

BUSINESS INTELLIGENCE AND DATA WAREHOUSING EDUCATION

## **TDWI** ONSITE EDUCATION



**Your Team,  
Our Instructors,  
Your Location**

UPDATED JANUARY 2013

[tdwi.org/onsite](http://tdwi.org/onsite)

  
ONSITE EDUCATION

## CHALLENGE

You know the value of business intelligence and the competitive edge that comes with a well-trained BI/DW team, but the difficulties of training everyone are daunting—the time, the expense, the logistics.

## SOLUTION

TDWI Onsite Education offers world-class training conducted at your location, saving you travel expenses and keeping productivity high. From fundamental courses to advanced techniques, plus prep and exams for the Certified Business Intelligence Professional (CBIP) designation—we can bring the training you need directly to your team in your own conference room.

# Practical Onsite Education for Your Team

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

## PRICING

Pricing is tiered based on class size. Depending on the class size, TDWI Onsite training can cost as little as \$300–500 per person per day. Please read on for an overview of TDWI Onsite Education offerings.

## FOR MORE INFORMATION, CONTACT:

**Yvonne Baho**  
Director, TDWI Onsite Education

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[tdwi.org/onsite](http://tdwi.org/onsite)



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# Four Easy Steps

## to bring TDWI Onsite Education to your organization

- Step 1** Work with TDWI to assess your team’s needs and select courses.
- Step 2** Schedule the training when it best fits your availability and project timetable. Reserve one of your own conference rooms (no computers necessary).
- Step 3** Participate in a pre-course discussion with the TDWI instructor to ensure content is aligned with your training objectives.
- Step 4** TDWI instructor travels to your location and trains your team.

### NETWORK WITH TDWI

  
[tdwi.org/facebook](https://tdwi.org/facebook)

  
[tdwi.org/linkedin](https://tdwi.org/linkedin)

  
[tdwi.org/twitter](https://tdwi.org/twitter)

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you can bring on site.

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## TDWI Onsite Instructors

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



**Chris Adamson, CBIP**  
*Data Warehouse Specialist*  
*Oakton Software LLC*



**Paul Flach, CBIP**  
*VP, EA Delivery*  
*Stream Integration*



**Aaron Fuller, CBIP**  
*Principal*  
*Superior Data Strategies, LLC*



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



**Patty Haines**  
*DW Specialist and Founder*  
*Chimney Rock Information Solutions*



**Richard Hines**  
*Partner*  
*Ideaca Knowledge Services*



**Ralph Hughes**  
*Chief Systems Architect*  
*Ceregenics, Inc.*



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



**Tony Lopykinski**  
*Managing Principal*  
*Maven Advisors, LLC*



**John O'Brien, CBIP**  
*Principal and Founder*  
*Radiant Advisors*



**Mark Peco, CBIP**  
*Partner*  
*InQvis Inc.*



**Thomas Rathburn**  
*Senior Consultant*  
*The Modeling Agency*



**Laura Reeves**  
*Principal*  
*StarSoft Solutions, Inc.*



**Dave Wells, CBIP**  
*BI Consultant, Mentor, and Instructor*



**Nancy Williams, CBIP**  
*Vice President and Principal Consultant*  
*DecisionPath Consulting*



**Lynn Winterboer, CBIP**  
*Principal Consultant*  
*Greystone Associates, LLC*

### INSTRUCTOR INDUSTRY EXPERIENCE

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

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

## Worldwide Training

TDWI has brought its Onsite Education to companies located in the following countries. Contact us today to bring our training to you.



ALGERIA	JAMAICA
AUSTRALIA	MALAYSIA
AUSTRIA	MEXICO
BRAZIL	NORWAY
CANADA	POLAND
COLOMBIA	SINGAPORE
DOMINICAN REPUBLIC	SLOVENIA
ESTONIA	SPAIN
FINLAND	SWEDEN
FRANCE	TURKEY
GERMANY	UNITED ARAB EMIRATES
INDIA	UNITED KINGDOM
IRELAND	UNITED STATES
ISRAEL	

“Well done! This course definitely stimulated my thought processes. Looking forward to applying what I learned to my business.”

