IN-DEPTH COURSES IN BUSINESS INTELLIGENCE AND DATA WAREHOUSING

TDWI WORLD CONFERENCE SERIES

Chicago, IL // May 5–10, 2013

Big Data Tipping Point

Preparing for the Practical Realities of Big Data

- // Discover how to build a business case for big data
- // Hear how big data technologies are evolving
- // Learn how to assess your big data maturity
- // Explore the human side of big data
- // Learn essentials for building your business intelligence foundation

EARLY REGISTRATION DISCOUNT

Register by April 5 and save up to $325

DETAILS ON PAGE 33

USE PRIORITY CODE CH6

tdwi.org/CH2013

tdwi
THE DATA WAREHOUSING INSTITUTE

TDWI

Chicago, IL // May 5–10, 2013

WORLD CONFERENCE SERIES

Big Data Tipping Point

Preparing for the Practical Realities of Big Data

Never before has so much data been available for business analysis, including internal, external, structured, and unstructured sources. This data—in all its volume, variety, and velocity—can be the raw material for uncovering critical business insights and opportunities and making smarter, higher-impact decisions faster. It's become clear that big data has arrived and that it's here to stay. So how do you plan for it, deal with it, and make use of it?

AT THE TDWI WORLD CONFERENCE IN CHICAGO, WE'LL EXPLORE THE REALITIES AND COMPLEXITIES OF BIG DATA AND OUTLINE PRACTICAL STEPS YOU CAN TAKE TO DEAL WITH THE DATA DELUGE. YOU NEED TO GET ON TOP OF BIG DATA, AND WE'LL SHOW YOU HOW.

Many of the winners in today's competitive markets get ahead—and stay there—by being superlative in how they analyze data, unearth new insights, and apply them to critical situations. The key is to efficiently align technology, best practices, and analytic strategies with the business objectives your organization seeks to accomplish.

Attend the TDWI World Conference in Chicago to learn about technologies and practices that can dramatically reduce or even eliminate delays in turning raw information into essential insight. You will learn how to employ big data analytics to become a data-driven, proactive, and predictive organization.

With six days of in-depth education, including 10 new courses on big data, the Chicago conference will help you deal with the practical challenges of big data and big data analytics. We'll take you from the human side of big data, to data architectures for big data, to big data maturity models. As always, we'll also offer both foundational and advanced courses across the spectrum of BI disciplines. And don't forget to take advantage of networking opportunities, certification, one-on-one consulting, and industry-leading vendors in our exhibit hall.

See you in Chicago!

FIND MORE ONLINE

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

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CONTENTS

KEYNOTE PRESENTATIONS

Monday, May 6, 8:00–8:45 am

Big Data, Bigger Impact

Ken Rudin

Head of Analytics
Facebook

In most companies, data and analytics have historically been considered a service. However, analysts are now taking a more proactive role in driving businesses, and the more recent introduction of big data has accelerated this trend. This new world comes with a new set of best practices for leveraging big data and driving even bigger results. This keynote will cover these best practices, which are focused on getting the biggest impact from big data and driving a proactive, data-driven culture. We'll cover how to integrate big data into your current environment, and discuss approaches that enable you to maintain standards for your centralized big data store while still maintaining flexibility for users. Then we'll discuss how to use this data to affect your business.

Thursday, May 9, 8:00–8:45 am

Cutting through the Hype: What You Really Need to Know about Big Data

Bill Franks

Chief Analytics Officer, Global Alliances
Teradata

Based on the popular book *Taming the Big Data Tidal Wave*, this educational and thought-provoking presentation will cut through the hype around big data and help you better understand what you need to do to succeed with big data in your organization, starting today. Included in the discussion will be examples of big data and the value it can drive, factors that make big data both different and yet more of the same, staffing considerations, tips on getting started, and perspectives on the future of big data.

