

TDWI

San Diego, CA // July 29–August 3, 2012

WORLD CONFERENCE SERIES

Big Data Tipping Point

BI Strategies in the Era of Big Data

CO-LOCATED EVENT FOR IT AND BUSINESS LEADERS

BI EXECUTIVE
SUMMIT

DETAILS ON PAGES 4–5

- // Learn about key architecture components for big data
- // Find out how to get the most out of both structured and unstructured data
- // Discover how Hadoop is evolving to bridge the gap with traditional BI environments
- // Explore emerging big data technologies
- // Learn essentials for building your business intelligence foundation

SPECIAL OFFER

EARLY REGISTRATION DISCOUNT

**Register by June 29
and save up to \$325**

DETAILS ON PAGE 33

USE PRIORITY CODE SD7

Agenda

PAGES 8–9

Course Topics

PAGES 10–11

Course Descriptions

PAGES 12–25

Register

PAGES 32–33

tdwi.org/SD2012



San Diego, CA // July 29–August 3, 2012

WORLD CONFERENCE SERIES

Big Data Tipping Point

BI Strategies in the Era of Big Data

At the TDWI World Conference in San Diego, we'll focus on how the Internet, social media, and streaming data are fundamentally changing business intelligence and data warehousing (BI/DW) as we know it. Big data is reaching critical mass—the tipping point.

JOIN US IN SAN DIEGO, WHERE WE'LL HELP YOU GET ON TOP OF BIG DATA. LEARN HOW TECHNOLOGIES LIKE HADOOP WILL AFFECT YOUR ORGANIZATION—AND HOW TO PUT TOGETHER A STRATEGY AROUND THESE TECHNOLOGIES.

Data is now being generated so quickly that organizations across all industries need new technologies to stay ahead—to understand customer behavior, detect fraud, improve processes, and accelerate performance.

Fortunately, dramatic improvements in the price and performance of computer hardware and storage have made it possible to analyze these massive volumes of data—structured and unstructured. New technologies, such as Apache Hadoop, offer alternatives to traditional data warehousing. You just need to know how and when to use them.

At the conference, TDWI is offering six days of in-depth education, including a dozen new courses on Hadoop, big data, advanced master data management, social media, and social analytics. Discover how it all fits together, and how to integrate big data into BI/DW environments. While you're there, explore our networking opportunities, certification, and industry-leading vendors in our extensive exhibit hall. We hope to see you in San Diego!

CO-LOCATED EVENT FOR IT AND BUSINESS LEADERS

TDWI BI EXECUTIVE SUMMIT

DETAILS ON PAGES 4–5

Big Data Analytics for Better Customer Intelligence

- Apply big data analytics to accelerate the path to becoming a customer-focused organization
- Tap the power of social media, data visualization, geospatial analysis, and predictive analytics
- Learn from real-world case studies and expert sessions how to undertake big data analytics that meet business and marketing objectives

July 30–August 1, 2012

tdwi.org/SD2012/ES

EARLY REGISTRATION DISCOUNT

Register by June 29
and save up to \$325

DETAILS ON PAGE 33
USE PRIORITY CODE SD7

tdwi.org/SD2012

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Register Now

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KEYNOTE PRESENTATIONS

MONDAY, JULY 30, 2012

eBay Extreme Analytics



Tom Fastner
*Senior Member of Technical
Staff and Architect
eBay*

Tom Fastner will present eBay's analytics platform story and discuss the latest trends emerging in the enterprise. He will provide an overview of how his organization is addressing the big data challenge and supporting multi-petabytes of analytical processing daily, on top of a technology stack built to scale and provide self-service analytics throughout eBay.

THURSDAY, AUGUST 2, 2012

Big Data through the Looking Glass



Marc Demarest
*CEO and Principal
Noumenal*



Mark Madsen
*President
Third Nature, Inc.*

With data volumes growing fast, organizations are focused on implementing cutting-edge technologies to gain business advantages from the variety of big data sources available to them. Leading organizations want to do more than track social activity and online customer behavior; they want to use analytic insights from big data to develop new information-based products and services, retool marketing strategies, sharpen customer service, and more. Big data is driving technology innovation at all levels of information management and analysis. MapReduce and Hadoop, stream and event processing, new data integration strategies, and new analytic methods clamor for attention. Which technologies are most important for your objectives? In what ways do they provide real advantages—and when is it better to integrate, if not stick with existing BI, analytics, or data warehousing strategies? In this debate, technology experts Marc Demarest and Mark Madsen will present conflicting views on the topic and engage in open discussion aimed at helping attendees make decisions that effectively match technology with business objectives.



San Diego, CA // July 29–August 3, 2012

WORLD CONFERENCE SERIES



WHAT'S NEW IN SAN DIEGO

NEW AND UPDATED COURSES

MONDAY

M4 TDWI Data Quality Management

TUESDAY

T4 TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity

T7A Designing Your Data Governance Program

T7P Considerations for Big Data Governance

WEDNESDAY

W3 Big Data: What's All the Hadoop?

W5 Data Virtualization: Solving Complex Data Integration Challenges

W6P New Methods for Dealing with Complex Data

THURSDAY

TH3 Realizing Advanced Analytics

TH4 Advanced Concepts and Techniques for MDM

TH5 Big Data: Beyond the Hadoop-la

FRIDAY

F1 Emerging Analytics: Integrating Big Data, Content Analytics, Search, and Collaboration into Your Analytical Environment

F2 Creating ETL Architectures and Exploring Integration Patterns

F3A Becoming a Data Steward: A Practical Skills Workshop

F4A Understanding Big Data for Business Users: Information Explosion to Informed Decisions

F4P The New Data Architecture Platforms: Transforming Information Explosion to Data-Driven Decisions

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 DW 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 10–11)

2. REFERENCE COURSE DESCRIPTIONS

Course descriptions begin on page 12 to help you finalize your selections. Visit our conference Web site at tdwi.org/SD2012 for more in-depth course and instructor information.

- SEE PAGES 12–25 FOR ALL COURSE DESCRIPTIONS

3. SELECT YOUR COURSES

On page 32, you'll find a registration worksheet designed to help you select your courses and plan your week. And remember: the BI Forum can be taken as a separate 2-day package, or in conjunction with other conference courses.

4. REGISTER

Visit tdwi.org/SD2012 to register for the conference. See pages 32–33 for more information about registration, including deadlines, pricing, and a helpful worksheet to select your courses.

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, including classroom training and 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 experienced before, 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.

WHAT YOUR PEERS ARE SAYING

"Attending the conference gave me insight on what business intelligence really is and what our company has implemented concerning business intelligence."

Tina Appleyard
Data-Tronics Corp.

"This was my first TDWI conference. I found it very informative. The speakers were all very interesting and I was able to learn a lot about the current state of the industry as well as the latest trends."

Diane Donlon
Optimum Lightpath

"This was my first TDWI event and I was very impressed. The content and interaction with peers was exactly what I needed to help me validate and/or better formulate ideas and strategies for my organization's BI needs moving forward."

Jim Brown
CoxHealth

"After 15 years of DW/BI development I can still sit in a session and learn new things or hear about new ideas. TDWI is consistently presenting the latest in technology, innovation, and methodology to its attendees."

Mark Bradbourne
Forest City

"This was a great overview of the new technologies, great networking, and learning opportunity. It was very helpful to learn about new and innovative methodologies to BI and overall strategic direction."

Anastasia Egorova
DIRECTV

"Learned a great deal about the agile approach to data mart/warehouse projects. Had zero experience with it going in, came out feeling comfortable enough to try the approach."

Phill Hayes
Harley-Davidson

SEE MORE ONLINE!

To read more testimonials and view past conference videos, visit the Web site at tdwi.org/SD2012/testimonials.

Big Data Analytics for Better Customer Intelligence

San Diego, CA // July 30–August 1, 2012

REALIZE THE POWER OF BIG DATA FOR CUSTOMER INSIGHT

Becoming “customer centric” is a top priority today. Leading organizations know that by improving their knowledge of customer preferences and behavior, they can provide more exceptional products and services—and achieve higher profits. Analytics play a key role in enabling organizations to detect patterns, understand influences, market more effectively, and use data insights to enable predictive and proactive operations. Big data, including unstructured social media data, is full of potential for customer intelligence.

At the TDWI BI Executive Summit, you will learn how you can apply the right methods and technologies to accelerate customer knowledge and turn big data analytics into a competitive advantage.

SAN DIEGO SUMMIT FEATURES

- Experience-driven insights to help you deliver business value from big data analytics sooner
- Case studies and expert sessions designed to help you meet your objectives
- Real-world examples of implementing big data analytics for richer customer intelligence
- Sessions on how to productively use Hadoop and other big data technologies alongside existing BI and data warehouse systems
- Best practices for using data insights to enable your organization to be more customer focused
- Panel sessions and technology exhibits to help you choose which products are best suited to your objectives
- Monday evening networking reception where you can bond with peers and enjoy relaxed interaction with speakers

JOIN US AND LEARN:

- How to apply big data analytics to support critical strategic objectives for customer centricity
- Best practices for implementing big data analytics to understand and anticipate customer behavior
- Successful use cases for new and evolving big data technologies being deployed across business operations and industries
- Where and when to use geospatial analysis for marketing and resource allocation decisions
- Steps for gaining predictive insight into customer behavior by analyzing data from multiple channels, including social media
- Guidelines for choosing the right analytic database to match your big data and customer analytics needs
- Tips for integrating and consolidating data from multiple sources to achieve single views of customer data
- Real-world advice for extending enterprise data warehousing to embrace Hadoop and big data
- How to apply cutting-edge data visualization and visual analysis to deliver insights from big data to nontechnical users

WHAT A TDWI BI EXECUTIVE SUMMIT OFFERS YOU

A unique and interactive peer knowledge-sharing event focused on big data, customer analytics, social media analytics, and more. The TDWI BI Executive Summit program is specifically developed for business and IT executives, managers, BI and analytics directors, customer intelligence specialists, and project sponsors like you who own, shape, and influence BI, analytics, customer intelligence, and data warehousing initiatives.

Multiple opportunities to share insights with peers. Professionals learn best by talking directly with one another and sharing what they've learned from experience. TDWI Forums unite professionals from various industries for collaborative learning and discussion. The program is designed to connect you with your peers as well as thought leaders in big data, customer analytics, social media analytics, and cutting-edge BI and data warehousing who can address your most challenging questions and issues.

Valuable strategies, techniques, and tools. Executive keynotes, user case studies, and forward-looking panel sessions will give you a comprehensive understanding of the challenges that business and IT executives, managers, BI directors, data scientists, and customer intelligence professionals face. You will learn solid methods for overcoming challenges in a rapidly changing business environment.

