

CERTIFIED BUSINESS INTELLIGENCE PROFESSIONAL

TDWI CERTIFICATION

A Road Map for Advancing Your Career

Get recognized as an industry leader.

Get ahead of the competition.

Advance your career with CBIP.

Professionals holding a TDWI CBIP certification command an average salary of \$114,613—more than \$7,850 greater than the average for non-certified professionals.

Source: 2014 TDWI Salary, Roles, and Responsibilities Report



Certified Business
Intelligence Professional

tdwi.org/cbip

tdwi

TDWI's Certified Business Intelligence Professional (CBIP) is the business intelligence and data warehousing industry's most meaningful and credible certification program.

"CBIP is one of the most globally recognized business intelligence certifications for information management leads. It demonstrates that you have the maturity, skills, and experience required to architect and lead business intelligence projects."

Ewen Plougastel, CBIP

IM Senior Manager, Business Intelligence, Analytics, and Big Data

Get recognized as an industry leader.

Distinguishing yourself in your career can be a difficult, yet rewarding task. TDWI's CBIP program will help you define, establish, and set yourself apart professionally with a meaningful BI certification credential.

CBIP status makes a strong statement that you are among the leaders in the industry—up to date with BI technologies, knowledgeable about best practices and state-of-the-art solutions, and at the leading edge of emerging trends. Let your résumé show that your in-depth knowledge has been certified by TDWI, the industry's premier provider of business intelligence and data warehousing education.

Get ahead of the competition.

CBIP CERTIFICATION BENEFITS

- **SALARY.** Current surveys demonstrate that CBIP-certified professionals enjoy higher salaries.
- **OPPORTUNITY.** Today's hiring managers and recruiters take certification seriously.
- **CREDIBILITY.** The rigorous examination process ensures that CBIP is the industry standard.
- **VERSATILITY.** The credential validates advanced technical knowledge without ties to a specific vendor or product.
- **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.
- **VALIDATION.** CBIP goes beyond conceptual and theoretical knowledge, demanding real-world experience and the demonstrated ability to apply your skills.
- **CONNECTIONS.** Get in touch with other CBIPs and keep learning through TDWI's events and social networks.

TDWI CERTIFICATION

Get started today.

We've made it easy to follow your own path to CBIP certification. The steps in this guide offer a road map that can help you plan, prepare for, and complete your CBIP exams.

tdwi.org/cbip

Why become certified?

In the rapidly growing and changing field of business intelligence (BI), certification is especially important.

When competing for the best opportunities, most interesting positions, and most competitive salaries, you need to stand out from the crowd.

Certification is an important part of career development, especially for those in advanced information systems fields.

Demographic Profile of Certified Business Professionals

SPECIALTY AREA

Business Analytics	21%
Data Analysis and Design	57%
Data Integration	5%
Leadership and Management	17%

EXPERIENCE

Less than 2 years	4%
2–4 years	8%
4–6 years	10%
6–10 years	25%
10–20 years	38%
More than 20 years	15%

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Is CBIP Right for You?

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

Professional experience and education that can help determine if CBIP is right for you:

- Two or more years of full-time direct experience in computer information systems, data modeling, data planning, data definitions, metadata systems development, enterprise resource planning, systems analysis, application development and programming, or information technology management
- BA or MA in information systems, computer science, accounting, business administration, engineering, mathematics, sciences, or statistics
- A desire to advance your career and set yourself apart

“I was looking for a credible, platform-agnostic certification that would introduce me to fundamental concepts in DW and BI in a structured way. I also needed the certification to attest that I possessed a marketable skill.”

Trevor Wood, CBIP
System Architect, Financial & BI Systems
CIBC FirstCaribbean



How do I identify my specialty area?

Read the descriptions under “Identify Your Specialty Area” below. Do any of them sound like your area of expertise? Select the exams you need to take based on your identified specialty area.

Still have questions about where your skills fit in? Contact us at cbip@tdwi.org.

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Identify Your Specialty Area

CBIP offers four recognized industry specialty areas to validate your skills and experience. The exams you take will be based on the specialty area(s) you select.

- **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.
- **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.

A Road Map for Advancing Your Career

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Identify Your Exams

CBIP certification requires passing three exams. You must take the two mandatory exams on information systems and data warehousing, plus at least one specialty area exam. Many people become certified in several specialty areas by taking additional exams.



TDWI Onsite Education

Your Location, Your Team, Our Instructors

If you have a team or group of individuals seeking CBIP certification, consider TDWI Onsite Education. Our instructors will bring the exam prep courses, any extra education, and the 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.

Contact:

Yvonne Baho
Director, TDWI Onsite Education
ybaho@tdwi.org
978.582.7105

Certification requires passing **THREE** exams:

TWO MANDATORY EXAMS

- ☒ Information Systems Core
- ☒ Data Warehousing

AND ONE EXAM FOR EACH SPECIALTY AREA

- ☐ Business Analytics
- ☐ Data Management
(Data Analysis and Design specialty)
- ☐ Data Integration
- ☐ Leadership and Management

CBIPs earn an average salary of \$114,613. Annual salary tends to increase with the addition of more certificates; those with four or more earned an average of \$116,005 in 2013.