WHAT'S NEW IN CHICAGO

NEW AND UPDATED COURSES

MONDAY	
M4	Big Data: What's All the Hadoop?
TUESDAY	
T4	Big Data: Beyond the Hadoop-la
WEDNESDAY	
W5A	Building the Business Case for Big Data in Your Data Warehouse
W5P	Building the "Big Data" Warehouse
THURSDAY	
TH4	The Human Side of Big Data
FRIDAY	
F4	BI Adoption: Change the Way You Think about BI
F5A	Big Data Maturity: Measuring Your Journey
F5P	Big Data Analytics: Process to Data-Driven Transformations
F6A	Return on Investment for Information Projects
F6P	Organizational Change Management: Solving the Hard Soft Issues

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 6–7)**
- **BY COURSE TOPIC (SEE PAGES 8–9)**

2. REFERENCE COURSE DESCRIPTIONS

Course descriptions begin on page 10 to help you finalize your selections. Visit our conference website at tdwi.org/CH2013 for more in-depth course and instructor information.

- **SEE PAGES 10–24 FOR 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.

4. REGISTER

Visit tdwi.org/CH2013 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

This conference was extremely valuable for me! I learned a lot, as well as confirming the approach I was wanting to take at my institution. It also helped me to identify challenges and barriers I can anticipate running into when I embark on a data warehousing program at our college. The hands-on exercises in some of my courses were extremely helpful and allowed me to critically think through the concepts we just went over.

J. Eddy, Greenville Technical College

I think this conference was the best thing I have done since I left university. Because of the level of information and knowledge churn, the conference was amazing.

S. Aryee, Ecobank

We have a much clearer vision of where we are headed with BI. This conference has made us confident that we will build analytic solutions right the first time, saving time/money and avoiding common pitfalls.

T. Horwedel, UTMB

I am a global manager and probably at a level where I am quite removed from the architectural, process, and technology details. Going to the conference helped me to learn to know what I don't know, which was very valuable. The courses also helped me gain valuable insights to help steer my DW/BI/analytics programs and structures and helped me gain a deeper understanding of the subject areas.

A. Bochove, Shell

TDWI keeps me up to date with the latest technology and methodology in the marketplace. I don't think there is a better conference to attend for a data architect such as myself. I find the classes and instructors to be top-notch and very focused on all the subject areas that I need to stay current in my profession. I have always enjoyed attending TDWI.

C. Mangun, SAS

SEE MORE ONLINE!
To watch video testimonials from previous conferences, visit tdwi.org/CH2013/testimonials.

Get Certified at the TDWI World Conference in Chicago

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 Chicago, take the opportunity to prepare for and complete the CBIP exams. TDWI offers exam preparatory sessions as well as other courses to complement your knowledge for taking the CBIP specialty 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.** Professionals who hold a CBIP certification earn nearly 8% more than those who aren't certified (on average).

// **RECOGNITION.** Have your BI expertise confirmed by a recognized industry organization.

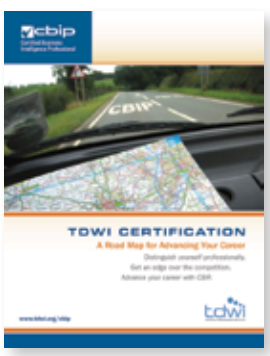
// **SPECIALIZATION.** CBIP recognizes your experience in distinct skill areas, which helps employers confidently match your skills to their job requirements.

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

cbip Certified by TDWI

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

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

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

LEADERSHIP AND MANAGEMENT (LM)

DATA ANALYSIS AND DESIGN (DA)

DATA ASSET MANAGEMENT (DI)

BUSINESS ANALYTICS (BA)

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	10:00 am–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 cbip are recommended to help you better prepare for the CBIP exams. Look for them throughout the brochure.

AGENDA

SUNDAY May 5

SCHEDULE

COURSES

Full Day	9:00 am–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** BI CBIP p. 10
TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success
M. Peco, A. Fuller

○ **S2** DA CBIP p. 10
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
L. Reeves

○ **S3** BA BI CBIP p. 10
TDWI Performance Management: Measurement, Metrics, and Monitoring
C. Adamson

○ **S4** LM p. 11
The Art of Estimating Data Warehousing Projects
R. Hughes, J. Gallo

○ **S5** DA p. 11
Designing a Data Warehouse for High Performance
S. Brobst

○ **S6** LM BA p. 11
Gathering Analytics Requirements to Optimize Business Performance
M. Lampa

