

Creating an Agile BI Environment

Delivering Data at the Speed of Thought

- STAY ABREAST OF THE LATEST BI/DW TECHNOLOGIES
- VALIDATE YOUR CURRENT DIRECTION
- NETWORK AND SHARE BEST PRACTICES WITH PEERS

**SPECIAL
OFFER**

**EARLY
REGISTRATION
DISCOUNT**

Register by July 16
and **SAVE** up to **\$300**

USE PRIORITY CODE BSD1

See details on page 37.

TDWI.ORG/SD2010

SAN DIEGO, CA • AUGUST 15-20

**IN-DEPTH COURSES IN
BUSINESS INTELLIGENCE AND
DATA WAREHOUSING**

Education • Exhibits Courses • Connections

Create an Agile BI Environment ...

... and start delivering data at the speed of thought. In a rapidly changing market and economy, your business needs to make informed decisions fast. But it's hard to do that when the insights you need are locked in volumes of data. The reports required to deliver meaningful information could take 6 or even 9 months to build. But what if you could navigate and explore your data at the speed of thought?

The good news is that agile BI has arrived. With rapid iterations, close business/IT communication, sandboxing, and short time to deployment, agile development isn't just for software anymore. Add new, affordable technologies like BI in the cloud, software-as-a-service, and innovative federation techniques, and the agile BI environment is within the reach of even small businesses.

With so many options, it's hard to know where to begin. That's where TDWI can help. In this brochure,

you'll learn about the TDWI World Conference in San Diego, where we're offering more than 50 in-depth, vendor-neutral business intelligence and data warehousing courses. Learn why the business/IT gap exists and how to overcome it; what the latest technologies are and how to best deploy them; and both fundamentals and advanced techniques of BI and DW. Increase your agility with education in project management, system design, analytics, data model design, and more.

Finally, meet the experts, the vendors, and your colleagues in the industry. You'll return to the office with ideas, techniques, and connections you can put to use right away.

Start delivering insight at the speed of thought. Make your BI environment nimble, intelligent, profitable—agile. We look forward to seeing you in San Diego!

—The TDWI Team

Get your CBIP certification in San Diego!

See pages 4–5 for details.

IT Managers, BI Directors, and BI Sponsors:

Don't miss the TDWI BI Executive Summit! See pages 6–7 for details.

Find More Online

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

tdwi.org/SD2010

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.

Contents

What's New in San Diego	2
Who Should Attend?	2
How to Use this Brochure	2
Keynotes	3
TDWI Certification	4–5
TDWI BI Executive Summit	6–7
AGENDA	8–9
COURSE OFFERINGS BY TOPIC	10–12
Featured Topics	10–11
Core Topics	11–12
Course Descriptions	13–29
Instructors	30–31
Vendor Exhibition	32
Added Value	33
About TDWI	34
Hotel and Travel	35
REGISTRATION INFORMATION	36–37
Registration Worksheet	36
Fees and Registration Information	37

REGISTER TODAY AT TDWI.ORG/SD2010



EARLY REGISTRATION DISCOUNT

Register by July 16
and **SAVE** up to **\$300**.
See details on page 37.



What's New in San Diego

NEW AND UPDATED COURSES:

SUNDAY

S4P Overcoming Information Overload with Best Practices in Data Visualization

TUESDAY

T4 Developing Your BI Tool Strategy and BI Bake Off

THURSDAY

TH3 Architecture and Technologies for Agile OLAP

FRIDAY

F3 Down and Dirty with Data Quality: A Hands-On Experience with Data Cleansing

F4A Virtualization Technologies for Tomorrow's BI in Cloud Environments

F4P Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence

F6A A Practical Guide to Analytics: Putting People, Process, and Technology to Work to Deliver Deeper Insights

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 8–9)
- **By course topic** (see pages 10–12)

2. REFERENCE COURSE DESCRIPTIONS

Course descriptions begin on page 13 to help you finalize your selections. Visit our conference Web site at tdwi.org/SD2010 for more in-depth course and instructor information.

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/SD2010 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.

REGISTER at tdwi.org/SD2010

QUESTIONS? 425.277.9181 or education@tdwi.org

Keynote Presentations

Monday, August 16, 8:00 – 8:30 am

The Secrets of Creating an Agile, Adaptable BI Environment



Wayne Eckerson

*Director
TDWI Research*

The key to delivering sustainable business value is to create a flexible development and deployment environment that minimizes the temptation for business users to build their own analytical shadow systems, and enables BI teams to rapidly respond to new business requests. But creating a nimble and adaptable BI environment is not easy. It requires organizational and technical strategies, ranging from governance programs and super user networks to rapid development techniques and service-oriented architectures. This presentation will present a practical framework for creating agile BI environments that can drive your BI program to the next level.

Thursday, August 19, 8:00 – 8:45 am

Katabatic Winds of Business Intelligence



Ken Collier, Ph.D

*Founder and President
KWC Technologies*

The katabatic winds in Antarctica are the most powerful winds on earth, caused by air tumbling down from higher elevations. Scientists and researchers who live and work in these winds constantly monitor them and adapt their lifestyles in response.

Today's business intelligence environments are much like these katabatic winds. Business environments, users' data needs, and corresponding business rules are constantly shifting and changing, and BI professionals must quickly adapt.

This keynote examines the complexities of classic BI architectures and approaches, and explores the difficulties of responding to change. We will examine agile BI methods as a key for rapid response to change, and also discuss several new and emerging business intelligence approaches, including BI in the cloud, the no-SQL movement, adaptive architectures, and other techniques designed to enable more rapid response to the katabatic changes in corporate BI environments.

What Your Peers Are Saying...

WHAT WAS THE VALUE OF ATTENDING THE TDWI WORLD CONFERENCE?

"This was truly an educational conference. I learned a lot of practical information that I can apply right away. And I appreciate that the class content is not skewed by vendor bias and sales."

A. Cordell

*Director, Business Intelligence
VSP - Eyefinity/OfficeMate*

"This is the best conference I have ever attended. Targeted, relevant, and vendor-neutral information were the key factors."

K. Campbell
BI Architect

Holland America Line

"Overall, the areas of greatest value to me were: focused sessions, the networking opportunities, getting a glimpse at the latest products and technologies, and feeling a renewed sense of energy in a field that I've been in for 15-plus years!"

C. Corliss

*Director, Claims Tech Data Strategy and IM
Liberty Mutual Group*

"This was my first conference, and to my delight, it was all substance and no fluff. The detailed business case reviews were on target and helpful. I also received great value from the general speakers that participated. Overall, a definite A+."

S. Rouse

*Director, IT PMO and Business Intelligence
Spark Energy*

REGISTER at tdwi.org/SD2010

QUESTIONS? 425.277.9181 or education@tdwi.org



Certified by TDWI

Get Certified at the TDWI World Conference in San Diego

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 San Diego, 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.

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

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:

○ S1	p. 13
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing	
○ M1	p. 15
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact	
○ M3	p. 16
TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach	
○ T8A	p. 21
CBIP Preparation for the Information Systems Core Exam	
○ T8P	p. 22
CBIP Preparation for the Data Warehousing Exam	

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

DATA ANALYSIS AND DESIGN (DA)

○ M2	p. 15
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics	
○ M3	p. 16
TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach	
○ W1	p. 22
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems	

DATA INTEGRATION (DI)

○ F1	p. 27
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation	

BUSINESS ANALYTICS (BA)


○ T2	p. 18
TDWI Introduction to Business Analytics	
○ TH1	p. 29
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems	

LEADERSHIP AND MANAGEMENT (LM)

○ T1	p. 18
TDWI Project Management for Business Intelligence	



Recommended Courses to Better Prepare You for CBIP Certification

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

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?

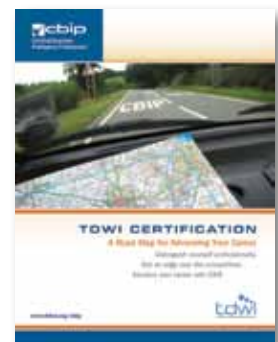
The CBIP program is designed for senior-level information systems and technology professionals in the business intelligence, data warehousing, and business analytics industry. A combination of experience, knowledge, and education provide the foundation for certification.

For More Information

Visit tdwi.org/cbip for step-by-step information on how to get certified, or contact us at 425.277.9181 or education@tdwi.org.

Download the road map to advance your career today!

tdwi.org/cbip



REGISTER at tdwi.org/SD2010

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Delivering on the Promise of BI

Agility, Alignment, and Analytics

HELD JOINTLY WITH THE TDWI WORLD CONFERENCE

We know it's not easy to create a nimble, adaptable BI environment that provides solid business value.

That's why the upcoming TDWI BI Executive Summit program is dedicated to helping you deliver on the promise of BI. We'll show you how to build a successful BI program that drives key business decisions through savvy analytics, agile methodologies, and business-aligned data governance.