Source: 2014 TDWI Salary, Roles, and Responsibilities Report

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Prepare for Your Exams

If you're one of the few who possesses a wealth of knowledge and experience—both broad and deep—you can take the exams without any preparation. However, the exams are rigorous, and TDWI recommends that you take time to prepare. We offer resources that can help.

- **CBIP EXAM GUIDE:** The CBIP Exam Guide contains detailed exam outlines, reference reading lists, sample exam questions, and answer explanations for each exam included in the CBIP program. The guide will help you identify areas where additional study and/or work experience may be necessary. Visit tdwi.org/cbip/examguide to purchase the guide and get started.
- **EXAM PREPARATION COURSES:** In addition to many CBIP-friendly courses, TDWI offers dedicated preparation courses for each CBIP exam. Prep courses can improve exam scores, and are designed for veterans and novices alike to provide an interactive and informative review just prior to testing. Test preparation includes discussion, review of concepts, terminology, and sample exam questions.

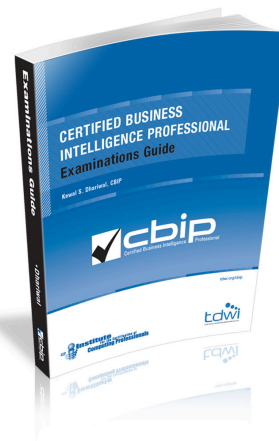


Did you know?

TDWI offers CBIP-related courses through the following education opportunities:

- **TDWI Education Conferences**
- **TDWI Seminars**
- **TDWI Onsite Education**

Register for upcoming CBIP prep courses:
tdwi.org/cbip/prepcourses



Interested in purchasing the
CBIP Exam Guide?

Visit tdwi.org/cbip/examguide.



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Take Your Exams

There are three ways to take CBIP exams:

1. At TDWI Education Conferences (tdwi.org/conferences)
2. Via TDWI Onsite Education (tdwi.org/onsite)
3. Via individual exams proctored remotely over the Internet. Candidates must have a computer with high-speed Internet, a webcam, and audio capability. Contact cbip@tdwi.org to schedule your session.

Length of Exams and Scoring

Each exam is 110 questions long with a time limit of 1.5 hours. Exam questions are multiple choice and are “straight-line,” which means the answer to one question does not affect the next question. Scores are available immediately.

Certification Levels

- **PRACTITIONER LEVEL:** Score 50 percent (50%) or higher on each of three exams. Practitioner Level certification demonstrates a working knowledge of concepts, skills, and techniques within a specialty, as well as the ability to assume leadership responsibilities at both the project and program levels.
- **MASTERY LEVEL:** Score 70 percent (70%) or higher on each of three exams. Mastery Level professionals have mastered concepts, skills, and best practices within a specialty. They have the ability to lead a team effectively at the project and program levels, and have the skills to mentor others.

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Keep Your CBIP Current

Don't let your certification lapse!

Your certification is valid for four years. After this initial period, it must be renewed every three years. Recertification requires proof of 120 credit hours of continuing education earned since the last renewal. In addition, an annual fee of \$125 is due to ICCP after the first year. tdwi.org/cbip/recertification

Keep learning and connecting with TDWI

- **EDUCATION:** Gain knowledge by attending TDWI Education Conferences, Executive Summits, and other events. tdwi.org/education
- **CBIP ON LINKEDIN:** Join the CBIP group on LinkedIn, the hottest social networking site for professionals. tdwi.org/linkedin/cbip
- **CHAPTERS:** Join a TDWI Chapter in your area. tdwi.org/chapters
- **TDWI PREMIUM MEMBERSHIP:** Stay on the cutting edge with TDWI's exclusive research and publications. tdwi.org/premium-membership



Need more information?

Visit tdwi.org/cbip or
contact us at cbip@tdwi.org.





Certified Business
Intelligence Professional

Get Certified by TDWI.

CBIP: The most meaningful and credible
certification program in the business
intelligence and data warehousing industry.

Certify Your Team On Site.

Need to get your team CBIP certified? Just tell us where and when and we'll be there.

TDWI Onsite Education can accelerate the CBIP certification process and improve overall exam performance—without incurring travel expenses or sending staff out of the office. Our instructors can bring a training package tailored to your team's needs. We provide the exam prep courses, any extra education, and the exams right to your company location.

Visit tdwi.org/onsite/cbip to get started.

“CBIP represents a standard of the industry, much like becoming a CPA for accountants or passing the bar exam for the legal profession. It demonstrates a level of dedication and breadth of knowledge.”

J. Myers, CBIP
BI Consultant



Need more information?

Visit tdwi.org/cbip or
contact us at cbip@tdwi.org.

TDWI

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