MONDAY May 6

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
Case Study Presentations	5:15–7:00 pm
Hospitality Suites	7:00 pm

COURSE OFFERINGS

○ **M1** BI CBIP p. 12
TDWI Business Intelligence Architecture: Principles of BI Design
D. Wells

○ **M2** DA BI CBIP p. 12
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis
A. Fuller

○ **M3** BA BI CBIP p. 12
TDWI Design Techniques for Dashboards and Scorecards
C. Adamson

○ **M4 UPDATED!** DI p. 13
Big Data: What's All the Hadoop?
P. Flach

○ **M5** LM p. 13
The Future of Data Warehousing
S. Brobst

○ **M6** DI BI CBIP p. 13
TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity
M. Peco

○ **M7A** LM CBIP p. 14
CBIP Preparation for the Information Systems Core Exam
D. Larson

○ **M7P** LM CBIP p. 14
CBIP Preparation for the Data Warehousing Exam
D. Larson

TUESDAY May 7

SCHEDULE

COURSES

Full Day	8:00 am–5:30 pm
Half Day A (am)	8:00–11:15 am
Half Day P (pm)	2:15–5:30 pm

EVENTS

Breakfast	7:30–8:30 am
Exhibit Hall Open and Lunch	11:15 am–2:15 pm
Exhibit Hall Open and Reception	5:00–7:00 pm
Hospitality Suites	7:00 pm

COURSE OFFERINGS

○ **T1** LM BI CBIP p. 14
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
T. Lopykinski

○ **T2** DA BA p. 14
Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
L. Reeves

○ **T3** BA BI CBIP p. 15
TDWI Business Analytics: Exploration, Experimentation, and Discovery
D. Wells

○ **T4 UPDATED!** DI p. 15
Big Data: Beyond the Hadoop-la
P. Flach

○ **T5** DI BI CBIP p. 15
TDWI Data Governance Fundamentals
D. Larson

○ **T6** LM p. 16
Agile Data Warehousing 101: An Introduction to Accelerated BI/DW Development
R. Hughes

○ **T7A** LM BA p. 16
Managing and Evaluating Your BI Tool Portfolio
C. Howson

○ **T7P** LM p. 16
Best Practices for Bigger BI Impact
C. Howson

COURSE TOPICS KEY

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

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

WEDNESDAY May 8

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

COURSE OFFERINGS

○ **W1** LM p. 16
TDWI BI Program Management: A Competency Center Approach to BI Excellence
T. Lopykinski

○ **W2** DA BI CBIP p. 17
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
J. Geiger

○ **W3** DI CBIP p. 17
Data Virtualization: Solving Complex Data Integration Challenges
J. Myers

○ **W4** DA p. 17
Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development
C. Imhoff, L. Silverston

○ **W5A** NEW! LM p. 18
Building the Business Case for Big Data in Your Data Warehouse
K. Krishnan

○ **W5P** NEW! DA p. 18
Building the "Big Data" Warehouse
K. Krishnan

○ **W6A** BA p. 18
Evaluating New Database Technologies for Data Warehousing and Analytics
M. Madsen

○ **W6P** DI p. 18
New Methods for Dealing with Complex Data
M. Madsen

○ **W7A** LM BA p. 19
Big Data: The Tipping Point
S. Rogers

○ **W7P** BA p. 19
Social Analytics in the Enterprise
S. Rogers

THURSDAY May 9

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	10:00 am–7:00 pm

COURSE OFFERINGS

○ **TH1** LM CBIP p. 19
TDWI Project Management for Business Intelligence
M. Peco

○ **TH2** DA CBIP p. 20
TDWI Advanced Data Modeling Techniques
J. Geiger

○ **TH3** BA CBIP p. 20
Data Mining Methods and Techniques: Data Preparation, Model Building, and Evaluation
T. Rathburn

○ **TH4** NEW! LM p. 20
The Human Side of Big Data
K. Krishnan, L. Silverston

○ **TH5** DI BI CBIP p. 21
TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement
D. Wells

○ **TH6** LM BA p. 21
Beyond Reports, OLAP, and Dashboards: Emerging Practices, Analytics, and Technologies to Meet Today's Requirements
S. Dine, M. Madsen