JOIN US AND LEARN:

- How Zynga, Netflix, and BlueCross BlueShield of Tennessee are implementing analytics to help drive key business processes
- New trends in data modeling, visualization, and analytic databases
- Key techniques for applying agile development techniques and cloud computing to BI
- The keys to successful MDM and data quality initiatives
- How to create a hybrid BI team that balances standardization with distributed development
- Guidelines for aligning with the business and delivering solutions quickly and effectively

- Future trends in BI and techniques for partnering with solution providers

SAN DIEGO SUMMIT FEATURES

- A special focus on delivering on the promise of BI through agility, alignment, and analytics
- More than a dozen BI practitioners speaking about best practices in BI, analytics, data governance, and performance management
- Workshops that will help you apply your BI knowledge in small group settings
- Case studies where you can learn from your peers
- Peer networking tables where you can meet other senior BI professionals who share your interests
- A Monday night reception designed to cement your bonds with other senior BI professionals
- A "Future of BI" panel where you'll hear what industry experts see when they gaze into the BI crystal ball

WHAT A TDWI BI EXECUTIVE SUMMIT OFFERS YOU

A unique and interactive peer knowledge-sharing event focused on business intelligence, performance management, and data warehousing. The TDWI BI Executive Summit is specifically developed for BI directors and sponsors like you who own, shape, and influence their organizations' BI/DW initiatives. All attendees must prequalify to attend. Visit tdwi.org/SD2010/ES/prequal.

Multiple opportunities to meet peers. Since BI professionals learn best by talking directly with one another, the Summit unites BI executives from various industries for collaborative learning and discussion. The program is designed to connect you with your peers as well as thought leaders in the BI industry who can address your most challenging questions and issues.

Valuable strategies, techniques, and tools. Workshops, case studies, panels, and networking opportunities are designed to give you a comprehensive understanding of the challenges BI executives face and solid methods for overcoming them in a rapidly changing business environment.

TDWI BI EXECUTIVE SUMMIT AGENDA

MONDAY, AUGUST 16

MORNING SESSIONS

Actionable Analytics at Zynga: Leveraging 3 TB a Day to Make Online Games More Fun and Profitable, *Ken Rudin, General Manager of Analytics, Zynga*

BI Analytics: From Average to Z-Test, *Matthew Schwartz, Former Vice President of Business Intelligence at Corporate Express and Ascend Analytics*

Organizing and Deploying Analytics for Success, *Frank Brooks, Director of Data Management and Information Delivery and Chief Data Architect, BlueCross BlueShield of Tennessee*

Sponsor Introductions

AFTERNOON SESSIONS

CASE STUDY WORKSHOP: To Centralize or Decentralize: That is the Question!, *Gary George, BI Leader Consumer Group, Intuit*

Analytic Goldrush: The Rise of the Analytic Database, *Merv Adrian, Founder, IT Market Strategy*

Ten Best Practices for Effective Visualization, *Andrew Cardno, Chief Technology Officer, BIS2*

Reception with Summit Sponsors and the "BI Jam Band"

TUESDAY, AUGUST 17

MORNING SESSIONS

Taking BI to the Next Level: How Mature DW Programs Can Deliver Additional Business Value, *Laura Reeves, Partner, StarSoft Solutions*

CASE STUDY: Using Text Analytics to Deliver Actionable Information, *Chris Jones, Manager of Analytics, Intuit, Inc.*

Radical BI: Moving as Fast as the Business Wants, *Eric Colson, Director of Business Intelligence, Netflix*

PANEL: Best Practices in Business Intelligence, *Chris Jones, Manager of Analytics, Intuit, Inc.; Eric Colson, Director of Business Intelligence, Netflix; Frank Brooks, Director of Data Management and Information Delivery and Chief Data Architect, BlueCross BlueShield of Tennessee*

AFTERNOON SESSIONS

Agile BI: Delivering Customer Value in Weeks, Not Months, *Ken Collier, Agile Consultant and Author, KWC Technologies, Inc.*

Debating BI and Analytics in the Cloud, *Steve Dine, President, Datasource Consulting*

The State of MDM and Data Governance, *Rob Karel, Principal Analyst, Forrester Research*

PANEL: Overcoming the Biggest Pain Points in Data Quality, *Philip Russom, Senior Manager, TDWI Research, and Panelists*

WEDNESDAY, AUGUST 18

MORNING SESSIONS

Semantic Intelligence: An Introduction to the Next-Generation Data Warehouse, *Art Conroy, Director of Semantic Intelligence at Simulyze and Doctoral Candidate, Virginia Polytechnic Institute*

PANEL: The State of the Data Model, *Laura Reeves, Partner, StarSoft Solutions; Len Silverstone, President, Universal Data Models; John O'Brien, President, Zukeran Technologies; Art Conroy, Director of Semantic Intelligence, Simulyze*

PANEL: The Future of BI and Maximizing Vendor Relationships, *Sponsor representatives*

Summit Close

REGISTER TODAY!
TDWI.ORG/SD2010/ES

REGISTER at tdwi.org/SD2010/ES
QUESTIONS? 425.277.9181 or education@tdwi.org

SUNDAY

AUGUST 15

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 p. 13
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
D. Wells
- **S2** DA p. 13
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
L. Reeves
- **S3** LM p. 13
BI from Both Sides: Aligning Business and IT
J. Dyché
- **S4A** LM AT p. 14
The Future of Data Warehousing
S. Brobst
- **S4P NEW** BA p. 14
Overcoming Information Overload with Best Practices in Data Visualization
S. Brobst, A. Cardno
- **S5A** LM p. 14
Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level
W. Eckerson
- **S5P** AT p. 15
BI in the Cloud
S. Dine

MONDAY

AUGUST 16

SCHEDULE

KEYNOTE (see p. 3)	8:00 – 8:30 am
Best Practices Awards Ceremony	8:30 – 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 p. 15
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
T. Saunders
- **M2** DA BA p. 15
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
S. Hoberman
- **M3** AT DA p. 16
TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
N. Williams
- **M4** LM p. 16
An Agile Method for Data Warehousing
R. Hughes
- **M5** AT p. 16
Designing a High-Performance Data Warehouse
S. Brobst
- **M6** DA p. 17
Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development
C. Imhoff, L. Silverston
- **M7** BA LM p. 17
Measuring Intangibles: Breaking Down Analytic Barriers
D. Wells
- **M8A** DI LM p. 18
MDM for Practitioners: Developing Your MDM Plan
E. Levy
- **M8P** DI p. 18
MDM for Practitioners: Deploying Your MDM Solution
E. Levy
- **TDWI BI EXECUTIVE SUMMIT** p. 6–7
Special program for BI directors and BI sponsors

TUESDAY

AUGUST 17

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** LM p. 18
TDWI Project Management for Business Intelligence
N. Williams
- **T2** BA p. 18
TDWI Introduction to Business Analytics
M. Peco
- **T3** DA p. 19
Dimensional Design: Intermediate and Advanced Techniques
C. Adamson
- **T4 UPDATED** AT BA p. 19
Developing Your BI Tool Strategy and BI Bake Off
C. Howson
- **T5** LM p. 20
Data Governance for BI Professionals
J. Dyché, K. Nevala
- **T6A** LM p. 20
Agile Data Warehousing Survival Skill: Semi-Agile Requirements Management
R. Hughes
- **T6P** LM p. 20
Agile Data Warehousing: Iterative Simulation
R. Hughes
- **T7A** DI LM p. 21
CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives
C. Imhoff
- **T7P** LM p. 21
How to Build a Data Warehouse with Limited Resources
C. Imhoff
- **T8A** p. 21
CBIP Preparation for the Information Systems Core Exam
J. Geiger
- **T8P** p. 22
CBIP Preparation for the Data Warehousing Exam
J. Geiger
- **TDWI BI EXECUTIVE SUMMIT** p. 6–7
Special program for BI directors and BI sponsors

See pages 10–12 for course offerings by topic.

