenging. The right knowledge is an essential element of MDM success. This course discusses issues and techniques for MDM, as well as data governance and the relationships of MDM with BI and data warehousing.

Challenge

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

Solution

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

Recommended TDWI Onsite courses to help meet this challenge:

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

Customer Corner

WHAT YOUR PEERS ARE SAYING ABOUT TDWI ONSITE EDUCATION

The Art and Practices of Information Management

ONE-DAY COURSE

The broad scope of information management (IM) encompasses 14 distinct disciplines. This course describes the dependencies that exist among these practices; the what, why, and who for each discipline; the people, process, and technology factors of each discipline; and the roles and opportunities for IM professionals. Whatever your specialty area, there is value in seeing the big picture and knowing where your skills fit into that picture.

Mastering the Human Side of Data Integration

ONE- OR TWO-DAY COURSE

Success in data integration efforts is mostly about the human dynamics involved, and this course provides ways to effectively handle common situations. A key to data integration is to understand the personal, cultural, and political environment and to consciously employ best practices regarding the human element. This presentation will share principles, techniques, and exercises to help tackle common scenarios and help you move toward an environment that enables data integration.

“The instructor’s style and candor are really useful in determining realistic ways to approach typical BI project issues. He brings credible, real-life experience to the table. I can start using these techniques and tools immediately.”

M. Bishoff, Principal Solution Manager
Microsoft

“Thank you again for all of your help in arranging this session ... especially on such a quick turnaround. I have been very impressed with the experience of arranging training through TDWI. I have worked with several other vendors to arrange in-house training sessions, and based on the customer service I received, will definitely consider TDWI again.”

L. Hilbert-Trice, Director, CRM Training
American Cancer Society

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

U. Thakrar, Software Architect
Openwave Systems Inc.



Challenge

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

Solution

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

Recommended TDWI Onsite courses to help meet this challenge:

- TDWI Business Analytics (this page)
- TDWI Performance Management (this page)
- Predictive Analytics: Low-Risk Strategies for High-Impact Projects (page 11)

Business Analytics

TDWI Business Analytics: Exploration, Experimentation, and Discovery

ONE-DAY COURSE

Analytics is at the forefront of business intelligence. The promise of BI is found in data analysis that provides insight and drives innovation. Data-driven investigation, exploration, and experimentation lead to discovery and help answer future-looking questions. Analytics is a hot topic, and quantitative analysis has become the in-demand skill for data management. What was once a specialty field for statisticians and mathematicians has become mainstream. Today's analysts understand business, data, statistics, math, visualization, and problem solving.

NEW TDWI Design Techniques for Dashboards and Scorecards

TWO-DAY COURSE

Dashboards and scorecards are among the most popular ways to deliver today's business intelligence. A top-quality dashboard or scorecard looks deceptively simple. But creating simple and effective interfaces is surprisingly difficult. Further complexity arises with groups of related scorecards and dashboards that must fit together in an integrated performance management system.

TDWI Performance Management: Measurement, Metrics, and Monitoring

ONE-DAY COURSE

Performance management (PM) is a core practice in business management, and ranks high among the value opportunities of BI. Using data to set goals and measure performance is a proven key to success. Performance management strengthens the connections of tactics with strategy, and of operations with tactics—enabling feedback, monitoring, and accountability across all levels of business activity. Metrics, performance indicators, scorecards, and dashboards each have roles. But PM reaches beyond data and technology with human, organizational, and cultural dimensions.

Business Analytics for Insight and Foresight

ONE-DAY COURSE

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

Strategic Feedback: Strategy Mapping Meets Systems Thinking

ONE-DAY COURSE

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

Predictive Analytics: Low-Risk Strategies for High-Impact Projects

TWO- OR THREE-DAY WORKSHOP

This hands-on workshop offers a comprehensive, project-level orientation to predictive analytics solutions—from project assessment and preparation to industry-standard process, case demonstrations, pragmatic exercises, and model lifecycle management. This course is an intensive, vendor-neutral introduction to data mining best practices and an approach to predictive analytics that is critical to modeling success. Attendees will actively step through the process for data mining and realize why establishing a productive internal predictive analytics practice doesn't require advanced degrees in statistics, mathematics, or computer science. Live working sessions reveal real-world obstacles and breakthroughs.