TWO WAYS TO EXPERIENCE THE TDWI BI EXECUTIVE SUMMIT:

1. Short on time? The Executive Summit is a unique and interactive event focused on analytics, real time, enterprise data strategy, and leading-edge business intelligence, packed into two-and-a-half days and designed to maximize your time out of the office.
2. Want to dive deeper into certain topics? In addition to attending the Summit, you can take advantage of more TDWI education by adding San Diego conference courses on Sunday, Thursday, or Friday. The TDWI Education Department recommends certain courses that best complement the Executive Summit. Visit tdwi.org/EScourses for more information.

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MONDAY, JULY 30

8:15–9:00 AM	World Conference Keynote Tom Fastner, Senior Member of Technical Staff and Architect, eBay
9:15–10:00 AM	Delivering Customer Analytics Solutions at Comcast George Vigil, Manager, BI Systems & Analytics and Jiten Kelshiker, Principle BI Fusion Architect, Comcast
10:15–11:00 AM	Driving Competitive Advantage with Advanced Analytics Glenn Wegryn, Associate Director, Analytics, Procter & Gamble Co.
11:00–11:45 AM	Connecting the Stars: Applying Social Media Understanding to a Structured Marketing Data Environment Theresa Kushner, Director of Customer Intelligence, Strategic Marketing, Cisco Systems
11:45 AM–12:00 PM	Sponsor Introductions David Stodder, Director of Research for Business Intelligence, TDWI; Sponsor Representatives
1:30–3:00 PM	Case Study Workshop: Visual Analysis of Big Data from the World's Airlines Andrew Cardno, Data Visualization Expert
3:15–4:15 PM	Predictive Analytics on Big Data Stephen Coggeshall, Chief Technology Officer, ID Analytics; and Guowei Wu, Fixed Income Quant
4:15–5:15 PM	Dataville: Helping Customers Better Know Themselves Tim Piatenko, Manager of Analytics, Badgeville
5:15–7:00 PM	Reception

TUESDAY, JULY 31

8:00–8:15 AM	Welcome to Tuesday at the Summit
8:15–9:00 AM	Big Data Use Cases for the Front Office Colin White, Founder, BI Research
9:00–10:00 AM	Orbitz Case Study: Integrating Hadoop with the Data Infrastructure Rob Lancaster, Solution Architect, Orbitz Worldwide
10:15–11:15 AM	Panel Session: Realizing the Power of Big Data for Customer Insight Moderated by David Stodder, Director of Research for Business Intelligence, TDWI
11:15 AM–12:00 PM	Living on Potential: Case Study of the World's Largest Healthcare Data Warehouse Dan Sherman, Director, Business Intelligence, BHI, BlueCross BlueShield Association
1:30–2:15 PM	Customer Data Integration in a Big Data World Philip Russom, Director of Research for Data Management, TDWI
2:15–3:00 PM	Gilt Groupe Case Study: Big Data Analytics for Digital Marketing Optimization Geoffrey Guerdat, Director of Data Engineering, Gilt Groupe
3:15–4:15 PM	Panel Session: Peering into the Future: What's Next for Tools and Technologies? Moderated by Philip Russom, Director of Research for Data Management, TDWI
4:15–5:15 PM	Social Media Sentiment: Uncovering Hidden Insights at USC Annenberg Innovation Lab Jonathan Taplin, Professor, Annenberg School for Communication, University of Southern California
5:15–7:00 PM	Exhibit Hall Reception

WEDNESDAY, AUGUST 1

8:00–8:15 AM	Welcome to Wednesday at the Summit
8:15–9:00 AM	A Multi-Channel Approach to Retail Customer Analytics Michael Gold, COO, and Ryan McClarren, Chief Science Officer, Farsite Group
9:00–10:00 AM	Actionable Customer Analytics: Big Data Meets Big Math Ted Westerheide, Chief Architect, Aginity
10:15–11:15 AM	The Data Warehouse: Does It Have a Future? Krish Krishnan, CEO, Sixth Sense Advisors
11:15–11:30 AM	Concluding Remarks David Stodder, Director of Research for Business Intelligence, 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.

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 a competitive advantage and open up opportunities down the road.

GET AN EDGE OVER THE COMPETITION.

Achieve CBIP status and gain:

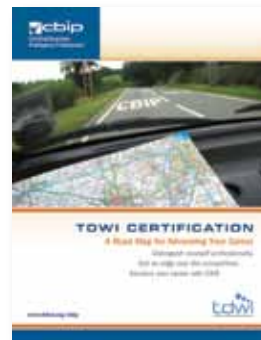
- // **SALARY.** Surveys consistently suggest certified professionals enjoy higher salaries.
- // **RECOGNITION.** Have your BI expertise confirmed by a recognized industry organization.
- // **SPECIALIZATION.** CBIP recognizes your experience in distinct skill areas, which helps employers confidently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

Is CBIP Right for You?

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

For More Information

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



Download the road map to advance your career today!

tdwi.org/cbip





Certified by TDWI

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

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

S1	p. 12
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing	
M1	p. 14
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact	
M7A	p. 16
CBIP Preparation for the Information Systems Core Exam	
M7P	p. 16
CBIP Preparation for the Data Warehousing Exam	

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

DATA ANALYSIS AND DESIGN (DA)

M2	p. 14
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis	
T2	p. 16
Dimensional Design: Intermediate and Advanced Techniques	
W2	p. 19
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems	
TH2	p. 22
TDWI Advanced Data Modeling Techniques	

DATA ASSET MANAGEMENT (DI)

M4	p. 15
TDWI Data Quality Management	
M6	p. 15
TDWI Data Governance Fundamentals	
T4	p. 17
TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity	
T7A	p. 18
Designing Your Data Governance Program	
W5	p. 20
Data Virtualization: Solving Complex Data Integration Challenges	

BUSINESS ANALYTICS (BA)

S3	p. 12
TDWI Performance Management: Measurement, Metrics, and Monitoring	
M3	p. 14
TDWI Design Techniques for Dashboards and Scorecards	
M5	p. 15
The Future of Analytics	
T3	p. 17
TDWI Business Analytics: Exploration, Experimentation, and Discovery	

LEADERSHIP AND MANAGEMENT (LM)

S1	p. 12
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing	
S2	p. 12
BI from Both Sides: Aligning Business and IT	
M1	p. 14
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact	
M7A	p. 16
CBIP Preparation for the Information Systems Core Exam	
M7P	p. 16
CBIP Preparation for the Data Warehousing Exam	
T1	p. 16
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems	
TH1	p. 21
TDWI Project Management for Business Intelligence	

CBIP EXAM LABS

A sign-up sheet will be available at the conference registration desk. A laptop is required for testing. At a minimum, your laptop must be Windows compatible and not encrypt data on a USB drive. (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 Premium Members
\$350 non-members

Exam Duration:

Maximum 90 minutes each

For more information, visit tdwi.org/cbip.

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

AGENDA

SUNDAY

July 29

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
Welcome Reception	5:00–7:00 pm

COURSE OFFERINGS

- **S1** LM BI p. 12
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
 A. Fuller
- **S2** LM BI p. 12
BI from Both Sides: Aligning Business and IT
 J. Dyché
- **S3** BA BI p. 12
TDWI Performance Management: Measurement, Metrics, and Monitoring
 D. Larson
- **S4** DI BI p. 13
TDWI Data Quality Fundamentals
 M. Peco
- **S5** DA p. 13
Designing a Data Warehouse for High Performance
 S. Brobst
- **S6A** BA LM p. 13
Agile Analytics: Value-Driven Data Warehousing and Business Intelligence
 K. Collier
- **S6P** LM DA p. 14
Agile Data Warehousing 201: Agile Project Leadership
 K. Collier

COURSE TOPICS KEY

- BI BI Essentials
- BA Business Analytics
- DA Data Analysis and Design
- DI Data Asset Management
- LM Leadership and Management

CBIP Friendly

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

MONDAY

July 30

SCHEDULE

COURSES

Full Day	9:15 am–5:15 pm
Half Day A (am)	9:15 am–12:30 pm
Half Day P (pm)	2:00–5:15 pm

EVENTS

Breakfast	7:30–8:30 am
Best Practices Awards Ceremony	8:00–8:15 am
Keynote Presentation (see p. 1)	8:15–9:00 am
Lunch Break	12:30–2:00 pm
CBIP Exam Lab	5:30–7:00 pm
Case Study Presentations	5:30–7:00 pm
Hospitality Suites	7:00 pm

TDWI BI Executive Summit	9:15 am–5:15 pm
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COURSE OFFERINGS

- **M1** LM BI p. 14
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
 A. Fuller
- **M2** DA BI p. 14
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis
 D. Larson
- **M3** BA BI p. 14
TDWI Design Techniques for Dashboards and Scorecards
 C. Adamson
- **M4 NEW!** DI BI p. 15
TDWI Data Quality Management
 M. Peco
- **M5** BA p. 15
The Future of Analytics
 S. Brobst
- **M6** DI BI p. 15
TDWI Data Governance Fundamentals
 P. Flach
- **M7A** LM p. 16
CBIP Preparation for the Information Systems Core Exam
 J. Geiger
- **M7P** LM p. 16
CBIP Preparation for the Data Warehousing Exam
 J. Geiger

TUESDAY

July 31

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

TDWI BI Executive Summit	8:00 am–5:00 pm
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COURSE OFFERINGS

- **T1** LM BI p. 16
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
 D. Larson
- **T2** DA p. 16
Dimensional Design: Intermediate and Advanced Techniques
 C. Adamson
- **T3** BA BI p. 17
TDWI Business Analytics: Exploration, Experimentation, and Discovery
 M. Peco
- **T4 NEW!** DI p. 17
TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity
 D. Wells, A. Fuller
- **T5** LM p. 17
Agile Data Warehousing 101: An Introduction to Accelerated BI/DW Development
 R. Hughes
- **T6A** LM BA p. 18
Managing and Evaluating Your BI Tool Portfolio
 C. Howson
- **T6P** LM BA p. 18
Evaluating BI Dashboards and Bake-Off
 C. Howson
- **T7A NEW!** DI p. 18
Designing Your Data Governance Program
 J. Dyché
- **T7P NEW!** DI p. 18
Considerations for Big Data Governance
 J. Dyché

WEDNESDAY

August 1

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	11:45 am–1:45 pm
CBIP Exam Lab	6:00–7:30 pm
Hospitality Suites	7:00 pm

TDWI BI Executive Summit	8:00 am–11:30 am
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COURSE OFFERINGS