WEDNESDAY AUGUST 18

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
DA cbip
p. 22
 TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
S. Hoberman
- W2
BA LM
p. 22
 TDWI Enterprise Metrics: Designing Integrated Business Metrics
M. Peco
- W3
LM
p. 23
 Extreme Scoping: An Agile Approach to Data Warehousing and Business Intelligence
L. Moss
- W4
LM
p. 23
 Leading Change and Growth in BI Programs
M. Clarry, L. Rickard, T. Saunders
- W5
DA DI
p. 23
 Kimball Data Warehouse Lifecycle Overview
W. Thornthwaite
- W6
DA
p. 24
 Practical Data Quality Management
D. Loshin
- W7A
AT DI
p. 24
 Evaluating ETL Tools and Technologies
M. Madsen
- W7P
BA AT
p. 24
 Extending BI to Support Online Marketing and Social Media
M. Madsen
- TDWI BI EXECUTIVE SUMMIT
p. 6–7
 Special program for BI directors and BI sponsors

THURSDAY AUGUST 19

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 cbip
p. 25
 TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
M. Peco
- TH2
DA
p. 25
 TDWI Advanced Data Modeling Techniques
J. Geiger
- TH3 NEW
AT
p. 25
 Architecture and Technologies for Agile OLAP
J. O'Brien
- TH4
DI DA
p. 25
 Business Intelligence Roadmap: The Complete Project Lifecycle for Decision Support Applications
L. Moss
- TH5
BA DI
p. 26
 The BI Pathway Approach: Delivering BI for Business Value
N. Williams
- TH6
DA DI
p. 26
 Down and Dirty with Data Quality: A Hands-On Experience with Data Quality Assessment
G. Di Loreto
- TH7A
BA LM
p. 26
 Predictive Analytics: A Business Perspective
T. Rathburn
- TH7P
BA DA
p. 27
 Predictive Analytics: Making It Work
T. Rathburn

FRIDAY AUGUST 20

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
DI cbip
p. 27
 TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
J. Geiger
- F2
BA
p. 28
 Predictive Modeling for the Non-Statistician
M. Berry
- F3 NEW
DA
p. 28
 Down and Dirty with Data Quality: A Hands-On Experience with Data Cleansing
G. Di Loreto
- F4A UPDATED
AT
p. 28
 Virtualization Technologies for Tomorrow's BI in Cloud Environments
J. O'Brien
- F4P UPDATED
AT LM
p. 29
 Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
J. O'Brien
- F5
DA
p. 29
 Using the Data Model Scorecard to Improve Data Model Quality
S. Hoberman
- F6A NEW
BA
p. 29
 A Practical Guide to Analytics: Putting People, Process, and Technology to Work to Deliver Deeper Insights
W. Eckerson

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








COURSE OFFERINGS BY TOPIC

These pages group the San Diego conference courses by BI/DW topic as a way to help you plan your classes. Please see pages 8–9 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.)

► Featured Topics The conference in San Diego features a special focus on:

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.

○ S1		p. 13
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing		
○ S2		p. 13
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand		
○ S3		p. 13
BI from Both Sides: Aligning Business and IT		
○ M1		p. 15
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact		
○ M2		p. 15
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics		
○ M3		p. 16
TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach		
○ T1		p. 18
TDWI Project Management for Business Intelligence		
○ T2		p. 18
TDWI Introduction to Business Analytics		
○ T7P		p. 21
How to Build a Data Warehouse with Limited Resources		
○ W1		p. 22
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems		
○ TH1		p. 25
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems		

DEVELOPING THE AGILE BUSINESS INTELLIGENCE ENVIRONMENT

The ability to be adaptable and agile as you grow your BI/DW environments is key to success and profitability as you move forward. Agile development promotes a specific set of techniques using iterative development for rapid delivery of systems with a minimum of rework and risk. In fact, the agile concept applies to many facets of your BI/DW environment, from team structure, project management, system design, development, and analytics techniques. Several courses at this conference are aimed to help you realize your agile potential.

○ S5P		p. 15
BI in the Cloud		
○ M4		p. 16
An Agile Method for Data Warehousing		
○ M6		p. 17
Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development		
○ T6A		p. 20
Agile Data Warehousing Survival Skill: Semi-Agile Requirements Management		
○ T6P		p. 20
Agile Data Warehousing: Iterative Simulation		
○ W3		p. 23
Extreme Scoping: An Agile Approach to Data Warehousing and Business Intelligence		
○ W4		p. 23
Leading Change and Growth in BI Programs		
○ TH3 NEW		p. 25
Architecture and Technologies for Agile OLAP		
○ TH7A		p. 26
Predictive Analytics: A Business Perspective		
○ TH7P		p. 27
Predictive Analytics: Making It Work		
○ F2		p. 28
Predictive Modeling for the Non-Statistician		
○ F4A UPDATED		p. 28
Virtualization Technologies for Tomorrow's BI in Cloud Environments		

DATA MANAGEMENT—QUALITY, GOVERNANCE, MASTER DATA MANAGEMENT (MDM), INTEGRATION

Complex business environments, increasing demand for high-quality data, and critical dependencies of regulatory compliance are among the reasons that MDM captures the attention of IT and business people alike. Your MDM strategy can achieve sought-after results if the initiative is under the umbrella of a true data governance program. Data governance encompasses enterprise management of availability, usability, integrity/quality, and security of data. High quality data is needed to drive profitable business decisions. Dirty data has long been the Achilles heel of data warehousing. Learn how to model, improve quality, integrate, store, and govern this most precious asset.

○ M8A		p. 18
MDM for Practitioners: Developing Your MDM Plan		
○ M8P		p. 18
MDM for Practitioners: Deploying Your MDM Solution		
○ T5		p. 20
Data Governance for BI Professionals		
○ W6		p. 24
Practical Data Quality Management		
○ TH6		p. 26
Down and Dirty with Data Quality: A Hands-On Experience with Data Quality Assessment		
○ F1		p. 27
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation		
○ F3 NEW		p. 28
Down and Dirty with Data Quality: A Hands-On Experience with Data Cleansing		
○ F4A UPDATED		p. 28
Virtualization Technologies for Tomorrow's BI in Cloud Environments		

► **Core Topics** TDWI offers courses in the following core disciplines at every conference:


DATA MODELING

Data that is organized and optimally stored in the warehouse needs thoughtful design in order to fulfill business needs. Business analysts taking these courses will be better prepared to work with their technical counterparts, and developers taking these courses will be able to ask the right questions to determine how to design and implement the best data structures. This conference offers an in-depth look at dimensional modeling.

- **S2** p. 13
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
- **M2**  p. 15
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
- **M6** p. 17
Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development
- **T3** p. 19
Dimensional Design: Intermediate and Advanced Techniques
- **W1**  p. 22
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- **TH2** p. 25
TDWI Advanced Data Modeling Techniques
- **F1**  p. 27
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
- **F2** p. 28
Predictive Modeling for the Non-Statistician
- **F5** p. 29
Using the Data Model Scorecard to Improve Data Model Quality

ADMINISTRATION AND TECHNOLOGY

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

- **S4A** p. 14
The Future of Data Warehousing
- **S5P** p. 15
BI in the Cloud
- **M3**  p. 16
TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
- **M5** p. 16
Designing a High-Performance Data Warehouse
- **T4 UPDATED** p. 19
Developing Your BI Tool Strategy and BI Bake Off
- **W7A** p. 24
Evaluating ETL Tools and Technologies
- **W7P** p. 24
Extending BI to Support Online Marketing and Social Media
- **TH3 NEW** p. 25
Architecture and Technologies for Agile OLAP
- **F4A UPDATED** p. 28
Virtualization Technologies for Tomorrow's BI in Cloud Environments
- **F4P UPDATED** p. 29
Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence

AT

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.

- **S4P NEW** p. 14
Overcoming Information Overload with Best Practices in Data Visualization
- **M1**  p. 15
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- **M2**  p. 15
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
- **M7** p. 17
Measuring Intangibles: Breaking Down Analytic Barriers
- **T2**  p. 18
TDWI Introduction to Business Analytics
- **T4 UPDATED** p. 19
Developing Your BI Tool Strategy and BI Bake Off
- **W2** p. 22
TDWI Enterprise Metrics: Designing Integrated Business Metrics
- **W7P** p. 24
Extending BI to Support Online Marketing and Social Media
- **TH5** p. 26
The BI Pathway Approach: Delivering BI for Business Value
- **TH7A** p. 26
Predictive Analytics: A Business Perspective
- **TH7P** p. 27
Predictive Analytics: Making It Work
- **F2** p. 28
Predictive Modeling for the Non-Statistician
- **F6A NEW** p. 29
A Practical Guide to Analytics: Putting People, Process, and Technology to Work to Deliver Deeper Insights

COURSE OFFERINGS BY TOPIC

► Core Topics (continued)

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.

○ S2	p. 13
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand	
○ M2	cbip p. 15
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics	
○ M3	cbip p. 16
TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach	
○ M6	p. 17
Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development	
○ T3	p. 19
Dimensional Design: Intermediate and Advanced Techniques	
○ W1	cbip p. 22
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems	
○ W5	p. 23
Kimball Data Warehouse Lifecycle Overview	
○ W6	p. 24
Practical Data Quality Management	
○ TH1	cbip p. 25
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems	
○ TH2	p. 25
TDWI Advanced Data Modeling Techniques	
○ TH4	p. 25
Business Intelligence Roadmap: The Complete Project Lifecycle for Decision Support Applications	
○ TH6	p. 26
Down and Dirty with Data Quality: A Hands-On Experience with Data Quality Assessment	
○ TH7P	p. 27
Predictive Analytics: Making It Work	
○ F3 NEW	p. 28
Down and Dirty with Data Quality: A Hands-On Experience with Data Cleansing	
○ F5	p. 29
Using the Data Model Scorecard to Improve Data Model Quality	

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.