J. Andre  
Sterling Jewelers, Inc.

“The course was fantastic. It has given me the basis I needed to improve the value we are offering our end customers.”

R. Vasconcello  
Roche Pharmaceuticals

## BENEFITS OF TDWI ONSITE EDUCATION

### JUST IN TIME

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

### VENDOR-NEUTRAL TRAINING

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

### HIGH IMPACT

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

### FLEXIBLE

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

### CONVENIENT

Schedule training when it best accommodates your workload.







## TDWI SKILLS AND TRAINING NEEDS ASSESSMENT

**Get the greatest impact from limited training budgets and precious training days.**

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

Contact us to get started.

## Core Skills

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

#### **ONE-DAY COURSE OR TWO-DAY WORKSHOP**

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

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### **TDWI Project Management for Business Intelligence**

#### **ONE-DAY COURSE**

Managing BI projects is challenging for even the most experienced project managers. BI projects are of many kinds—front-end applications, back-end systems, infrastructure, and more. Dependencies among multiple projects create additional complexity. Source system constraints, uncertain data quality, volatile business requirements, and business urgency add to the challenges. With BI projects, there is no “one size fits all” approach to management. Learn to objectively assess project characteristics and configure and apply the best-fit management method for each project.

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

#### **ONE-DAY COURSE OR TWO-DAY WORKSHOP**

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



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**NEW TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success**

**ONE-DAY COURSE**

The BI life cycle spans a continuum that begins with large amounts of disparate data and stretches to encompass people, technology, information, analysis, and decision making. The benefits of BI are substantial: new business capabilities for insight, forecasting, planning, agility, and strategy execution. Realizing benefits is challenging. With many moving parts—infrastructure, technology, data, integration, analytics, applications, metrics, reports, dashboards, scorecards—putting the pieces together in the most effective way is difficult. Learn the basics of BI from end to end, with special attention on two of the most important factors for BI success: planning and collaboration. You are most able to chart a course for BI success when teams and stakeholders share common concepts, use consistent terminology, and contribute collectively to the BI vision.

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**NEW TDWI Business Intelligence Architecture: Principles of BI Design**

**ONE-DAY COURSE**

Business intelligence architecture is a set of frameworks to organize the data, management, and technical components used to build BI systems. Architecture plays an important role in BI programs and projects, ensuring that the development efforts of multiple projects fit neatly together as a cohesive whole. Comprehensive architecture addresses data, technology, integration, business rules, processes, projects, and more. Multi-faceted, multidimensional, and complex—BI architecture is clearly a team job that involves data architects, integration architects, technology architects, and more. With the right knowledge and skills, your BI architects become an effective team able to handle the many complexities of BI systems.

## CHALLENGE

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

## SOLUTION

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

Recommended TDWI Onsite courses to help meet this challenge:

- TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success (this page)
- TDWI Business Intelligence Architecture: Principles of BI Design (this page)





## CHALLENGE

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

## SOLUTION

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

Recommended TDWI Onsite courses to help meet this challenge:

- TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems (page 6)
- Putting the Business Back in BI: A Framework for Requirements and Value Management (page 6)

## Data Asset Management

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

#### TWO-DAY COURSE

Today's business managers depend heavily on data analysis and decision-speed information, raising the stakes for data integration. The work of integrating data has become increasingly complex and the simple processes of 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 old models for data integration. Get ready to build reliable and adaptable data integration systems and make the most of recent advances in data integration technologies.

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

#### ONE-DAY COURSE OR TWO-DAY WORKSHOP

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

### TDWI Master Data Management Fundamentals

#### ONE-DAY COURSE

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

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## The Art and Practices of Information Management

### ONE-DAY COURSE

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

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## Data Virtualization: Solving Complex Data Integration Challenges

### ONE-DAY COURSE

The data integration landscape has changed radically over 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, cloud data, and more. The ETL-based data warehouse is no longer enough, and data virtualization is a core component of next-generation data integration. Through a combination of lecture, exercises, and case study review, you will learn how to expand your data integration capabilities, deliver business-speed information, and make the most of recent advances in data integration technology.