Data Mining Methods and Techniques: Data Preparation, Model Building, and Evaluation

TWO-DAY COURSE

This course presents data mining methods and process at the tactical level. You will observe demonstrations of machine learning methods and computer-guided analytical techniques for extracting and interpreting complex patterns and relationships from large data volumes. This session is designed to offer an intensive functional orientation to data mining concepts, tools, techniques, and supporting methods. This course broadly covers data-driven information discovery techniques and model-building tactics free of bias for any particular modeling tool or method. Popular open source and commercial packages are leveraged to illustrate methods, but not to showcase the tools.

Measuring Intangibles: Breaking Down Analytic Barriers

ONE-DAY COURSE

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

VENDOR-NEUTRAL TRAINING

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



Data Analysis and Design

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

TWO-DAY COURSE OR FOUR-DAY WORKSHOP

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

TDWI Advanced Data Modeling Techniques

TWO-DAY COURSE

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

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis

ONE-DAY COURSE

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

Challenge

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

Solution

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

Recommended TDWI Onsite courses to help meet this challenge:

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

Dimensional Design: Intermediate and Advanced Techniques

TWO-DAY COURSE

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

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

ONE-DAY COURSE

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

Universal Data Models and Patterns

ONE- OR TWO-DAY COURSE

This course shares templates or “universal data models” for the most common applications and shows how to apply these models to various industries. Students will see examples for telecommunications, manufacturing, healthcare, insurance, and financial services. The course will cover best practices for modeling roles, classifications, hierarchies, statuses, and rules, but will also show variations in modeling these constructs.

Industry Data Models and Patterns

THREE-DAY COURSE

This course will help you develop a quality-assured data model in a fraction of the normal time by providing reusable data models and patterns that can jump-start your data modeling or design effort. In conjunction with these reusable models, the course provides a toolkit of proven models for specific industries as well as alternatives for modeling very common constructs. The course will demonstrate specific business-oriented modeling techniques as well as generalized and flexible ways to model common information requirements.

HIGH IMPACT

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



Challenge

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

Solution

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

Recommended TDWI Onsite courses to help meet this challenge:

- TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation (page 8)
- TDWI Data Quality Management (this page)

Data Quality

TDWI Data Quality Fundamentals

ONE-DAY COURSE OR TWO-DAY WORKSHOP

Managing data quality is among the most vexing of information management issues. Data quality improvement demands an understanding of quality management principles and practices and the ability to apply those practices to a complex and continuously changing data resource. This course is designed to provide foundational knowledge of data quality assessment and improvement, including an actionable definition of data quality, typical causes of data quality problems, the responsibilities in data quality management, the uses and limits of data quality, and techniques for data quality assessment and improvement.

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

ONE-DAY COURSE

Data quality challenges nearly every business, IT organization, and BI program. The most common approach to data quality problems is reactive—fixing problems when they are discovered and reported. But reactive data quality management quickly becomes a never-ending cycle of continuously fixing defects and rarely removing the causes. If you spend countless hours and dollars on data quality efforts but see little change, then it is time to proactively assess and systematically improve the quality of your data.

NEW Root Cause Analysis for Data Quality Management

ONE-DAY COURSE

Knowing what happens with your data is only the beginning of data quality management. Understanding why things go wrong is the key to knowing what to do. But cause-and-effect relationships are elusive. Real causes are often difficult to find, so we settle for easy answers, which leads to fixing symptoms instead of solving real problems. Root cause analysis is the alternative to easy but ineffective answers.

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

ONE-DAY COURSE

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

Data Requirements Analysis

ONE-DAY COURSE

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

Data Quality Tools and Technologies

ONE-DAY COURSE

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

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

ONE-DAY COURSE

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

FLEXIBLE

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

“We were very satisfied with the training. The instructor provided exactly what we needed and easily accommodated the course content for our audience. He demonstrated expertise and flexibility beyond our expectation.”

Olga Karasik, Sr. Manager, Data Architecture
Corporate Information Management | ESD
EarthLink



Challenge

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

Solution

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

Recommended TDWI Onsite courses to help meet this challenge:

- TDWI Project Management for Business Intelligence (page 7)
- TDWI Business Intelligence Program Management (page 18)
- TDWI Data Governance Fundamentals (page 18)

Agile Data Warehousing and Business Intelligence Development

UPDATED Agile Data Warehousing 101: Two-Day Fast Start for Teams

TWO-DAY COURSE

Agile techniques regularly accelerate BI/DW developments by two to four times while simultaneously increasing deliverable quality, thus making BI application delivery significantly faster, cheaper, and better. This course introduces a method combining Scrum and XP that employs techniques to free development teams from the quagmire of lengthy specifications to focus instead upon the true measure of success: quickly-delivered, potentially-shippable code.