○ S1	cbip p. 13
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing	
○ M8A	p. 18
MDM for Practitioners: Developing Your MDM Plan	
○ M8P	p. 18
MDM for Practitioners: Deploying Your MDM Solution	
○ T7A	p. 21
CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives	
○ W5	p. 23
Kimball Data Warehouse Lifecycle Overview	
○ W7A	p. 24
Evaluating ETL Tools and Technologies	
○ TH4	p. 25
Business Intelligence Roadmap: The Complete Project Lifecycle for Decision Support Applications	
○ TH5	p. 26
The BI Pathway Approach: Delivering BI for Business Value	
○ TH6	p. 26
Down and Dirty with Data Quality: A Hands-On Experience with Data Quality Assessment	
○ F1	cbip p. 27
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation	

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.

○ S3	p. 13
BI from Both Sides: Aligning Business and IT	
○ S4A	p. 14
The Future of Data Warehousing	
○ M4	p. 16
An Agile Method for Data Warehousing	
○ M7	p. 17
Measuring Intangibles: Breaking Down Analytic Barriers	
○ M8A	p. 18
MDM for Practitioners: Developing Your MDM Plan	
○ T1	cbip p. 18
TDWI Project Management for Business Intelligence	
○ T5	p. 20
Data Governance for BI Professionals	
○ T6A	p. 20
Agile Data Warehousing Survival Skill: Semi-Agile Requirements Management	
○ T6P	p. 20
Agile Data Warehousing: Iterative Simulation	
○ T7A	p. 21
CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives	
○ T7P	p. 21
How to Build a Data Warehouse with Limited Resources	
○ W2	p. 22
TDWI Enterprise Metrics: Designing Integrated Business Metrics	
○ W3	p. 23
Extreme Scoping: An Agile Approach to Data Warehousing and Business Intelligence	
○ W4	p. 23
Leading Change and Growth in BI Programs	
○ TH7A	p. 26
Predictive Analytics: A Business Perspective	
○ F4P UPDATED	p. 29
Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence	

COURSE DESCRIPTIONS

Sunday (S)

S1 
Data Integration

Sunday, August 15, 9:00 am - 5:00 pm

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

David Wells

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

S2
Data Analysis and Design

Sunday, August 15, 9:00 am - 5:00 pm

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

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 on 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

S3
Leadership and Management

Sunday, August 15, 9:00 am - 5:00 pm

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

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COURSE DESCRIPTIONS

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

S4A Sunday, August 15, 9:00 am - 12:15 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. This workshop presents 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 needs to export decision-making capabilities throughout an organization. This course discusses the use of service-oriented architecture (SOA) to deploy decisioning services, both within an organization and to users outside of traditional organizational boundaries.

YOU WILL LEARN

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

GEARED TO

- Data warehouse architects, designers, developers, and administrators

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S4P NEW Sunday, August 15, 1:45 pm - 5:00 pm
Business Analytics

Overcoming Information Overload with Best Practices in Data Visualization

Stephen Brobst, Andrew Cardno

It is well known that human understanding is more effective with pictures than with rows and columns of numbers. However, much of the output from business intelligence environments remains trapped in traditional reporting formats.

In this workshop, we explore best practices for deriving insight from vast amounts of data using visualization techniques. We will examine visualization for reporting with drill-downs and real-time business activity monitoring, and leverage data visualization in connection to data mining algorithms.

A key theme is exposing actionable decisions through use of visualization techniques. Examples from a variety of industries will be employed. The workshop will describe advanced visualization algorithms, including the use of organic shapes to convey high-density information, how animation of data increases data density, and an experiment demonstrating the data absorption rate of the human mind. The workshop will also cover the relationship between data warehousing and data visualization, showing how metadata can be used to leverage the power of highly detailed data to create insightful data visualizations.

YOU WILL LEARN

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

GEARED TO

- Business and IT leaders; managers; analysts; end users; BI application developers

S5A Sunday, August 15, 9:00 am - 12:15 pm
Leadership and Management

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

S5P

Sunday, August 15, 1:45 pm - 5:00 pm

Administration and Technology

BI in the Cloud

This course assumes completion of Data Warehousing Concepts and Principles and Business Intelligence Fundamentals, as well as experience with BI programs.

Steve Dine

There is a great deal of confusion over the definition of cloud computing and its benefits to organizations. Many analysts even feel that it has yet to live up to the hype. However, few argue about the cloud’s potential to change the way computing resources are delivered. In this course, we not only discuss the different definitions of the cloud, but also provide tangibility with a step-by-step demonstration of setting up a server instance in the cloud. We also discuss the potential benefits and challenges of architecting BI solutions in an external, virtual computing architecture, presenting different options from vendors as well as various strategies to help organizations leverage utility computing in their BI programs.

In the afternoon, Lenin Gali, director of business intelligence for ShareThis, will present an in-depth case study of his experiences with implementing and managing a terabyte-sized data warehouse in the cloud. He will discuss the architecture that has been implemented and the technologies used to process large volumes of data. Lenin will also share lessons learned and the best practices and pitfalls of business intelligence in the cloud.

YOU WILL LEARN

- The different definitions of cloud computing
- How to launch a server instance in the cloud
- The different vendors offering cloud solutions, from infrastructure to BI
- The benefits and current challenges of implementing BI in the cloud
- Architectures that work well in today’s cloud
- Emerging technologies that are being used to implement large scale data warehouses in the cloud

GEARED TO

- Those with experience on prior BI projects and/or those who work on or manage existing BI programs

Monday (M)**M1** 

Monday, August 16, 9:00 am - 5:00 pm

Business Analytics

TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact**Todd Saunders**

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 

Monday, August 16, 9:00 am - 5:00 pm

Data Analysis and Design, Business Analytics

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics**Steve Hoberman**

Dimensional data is a core component of modern 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

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COURSE DESCRIPTIONS

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

M3

Monday, August 16, 9:00 am - 5:00 pm

Administration and Technology, Data Analysis and Design

TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach

Nancy Williams

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; practitioners who need to distinguish between DW approaches

M4

Monday, August 16, 9:00 am - 5:00 pm

Leadership and Management

An Agile Method for Data Warehousing

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

Ralph Hughes

This course details how to double the speed of the typical data warehousing and business intelligence team by means of two popular agile development approaches: Scrum and XP. Agile data warehousing eliminates the work of writing seldom-read specifications that are validated through endless committee reviews. Instead, developers are unleashed to craft a steady stream of customer-pleasing BI/DW modules. Techniques for rapidly gathering requirements, estimating work quickly and accurately, and quality assurance through automated and continuous integration testing will be central to the discussion, as well as strategies for advocating an agile approach to skeptical IT management.

YOU WILL LEARN

- How to identify the aspects of traditional project management that decimate traditional BI/DW teams’ delivery speed
- How to work the complete BI/DW development lifecycle according to the principles of Scrum and XP
- How an agile method mixes with the latest generation of BI/DW tools to dramatically streamline the standard BI/DW data and process architecture so development teams can deliver applications faster, better, and for less money

GEARED TO

- Senior-level participants in data warehousing projects or programs, including program managers, project managers, solutions architects, and lead technical team members

M5

Monday, August 16, 9:00 am - 5:00 pm

Administration and Technology

Designing a High-Performance Data Warehouse

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 DSS (decision support system) 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

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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, August 16, 9:00 am - 5:00 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 architecture and modeling for all types of environments as well as the pros and cons of different architecture and modeling choices. This seminar will 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

- Various types of architectures and their pros and cons
- Useful architectural frameworks and how they can help
- Various types of data modeling styles and their pros and cons
- 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 architects; data modelers; data warehouse designers; data management professionals

M7 Monday, August 16, 9:00 am - 5:00 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

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COURSE DESCRIPTIONS

M8A

Monday, August 16, 9:00 am - 12:15 pm

Data Integration, Leadership and Management

MDM for Practitioners: Developing Your MDM Plan

Evan Levy

In this workshop, Evan Levy provides an in-depth look at preparing for a successful MDM program. Because the activities and issues differ between BI and MDM, the planning effort is different. MDM's focus on operational data integration alters the audience, team, and project methods. The course content is based on real-life planning activities at companies like yours. It will identify the different capabilities of MDM, use cases across different industries, and cases for soliciting MDM stakeholder support. Evan will also show samples of client templates and frameworks that you can use in your own MDM planning activities.

YOU WILL LEARN

- Key functions of MDM
- Differences between MDM and BI
- Key MDM players in business and IT
- Common industry business drivers driving MDM
- Real-world business and functional use cases

GEARED TO

- CIOs and chief data officers; IT and data architects; data management staff; program and project managers; BI Competency Center staff

M8P

Monday, August 16, 1:45 pm - 5:00 pm

Data Integration

MDM for Practitioners: Deploying Your MDM Solution

Evan Levy

As MDM adoption rises, there are more and more stories about companies struggling to establish the right scope, adopt effective development processes, and acquire the right skill sets. In this workshop, Evan Levy will describe best practices for MDM development and delivery. He will focus on a proven process for MDM development and explain why understanding the scope and steps of your MDM project in advance will ensure successful and incremental delivery of your customer, product, or asset hub.