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## TDWI Data Quality Fundamentals

### ONE-DAY COURSE OR TWO-DAY WORKSHOP

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

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

### ONE-DAY COURSE

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



## CHALLENGE

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

## SOLUTION

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

Recommended TDWI Onsite courses to help meet this challenge:

- TDWI Business Analytics: Exploration, Experimentation, and Discovery (this page)
- TDWI Performance Management: Measurement, Metrics, and Monitoring (this page)
- Predictive Analytics: Low-Risk Strategies for High-Impact Projects (page 11)

## Business Analytics

### TDWI Business Analytics: Exploration, Experimentation, and Discovery

#### ONE-DAY COURSE

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

### TDWI Design Techniques for Dashboards and Scorecards

#### TWO-DAY COURSE

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

### UPDATED TDWI Performance Management: Measurement, Metrics, and Monitoring

#### ONE-DAY COURSE

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

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### Business Analytics for Insight and Foresight

#### ONE-DAY COURSE

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

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### Strategic Feedback: Strategy Mapping Meets Systems Thinking

#### ONE-DAY COURSE

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

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

#### TWO- OR THREE-DAY WORKSHOP

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

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

#### TWO-DAY COURSE

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

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### Measuring Intangibles: Breaking Down Analytical Barriers

#### ONE-DAY COURSE

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



## CHALLENGE

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

## SOLUTION

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

Recommended TDWI Onsite courses to help meet this challenge:

- Business Analytics for Insight and Foresight (page 11)
- TDWI Business Analytics: Exploration, Experimentation, and Discovery (page 10)
- Measuring Intangibles: Breaking Down Analytic Barriers (page 11)

## Data Analysis and Design

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

### TWO-DAY COURSE OR FOUR-DAY WORKSHOP

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

**TDWI Advanced Data Modeling Techniques**

### TWO-DAY COURSE

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

**TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis**

### ONE-DAY COURSE

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

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### **Dimensional Design: Intermediate and Advanced Techniques**

#### **TWO-DAY COURSE**

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

"The instructor is not only knowledgeable but easily translates a complex answer to the level of the student, which ensures comprehension. The instructor cares about accuracy of content to ensure comprehension and limit confusion."

J. McLean  
USAA

"The instructor did an excellent job and demonstrated an understanding of real-world applications."

S. Dewulf  
Con-way Freight

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

#### **ONE-DAY COURSE**

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

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

M. Bishoff  
Microsoft

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### **NEW Data Analytics Boot Camp**

#### **TWO-DAY COURSE**

This course will prepare functional managers and business practitioners to finally make sense of data analytics and take control of the analytic process. The "Data Analytics Boot Camp" develops core skills for business analytics and lays the foundation for data-intensive analytic projects that deliver insight, clarity, confidence and sound decision support.





## CHALLENGE

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

## SOLUTION

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

Recommended TDWI Onsite courses to help meet this challenge:

- TDWI Project Management for Business Intelligence (page 6)
- TDWI BI Program Management: A Competency Center Approach to BI Excellence (page 16)
- TDWI Data Governance Fundamentals (page 16)

# Agile Data Warehousing and Business Intelligence Development

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

### TWO-DAY COURSE

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

## Agile Data Warehousing Best Practices: Requirements Management

### TWO-DAY COURSE

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

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

### TWO-DAY WORKSHOP

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

**NEW Agile BI: Road Mapping, Chartering, and Release Planning****ONE-DAY COURSE**

Proper agile project planning and management is a foundation of agile analytics. Unlike conventional project management methods, agile requires a highly adaptive and evolutionary approach that delivers chunks of value to the business every few weeks for feedback and acceptance. Agility calls for planning for what you know today and being prepared to adjust in the face of change and uncertainty. Agile analytics planning is a highly collaborative process that includes long-range BI/DW road mapping to establish future vision; short horizon planning of near-term delivery projects; and detailed iteration planning so the team will know how to get started. This course will walk you through a typical collaborative program road-mapping session and project chartering and planning session to introduce you to a set of effective practices for facilitating collaboration between technical team members, end users, and management stakeholders.

**NEW Agile BI: Agile Project Management and Continuous Delivery****TWO- OR THREE-DAY COURSE**

This course follows Agile Analytics: Road Mapping, Chartering, and Release Planning by continuing the refinement of the product backlog and expanding on estimation techniques. This class will simulate a sequence of development iterations (aka sprints) including sprint planning and sprint backlog management, sprint tracking, collaborative development, feature showcase, and sprint retrospective. This course will also examine kanban as an effective alternative to iterative development.