- **W1** DI LM p. 19
TDWI Master Data Management Fundamentals
 J. O'Brien
- **W2** DA BI cbip p. 19
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
 J. Geiger
- **W3 NEW!** DI p. 19
Big Data: What's All the Hadoop?
 P. Flach
- **W4** DA p. 20
Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development
 C. Imhoff, L. Silverston
- **W5 NEW!** DI cbip p. 20
Data Virtualization: Solving Complex Data Integration Challenges
 D. Wells
- **W6A** BA p. 20
Evaluating New Database Technologies for Data Warehousing and Analytics
 M. Madsen
- **W6P NEW!** DI p. 21
New Methods for Dealing with Complex Data
 M. Madsen
- **W7A** BA p. 21
Social Analytics in the Enterprise
 S. Rogers
- **W7P** BA p. 21
SaaS, the Cloud, and BI
 S. Rogers

THURSDAY

August 2

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	7:30–8:30 am
Keynote Presentation (see p. 1)	8:00–8:45 am
Lunch Break	12:15–1:45 pm
CBIP Exam Lab	5:30–7:00 pm

COURSE OFFERINGS

- **TH1** LM cbip p. 21
TDWI Project Management for Business Intelligence
 M. Peco
- **TH2** DA cbip p. 22
TDWI Advanced Data Modeling Techniques
 J. Geiger
- **TH3 NEW!** BA p. 22
Realizing Advanced Analytics
 J. O'Brien
- **TH4 NEW!** DI p. 22
Advanced Concepts and Techniques for MDM
 E. Levy
- **TH5 NEW!** DI p. 22
Big Data: Beyond the Hadoop-1a
 P. Flach
- **TH6** LM BA p. 23
Enabling BI for the 21st Century
 S. Dine, M. Madsen
- **TH7** LM BA p. 23
Gathering Requirements to Optimize Business Performance
 M. Lampa

FRIDAY

August 3

SCHEDULE

COURSES

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

EVENTS

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

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

COURSE OFFERINGS

- **F1 NEW!** BA p. 23
Emerging Analytics: Integrating Big Data, Content Analytics, Search, and Collaboration into Your Analytical Environment
 M. Ferguson
- **F2 NEW!** DA p. 24
Creating ETL Architectures and Exploring Integration Patterns
 J. O'Brien
- **F3A NEW!** DI p. 24
Becoming a Data Steward: A Practical Skills Workshop
 D. Wells
- **F4A UPDATED!** DI p. 24
Understanding Big Data for Business Users: Information Explosion to Informed Decisions
 K. Krishnan
- **F4P UPDATED!** DI p. 25
The New Data Architecture Platforms: Transforming Information Explosion to Data-Driven Decisions
 K. Krishnan
- **F5A** LM p. 25
Where Do We Go from Here? Assessing Your BI Environment's Strengths and Weaknesses
 J. Geiger
- **F5P** BA p. 25
Operational Business Intelligence: Why, What, and How
 J. Geiger

**SEE PAGES 10–11 FOR
COURSE OFFERINGS
BY TOPIC.**

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.

CONFERENCE THEME

BIG DATA TIPPING POINT

The Internet, social media, and streaming data are fundamentally changing BI/DW. Businesses must make smarter decisions, profit from customer intelligence, and optimize productivity. The answers are in the big data. Price and performance improvements have made it possible to analyze massive volumes of data. New methods of working with big data offer alternatives to traditional data warehousing—if you know how and when to use them.

○ S4 TDWI Data Quality Fundamentals	p. 13
○ S5 Designing a Data Warehouse for High Performance	p. 13
○ M4 TDWI Data Quality Management	p. 15
○ M5 The Future of Analytics	p. 15
○ M6 TDWI Data Governance Fundamentals	p. 15
○ T4 TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity	p. 17
○ T6A Managing and Evaluating Your BI Tool Portfolio	p. 18
○ T6P Evaluating BI Dashboards and Bake-Off	p. 18
○ T7A Designing Your Data Governance Program	p. 18
○ T7P Considerations for Big Data Governance	p. 18
○ W3 Big Data: What's All the Hadoop?	p. 19
○ W5 Data Virtualization: Solving Complex Data Integration Challenges	p. 20
○ W6A Evaluating New Database Technologies for Data Warehousing and Analytics	p. 20
○ W6P New Methods for Dealing with Complex Data	p. 21
○ W7A Social Analytics in the Enterprise	p. 21
○ W7P SaaS, the Cloud, and BI	p. 21
○ TH4 Advanced Concepts and Techniques for MDM	p. 22
○ TH5 Big Data: Beyond the Hadoop-1a	p. 22
○ TH6 Enabling BI for the 21st Century	p. 23
○ F1 Emerging Analytics: Integrating Big Data, Content Analytics, Search, and Collaboration into Your Analytical Environment	p. 23
○ F4A Understanding Big Data for Business Users: Information Explosion to Informed Decisions	p. 24
○ F4P The New Data Architecture Platforms: Transforming Information Explosion to Data-Driven Decisions	p. 25

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 key to understanding the rest of this dynamic field of information technology.

○ S1 TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing	p. 12
○ S2 BI from Both Sides: Aligning Business and IT	p. 12
○ S3 TDWI Performance Management: Measurement, Metrics, and Monitoring	p. 12
○ S4 TDWI Data Quality Fundamentals	p. 13
○ M1 TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact	p. 14
○ M2 TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics	p. 14
○ M3 TDWI Design Techniques for Dashboards and Scorecards	p. 14
○ M4 TDWI Data Quality Management	p. 15
○ M6 TDWI Data Governance Fundamentals	p. 15
○ T1 TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems	p. 16
○ T3 TDWI Business Analytics: Exploration, Experimentation, and Discovery	p. 17
○ W2 TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems	p. 19

BI

BUSINESS ANALYTICS

BA

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

○ S3 TDWI Performance Management: Measurement, Metrics, and Monitoring	p. 12
○ S6A Agile Analytics: Value-Driven Data Warehousing and Business Intelligence	p. 13
○ M3 TDWI Design Techniques for Dashboards and Scorecards	p. 14
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○ W6A Evaluating New Database Technologies for Data Warehousing and Analytics	p. 20
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○ TH3 Realizing Advanced Analytics	p. 22
○ TH6 Enabling BI for the 21st Century	p. 23
○ TH7 Gathering Requirements to Optimize Business Performance	p. 23
○ F1 Emerging Analytics: Integrating Big Data, Content Analytics, Search, and Collaboration into Your Analytical Environment	p. 23
○ F5P Operational Business Intelligence: Why, What, and How	p. 25

DATA ANALYSIS AND DESIGN**DA**

Data analysis and design provides the foundation for delivery of BI applications. 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.

- **S5** p. 13
Designing a Data Warehouse for High Performance
- **S6P** p. 14
Agile Data Warehousing 201: Agile Project Leadership
- **M2** p. 14
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
- **T2** p. 16
Dimensional Design: Intermediate and Advanced Techniques
- **W2** p. 19
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- **W4** p. 20
Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development
- **TH2** p. 22
TDWI Advanced Data Modeling Techniques
- **F2** p. 24
Creating ETL Architectures and Exploring Integration Patterns

DATA ASSET MANAGEMENT**DI**

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; and integrate, store, and govern this most precious asset.

- **S4** p. 13
TDWI Data Quality Fundamentals
- **M4** p. 15
TDWI Data Quality Management
- **M6** p. 15
TDWI Data Governance Fundamentals
- **T4** p. 17
TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity
- **T7A** p. 18
Designing Your Data Governance Program
- **T7P** p. 18
Considerations for Big Data Governance
- **W1** p. 19
TDWI Master Data Management Fundamentals
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Big Data: What's All the Hadoop?
- **W5** p. 20
Data Virtualization: Solving Complex Data Integration Challenges
- **W6P** p. 21
New Methods for Dealing with Complex Data
- **TH4** p. 22
Advanced Concepts and Techniques for MDM
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Big Data: Beyond the Hadoop-la
- **F3A** p. 24
Becoming a Data Steward: A Practical Skills Workshop
- **F4A** p. 24
Understanding Big Data for Business Users: Information Explosion to Informed Decisions
- **F4P** p. 25
The New Data Architecture Platforms: Transforming Information Explosion to Data-Driven Decisions

LEADERSHIP AND MANAGEMENT**LM**

This field focuses on effectively integrating people, processes, and technology to deliver business value. It requires depth of process knowledge, including development methodology, program and project management, and a high-level technical understanding of BI applications and DW concepts.

- **S1** p. 12
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
- **S2** p. 12
BI from Both Sides: Aligning Business and IT
- **S6A** p. 13
Agile Analytics: Value-Driven Data Warehousing and Business Intelligence
- **S6P** p. 14
Agile Data Warehousing 201: Agile Project Leadership
- **M1** p. 14
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- **M7A** p. 16
CBIP Preparation for the Information Systems Core Exam
- **M7P** p. 16
CBIP Preparation for the Data Warehousing Exam
- **T1** p. 16
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
- **T5** p. 17
Agile Data Warehousing 101: An Introduction to Accelerated BI/DW Development
- **T6A** p. 18
Managing and Evaluating Your BI Tool Portfolio
- **T6P** p. 18
Evaluating BI Dashboards and Bake-Off
- **W1** p. 19
TDWI Master Data Management Fundamentals
- **TH1** p. 21
TDWI Project Management for Business Intelligence
- **TH6** p. 23
Enabling BI for the 21st Century
- **TH7** p. 23
Gathering Requirements to Optimize Business Performance
- **F5A** p. 25
Where Do We Go from Here? Assessing Your BI Environment's Strengths and Weaknesses

COURSE DESCRIPTIONS

S1 

Sunday, July 29, 9:00 am–5:00 pm

Leadership and Management, BI Essentials

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

Aaron Fuller

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 

Sunday, July 29, 9:00 am–5:00 pm

Leadership and Management, BI Essentials

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 BI and DW projects remain top-of-mind in your organization. For managers considering new BI applications, it covers a series of real-life scenarios that illustrate requirements-driven development. For those already under way with their

BI initiatives, it presents best-practice case studies to ensure that BI is approached not as a one-time-only activity, but as a portfolio of capabilities deployed over time. Examples of BI success stories are interwoven throughout the session to illustrate high-profile best practices.

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

YOU WILL LEARN

- What we’ve learned the hard way—how BI best practices have evolved
- How to plan BI projects around corporate strategy
- Selling BI internally, and why it’s a process
- Techniques for aligning the business and IT around BI
- A structured way to launch BI governance
- Organizational ownership issues and the “P-word”—politics!

GEARED TO

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

S3 

Sunday, July 29, 9:00 am–5:00 pm

Business Analytics, BI Essentials

TDWI Performance Management: Measurement, Metrics, and Monitoring

Deanne Larson

Performance management (PM) is a core practice in business management today, and it ranks high among the value opportunities of business intelligence. Using data to set goals and measure performance is a proven key to business success. Performance management strengthens the connection of tactics with strategy, and of operations with tactics—enabling feedback, monitoring, and accountability across all levels of business activity. Metrics, performance indicators, scorecards, and dashboards each have a role. But PM reaches beyond data and technology with human, organizational, and cultural dimensions. Creating PM culture is a journey, not an event. Implementing and evolving a PM program demands the right blend of business, human, technical, and information management skills.