YOU WILL LEARN

- Methods and tools required by MDM development
- How to make MDM incremental
- Roles and responsibilities of the MDM team
- A standard MDM development process
- How to differentiate vendor products

GEARED TO

- CIOs and chief data officers; IT and data architects; data management staff; program and project managers; BI Competency Center staff

Tuesday (T)

T1 

Tuesday, August 17, 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.

Nancy Williams

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

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

T2 

Tuesday, August 17, 8:00 am - 5:30 pm

Business Analytics

TDWI Introduction to Business Analytics

Mark Peco

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

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- 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 are 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

T3

Tuesday, August 17, 8:00 am - 5:30 pm

Data Analysis and Design

Dimensional Design: Intermediate and Advanced Techniques*

This course assumes a basic understanding of star schema concepts.

Chris Adamson

Real world data warehouse designs rarely resemble the simple star schemas found in product demos or introductory courses (with only a single fact table, fully additive facts, and several standard dimension tables).

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

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

This comprehensive treatment provides the breadth and depth you will need to meet your data warehouse design challenges—whether you are building a dimensional data warehouse, a Corporate Information Factory, or standalone data marts.

YOU WILL LEARN

- Why most subject areas require multiple fact tables, and how to identify them
- When to use alternatives to the basic transaction fact table, including periodic snapshots, accumulating snapshots, and type-specific stars
- How to cope with dimensional intricacy using techniques such as bridge tables, mini-dimensions, time-stamped dimensions, and hybrid slow changes
- Techniques to ensure your data warehouse will scale as new subject areas are added

GEARED TO

- Professionals who need a comprehensive understanding of star schema design, including data warehouse designers, business intelligence developers, report designers, project managers, power users, database administrators, ETL developers

**Previously titled Dimensional Modeling: Advanced Topics*

T4 UPDATED

Tuesday, August 17, 8:00 am - 5:30 pm

Administration and Technology, Business Analytics

Developing Your BI Tool Strategy and BI Bake Off

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 pure-plays is critical to developing a successful BI tool strategy. The morning session will highlight recent events and what it means for BI buyers, provide a methodology for making better BI investments, and review major components and features of a BI platform. Specific product examples are interwoven for illustrative purposes.

The afternoon session addresses how to maximize scripted demos as part of your selection process. With a one-of-kind BI bake off, three leading BI vendors participate in carefully scripted demos so you can see the tools in action and compare how they fulfill critical criteria. Vendors use a consistent sample data set so you get a true side-by-side comparison.

YOU WILL LEARN

- An overview of the business intelligence market and vendors’ positions
- A framework for evaluating business intelligence vendors and suites
- Functional differences between leading BI suites
- How three leading vendors fulfill key criteria (through carefully scripted demos)

GEARED TO

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

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COURSE DESCRIPTIONS

T5 Tuesday, August 17, 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

T6A Tuesday, August 17, 8:00 am - 11:15 am
Leadership and Management

Agile Data Warehousing Survival Skill: Semi-Agile Requirements Management

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

Ralph Hughes

Agile data warehousing can sound improbable. How can development teams proceed quickly by focusing upon a small set of requirements and not waste serious time on design mistakes?

This half-day course builds upon the previous day's An Agile Method for Data Warehousing. It focuses on a key best practice for counterbalancing agile's inherent rush to deliver: semi-agile requirements management. Starting with the generic, agile notion of user stories for just-in-time requirements, we explore a more robust set of tools to manage requirements across many iterations and multiple release phases.

After an introduction to agile's five levels of planning, we will examine how to develop requirements from stakeholder requests, through use cases, all the way to proper role in system testing and user acceptance. The result

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will resolve many of the issues that often lead larger, more traditional BI/DW programs to categorically reject agile development methods.

We will examine templates and samples of the necessary artifacts for this more thorough approach, focusing on how they can help teams avoid design mistakes without slowing the project down. We will consider some of the features of a commercial tool for capturing business terms and evolving them into dimensions, measures, and star schemas while automating the process of enterprise data governance.

YOU WILL LEARN

- A framework for gathering requirements that uncovers unspoken business needs
- A streamlined set of artifacts that provides definition and high-level control of agile BI/DW projects
- How to use these artifacts to get new projects defined and funded
- How agile user stories map to the more traditional notion of use cases
- How to make use cases quicker to write and more appropriate for data warehousing
- How to make a more direct connection between requirements and testing

GEARED TO

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

T6P Tuesday, August 17, 2:15 pm - 5:30 pm
Leadership and Management

Agile Data Warehousing: Iterative Simulation

Ralph Hughes

The previous day's An Agile Method for Data Warehousing provides a theory-based introduction to the agile method of Scrum and its application to data warehousing. This half-day course provides hands-on experience with a full agile data warehousing development iteration, offering an inside view of incremental delivery to help you evaluate the potential of agile data warehousing for your own work teams.

YOU WILL LEARN

- The story conference and size-based estimation
- Task planning and basis-of-estimate techniques
- How daily development work can be managed with only two paper-based tools
- Scripting an effective user demo
- The structure of Scrum's secret weapon, the team retrospective
- How to effectively overlap key roles such as Scrum master and product owner

GEARED TO

- Enterprise BI/DW directors; program managers and project managers; development and support managers; managers and senior members of medium and small teams

T7A Tuesday, August 17, 8:00 am - 11:15 am
Data Integration, Leadership and Management

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

Claudia Imhoff

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

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

YOU WILL LEARN

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

GEARED TO

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

T7P Tuesday, August 17, 2:15 pm - 5:30 pm
Leadership and Management

How to Build a Data Warehouse with Limited Resources

This course assumes a general understanding of DW.

Claudia Imhoff

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

YOU WILL LEARN

- Data warehouse architecture and methodology: A brief review of a sustainable data warehouse architecture and the methodology required to implement it
- Leadership and scope: Emphasis on the importance of the project sponsor for providing leadership, and of the scope document for establishing expectations; desired and detrimental traits for the team leader will also be discussed
- Planning: Description of the critical program-oriented activities that ensure that the warehouse built with the limited resources can eventually fit within a sustainable architecture
- Component analysis: Review of the approaches for building each of the architecture components—the data warehouse and data marts—with minimal cost
- Infrastructure: Review of the compromises that can be made with the infrastructure components to get the warehouse implemented with a minimal investment
- Methodology analysis: Provide a streamlined methodology aimed at providing a quick and inexpensive data warehouse and/or data mart; the importance of versatility within the team and steps that can be taken to minimize the complexity will be described
- Communication: Description of the key components of a communication plan and explanation of the importance of this plan

GEARED TO

- Project managers; project team members; business users of the data warehouse

T8A  Tuesday, August 17, 8:00 am - 11:15 am

CBIP Preparation for the Information Systems Core Exam

This course assumes a working knowledge of information systems.

Jonathan Geiger

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.

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COURSE DESCRIPTIONS

T8P 

Tuesday, August 17, 2:15 pm - 5:30 pm

CBIP Preparation for the Data Warehousing Exam

This course assumes a working knowledge of data warehousing.

Jonathan Geiger

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.

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Wednesday (W)

W1 

Wednesday, August 18, 8:00 am - 5:30 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.

Steve Hoberman

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 your 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

W2

Wednesday, August 18, 8:00 am - 5:30 pm

Business Analytics, Leadership and Management

TDWI Enterprise Metrics: Designing Integrated Business Metrics

Mark Peco

Measurement-based disciplines are central to business management. BPM, CRM, SCM, and related disciplines increase the visibility and importance of business-by-the-numbers. Technology enables the trend with dashboards and scorecards, but with the technological advances come new challenges. How do we get the right metrics and keep them current in a continuously changing business environment? How do we ensure consistency, cohesion,

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and integration among metrics and keep them from conflicting with each other? This course teaches the fundamentals of metrics design and techniques for establishing meaningful metrics, as well as the systems that use them, to attain business goals that address these critical business questions.

YOU WILL LEARN

- How and why metrics bring new definition, integration, and alignment challenges
- Processes to define and manage a comprehensive collection of metrics that serve diverse business needs and communities of interest
- Distinctions between measures, metrics, indicators, and indexes, and when to use each
- Techniques to ensure cohesion, assure consistency, and avoid conflict among metrics
- The risks inherent in ad hoc and on-demand approaches to business metrics
- How to develop metrics based on business strategies
- How to use metrics to identify causal relationships
- How to prioritize deployment of the needed metrics

GEARED TO

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

W3

Wednesday, August 18, 8:00 am - 5:30 pm

Leadership and Management

Extreme Scoping: An Agile Approach to Data Warehousing and Business Intelligence*

This course assumes basic understanding of project management, data warehousing, and BI.