UPDATED Agile Data Warehousing Best Practices: Requirements Management

TWO-DAY COURSE

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

UPDATED Agile Data Warehousing Best Practices: Quality Assurance for Validating a Project's Results

TWO-DAY WORKSHOP

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

NEW Agile Project Start-Up Workshop

ONE- OR TWO-DAY COURSE

The TDWI classes on agile data warehousing provide the essential orientation and theory that teams need to accelerate their BI/DW deliveries. This workshop brings those teams to the intersection of the theory they learned in class with the actual requirements and constraints of the project immediately in front of them. With this workshop, development teams and their leaders will become not just familiar with agile warehousing; they will derive a detailed, agile action plan to guide their first several development iterations and double the effectiveness of their agile training.

NEW Introduction to Agile Analytics: Value-Driven Data Warehousing and BI

TWO-DAY WORKSHOP

This workshop is based on the book *Agile Analytics: A Value-Driven Approach to Business Intelligence and Data Warehousing*. Using a simulated project, this workshop introduces the agile values, principles, and practices that have been adapted for DW/BI. This workshop introduces the Agile Project Management framework, and also includes other important project leadership and technical topics. The goal is to provide accurate basic training to help get students started, but further training and coaching will be helpful after this class.

NEW Agile Data Modeling: Evolving Toward Excellence

ONE-DAY COURSE

Agile data models are as simple as possible while being sufficiently detailed, accurate, and consistent. They also fulfill a well-understood purpose and provide positive value (i.e., their benefit outweighs the cost of keeping them updated). This hands-on course will introduce a set of agile data modeling values, principles, and practices that enable the data modeler to safely evolve models in small increments (even those in production) while minimizing nonessential rework.

NEW Agile Data Warehouse Testing: Automated Test-Driven Warehouse Development

TWO-DAY COURSE

Conventional manual data warehouse testing can quickly become a bottleneck in agile BI. Tests must be automated and easily executed at any time. Furthermore, the test suite must evolve and grow alongside the incremental development of ETL modules, SQL scripts, stored procedures, and other database components. This class presents an entirely different approach to testing during data warehouse and BI development. We begin by helping you understand the mechanics of test automation using open source tools, and then provide principles and practices required to produce robust and healthy test cases. Finally, the most challenging aspect of embracing agile data warehouse testing is the required shift in from a conventional mindset of testing-as-a-trailing-activity to an attitude that makes testing an integral component of development.

UPDATED Agile Data Modeling Using Universal Data Models: The Art of Delivering Quality Models Quickly

ONE- OR TWO-DAY COURSE

The popularity of agile methodologies and approaches today creates a great need to provide data models faster. Given that agile teams must usually produce something of business value, such as working software, in two to four weeks, how can we deliver quality models that add to the value proposition in reasonable timeframes? How can we use data modeling for developing flexible, iterative, sustainable, quality solutions? This course provides useful solutions to the above questions, as well as varied exercises/simulations to allow participants to practice. The course covers both the technical and human dynamics aspects of data modeling in an agile environment.

Leadership and Management

TDWI Business Intelligence Executive Briefing

THREE-HOUR BRIEFING

When Business Intelligence (BI) is undertaken as a business initiative to enhance management and decision-making capabilities, it delivers real and substantial value. When undertaken as a technical endeavor to integrate, report, and analyze data the value is questionable. The role of executives and senior business managers in creating BI value simply can't be overstated. This briefing gives executives essential insight into the purpose, scope, disciplines, and complexities of BI. It provides a business-oriented, nontechnical explanation of all facets of BI from business requirements to data management.

TDWI Business Intelligence Program Management

ONE-DAY COURSE OR TWO-DAY WORKSHOP

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

TDWI Data Governance Fundamentals

ONE-DAY COURSE

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

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

ONE-DAY COURSE

More and more frequently, we find existing BI programs need problem solving, new energy, or new directions. There are guidelines, resources, and best practices that apply to mature BI environments, but the connections are not always obvious. Gain new insights and revitalize an established BI program by looking at proven best practices from a fresh perspective.

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

ONE-DAY COURSE

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

CONVENIENT

Schedule training when it best accommodates your workload.