YOU WILL LEARN

- Where and how performance management fits into business management
- Techniques to identify high-impact performance indicators and business metrics
- Design and implementation skills for performance scorecards and dashboards
- How measurement and feedback are applied to increase business effectiveness
- Common mistakes in performance management and how to avoid them

GEARED TO

- BI program managers, project managers, designers, and developers; business executives and managers seeking performance improvements; dashboard and scorecard designers and developers; anyone with a role in defining, creating, or applying business metrics

S4

Sunday, July 29, 9:00 am–5:00 pm

Data Asset Management, BI Essentials

TDWI Data Quality Fundamentals**Mark Peco**

Managing data quality is among the most vexing of information management issues. Most organizations have persistent and long-standing data quality problems—troubles that grow and propagate with the challenges of data redundancy, purchased applications and databases, legacy databases, multiple data providers and consumers, missing documentation, and uncertainty in defining data quality.

Stepping up to data quality improvement isn't easy. It demands an understanding of quality management principles and practices, and the ability to apply those practices to a complex and continuously changing data resource. Whether your goal is a broad enterprisewide data quality program or a highly targeted data quality project, you must begin by understanding the practices and processes of data quality assessment and improvement. This course is designed specifically to provide that foundational knowledge.

YOU WILL LEARN

- Definitions and dimensions of quality
- How to create an actionable definition of data quality
- Typical causes of data quality problems
- Roles, responsibilities, and accountabilities in data quality management
- Roles, uses, and limits of data quality tools and technology
- Processes and techniques for data quality assessment and data quality improvement

GEARED TO

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

S5

Sunday, July 29, 9:00 am–5:00 pm

Data Analysis and Design

Designing a Data Warehouse for High Performance*This course assumes database and systems knowledge.***Stephen Brobst**

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

Stephen will share his benchmarking experiences and impart design techniques for designing DW environments for scalability and high performance. The content of this course is based on experience with some of the largest commercial and government databases in the world. The course will also 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

S6A

Sunday, July 29, 9:00 am–12:15 pm

Business Analytics, Leadership and Management

Agile Analytics: Value-Driven Data Warehousing and Business Intelligence**Ken Collier, Ph.D.**

Using agile methods, you can bring far greater innovation, value, and quality to any data warehouse, business intelligence, or analytics project. However, conventional agile methodologies must be carefully adapted to address the unique characteristics of BI/DW projects. In this workshop, agile pioneer Ken Collier shows how to do just that. Collier introduces a platform-agnostic collection of agile techniques and practices for delivering business intelligence value early and continuously throughout a BI/DW project. The techniques introduced in this workshop include agile management methods such as agile project management, customer and team collaboration, user stories and backlog management, and enabling self-organizing teams. Also covered are agile technical methods such as evolutionary data warehouse design, test-driven data warehousing, and project automation.

This workshop is presented as a simulation of an actual data warehousing and business intelligence project. Participants will work collaboratively with others to gain hands-on experience in the agile analytics methods described in Ken's book, *Agile Analytics: A Value-Driven Approach to Business Intelligence and Data Warehousing* (Addison-Wesley Professional, 2011). Workshop participants will obtain an accurate introductory understanding of the important values, principles, and practices that make up the agile analytics approach.

YOU WILL LEARN

- How to charter and plan an agile BI/DW project using the agile project management framework
- How to slice BI/DW development into small chunks of business value
- How to write effective user stories for agile BI/DW projects
- How to estimate and prioritize agile BI/DW user stories onto a backlog
- How to deliver production-quality working BI features every few weeks
- How to evolve high-quality, effective data models in small increments
- Important technical practices used by high-performing agile BI/DW teams
- How to manage and monitor the short iterations that make up an agile BI/DW project
- How to foster high-performing, self-organizing project teams

GEARED TO

- Data warehouse architects, designers, developers, and administrators; business intelligence practitioners; business analysts and product owners; data warehousing project managers; data warehouse directors and leaders

COURSE DESCRIPTIONS

S6P

Sunday, July 29, 1:45–5:00 pm

Leadership and Management, Data Analysis and Design

Agile Data Warehousing 201: Agile Project Leadership

Ken Collier, Ph.D.

In Ralph Hughes's Agile Data Warehousing 101 workshop, you will learn about the techniques and practices that make up agile data warehouse development.

Ken Collier's 201 workshop delves into the essential behaviors and critical characteristics of agile leaders. You will develop a set of skills for leading a self-organizing team and promoting effective team self-management and responsibility.

YOU WILL LEARN

- Project managers will learn how to enable an agile delivery team, track and monitor an agile project, and provide project status upward and outward
- Business analysts and product owners will learn how to serve as the bridge between customers and the delivery team, and how to cultivate effective customer collaboration
- Technical team leads will learn how to foster evolutionary design practices and how to continuously improve the team's technical excellence
- Middle and upper managers will learn to monitor the right kinds of metrics to enable higher team performance and continuous improvement

GEARED TO

- Project managers; business analysts; product owners; technical team leads; middle and upper managers

M1 

Monday, July 30, 9:15 am–5:15 pm

Leadership and Management, BI Essentials

TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

Aaron Fuller

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, July 30, 9:15 am–5:15 pm

Data Analysis and Design, BI Essentials

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis

Deanne Larson

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

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

YOU WILL LEARN

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

GEARED TO

- Data architects; data mart developers; business analysts; business intelligence and data warehouse program and project managers

M3 

Monday, July 30, 9:15 am–5:15 pm

Business Analytics, BI Essentials

TDWI Design Techniques for Dashboards and Scorecards

Chris Adamson

Dashboards and scorecards are among the most popular ways to deliver today's business intelligence. A top-quality dashboard or scorecard looks deceptively simple. But creating simple and effective interfaces is surprisingly difficult. A powerful dashboard or scorecard involves the right indicators and metrics, the right visual elements, attention to relationships among visual elements, and the right kinds of click-through and user interaction. Further complexity arises when you work with groups of related scorecards

and dashboards that must fit together to form an integrated performance management system.

YOU WILL LEARN

- How to define and design performance management architecture
- The role and use of a performance management portal
- When to use scorecards and when to use dashboards
- How to integrate dashboards and scorecards including cascading and drill-in
- How to choose the right indicators and metrics for dashboards and scorecards
- How to choose the right visual elements and the best visual design
- Data management techniques for scorecards and dashboards

GEARED TO

- BI program and project managers; BI and performance management architects, designers, and developers; business executives and managers seeking performance improvements; dashboard and scorecard designers and developers; anyone with a role in defining, creating, or applying business metrics

M4 NEW!

Monday, July 30, 9:15 am–5:15 pm

Data Asset Management, BI Essentials

TDWI Data Quality Management

Mark Peco

Data quality is one of the difficult challenges for nearly every business, IT organization, and BI program. The most common approach to data quality problems is reactive—a process of fixing problems when they are discovered and reported. But reactive data quality methods are not quality management; they are simply quality maintenance—a never-ending cycle of continuously fixing defects but rarely removing the causes. The only proven path to sustainable data quality is through a comprehensive quality management program that includes data profiling, data quality assessment, root cause analysis, data cleansing, and process improvement.

YOU WILL LEARN

- Techniques for column, table, and cross-table data profiling
- How to analyze data profiles and find the stories within them
- Subjective and objective methods to assess and measure data quality
- How to apply OLAP and performance scorecards for data quality management
- How to get beyond symptoms and understand the real causes of data quality defects
- Data cleansing techniques to effectively remediate existing data quality deficiencies
- Process improvement methods to eliminate root causes and prevent future defects

GEARED TO

- BI, MDM, and data governance program managers, project managers, and practitioners; data stewards; data warehouse designers and developers; data quality professionals

M5

Monday, July 30, 9:15 am–5:15 pm

Business Analytics

The Future of Analytics

This workshop examines trends in analytic technologies, methodologies, and use cases.

Stephen Brobst

This full-day workshop 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 BI for advanced analytic purposes. We will also explore emerging trends related to extended analysis using content from Web 3.0 applications and other nontraditional data sources.

YOU WILL LEARN

- About futures in big data acquisitions and analytics; new technology platforms using in-memory, SSD, and beyond; analytics in the cloud; analytics with new big data types; mobility and consumer intelligence; in-database analytics; agile data warehousing methodologies; new analytic deployment paradigms such as MapReduce/Hadoop; and extreme data warehousing (XDW).

GEARED TO

- Data warehouse architects; data warehouse designers; data warehouse developers; and data warehouse administrators

M6

Monday, July 30, 9:15 am–5:15 pm

Data Asset Management, BI Essentials

TDWI Data Governance Fundamentals

Paul Flach

Data is a critical resource for every organization. We depend on it every day to keep records, produce reports, deliver information, monitor performance, make decisions, and much more. The data resource is on par with financial and human resources as a core component of doing business, yet data management practices are often quite casual and unstructured. Data governance brings the same level of discipline and structure to data management that is typical when managing financial and human resources.

Building a data governance program is a complex process that focuses people, processes, policies, rules, and regulations on achieving specific goals for a managed data resource. Successful and effective data governance depends on clear goals and well-executed activities that match governance practices to your organization's needs, capabilities, and culture. This course covers the fundamentals of data governance concepts and techniques essential to start a new governance program or evolve an existing program.

YOU WILL LEARN

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

GEARED TO

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

COURSE DESCRIPTIONS

M7A 

Monday, July 30, 9:15 am–12:30 pm

Leadership and Management

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.

M7P 

Monday, July 30, 2:00–5:15 pm

Leadership and Management

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.