Larissa Moss

As you work on your BI/DW project, you naturally draw upon your past experience with developing systems. To your dismay, you find that in spite of your experience, your BI/DW project is unusually frustrating. The requirements appear to be a “moving target”; communication between staff members takes too long; working tasks in a traditional way results in too much rework; and using a traditional methodology does not work at all. To top it off, the business users are pressuring you for quick deliverables (90 days or fewer) as they are still fine-tuning their requirements. As the project team scrambles to meet those expectations, data standardization is skipped, testing is cut short, documentation is not done, and quality is compromised. The end result is often an independent data mart or silo BI application. Sound familiar? Is it possible to do it right and still deliver in 90 days? It is—if you set aside the traditional project management methods and try a new approach. You need to create self-organizing project teams and apply Extreme Scoping™, an agile approach to BI/DW projects that combines the disciplines of a spiral DW methodology with agile development principles.

YOU WILL LEARN

- How to build your DW and BI applications using software releases

- How to use the Extreme Scoping™ approach to plan and manage your project
- How to organize and empower your project teams, including their roles and responsibilities
- How to manage multiple interdependent projects under one BI program

GEARED TO

- BI/DW project team members; business managers and users participating on DW projects

**Previously titled Agile Project Management*

W4

Wednesday, August 18, 8:00 am - 5:30 pm

Leadership and Management

Leading Change and Growth in BI Programs

Maureen Clarry, Lorna Rickard, Todd Saunders

Successful BI programs have one thing in common: their ability to demonstrate leadership in dealing with change and growth. Instead of being overwhelmed, reactive, or chaotic, taking a positive leadership approach consistently increases stability and overall value while minimizing disruption and risks. This course will focus on principles and best practices for managing change and growth in four core components of BI programs: organizational, people, processes, and technology management.

YOU WILL LEARN

- Leadership and change principles of successful BI programs
- A balanced integrated approach for BI organizations, people, processes, and technology
- Best practices for leading organizational and people development
- Best practices for data governance, communications, and business alignment
- Best practices for architecture and technology selection, agility, and road maps

GEARED TO

- Business sponsors; BI program managers; project managers; technical leaders

W5

Wednesday, August 18, 8:00 am - 5:30 pm

Data Analysis and Design, Data Integration

Kimball Data Warehouse Lifecycle Overview

Warren Thornthwaite

This course covers the Kimball Lifecycle approach, including practical tips and techniques for creating a successful data warehouse and business intelligence system. It distills the essential elements of the Kimball approach described in the best-selling book, *The Data Warehouse Lifecycle Toolkit*, Second Edition (Kimball, Ross, Thornthwaite, Mundy, and Becker). This course also provides an overview of the Kimball Lifecycle, beginning with the requirements gathering process as the foundation for success. It covers the basic concepts of dimensional modeling and demystifies BI/DW architecture, focusing on the fundamentals: What goes into the architecture and how do we create an architecture that will satisfy the

COURSE DESCRIPTIONS

business requirements? We then explore the data staging process, focusing on the extract, transform, and load process in the context of building a dimensional data warehouse.

YOU WILL LEARN

- A proven approach to build a BI/DW solution successfully
- Best practice techniques for handling crucial tasks
- Methods to address common pitfalls and “gotchas”

GEARED TO

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

W6

Wednesday, August 18, 8:00 am - 5:30 pm

Data Analysis and Design

Practical Data Quality Management

David Loshin

The growing recognition of data quality's importance—due to critical issues such as regulatory compliance, data integration and sharing, and operational improvement initiatives—has engendered a greater readiness to dedicate resources to data quality, data governance, and data stewardship. The 2006 TDWI Best Practices Report *Taking Data Quality to the Enterprise through Data Governance* states that the number of respondents who said their organization had suffered losses, problems, or costs due to poor data quality grew to 53 percent in 2005.

This course introduces the fundamentals for developing an enterprise data quality program and guides managers and practitioners in aspects of data quality improvement, including data quality assessment, measurable dimensions of data quality, data quality tools, data issues tracking, data standards, and visualization and reporting.

YOU WILL LEARN

- Building a business case for establishing a data quality program
- Data quality assessment
- Developing a strategy for enterprise data quality management
- Developing policies and procedures for data quality assessment, data quality metrics, and ongoing monitoring and reporting
- Using data quality tools and technology
- Data standards management
- Data quality tracking and performance trending

GEARED TO

- Anyone with a role in a DW, BI, data reengineering, data integration, or information quality project

W7A

Wednesday, August 18, 8:00 am - 11:15 am

Administration and Technology, Data Integration

Evaluating ETL Tools and Technologies

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

Mark Madsen

This course provides an overview of ETL tools and technologies and shows how to evaluate them for use on your projects. The course describes the trade-offs between buying products and building your own ETL, a summary of products on the market, and the process and criteria for reviewing those products. It will help you arrive at a short list of tools to evaluate, and give you an idea of how to compare them.

YOU WILL LEARN

- How to make the buy-versus-build decision for ETL
- A process to apply to ETL tool evaluation
- Criteria useful for comparing ETL products
- Who the major competitors are in the ETL market

GEARED TO

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

W7P

Wednesday, August 18, 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, August 19, 9:00 am - 5:00 pm

Data Analysis and Design

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

Mark Peco

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

YOU WILL LEARN

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

GEARED TO

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

TH2

Thursday, August 19, 9:00 am - 5:00 pm

Data Analysis and Design

TDWI Advanced Data Modeling Techniques

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

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

TH3 NEW

Thursday, August 19, 9:00 am - 5:00 pm

Administration and Technology

Architecture and Technologies for Agile OLAP

This course assumes a basic understanding of dimensional modeling.

John O'Brien

Meeting business demands for agile analytics requires an agile data architecture that allows flexibility, quick delivery cycles, and short-lived analytics. Starting where well-designed logical dimensional models end, this data architecture—coupled with proper use of OLAP technologies—will enable agility in analytic delivery systems for BI teams. In this course, we will review tiered data architectures that allow for the use of OLAP technologies. We will cover the strengths and weaknesses of various OLAP technologies, and go beyond the traditional to discuss the newest OLAP technologies and trends that are revitalizing the BI analytics market today.

YOU WILL LEARN

- How to select OLAP technology options
- How to implement data architecture supporting OLAP solutions
- Differences between ROLAP, MOLAP, HOLAP, and DOLAP

GEARED TO

- Business analysts; data architects; database administrators

TH4

Thursday, August 19, 9:00 am - 5:00 pm

Data Integration, Data Analysis and Design

Business Intelligence Roadmap: The Complete Project Lifecycle for Decision Support Applications

This course assumes basic understanding of data warehousing and business intelligence.

Larissa Moss

Too many project teams try to develop data warehouses (DW) and business intelligence (BI) applications using a traditional “waterfall” methodology or no methodology at all. They quickly find themselves overwhelmed with complexity, unanticipated problems, new tasks, too much rework, and a project that seems to be out of control. This course presents a soup-to-nuts development methodology specifically designed for BI/DW applications. The methodology provides a step-by-step guide through the engineering stages of justification, planning, analysis, design, construction, and deployment.

The content of the methodology is presented as a framework of 16 development steps. Each step begins with a list of things to consider, highlights major activities, and concludes with deliverables and the roles and responsibilities of project team members who perform the activities. This course will show participants how to select the right activities from the right development steps, organize the activities into parallel development tracks, and create a customized work breakdown structure that is appropriate for their project.

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COURSE DESCRIPTIONS

YOU WILL LEARN

- Project activities and deliverables for 16 development steps specifically designed for DW projects
- Project core team roles and responsibilities for the 16 DW development steps
- How to maximize the skills and talents of the project team members
- How to create an appropriate work breakdown structure

GEARED TO

- Project managers; project team members (analysts, designers, developers, etc.); business managers and end users who want to learn about the DW development process

TH5 Thursday, August 19, 9:00 am - 5:00 pm
Business Analytics, Data Integration

The BI Pathway Approach: Delivering BI for Business Value

This course assumes knowledge of BI and DW fundamentals.

Nancy Williams

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

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

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

YOU WILL LEARN

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

GEARED TO

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

TH6 Thursday, August 19, 9:00 am - 5:00 pm
Data Analysis and Design, Data Integration

Down and Dirty with Data Quality: A Hands-On Experience with Data Quality Assessment

Gian Di Loreto

Corporations large and small continue to struggle with data quality, which isn't easily learned with theoretical watch-and-learn instruction. In this course, you'll learn data quality techniques at a computer loaded with data and state-of-the-art data assessment/data cleansing software.

With limited lecture we'll set the stage, covering the basics of modern data quality techniques from an academic perspective but with real-world bias. We will immediately put those techniques into action. Using live data, you will write basic business rules, apply those rules, and create a data quality scorecard.