Certify Your Team for Excellence: CBIP Onsite

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

TDWI Onsite Education will bring instructors, exam prep courses, any extra education, and the CBIP examinations right to your conference room with a training package tailored to your team's needs. You'll accelerate the certification process and improve overall exam performance—without incurring travel expenses or sending staff out of the office.

Is CBIP Right for Your Team?

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

Identify Your Specialty Area

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

- **Leadership and Management**
Requires deep process knowledge, including development methodology, program and project management, as well as organizational and team-building skills. An understanding of business topics such as BPM, CRM, and SCM is also needed.
- **Business Analytics**
Understanding of both business and technical topics: concepts of performance management, business metrics definition and delivery, data visualization, and deployment and use of technology solutions such as OLAP, dashboards, scorecards, analytic applications, and data mining.
- **Data Analysis and Design**
Analysis concentrates on understanding business needs, and design translates needs into data structures. Skills include analysis, business metrics specification, and relational and dimensional modeling, as well as an understanding of data warehousing concepts, architectures, and processes.
- **Data Integration**
Proficiency in acquiring, transforming, and cleansing data. Mastery of concepts and skills for source data analysis and source qualification, data profiling, source/target mapping, data cleansing and transformation, and ETL development.

Becoming a Certified Business Intelligence Professional

Identify Your Exams

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

Prepare

Novices and veterans alike can improve their exam scores with preparation courses from TDWI. Prep courses are designed for those who already have the knowledge and experience but would benefit from an interactive and informative review just prior to testing. You'll get ready to test through discussion, review of concepts and terminology, and practice with sample exam questions. Exam preparation courses are offered through TDWI Onsite Education. See page 21 for a list of courses that can be brought onsite.

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

Take the Exams

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

There are two certification levels:

- Practitioner Level
- Mastery Level

Keep Current and Connected

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

“Thank you for your efforts during our certification review sessions with my team. The instructor's review of the TDWI concepts made a substantial difference in the outcome of the certification ... you did an outstanding job!”

Randy Garrison, Director
Business Transformation Services
SAP America, Inc.

Certification Requires Passing Three Exams

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

MANDATORY EXAMS

Information Systems Core Exam

Data Warehousing Exam

SPECIALTY AREA EXAMS

Leadership and Management Exam

Business Analytics Exam

Data Management Exam

(Data Analysis and Design specialty)

Systems Development Exam

(Data Integration specialty)

CBIP Exam Preparation Courses

These one-day preparation courses can be brought to your team at your location. Time is built into each course for team members to take the exam.

CBIP Preparation for the Information Systems Core Exam

CBIP Preparation for the Data Warehousing Exam

CBIP Preparation for the Leadership and Management Exam

CBIP Preparation for the Business Analytics Exam

CBIP Preparation for the Data Analysis and Design Exam

CBIP Preparation for the Data Integration Exam

CBIP Training Packages

TDWI offers Onsite training packages for teams, which combine recommended TDWI courses with CBIP exam preparation courses. Training packages may be customized to fit specific needs of your group.

Preparation for Information Systems Core Exam and Data Warehousing Exam

TWO-DAY PACKAGE INCLUDES:

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

Preparation for Leadership and Management Specialty

TWO-DAY PACKAGE INCLUDES:

- TDWI Business Intelligence Program Management (page 18)
- CBIP Preparation for the Leadership and Management Exam

Preparation for Business Analytics Specialty

THREE-DAY PACKAGE INCLUDES:

- TDWI Business Analytics (page 10)
- TDWI Performance Management (page 10)
- CBIP Preparation for the Business Analytics Exam

Preparation for Data Analysis and Design Specialty

THREE-DAY PACKAGE INCLUDES:

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

Preparation for Data Integration Specialty

TWO-DAY PACKAGE INCLUDES:

- TDWI Data Integration Techniques (page 8)
- CBIP Preparation for the Systems Development Exam

FOR MORE INFORMATION, CONTACT:

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TDWI ONSITE EDUCATION

Your Team, Our Instructors, Your Location

Business Intelligence and Data Warehousing Education

"By bringing a customized version of a TDWI course in-house, we were able to take full advantage of the deep expertise of the TDWI instructor while at the same time complementing that with an internal perspective by some of our senior practitioners. Our participants not only learned the content; they learned how the content will be applied in our company's context. Highly valuable!"

R. Stern, Director of Training
Parson Consulting

For more about TDWI Onsite Education, contact:

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