T1 

Tuesday, July 31, 8:00 am–5:30 pm

Leadership and Management, BI Essentials

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

Deanne Larson

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 life cycle
- Ten techniques for requirements gathering and when to use each
- How to apply the techniques for BI requirements
- Why requirements management is essential and how it is performed
- How to ensure completeness using a checklist of 40 kinds of requirements

GEARED TO

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

T2 

Tuesday, July 31, 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, and ETL developers

**Previously titled Dimensional Modeling: Advanced Topics*

T3

Tuesday, July 31, 8:00 am–5:30 pm

Business Analytics, BI Essentials

TDWI Business Analytics: Exploration, Experimentation, and Discovery**Mark Peco**

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

YOU WILL LEARN

- How models are used to define and frame analytic needs
- Model development techniques, including influence diagramming, spreadsheet engineering, and parameterization
- Model refinement techniques, including sensitivity analysis, strategy analysis, and iteration
- Discovery-oriented techniques, including heuristic analysis, subjective probability, hypothesis formation, and experimentation
- Statistical foundations of data analysis, including histograms, standard deviation, and regression
- The data side of analytics: data preparation, data cleansing, data visualization
- The human side of analytics: communication, conversation, collaboration
- A bit about analytics tools from free and open source to advanced analytics technology

GEARED TO

- Practicing business analysts and those who aspire to become business analysts; business functional managers responsible for analyzing performance and risk; BI program managers, architects, and project managers; BI and IT professionals seeking to know more about business analytics

T4

Tuesday, July 31, 8:00 am–5:30 pm

Data Asset Management

TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity**Dave Wells, Aaron Fuller**

Today's business managers depend heavily on data analysis and decision-speed information, raising the stakes for data integration. At the same time, the work of integrating data has become increasingly complex. The simple processes of extract, transform, and load (ETL) integration for structured, enterprise data no longer meet the need. Unstructured data, big data,

departmental data, end-user data, and external data all challenge the old models for data integration. Meeting modern data integration challenges calls for data integration strategy and architecture.

Get ready to build reliable and adaptable data integration systems, and make the most of recent advances in data integration technologies by following the path of strategy first, architecture next, and then integration systems and technology.

YOU WILL LEARN

- The role, purpose, and issues of data integration strategy
- Frameworks and patterns for data integration architecture
- How to fit unstructured data into integration strategy, architecture, and systems
- How to use integration architecture and patterns to handle large-volume data challenges
- How to apply architecture and patterns for enterprise, departmental, and local data
- How to select, mix-and-match, and apply several data integration methods including ETL, federated, service oriented, and virtualized
- Techniques to collect and manage data integration requirements
- Tips and techniques for success throughout the data integration life cycle—strategy, architecture, systems development, and operations

GEARED TO

- BI, MDM, and data warehousing program and project managers; data integration architects, designers, and developers; data and technology architects

T5

Tuesday, July 31, 8:00 am–5:30 pm

Leadership and Management

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

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

Ralph Hughes

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

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

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

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

YOU WILL LEARN

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

- Co-located, self-organized teams
- Time-boxed development cycles

COURSE DESCRIPTIONS

- Just-in-time requirements
- Size-based estimation
- Tools for “project management lite”
- Test-led development
- Automated and continuous integration/regression testing

GEARED TO

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

T6A

Tuesday, July 31, 8:00–11:15 am

Leadership and Management, Business Analytics

Managing and Evaluating Your BI Tool Portfolio

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, frustrate users, and never achieve the full potential of self-service BI.

Understanding strategic and functional differences between solutions from “Big 4” and BI pure-plays is critical to developing a successful BI tool strategy. This course will highlight recent events and what they mean for BI buyers.

The course includes a discussion of standardization approaches and how to position particular BI tool modules. You will review a methodology for making better BI investments and evaluating core features of a BI platform. Specific product examples are interwoven for illustrative purposes.

YOU WILL LEARN

- An overview of the business intelligence market and vendors’ positions
- How to manage your BI tool portfolio
- 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

T6P

Tuesday, July 31, 2:15–5:30 pm

Leadership and Management, Business Analytics

Evaluating BI Dashboards and Bake-Off

This course assumes familiarity with BI tools.

Cindi Howson

Dashboards have quickly become a must-have component within a total BI tool portfolio. They provide managers, executives, and operational staff with an at-a-glance view of key business indicators. In providing dashboards to your business users, companies may look to their BI platform vendor for a solution or to a specialty dashboard vendor. This course highlights key functionality to look for, differences between dashboards and scorecards, and differences among leading dashboard products. We end with a bake-off between three dashboard providers so that you get a side-by-side view of the range of capabilities.

YOU WILL LEARN

- Differences between dashboards and scorecards
- Functional capabilities to consider in selecting a dashboard product
- Dashboard products from platform and niche vendors
- The range of capabilities of three dashboard vendors

GEARED TO

- Business analysts and BI application owners

T7A NEW! 

Tuesday, July 31, 8:00–11:15 am

Data Asset Management

Designing Your Data Governance Program

Jill Dyché

“Between conception and creation,” the poet T.S. Eliot once observed, “there falls the shadow.” So it is with data governance. Sure, we’ve talked to business managers about the need for data governance. We’ve defined it and explained the components. We may have tried convincing them to sponsor our data governance initiative. But then what?

In this session, noted author and consultant Jill Dyché will discuss how to design a sustainable data governance program. She’ll discuss what works in propelling data governance forward with business people, coloring in actual company examples of data governance adoption and executive support. And she’ll talk about the components involved in setting up data governance, making sure you learn from the failures of the early adopters and position data governance the right way, the first time.

YOU WILL LEARN

- Linking data governance to business strategy
- Messages that get traction with executives
- Weaving BI and MDM into the data governance pitch (and vice versa)
- Why executive sponsorship for data governance is different

GEARED TO

- Data stewards; CIOs; program and project managers; center of excellence staff; application developers; data warehouse architects; IT architects; data governance professionals; business sponsors; data modelers and other data management staff; BI professionals interested in expanding their roles beyond analytical data

T7P NEW!

Tuesday, July 31, 2:15–5:30 pm

Data Asset Management

Considerations for Big Data Governance

Jill Dyché

You’ve seen the statistics. The amount of data is doubling every two years, and is close to doubling every year. The average *Fortune* 500 company has more data than the Library of Congress. Data volumes are growing faster than our ability to harness and consume them. Data gleaned from social media and mobile devices exacerbates escalating transaction volumes. And in the meantime, emerging technologies like Hadoop are changing the way we process all this data.

Trouble is we’re often applying software and hardware to big data before we’ve truly understood what to do with it in the first place. In this session, Jill Dyché discusses the application of data governance principles to big data. She’ll discuss why policy making and oversight of big data are critical, and discuss ways to categorize and prioritize data to ensure a more deliberate way of thinking about—and deploying—big data.

YOU WILL LEARN:

- Applying data governance best practices to big data
- Categorizing big data, and driving delivery priorities
- Examples of big data policies
- When to engage end users in big data debates

GEARED TO

- Data stewards; CIOs; program and project managers; center of excellence staff; application developers; data warehouse architects; IT architects; data governance professionals; business sponsors; data modelers and other data management staff; BI professionals interested in expanding their roles beyond analytical data; anyone with big data questions

W1

Wednesday, August 01, 8:00 am–5:30 pm

Data Asset Management, Leadership and Management

TDWI Master Data Management Fundamentals**John O'Brien**

Top-performing businesses need high-quality, low-redundancy reference data. You can't manage a supply chain with disparate and unreliable product and customer data, service your customers effectively with inconsistent customer views, or confidently report to stockholders when financial data is in disarray. Master data is important because it is used by many groups and processes throughout the enterprise. It is challenging because it is collected—often redundantly and inconsistently—by many groups and processes.

Master data management (MDM) is the process of collecting, consolidating, quality assuring, and distributing master data. MDM tools are abundant and diverse, but technology alone can't solve the problem. The nature of identification, matching, consolidation, conflict resolution, and hierarchy management makes MDM complex and challenging. The right knowledge is an essential element of MDM success.

YOU WILL LEARN

- The what and why of MDM
- Architectural options for MDM: repository, registry, engine, and broker
- Identity management issues and techniques
- Hierarchy management issues and techniques
- MDM considerations for global and multinational businesses
- The human and organizational aspects of MDM
- The role of data governance in MDM
- Relationships of MDM with BI and data warehousing

GEARED TO

- MDM program managers, project managers, architects, and implementers; BI program managers, project managers, architects, and implementers; data warehousing program and project managers, architects, and implementers; data and technology architects; data quality professionals

W2

Wednesday, August 01, 8:00 am–5:30 pm

Data Analysis and Design, BI Essentials

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

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

Jonathan Geiger

Business intelligence and data warehousing systems challenge the proven data modeling techniques of the past. From requirements to implementation, new roles, uses, and kinds of data demand updated modeling skills. The

data modeler's toolbox must address relational data, dimensional data, unstructured data, and master data. For those with data modeling experience, this course extends their skills to meet today's modeling challenges. Those new to data modeling are introduced to the broad range of modeling skills needed for BI/DW systems. Those who need to understand data models, but not necessarily develop them, will learn about the various forms of models and what they are intended to communicate.

YOU WILL LEARN

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

GEARED TO

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

W3 NEW!

Wednesday, August 01, 8:00 am–5:30 pm

Data Asset Management

Big Data: What's All the Hadoop?**Paul Flach**

Big data is not simply about volume; it is about the drive and determination to know more. Today's enterprises face unprecedented demand from shareholders, executives, customers, and regulators to know more about their contact points, decision points, and information points. Information platforms must be extended to manage all data formats, and their data architectures must evolve as the understanding of the data changes. There is a bottom-up emergence of data scientists who will not concede to the cost, process, performance, or availability constraints of traditional BI environments—thus furthering the use of open technologies, nonrelational structures, scientific algorithms, and intuitive visualization. Hadoop is the product of all these converging drivers and must be fully understood before it can be effectively integrated into the BI architecture.

YOU WILL LEARN

- The dynamics and characteristics of the data being captured by today's enterprise
- The technical challenges and trade-offs that big data vendors are trying to address
- Who is using big data and what insights are giving them a competitive edge
- The key architecture components, techniques, and types of analytics
- What Hadoop is and what it looks like, including its core components HDFS, MapReduce, Pig, and Hive

GEARED TO

- BI program managers, project managers, designers, architects, and developers; business executives and managers seeking to gain insight into the characteristics of big data and Hadoop technologies

COURSE DESCRIPTIONS

W4

Wednesday, August 01, 8:00 am–5:30 pm

Data Analysis and Design

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

Claudia Imhoff, Ph.D., Len Silverston

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

YOU WILL LEARN

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

GEARED TO

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

W5 NEW! 

Wednesday, August 01, 8:00 am–5:30 pm

Data Asset Management

Data Virtualization: Solving Complex Data Integration Challenges

Dave Wells

The data integration landscape has changed radically the past few years. What was once a relatively manageable problem of blending and unifying data from enterprise transaction systems has grown to encompass external data, Web data, clickstream data, end-user data, big data, cloud data, and more. New expectations for information-driven business agility further compound the complexities of modern data integration. The ETL-based data warehouse is no longer enough. Data virtualization is a core component of next-generation data integration architectures, techniques, and technology.

Get ready to expand your data integration capabilities, deliver business-speed information, and make the most of recent advances in data integration technology. Through a combination of lecture, exercises, and case study review you will learn how data virtualization works and how to position it in your data integration architecture and processes.