YOU WILL LEARN:

- Modern data quality assessment techniques
- How to create business-based data quality rules
- How to make the case for and manage a data quality initiative
- How to implement and manage programmatic, business-based data quality rules

GEARED TO:

- Data analysts and managers “in the trenches” of a current data quality initiative

TH7A Thursday, August 19, 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

TH7P

Thursday, August 19, 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

Friday (F)**F1** 

Friday, August 20, 8:00 am - 3:30 pm

Data Integration

TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation**Jonathan Geiger**

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

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COURSE DESCRIPTIONS

F2
Business Analytics

Friday, August 20, 8:00 am - 3:30 pm

Predictive Modeling for the Non-Statistician

This course assumes a familiarity with data and databases.

Michael Berry

This one-day class is designed for people who are familiar with data and databases, but unfamiliar with the modeling techniques used to perform important tasks such as scoring customers for likelihood to make a purchase, likelihood to default, channel affinity, and expected remaining lifetime.

This class takes the point of view that a model is simply a formal description of relationships that exist in data. Good formal descriptions have many uses. A good description of a profitable customer can be used to classify new customers as likely or unlikely to be profitable by measuring their distance from the prototypical profitable customer. A good description of who has responded to past offers can be used to predict who will respond to future offers. A model may take the form of a set of rules or a mathematical formula. Either way, it can be tested for stability and accuracy so that it can be applied with confidence. The class will teach you what it takes to build stable models that remain effective for a long time and generalize well to new data sets.

Several popular modeling techniques will be introduced and demystified, including decision trees, contingency tables, and linear regression. These techniques will be applied to real data from a real product penetration case study. By studying the same business problem using several different modeling techniques, the class teaches a modeling methodology appropriate for all models, while demonstrating the strengths of particular modeling approaches.

YOU WILL LEARN

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

GEARED TO

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

F3 NEW
Data Analysis and Design

Friday, August 20, 8:00 am - 3:30 pm

Down and Dirty with Data Quality: A Hands-On Experience with Data Cleansing

Gian Di Loreto

Corporations large and small continue to struggle with data quality, which isn't easily learned with theoretical watch-and-learn instruction. In this course, you'll learn data quality techniques at a computer loaded with data and state-of-the-art data assessment/data cleansing software. With limited lecture, we'll set the stage, covering the basics of modern data quality techniques from an academic perspective but with real-world bias.

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We will immediately put those techniques into action. Using live data, you will write basic business rules, apply those rules, and create a data quality scorecard. In addition, you will move beyond observing and reporting into actual data cleansing. You will create and execute data correction algorithms and learn how to systematically correct your data.

YOU WILL LEARN

- Modern data quality assessment techniques
- How to create business-based data quality rules
- How to create business-based data correction algorithms
- Implementation considerations for data correction algorithms, including triggers, sequencing, and audit trail mechanisms
- How to make the case for and manage a data quality initiative
- How to implement and manage programmatic, business-based data quality rules

GEARED TO

- Data analysts and managers "in the trenches" of a current data quality initiative

F4A UPDATED
Administration and Technology

Friday, August 20, 8:00 am - 11:15 am

Virtualization Technologies for Tomorrow's BI in Cloud Environments

John O'Brien

Knowing the origins and drivers of virtualization technologies will help you understand how cloud computing and software-as-a-service are influencing BI's future. In this course, we will explore the characteristics of today's virtualization technologies as defined by the leading players in the market. We will take a brief look at the history of virtualization technologies to understand both the business benefits and the drivers that have made this technology so significant today. Next, we will delve into opportunities for virtualization technologies at each technical layer of the data warehouse environment, taking into account the benefits and limitations of each implementation. Finally, we will review how experts and organizations expect the technology to evolve over the coming years, and the impact it will have on BI environments.

YOU WILL LEARN

- About today's leading virtualization technologies
- Benefits and limitations of virtualization
- Effective use of virtualization in a data warehouse environment
- The future of virtualization technologies

GEARED TO

- Enterprise architects; technologists; application developers

F4P UPDATED

Friday, August 20, 12:15 pm - 3:30 pm

Administration and Technology, Leadership and Management

Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence*This course assumes general knowledge of DW and BI architectures and strategies.***John O'Brien**

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

YOU WILL LEARN

- Service-oriented architecture's (SOA) impact on BI
- Cloud computing and BI
- What Web 2.0 technologies bring to everyday BI
- Google's effect on BI

GEARED TO

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

F5

Friday, August 20, 8:00 am - 3:30 pm

Data Analysis and Design

Using the Data Model Scorecard to Improve Data Model Quality*This course assumes a basic understanding of data modeling.***Steve Hoberman**

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

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

YOU WILL LEARN

- The importance of having an objective measure of data model quality
- About the categories that make up the Scorecard, including correctness, completeness, structural soundness, flexibility, standards, and model consistency

- How to apply the Scorecard to different types of models
- Leveraging techniques to strengthen our models, including model reviews, model substitutes (screens, prototypes, sentences, spreadsheets, and reports), and the use of automated tools that enforce modeling best practices and standards
- How to introduce the Scorecard into a development methodology and your company culture

GEARED TO

- Analysts; architects; developers; database administrators; modelers

F6A NEW

Friday, August 20, 8:00 am - 11:15 am

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 mind 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; BI directors; BI architects; BI analysts


Need help selecting your courses?

Contact the TDWI
Education department:
Phone: 425.277.9181
E-mail: education@tdwi.org

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INSTRUCTORS

Visit tdwi.org/SD2010-instructors for more information about instructors

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.



Chris Adamson
Data Warehouse Specialist
Oakton Software LLC
COURSE(S) T3



Michael Berry
Principal
Data Miners, Inc.
COURSE(S) F2



Stephen Brobst
Managing Partner
Strategic Technologies & Systems
COURSE(S) S4A, S4P, M5



Andrew Cardno
AmericanKiwi LLC
COURSE(S) S4P



Maureen Clarry
President/Chief Executive Officer
CONNECT: The Knowledge Network
COURSE(S) W4



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



Gian Di Loreto
Chief Executive Officer
Loreto Services & Technologies, LLC
COURSE(S) TH6, F3



Steve Dine
President
Datasource Consulting, LLC
COURSE(S) S5P



Jill Dyché, CBIP
Partner
Baseline Consulting
COURSE(S) S3, T5



Wayne Eckerson
Director
TDWI Research
MONDAY KEYNOTE, COURSE(S) S5A, F6A



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Intelligent Solutions, Inc.
COURSE(S) T8A, T8P, TH2, F1



Steve Hoberman, CBIP
President
Steve Hoberman & Associates, LLC
COURSE(S) M2, W1, F5



Cindi Howson
Founder
BIScorecard
COURSE(S) T4



Ralph Hughes
Chief Systems Architect
Ceregenics, Inc.
COURSE(S) M4, T6A, T6P



Claudia Imhoff
President and Founder
Intelligent Solutions, Inc.
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Mark Madsen
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Third Nature, Inc.
COURSE(S) W7A, W7P



Larissa Moss
President
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COURSE(S) W3, TH4



Kimberly Nevala
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Baseline Consulting
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COURSE(S) TH3, F4A, F4P



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Lorna Rickard
Chief Workforce Architect
CONNECT: The Knowledge Network
COURSE(S) W4



Todd Saunders, CBIP
Executive VP & Customer Solutions
CONNECT: The Knowledge Network
COURSE(S) M1, W4



Len Silverston
President
Universal Data Models, LLC
COURSE(S) M6



Warren Thornthwaite
Kimball Group
COURSE(S) W5



David Wells, CBIP
BI Consultant, Mentor, and Teacher
COURSE(S) S1, M7



Nancy Williams, CBIP
Vice President and Principal Consultant
DecisionPath Consulting
COURSE(S) M3, T1, TH5

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.”

Chris Shipman
 Business Intelligence Director
 Cash America

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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 Lunch 11:15 am – 2:15 pm
	Exhibit Hall Open and Reception 5:00 – 7:00 pm	Case Study Presentations 12:00 – 2:00 pm
	Hospitality Suites 7:00 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/SD2010 for more information about exhibitors at the TDWI World Conference in San Diego.