## CHALLENGE

The business is constantly changing and the demand for decision-making information is accelerating. The 90-day project, once considered to be rapid development, is too slow to meet today's demands. You need to deliver information and answers in much shorter time spans ranging from several days to a few weeks. You also have to work with fuzzy and uncertain requirements and constantly adapt to changing requirements.

## SOLUTION

Extend your BI development skills and practices to include agile methods. Know when agile is the right approach for a BI project and be able to execute agile projects with confidence.

Recommended TDWI Onsite courses to help meet this challenge:

- Agile Data Warehousing 101: Two-Day Fast Start for Teams (page 14)





## CHALLENGE

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

## SOLUTION

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

Recommended TDWI Onsite courses to help meet this challenge:

- TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity (page 8)
- TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement (page 9)
- Data Virtualization: Solving Complex Data Integration Challenges (page 9)

## Leadership and Management

### TDWI Business Intelligence Executive Briefing

#### THREE-HOUR BRIEFING

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

### NEW TDWI BI Program Management: A Competency Center Approach to BI Excellence

#### ONE-DAY COURSE OR TWO-DAY WORKSHOP

A BI program is a large and complex undertaking with competing interests, conflicting priorities, and simultaneous projects that must be managed from a "big-picture" point of view. The very broad scope of BI program management encompasses business alignment, value management, quality management, change management, and risk management. Find out how a BI competency center (BICC) approach to program management will substantially increase the impact of your BI program.

### TDWI Data Governance Fundamentals

#### ONE-DAY COURSE

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

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

**ONE-DAY COURSE**

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

## WHAT YOUR PEERS ARE SAYING ABOUT TDWI ONSITE EDUCATION

"The instructor brought in excellent real-life examples and perspectives, which helped with learning the concepts."

D. Bhardwaj  
Microsoft

"Very good overall view of DW concepts and provided valuable insight for such a varied audience."

J. Bundt  
Nestle Purina

"This course was very useful, with information relevant to our environment."

F. Choudhry  
TELUS Communications

"We were able to customize a three-day training session for a class of technical and nontechnical colleagues. The techniques we learned to nail down requirements/design considerations up front with technical and nontechnical stakeholders will help set a strong foundation for the next phase of building our reporting data mart."

P. Erwin  
Citizens Financial Group, Inc.

"It was very helpful to get a common understanding of general industry terms, concepts, and technologies independent of vendor-specific tools."

D. Rutchmann  
SAP America



Certified by TDWI



## CERTIFY YOUR TEAM FOR EXCELLENCE: CBIP ONSITE

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

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

## Is CBIP Right for Your Team?

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

### Identify Your Specialty Area

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

- **Leadership and Management**

Requires deep process knowledge, including development methodology, program and project management, as well as organizational and team-building skills. An understanding of business topics such as BPM, CRM, and SCM is also needed.

- **Business Analytics**

Understanding of both business and technical topics: concepts of performance management, business metrics definition and delivery, data visualization, and deployment and use of technology solutions such as OLAP, dashboards, scorecards, analytic applications, and data mining.

- **Data Analysis and Design**

Analysis concentrates on understanding business needs, and design translates needs into data structures. Skills include analysis, business metrics specification, and relational and dimensional modeling, as well as an understanding of data warehousing concepts, architectures, and processes.

- **Data Integration**

Proficiency in acquiring, transforming, and cleansing data. Mastery of concepts and skills for source data analysis and source qualification, data profiling, source/target mapping, data cleansing and transformation, and ETL development.

# Becoming a Certified Business Intelligence Professional

## Identify Your Exams

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

## Prepare

Novices and veterans alike can improve their exam scores with preparation courses from TDWI. Prep courses are designed for those who already have the knowledge and experience but would benefit from an interactive and informative review just prior to testing. You'll get ready to test through discussion, review of concepts and terminology, and practice with sample exam questions. Exam preparation courses are offered through TDWI Onsite Education. See page 20 for a list of courses that can be brought on site.