YOU WILL LEARN

- Data virtualization definitions and terminology
- Business case and technical rationale for data virtualization

- Key concepts and foundational principles of virtualization—views, services, etc.
- Data virtualization life cycle, capabilities, and processes
- How to extend the data warehouse with virtualization
- How virtualization enables federation and enterprise data integration
- How virtualization is applied to big data and cloud data challenges
- How companies use virtualization to solve business problems and drive business agility

GEARED TO

- BI, MDM, and data warehousing program and project managers; data integration architects, designers, and developers; data and technology architects

W6A

Wednesday, August 01, 8:00–11:15 am

Business Analytics

Evaluating New Database Technologies for Data Warehousing and Analytics

This course assumes familiarity with business intelligence and some database knowledge.

Mark Madsen

As the data warehouse evolves beyond support for simple queries and batch reports, your ability to support new workloads might seem hopeless due to limited performance and scalability. More data, increasingly complex analysis, and the need for fast queries on up-to-date information all stress the databases we've been using for BI.

Analytic databases and data warehouse appliances are designed to meet these needs. Specialized databases and hardware promise to solve problems of scalability, performance, or analytic requirements. However, there are many factors to consider when evaluating these products that aren't highlighted during the sales presentation. There are also tools available that can help you get the most from your existing database before moving to a new platform.

This session will provide a review of the technology and systems powering the analytic database landscape, from data warehouse appliances and columnar databases to massively parallel processing and in-memory technology. The goal is to help you understand the strengths and limitations of the technologies and know what the vendors are selling. This will help you navigate the options available so you can select the products best suited to your needs.

YOU WILL LEARN

- What hardware and software technologies are available and how they work
- What the different technologies are good at
- How to decide what to use for different purposes
- What analytic databases and appliances are available and in use today

GEARED TO

- BI/DW architects, designers, DBAs, and managers who want to understand the purchases their staff are recommending

W6P NEW!

Wednesday, August 01, 2:15–5:30 pm

Data Asset Management

New Methods for Dealing with Complex Data**Mark Madsen**

Managing data to support the complex needs of modern organizations is challenging. The original concept of a data warehouse that stores and queries all of an organization's data has changed, as has the nature of that data.

The real rise in data volumes is driven not by user-entered data from applications, but by machine-generated data. Web analytics, log-based data, and sensor networks are examples of machine-generated data that people are putting to use. Much of this data is available via APIs or stored in nonrelational databases because it doesn't easily fit into traditional models or because the volume and variability of the data is too high.

These changes are generating the need for new tools and techniques to get and process that data. This translates into new data storage models, new integration models, different methods and approaches to track and manage the data—in essence a rethinking of the data infrastructure to support an organization from traditional data-at-rest to real-time data-in-motion.

YOU WILL LEARN

- Ways in which machine-generated and mediated data are being used
- How more complex data and its uses can change data integration requirements
- Some of the approaches people are using to marry traditional and nontraditional storage models
- Changes to the approaches and methods that are required

GEARED TO

- BI/DW architects, designers, DBAs, and managers who want to understand the purchases their staff are recommending

W7A

Wednesday, August 01, 8:00–11:15 am

Business Analytics

Social Analytics in the Enterprise**Shawn Rogers**

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

YOU WILL LEARN

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

GEARED TO

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

W7P

Wednesday, August 1, 2:15–5:30 pm

Business Analytics

SaaS, the Cloud, and BI**Shawn Rogers**

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

YOU WILL LEARN

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

GEARED TO

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

TH1

Thursday, August 02, 9:00 am–5:00 pm

Leadership and Management

TDWI Project Management for Business Intelligence

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

Mark Peco

Managing BI projects is a difficult responsibility that challenges even the most experienced IT project managers. Source system dependencies, uncertain data quality, volatile business requirements, and business urgency are but a few examples among a multitude of challenges. Many kinds of BI projects, ranging from data integration to predictive analytics, add to the complexities—and multiple technologies such as data warehousing and 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

COURSE DESCRIPTIONS

TH2

Thursday, August 02, 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
- Data model validation and testing

GEARED TO

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

TH3 NEW!

Thursday, August 02, 9:00 am–5:00 pm

Business Analytics

Realizing Advanced Analytics

John O'Brien

Companies are driving into the next era of BI: advanced analytics. The return on investment for these projects averages three times higher than typical BI projects, and this opportunity has business sponsors and BI teams excited about the new possibilities and technologies at hand.

This course is designed to help BI teams navigate how the next generation of advanced analytics fits into and extends the BI capabilities portfolio. We will examine the impact and gaps in standard BI processes, people skills, and technologies with an approach that can be used for educating business sponsors and users. This is not a statistics or algorithms course, but instead a course for everyone familiar with BI and looking to understand how to benefit from advanced analytics.

YOU WILL LEARN

- How advanced analytics is evolutionary in BI
- New processes, skills, and organizations needed
- Technologies and architecture enhancements
- Critical success factors

GEARED TO

- BICC, BI program managers, and directors; BI architects and technologists; business analysts and project managers; data miners and future data scientists

TH4 NEW!

Thursday, August 02, 9:00 am–5:00 pm

Data Asset Management

Advanced Concepts and Techniques for MDM

Evan Levy

Master data management has become a mainstream component of most IT infrastructures. Many IT organizations have been able to leverage their existing DW teams to bootstrap their company's MDM initiative. The idea of providing centralized reference data to both operational and analytical platforms has universal acceptance. Teams have learned that creating and publishing the reference list is easy—taking it to the next level is the challenge.

In this class, Evan Levy will share advanced architecture and design techniques that will assist you in taking your MDM environment to the next level. Based on real-world implementation experiences, the details covered in this class will include:

YOU WILL LEARN

- An in-depth review of the five enabling functions of MDM
- The practicality of loose and tight coupling with data reconciliation
- How an MDM hub works with specific examples for create, read, update, and delete functions, along with data cleansing and standardization
- Supporting both subject area hubs and subject area masters
- Measuring your organization's MDM expertise and developing a metric-based approach for improvement

GEARED TO

- MDM architects, designers, and developers; project managers wanting in-depth technical knowledge of MDM; DW architects, designers, developers, and project managers wanting to expand their data integration and MDM knowledge to understand enterprise-based operational integration

TH5 NEW!

Thursday, August 02, 9:00 am–5:00 pm

Data Asset Management

Big Data: Beyond the Hadoop-1a

This course assumes completion of the course Big Data: What's All the Hadoop?

Paul Flach

The forces of explosive data growth, the demand to know more, and the ambitions of the data science community have converged to create the groundbreaking phenomenon known as big data. Hadoop is certainly at the hypocenter of this convergence, and its platform and analytical capabilities continue to evolve.

However, Hadoop isn't the first technology to focus on addressing the challenges of big data. For more than three decades, the technologies of database management systems and massively parallel processing systems have been evolving to keep up with increasing demand for performance, fault tolerance, flexibility, and scalability.

Whether incorporating Hadoop into their architectures or pioneering new technologies and techniques, BI professionals need to understand the approach taken by leading vendors to address the problems and opportunities associated with big data.

YOU WILL LEARN

- How big data affects performance, scalability, fault tolerance, and flexibility
- The technologies and techniques that address the problems of big data
- How Hadoop is evolving to bridge the gap with traditional BI environments
- How vendors are integrating Hadoop into their platforms
- Emerging big data technologies

- Advanced analytics in areas of complex event processing, machine-generated data, text analytics, and advanced visualization
- How to navigate the assortment of technologies marketed as big data solutions

GEARED TO

- BI program managers, project managers, designers, architects, and developers; business executives and managers seeking deeper insight into the “focused assortment” of big data technologies

TH6

Thursday, August 02, 9:00 am–5:00 pm

Leadership and Management, Business Analytics

Enabling BI for the 21st Century

Steve Dine, Mark Madsen

Technology advances are changing the economics of information management and creating new ways to deal with old problems. Advances in hardware and software are reinventing BI and data management, allowing us to alter the economics and approaches for deploying information and insights to end users.

As BI and analytics groups mature, we find ourselves unable to keep up with growing demand and changing business needs. To avoid creating electronic concrete and locking ourselves into a fixed model, we need to challenge beliefs about best practices for data delivery, design, and management. This full-day session is organized around three core challenges faced by most BI/DW teams:

The management of data growth. Increasing data volumes from new and existing sources put stress on the infrastructure in many ways. The issue is not just query performance; we must also process larger data volumes, deliver lower data latency, and manage increasingly complex queries.

The expectation of faster delivery. Everyone in IT, including the BI team, is being asked to do more with less and to do it faster. At the same time, organizations need new capabilities, want new information, and ask for new projects to be completed faster.

Getting more value from existing data. Most data is used for basic monitoring, drill-down, and reporting purposes, leaving a lot of value behind. There is a growing awareness among business leaders that technical improvements have led to an explosion of new capabilities, and the BI group is the natural focal point for those requests.

YOU WILL LEARN

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

GEARED TO

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

TH7

Thursday, August 02, 9:00 am–5:00 pm

Leadership and Management, Business Analytics

Gathering Requirements to Optimize Business Performance

This course assumes a general awareness of data warehouse fundamentals, group facilitation techniques, business process modeling, and data modeling disciplines.

Mike Lampa

This course focuses on practical techniques for acquiring the knowledge from your business community. The focus is on how to get quality functional requirements that will lead to the design of business intelligence solutions that positively impact and optimize business performance. In addition to learning the disciplines and mechanics for effective information gathering, we will use a mock-up use-case to apply those techniques through a series of in-class, hands-on interactive workshops.

When you leave this class you will understand the techniques and have access to the templates we used. You'll be prepared to significantly improve the quality of the business functional requirements and increase the return on investment for your next business intelligence project.

YOU WILL LEARN

- Why effective business performance management and business intelligence requirements need to model the business process model in addition to the business data
- How to use group facilitation techniques, process modeling disciplines, and data modeling disciplines to get the right information as input to your business performance management, business intelligence, and data warehouse project deliverables
- How to build and execute business functional requirements gathering workshops

GEARED TO

- Project managers and program directors; business sponsors and users; DW solution architects; business analysts and data architects

F1 NEW!

Friday, August 03, 8:00 am–3:30 pm

Business Analytics

Emerging Analytics: Integrating Big Data, Content Analytics, Search, and Collaboration into Your Analytical Environment

Mike Ferguson

This session looks at four emerging analytical technology areas and explores how you can use them to improve your organization's business insight.

Big data analytics: Not all analytical projects are implemented using relational database technology, especially when it comes to very large data volumes with unstructured content, sensor data, and clickstreams. This session looks at the emergence of big data analytics using Hadoop and MapReduce.

Approaches to analyzing complex data: This session also looks at analyzing unstructured and social content and the challenges of creating valuable business insight from multiple sources of unstructured content.