THE FOLLOWING COMPANIES ARE RECENT TDWI EXHIBITORS:*

1010data	DataMentors, Inc.	Ingres Corporation	Spatial Key
Ab Initio Software Corporation	Dataupia	iOLAP, Inc.	St. Joseph's University
Algebraix Data	DecisionPath Consulting	Jaspersoft	Sybase
Altosoft	Dundas Data Visualization Consulting	Jinfony Software	Syncsort Incorporated
ASG	Dunn Solutions Group	Kalido	Tableau Software
Aster Data Systems	e2e Analytix Inc.	Kickfire	Talend
Balanced Insight, Inc.	ESRI	Knowledge Relay	Teleran Technologies
BEZ Systems, Inc.	eThority	Kognitio	Teradata Corporation
BIReady	expressor software	Melissa Data	TIBCO Spotfire
Birst	GoldenGate Software	Microsoft	Tidal Software
Business Intelligence Systems Solutions, Inc. (BIS ²)	Green Phospher LLC	MicroStrategy	Vertica Systems, Inc.
CA, Inc.	Greenplum	Netezza Corporation	Visual Mining, Inc.
Capgemini	Harte-Hanks Trillium Software	Oracle	Wherescape
ChartSearch, Inc.	Hexaware Technologies	ParAccel, Inc.	XLCubed Ltd.
Cisco	HP	Pentaho	Zettapoint
Clear Sight Analytics LLC	IBM	Pervasive Software	
Collabera, Inc.	Identity Systems	Phasic Systems Inc.	
Compact Solutions	illuminate Solutions	Pitney Bowes Group 1 Software	
Composite Software, Inc.	Incisive Analytics	PivotLink	
Connotate	Infobright Inc.	Progress Software	
Corda Technologies	Infoglide Software Corporation	Proxix Solutions, Inc.	
Dashboard Insight	Informatica Corporation	QL2	
DataDirect Technologies	Information Builders	QlikView	
DataFlux	InforSense	SAND Technology	
DATALlegro	infoUSA	SAP	
		SAS Institute Inc.	

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*

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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: <http://twitter.com/TDWI>



Facebook: www.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.

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.

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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.



The Manchester Grand Hyatt San Diego hotel, with a prime waterfront location next to Seaport Village, will serve as the official headquarters hotel for TDWI World Conference 2010.

Manchester Grand Hyatt San Diego

One Market Place
San Diego, Ca 92101
Phone: 619.232.1234

Promotional code for call-ins: TDWI

Web Site: www.manchestergrand.hyatt.com

Reservations: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=1504203

Housing/Reservations Contact: 402.592.6464 / 888-421-1442

TDWI has reserved a block of rooms at reduced rates for conference attendees at the Manchester Grand Hyatt San Diego: \$249, plus tax, for single/double occupancy. Visit tdwi.org/SD2010-hotel for more details.

Discounted rates are available through Tuesday, July 14, 2010. Please use the above URL or contact the hotel directly for room reservations. Be sure to reference "TDWI" to get the conference rate. Rooms are limited, so make your reservations early. If you need special facilities or services, notify the hotel when you make your reservation.

Air Travel Discounts

American Airlines, TDWI's official carrier, is offering exclusive discounts on airfares for TDWI conference attendees.

Information: tdwi.org/SD2010-hotel

Car Rental Discounts

Avis is offering discounts on car rental fees for TDWI conference attendees.

Information: tdwi.org/SD2010-hotel

PREMIER MEDIA SPONSORS



MEDIA SPONSORS



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

REGISTER at tdwi.org/SD2010

QUESTIONS? 425.277.9181 or education@tdwi.org

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, AUGUST 15

- **S1** TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
- **S2** Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
- **S3** BI from Both Sides: Aligning Business and IT
- **S4A** The Future of Data Warehousing
- **S4P** Overcoming Information Overload with Best Practices in Data Visualization
- **S5A** Assessing Your BI Maturity: How to Take Your BI Environment to the Next Level
- **S5P** BI in the Cloud

MONDAY, AUGUST 16

- **M1** TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- **M2** TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
- **M3** TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
- **M4** An Agile Method for Data Warehousing
- **M5** Designing a High-Performance Data Warehouse
- **M6** Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development
- **M7** Measuring Intangibles: Breaking Down Analytic Barriers
- **M8A** MDM for Practitioners: Developing Your MDM Plan
- **M8P** MDM for Practitioners: Deploying Your MDM Solution

TUESDAY, AUGUST 17

- **T1** TDWI Project Management for Business Intelligence
- **T2** TDWI Introduction to Business Analytics
- **T3** Dimensional Design: Intermediate and Advanced Techniques
- **T4** Developing Your BI Tool Strategy and BI Bake Off
- **T5** Data Governance for BI Professionals
- **T6A** Agile Data Warehousing Survival Skill: Semi-Agile Requirements Management
- **T6P** Agile Data Warehousing: Iterative Simulation
- **T7A** CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives
- **T7P** How to Build a Data Warehouse with Limited Resources
- **T8A** CBIP Preparation for the Information Systems Core Exam
- **T8P** CBIP Preparation for the Data Warehousing Exam

WEDNESDAY, AUGUST 18

- **W1** TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- **W2** TDWI Enterprise Metrics: Designing Integrated Business Metrics
- **W3** Extreme Scoping: An Agile Approach to Data Warehousing and Business Intelligence
- **W4** Leading Change and Growth in BI Programs
- **W5** Kimball Data Warehouse Lifecycle Overview
- **W6** Practical Data Quality Management
- **W7A** Evaluating ETL Tools and Technologies
- **W7P** Extending BI to Support Online Marketing and Social Media

THURSDAY, AUGUST 19

- **TH1** TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
- **TH2** TDWI Advanced Data Modeling Techniques
- **TH3** Architecture and Technologies for Agile OLAP
- **TH4** Business Intelligence Roadmap: The Complete Project Lifecycle for Decision Support Applications
- **TH5** The BI Pathway Approach: Delivering BI for Business Value
- **TH6** Down and Dirty with Data Quality: A Hands-On Experience with Data Quality Assessment
- **TH7A** Predictive Analytics: A Business Perspective
- **TH7P** Predictive Analytics: Making It Work

FRIDAY, AUGUST 20

- **F1** TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
- **F2** Predictive Modeling for the Non-Statistician
- **F3** Down and Dirty with Data Quality: A Hands-On Experience with Data Cleansing
- **F4A** Virtualization Technologies for Tomorrow's BI in Cloud Environments
- **F4P** Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
- **F5** Using the Data Model Scorecard to Improve Data Model Quality
- **F6A** A Practical Guide to Analytics: Putting People, Process, and Technology to Work to Deliver Deeper Insights

MONDAY, AUGUST 16 – WEDNESDAY, AUGUST 18

- **EXEC** TDWI BI Executive Summit

REGISTER TODAY!
TDWI.ORG/SD2010

REGISTER at tdwi.org/SD2010

QUESTIONS? 425.277.9181 or education@tdwi.org

CONFERENCE QUESTIONS?

Phone: 425.277.9181

E-mail: education@tdwi.org

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



EARLY REGISTRATION DISCOUNT

Limited time offer: Register by July 16 and **SAVE up to \$300** off the regular registration fee. **USE PRIORITY CODE BSD1**

STEP 2. REQUEST ADDITIONAL COURSE BOOKS*

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

**PLEASE NOTE: T8A, T8P, TH6, and F3 course books are not available for purchase. Course books are not available after the conference.*

STEP 3. 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 July 16, 2010)

USE PRIORITY CODE: BSD1

<input type="checkbox"/> Standard Package (3 days)	\$2,025
<input type="checkbox"/> TDWI BI Executive Summit Package (3 days)	\$2,025
<input type="checkbox"/> Mega Package (4 days)	\$2,550
<input type="checkbox"/> Giga Package (5 days)	\$3,000
<input type="checkbox"/> Tera Package (6 days)	\$3,375

FEES—REGULAR REGISTRATION (July 17–August 13, 2010)

<input type="checkbox"/> Standard Package (3 days)	\$2,201
<input type="checkbox"/> TDWI BI Executive Summit Package (3 days)	\$2,201
<input type="checkbox"/> Mega Package (4 days)	\$2,771
<input type="checkbox"/> Giga Package (5 days)	\$3,260
<input type="checkbox"/> 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	– \$ _____
LATE FEE (After August 13, 2010—add \$50)	+ \$ _____
ADDITIONAL COURSE BOOKS Full-day \$45 each/\$30 Members, half-day \$22 each/\$15 Members <i>PLEASE NOTE: T8A, T8P, TH6, and F3 course books are not available for purchase. Course books are not available after the conference.</i>	+ \$ _____
> TOTAL FEE	= \$ _____

STEP 4. REGISTER

Online: tdwi.org/SD2010-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/SD2010-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: BSD1) July 16, 2010

Regular Registration Deadline August 13, 2010

After August 13, please register onsite. Registration will be limited to space available. You will incur a \$50 late registration fee after August 13.

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 29 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 August 6, 2010. If you must cancel, your refund request must be e-mailed to tdwireg@ce.uoregon.edu no later than August 6. Your fee will be returned, less a 20 percent cancellation fee. No refunds or credits will be issued after August 6.

REGISTER TODAY!
TDWI.ORG/SD2010



1201 Monster Road SW
Suite 250
Renton, WA 98057

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2010 TDWI WORLD CONFERENCE

“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
Business Intelligence Developer
Metal Exchange Corporation



**EARLY
REGISTRATION
DISCOUNT**

Limited time offer:
Register by July 16 and
SAVE up to \$300

USE PRIORITY CODE BSD1
See details on page 37.

TDWI.ORG/SD2010

SAN DIEGO, CA • AUGUST 15-20

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.