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

## Take the Exams

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

There are two certification levels:

- Practitioner Level
- Mastery Level

## Keep Current and Connected

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

*"The course was excellent and will be very useful in my career."*

R. Medina Mosley  
Copa Airlines

## Certification Requires Passing Three Exams

Take two mandatory exams and choose one specialty area exam.

MANDATORY EXAMS	SPECIALTY AREA EXAMS
Information Systems Core Exam	Leadership and Management Exam
Data Warehousing Exam	Business Analytics Exam
	Data Management Exam (Data Analysis and Design specialty)
	Data Integration Exam

## CBIP Exam Preparation Courses

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

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### CBIP Preparation for the Information Systems Core Exam

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### CBIP Preparation for the Data Warehousing Exam

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### \*CBIP Preparation for the Leadership and Management Exam

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### \*CBIP Preparation for the Business Analytics Exam

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### \*CBIP Preparation for the Data Analysis and Design Exam

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### \*CBIP Preparation for the Data Integration Exam

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*\*Exclusive to the TDWI Onsite program.*

## CBIP Training Packages

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

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### Preparation for Information Systems Core Exam and Data Warehousing Exam

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#### TWO-DAY PACKAGE INCLUDES:

- TDWI Business Intelligence Principles and Practices (page 7)
- TDWI Business Intelligence Architecture: Principles of BI Design (page 7)
- CBIP Preparation for the Information Systems Core Exam

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### Preparation for Leadership and Management Specialty

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#### TWO-DAY PACKAGE INCLUDES:

- TDWI BI Program Management (page 16)
- CBIP Preparation for the Leadership and Management Exam

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### Preparation for Business Analytics Specialty

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#### TWO-DAY PACKAGE INCLUDES:

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

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### Preparation for Data Analysis and Design Specialty

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#### TWO-DAY PACKAGE INCLUDES:

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

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### Preparation for Data Integration Specialty

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#### TWO-DAY PACKAGE INCLUDES:

- TDWI Data Integration Principles and Practices (page 8)
- CBIP Preparation for the Data Integration Exam



# TDWI Onsite Education

## Frequently Asked Questions

### What is the minimum number of attendees required to bring training on site?

There are no minimum class size requirements.

### How long are the courses?

Courses range from one to four days.

### Can we schedule more than one day of training at a time?

Yes. We are happy to provide multi-day or tracks of training depending on your needs.

### Can the course be tailored to our organization?

Yes. The delivery of Onsite training may be tailored to meet the specific needs of your organization.

### What type of training room and equipment is required for Onsite training?

We require a training room or conference room with a screen and a projector. A flipchart or whiteboard is also desirable.

### Are laptops/computers required for the training?

No. Our courses are delivered via instructor-led lecture; laptops/computers are not required for attendees.

### Who are your instructors?

All TDWI Onsite instructors are current BI practitioners who bring their real-world experience to every class. Onsite instructors are the same professionals who teach at TDWI World Conferences.

### What is the cost to bring Onsite training to my team?

Pricing for Onsite Education is tiered based on class size and includes all course materials.

### What is the lead time required for scheduling Onsite training?

If you provide us with your desired time frame, we will explore instructor availability and return with specific dates for your consideration.

### Do you provide Onsite training outside of the U.S.?

Yes. TDWI provides Onsite training worldwide.

### Does TDWI have training centers?

TDWI does not have training centers. TDWI Onsite Education brings our instructors and training materials directly to your company location, where we train your team “on site.”

### Who can I contact for assistance with course selection?

Yvonne Baho, Director of TDWI Onsite Education, is available to assist you with questions and curriculum design.

### FOR MORE INFORMATION, CONTACT:

**Yvonne Baho**  
**Director, TDWI Onsite Education**  
 978.582.7105  
[ybaho@tdwi.org](mailto:ybaho@tdwi.org)

# TDWI ONSITE EDUCATION

## Your Team, Our Instructors, Your Location

**Business Intelligence and  
Data Warehousing Education**

*"This was the best training class I've had  
in my 20-year career."*

T. Grieb  
Seattle Children's Hospital

For more about TDWI Onsite Education, contact:

**Yvonne Baho**  
Director, TDWI Onsite Education

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[tdwi.org/onsite](http://tdwi.org/onsite)



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