Search and BI: We'll also explore the growing role of search in an analytical environment, both as an information consumer tool for self-service BI and as a way to bridge the divide when analyzing structured and unstructured data. Search has been incorporated into BI tools for some time, but is taking on new life with the emergence of big data as a platform for analyzing unstructured information. With such a simple and familiar medium, search can be used to open up BI access to a much wider group of users and also to extract additional insight from unstructured content.

Maximizing the benefit of social, collaborative, and mobile BI: One of the key requirements in the smart enterprise is being able to easily access and share BI content with others inside and outside the enterprise. Therefore, BI

COURSE DESCRIPTIONS

platforms must simplify user interfaces and mix and match capability while adding collaborative, social, and mobile capabilities.

YOU WILL LEARN

- About the different Hadoop/MapReduce offerings in the marketplace
- How those offerings can be integrated with existing data warehouse systems to offer even more insight
- Techniques for producing insight from unstructured content
- Examples of content analytics products in the marketplace
- About collaborative, social, and mobile computing and how they are coming together with BI to facilitate easier sharing, collaboration, and access

GEARED TO

- CTOs; CIOs; data stewards; analytics professionals

F2 NEW!

Friday, August 03, 8:00 am–3:30 pm

Data Analysis and Design

Creating ETL Architectures and Exploring Integration Patterns

John O'Brien

Today's companies invest heavily in business intelligence programs and environments, and while there are readily available disciplines for data modeling, data warehouse architecture, and software development, there is little to be found about data integration designs and principles. More insight is needed on how to improve ETL development processes and standards in an agile environment.

This course provides the information needed for making sound decisions to approach, design, and manage evolving data integration blueprints that are well suited for agile BI teams. By introducing the relationships between an ETL modeling framework, integration principles, and environmental requirements, this course will enable you to discover your organization's ETL architecture. This proven approach is flexible and scalable for nearly all environments, and adopting this approach will improve quality, lower costs, and control risks while improving sustainability leading to best practice architectures. Additionally, this course will explore examples of typical architectural patterns and provide the insight needed for you to recognize and assess integration patterns within your organization.

YOU WILL LEARN

- Data integration framework
- Data integration principles and patterns
- How to design data integration blueprints
- Relationships to data and technology architectures

GEARED TO

- Data warehouse architects; data integration architects; designers; developers; data modelers and database developers; data management; data warehouse programs and project managers

F3A NEW!

Friday, August 03, 8:00–11:15 am

Data Asset Management

Becoming a Data Steward: A Practical Skills Workshop

Dave Wells

Data stewardship is an increasingly important role in data management. Stewards connect business processes with data services and integrate data management policies into day-to-day business practices. Effective data stewardship has serious implications for data quality, security, and regulatory compliance. Yet many of today's data stewards are given the title, the role, and the responsibilities without the tools to do the job well.

Data stewards are often "in the field" problem solvers who must recognize, diagnose, remediate, and resolve poor data management practices. Attend this highly interactive workshop to gain practical experience working with real-world data stewardship skills and representative data management issues.

YOU WILL LEARN

- To recognize and classify data management challenges
- To use objective, fact-based methods to frame and describe data management problems
- To define and plan short-term remedial responses to data management problems
- To plan and implement longer-term resolution of data management problems
- To employ awareness, negotiation, and facilitation techniques for effective stewardship

GEARED TO

- Data stewards; data managers; anyone with a role in data governance; anyone with data quality responsibilities

F4A UPDATED!

Friday, August 03, 8:00–11:15 am

Data Asset Management

Understanding Big Data for Business Users: Information Explosion to Informed Decisions

Krish Krishnan

Big data is currently a hot topic in the industry and will likely continue to be for the next several years. However, there is a lot of confusion over the thoughts of big data users due to rapid changes that are difficult to keep up with.

YOU WILL LEARN

- Big data: What is it? What will it solve? Why does it need business sponsorship?
- Business users and their roles
- Building the business case
- The emergence of a data scientist
- Semantics, ontologies, and more
- Managing business rules for processing

GEARED TO

- Business users; CMO; CRO; CFO; analysts; data stewards; all non-IT audience

F4P UPDATED!

Data Asset Management

Friday, August 03, 12:15–3:30 pm

The New Data Architecture Platforms: Transforming Information Explosion to Data-Driven Decisions

Krish Krishnan

Big data has been buzzing in the industry this year and will continue into the next few. There are a slew of technologies that have emerged—Hadoop, NoSQL, and more. Along with these emerging technologies, traditional vendors have also updated their offerings as an appliance bundle. Which of these technologies make sense? How do we evaluate and integrate them? How will this impact your EDW?

YOU WILL LEARN

- Hadoop, NoSQL, Cassandra, and other technologies: What are they? What will they solve?
- Programming code: MapReduce vs. ETL
- Data management evolution
- Workload selection and optimization
- Metadata-based integration
- Solution architectures
- Workload processing
- Building the “thinking machine”—your own “Watson” project

GEARED TO

- Architects; developers

F5A

Leadership and Management

Friday, August 03, 8:00–11:15 am

Where Do We Go from Here? Assessing Your BI Environment's Strengths and Weaknesses

Jonathan Geiger

Most major enterprises today have some form of BI/DW capabilities. However, many question the value of their decision-making environments, struggle with next steps, and wonder how to improve the usability and adoption of their environment. The best way to answer these questions is to perform an assessment of existing capabilities, compare them to documented best practices, and set out a road map of improvements.

This course lays out the structure of a BI assessment, which helps enterprises gain actionable recommendations that enable the BI/DW team to maximize its potential for success by leveraging its strengths and mitigating cultural issues, risks, and weaknesses.

There are two parts to this course: “getting data into” the BI environment and “getting information out” and into the hands of the business community. Each half has its own set of best practices, key technologies, and assessable strengths and weaknesses. We will cover the specific areas that should be evaluated, examining best practices, what to look for in your environment, and how to make corrections to perceived weaknesses.

YOU WILL LEARN

- Assessment objectives: understanding “getting data into” versus “getting information out” objectives
- Specific assessment areas
- About process and expedited deliverables
- From sample assessment findings

GEARED TO

- BI sponsors and IT executives; project managers; BI team members; business community members with technical interest in BI environment

F5P

Business Analytics

Friday, August 03, 12:15–3:30 pm

Operational Business Intelligence: Why, What, and How

Jonathan Geiger

Business intelligence is being adopted by progressive companies to help drive and optimize daily business operations. This is leading to major changes in the functionality and usability of BI-related technologies and products, data quality and integration, and in the way that information is delivered to consumers. This course explains the driving forces behind the need for operational BI and describes the business and technology environment needed to support operational BI, with a particular emphasis on data quality and data integration. With this background, the course provides information to help companies move forward with operational BI within the context of a broader information management program, including best practices, tips, and critical success factors.

YOU WILL LEARN

- Changes in today's business climate that are driving companies to embrace operational BI
- The business environment, architecture, and technology components needed to support operational BI
- Important data integration and data quality considerations and solutions
- Best practices, tips, and critical success factors for implementing operational BI

GEARED TO

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

Academic Credit

Attendees at TDWI events are eligible to earn either undergraduate or graduate credit (quarter hour) from the University of Oregon Applied Information Management master's degree program. The level is determined based on whether the student has earned an undergraduate degree (students who hold an accredited undergraduate degree are eligible to earn graduate credit). UO credit(s) earned in conjunction with TDWI Events may be applied toward AIM Program degree requirements, up to a maximum of 6 credits.

Credit is awarded based on participation in a TDWI Event (10 course session hours for 1 credit; 20 course session hours for 2 credits) and successful completion of an assignment (a paper describing the relationships between content presented in the course sessions and problems and goals in their professional setting).

Learn more at tdwi.org/SD2012/credit

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.

Visit tdwi.org/SD2012-instructors.



Chris Adamson
Data Warehouse Specialist
Oakton Software LLC
COURSES: M3, T2



Stephen Brobst
Managing Partner
Sampo Technologies & Systems
COURSES: S5, M5



Ken Collier, Ph.D.
Founder and President
KWC Technologies
COURSES: S6A, S6P



Marc Demarest
CEO and Principal
Noumenal, Inc.
COURSE: THURSDAY KEYNOTE



Steve Dine
President
Datasource Consulting, LLC
COURSE: TH6



Jill Dyché, CBIP
Partner
Baseline Consulting
COURSES: S2, T7A, T7P



Tom Fastner
Senior Member of Technical Staff and Architect
eBay
COURSE: MONDAY KEYNOTE



Mike Ferguson
Managing Director
Intelligent Business Strategies
COURSE: F1



Paul Flach
President
Lyceum Group
COURSES: M6, W3, TH5



Aaron Fuller, CBIP
Principal
Superior Data Strategies, LLC
COURSES: S1, M1, T4



Jonathan Geiger, CBIP
Executive Vice President
Intelligent Solutions, Inc.
COURSES: M7A, M7P, W2, TH2, F5A, F5P



Cindi Howson
Founder
BIScorecard
COURSES: T6A, T6P



Ralph Hughes
Chief Systems Architect
Ceregenics, Inc.
COURSE: T5



Claudia Imhoff, Ph.D.
President and Founder
Intelligent Solutions, Inc.
COURSE: W4



Krish Krishnan
CEO
Sixth Sense Advisors, Inc.
COURSES: F4A, F4P



Mike Lampa
BI Business & Solution Development
Dell Services
COURSE: TH7



Deanne Larson, CBIP
President
Larson & Associates
COURSES: S3, M2, T1



Evan Levy, CBIP
Partner
Baseline Consulting
COURSE: TH4



Mark Madsen
President
Third Nature, Inc.
COURSES: THURSDAY KEYNOTE, W6A, W6P, TH6



John O'Brien, CBIP
President
Radiant Advisors
COURSES: W1, TH3, F2



Mark Peco, CBIP
Partner
InQvis Inc.
COURSES: S4, M4, T3, TH1



Shawn Rogers
Vice President, Research for BI and DW
Enterprise Management Associates
COURSES: W7A, W7P



Len Silverston
President
Universal Data Models, LLC
COURSE: W4



Dave Wells, CBIP
BI Consultant, Mentor, and Teacher
COURSES: T4, W5, F3A

WHAT WAS THE VALUE OF ATTENDING THE TDWI WORLD CONFERENCE?

"Overall the experience was great. I had a chance to put a structure around the various BI/DM concepts I had worked with before and generally have the impression that my knowledge of the topics is more solid."

C. Gamulea
Accenture

ADDED VALUE

TDWI Premium Membership

As a TDWI Premium 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 Premium Member, you 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 Premium 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 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—in topics such as data modeling and 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 Premium 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.



tdwi.org/linkedin



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tdwi.org/facebook

Night School

TDWI may offer complimentary Night School to enhance your conference experience. Sign up for these sessions at the conference and learn about best practices and cutting-edge new topics taught by industry leaders, peers, and vendors.

Guru Sessions

Need some free consulting? 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.

VENDOR EXHIBITION



VENDOR EVENT SCHEDULE

Monday	Tuesday	Wednesday
Case Study Presentations 5:15–7:00 pm Hospitality Suites 7:00 pm	Exhibit Hall Open and Lunch 11:15 am–2:15 pm Exhibit Hall Open and Reception 5:00–7:00 pm Hospitality Suites 7:00 pm	Exhibit Hall Open and Lunch 11:15 am–2:15 pm Case Study Presentations 11:45 am–1:45 pm Hospitality Suites 7:00 pm

Come by the TDWI Exhibit Hall, where the leading providers of hardware, software, and services for business intelligence, data warehousing, and related technologies will be demonstrating their latest solutions. Time will be set aside for visiting with these solution providers without missing any courses. Visit tdwi.org/SD2012 for more information about exhibitors at the TDWI World Conference in San Diego.

THE FOLLOWING COMPANIES ARE RECENT TDWI EXHIBITORS:*

1010data	Endeca	MeLLmo, Inc.	Smart eVision International, Inc.
Ab Initio Software Corporation	Esri	Metric Insights	SpatialKey
Actuate	Grant Thornton LLP	Microsoft	Strategy Companion Corporation
AddressDoctor	Greenplum, a division of EMC	MicroStrategy	SwiftKnowledge
Appfluent	Hexaware Technologies	Netezza Corporation	Sybase
ASG	HP	Neutrino Concepts Ltd.	Syncsort Incorporated
Aster Data Systems	IBM	OpenBI, LLC	Tableau Software
Ataccama Corporation	Impetus Technologies	Oracle	Talend
BCC Software	Informatica Corporation	ParAccel, Inc.	Teradata Corporation
BIReady	Information Builders	Pentaho	TIBCO Spotfire
Birst	Innovative Systems, Inc.	Phasic Systems Inc.	Trillium Software
Bodhtree	Intellicus Technologies, Inc.	PivotLink	Vertica, an HP Company
BravePoint, Inc.	iOLAP, Inc.	QlikView	WhereScape
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Datanomic Limited	Karmasphere, Inc.	Roambi	
Dell Services	Kognitio	Saint Joseph's University Online Programs	
Denodo Technologies	LoganBritton, Inc.	SAND Technology	
Domo Technologies	LogiXML	SAP	
Dundas Data Visualization	Lunexa	SAS Institute Inc.	
EMC	MarkLogic		

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

**List includes exhibitors from the past two years*

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.



MANCHESTER GRAND HYATT

The Manchester Grand Hyatt San Diego Hotel, with a prime waterfront location, will serve as the official headquarters hotel for TDWI's World Conference.

Manchester Grand Hyatt San Diego

One Market Place

San Diego, CA 92101

Phone: 619.232.1234

Web site: www.manchestergrandhyattsandiego.com

Reservation phone: 800.233.1234

Reservation URL: resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=5435435

TDWI has reserved a block of rooms at reduced rates for conference attendees. Rate is \$239.00 plus tax for single or double occupancy. This rate includes complimentary guest room Internet access. This discounted rate is available through June 29, 2012.

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 airfare for TDWI conference attendees.

Information: tdwi.org/SD2012-hotel

CAR RENTAL DISCOUNTS

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

Information: tdwi.org/SD2012-hotel

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or press participation,
contact Lesley Nadarski at lnadarski@tdwi.org.

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 dedicated to educating business and information technology professionals about the best practices, strategies, techniques, and tools required to successfully design, build, maintain, and enhance business intelligence and data warehousing solutions. TDWI also fosters the advancement of business intelligence and data warehousing research and contributes to knowledge transfer and the professional development of its members. TDWI offers a worldwide membership program, five major educational conferences, topical educational seminars, role-based training, onsite courses, certification, solution provider partnerships, an awards program for best practices, live Webinars, resourceful publications, 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, symposiums, BI Executive Summits, Forums, Solution Summits, and through our Onsite program.

TDWI SEMINAR SERIES

tdwi.org/seminars

The TDWI Seminar Series offers a broad range of courses designed to provide you with the practical skills and techniques you need to make your project successful and add valuable insight to your organization. Seminar courses focus on business-critical topics such as data modeling, dimensional modeling, and BI essentials.

TDWI ONSITE EDUCATION

tdwi.org/onsite

TDWI Onsite Education is practical, high-quality, vendor-neutral BI/DW education brought to your location. With TDWI Onsite Education, you maximize your training budget as your team learns practical skills they can apply to current projects—with Onsite training tailored to their specific needs.

TDWI PREMIUM MEMBERSHIP

tdwi.org/premiummembership

In a challenging and ever-changing business intelligence and data warehousing environment, TDWI Premium 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 vendors as well. Your peers frequently offer real-world, pragmatic solutions to many of the same issues that challenge your programs and projects. The vendor community is rich with technical knowledge and skill that is valuable to share. You'll find peer and vendor instructors as part of our night school program, and you will occasionally see carefully selected vendors as instructors in the daytime program. TDWI does not endorse any specific products, services, or tools, and goes to great lengths to ensure that course offerings do not have a bias toward particular vendors or solution providers. To sustain the high standard of quality and product neutrality, we ask your assistance and feedback by responding thoughtfully to the objectivity category when completing course evaluation forms.

TDWI CONTACT INFORMATION

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TDWI EDUCATION DEPARTMENT

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E-mail: education@tdwi.org



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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, JULY 29

- **S1** TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
- **S2** BI from Both Sides: Aligning Business and IT
- **S3** TDWI Performance Management: Measurement, Metrics, and Monitoring
- **S4** TDWI Data Quality Fundamentals
- **S5** Designing a Data Warehouse for High Performance
- **S6A** Agile Analytics: Value-Driven Data Warehousing and Business Intelligence
- **S6P** Agile Data Warehousing 201: Agile Project Leadership

MONDAY, JULY 30

- **M1** TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- **M2** TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis
- **M3** TDWI Design Techniques for Dashboards and Scorecards
- **M4** TDWI Data Quality Management
- **M5** The Future of Analytics
- **M6** TDWI Data Governance Fundamentals
- **M7A** CBIP Preparation for the Information Systems Core Exam
- **M7P** CBIP Preparation for the Data Warehousing Exam

TUESDAY, JULY 31

- **T1** TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
- **T2** Dimensional Design: Intermediate and Advanced Techniques
- **T3** TDWI Business Analytics: Exploration, Experimentation, and Discovery
- **T4** TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity
- **T5** Agile Data Warehousing 101: An Introduction to Accelerated BI/DW Development
- **T6A** Managing and Evaluating Your BI Tool Portfolio
- **T6P** Evaluating BI Dashboards and Bake-Off
- **T7A** Designing Your Data Governance Program
- **T7P** Considerations for Big Data Governance

WEDNESDAY, AUGUST 1

- **W1** TDWI Master Data Management Fundamentals
- **W2** TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- **W3** Big Data: What's All the Hadoop?
- **W4** Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development
- **W5** Data Virtualization: Solving Complex Data Integration Challenges
- **W6A** Evaluating New Database Technologies for Data Warehousing and Analytics
- **W6P** New Methods for Dealing with Complex Data
- **W7A** Social Analytics in the Enterprise
- **W7P** SaaS, the Cloud, and BI

THURSDAY, AUGUST 2

- **TH1** TDWI Project Management for Business Intelligence
- **TH2** TDWI Advanced Data Modeling Techniques
- **TH3** Realizing Advanced Analytics
- **TH4** Advanced Concepts and Techniques for MDM
- **TH5** Big Data: Beyond the Hadoop-1a
- **TH6** Enabling BI for the 21st Century
- **TH7** Gathering Requirements to Optimize Business Performance

FRIDAY, AUGUST 3

- **F1** Emerging Analytics: Integrating Big Data, Content Analytics, Search, and Collaboration into Your Analytical Environment
- **F2** Creating ETL Architectures and Exploring Integration Patterns
- **F3A** Becoming a Data Steward: A Practical Skills Workshop
- **F4A** Understanding Big Data for Business Users: Information Explosion to Informed Decisions
- **F4P** The New Data Architecture Platforms: Transforming Information Explosion to Data-Driven Decisions
- **F5A** Where Do We Go from Here? Assessing Your BI Environment's Strengths and Weaknesses
- **F5P** Operational Business Intelligence: Why, What, and How

CONFERENCE QUESTIONS?

Phone: 425.277.9181

E-mail: education@tdwi.org

STEP 2. CALCULATE YOUR PAYMENT

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

FEES—EARLY REGISTRATION (Through June 29, 2012)**USE PRIORITY CODE: SD7**

☐ BI Executive Summit (3 days)*	\$2235
☐ Standard Package (3 days)	\$2235
☐ Mega Package (4 days)	\$2805
☐ Giga Package (5 days)	\$3305
☐ Tera Package (6 days)	\$3725

FEES—REGULAR REGISTRATION (June 30–July 27, 2012)

☐ BI Executive Summit (3 days)*	\$2430
☐ Standard Package (3 days)	\$2430
☐ Mega Package (4 days)	\$3050
☐ Giga Package (5 days)	\$3590
☐ Tera Package (6 days)	\$4050

* All three days of the Executive Summit must be taken together.

FEE FROM TABLE ABOVE \$ _____

CURRENT MEMBER DISCOUNT (Deduct \$275 from above) – \$ _____
Premium 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 July 27, 2012—add \$50) + \$ _____

> TOTAL FEE = \$ _____

REGISTRATION QUESTIONS?

Phone: 800.280.6218 or 541.346.3537

(M–F, 8:00 am–5:00 pm PT)

E-mail: tdwireg@ce.uoregon.edu

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STEP 3. REGISTER

Online: tdwi.org/SD2012/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/SD2012/fax

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

TDWI's Federal Tax ID Number is 20-4583700.

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REGISTRATION DEADLINES

Early Registration Deadline (priority code: SD7) June 29, 2012

Regular Registration Deadline July 27, 2012

After July 27, please register onsite. Registration will be limited to space available. You will incur a \$50 late registration fee after July 27.

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 PREMIUM MEMBERSHIP INCLUDED

All registrations for three or more days include a one-year TDWI Premium Membership. If you are already a current TDWI Premium Member, you will instead be eligible for a \$275 discount off the conference price (in lieu of complimentary Premium Membership). See page 31 or visit tdwi.org/premiummembership for more information on TDWI Premium Member benefits. Premium 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 July 13, 2012.

If you must cancel, your refund request must be e-mailed to tdwireg@ce.uoregon.edu no later than July 13. Your fee will be returned, less a 20 percent cancellation fee. No refunds or credits will be issued after July 13.

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



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DETAILS ON PAGES 4–5

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DETAILS ON PAGE 32

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