○ **TH7A** DI CBIP p. 21
Designing Your Data Governance Program
J. Dyché

○ **TH7P** DI p. 22
Considerations for Big Data Governance
J. Dyché, T. Dull

FRIDAY May 10

SCHEDULE

COURSES

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

EVENTS

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

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

COURSE OFFERINGS

○ **F1** DI LM p. 22
TDWI Master Data Management Fundamentals
J. Geiger

○ **F2** DI p. 22
Big Data, the Big Bang, and Information Quality
G. Di Loreto

○ **F3** BA CBIP p. 23
Predictive Analytics: Low-Risk Strategies for High-Impact Projects
T. Rathburn

○ **F4** UPDATED! LM p. 23
BI Adoption: Change the Way You Think about BI
T. Lopykinski

○ **F5A** NEW! LM p. 23
Big Data Maturity: Measuring Your Journey
K. Krishnan

○ **F5P** NEW! BA p. 24
Big Data Analytics: Process to Data-Driven Transformations
K. Krishnan

○ **F6A** LM p. 24
Return on Investment for Information Projects
W. McKnight

○ **F6P** LM p. 24
Organizational Change Management: Solving the Hard Soft Issues
W. McKnight

SEE PAGES 8-9 FOR COURSE OFFERINGS BY TOPIC.

COURSE OFFERINGS BY TOPIC

These pages group the Chicago 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 today must look beyond the status quo to discover fresh insights into how they can make smarter decisions. The answers are in the data—the big data. Dramatic price and performance improvements in hardware and storage make it possible to analyze massive data volumes. Hadoop, MapReduce, and other new methods offer alternatives in data warehousing—if you know how and when to use them.

- ○ **S5** p. 11
  Designing a Data Warehouse for High Performance
- ○ **MONDAY KEYNOTE** p. 1
  Bigger Data, Bigger Impact
- ○ **M4** p. 13
  Big Data: What's All the Hadoop?
- ○ **M5** p. 13
  The Future of Data Warehousing
- ○ **M6** p. 13
  TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity
- ○ **T4** p. 15
  Big Data: Beyond the Hadoop-la
- ○ **T5** p. 15
  TDWI Data Governance Fundamentals
- ○ **T7A** p. 16
  Managing and Evaluating Your BI Tool Portfolio
- ○ **W3** p. 17
  Data Virtualization: Solving Complex Data Integration Challenges
- ○ **W5A** p. 18
  Building the Business Case for Big Data in Your Data Warehouse
- ○ **W5P** p. 18
  Building the "Big Data" Warehouse
- ○ **W6P** p. 18
  New Methods for Dealing with Complex Data
- ○ **W7A** p. 19
  Big Data: The Tipping Point
- ○ **W7P** p. 19
  Social Analytics in the Enterprise
- ○ **THURSDAY KEYNOTE** p. 1
  Cutting through the Hype: What You Really Need to Know about Big Data
- ○ **TH4** p. 20
  The Human Side of Big Data
- ○ **TH5** p. 21
  TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement
- ○ **F1** p. 22
  TDWI Master Data Management Fundamentals
- ○ **F5A** p. 23
  Big Data Maturity: Measuring Your Journey
- ○ **F5P** p. 24
  Big Data Analytics: Process to Data-Driven Transformations

BI ESSENTIALS

Strengthen your understanding of business intelligence and data warehousing. 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** p. 10
  TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success
- ○ **S3** p. 10
  TDWI Performance Management: Measurement, Metrics, and Monitoring
- ○ **M1** p. 12
  TDWI Business Intelligence Architecture: Principles of BI Design
- ○ **M2** p. 12
  TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis
- ○ **M3** p. 12
  TDWI Design Techniques for Dashboards and Scorecards
- ○ **M6** p. 13
  TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity
- ○ **T1** p. 14
  TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
- ○ **T3** p. 15
  TDWI Business Analytics: Exploration, Experimentation, and Discovery
- ○ **T5** p. 15
  TDWI Data Governance Fundamentals
- ○ **W2** p. 17
  TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- ○ **TH5** p. 21
  TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement

BUSINESS ANALYTICS

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** p. 10
  TDWI Performance Management: Measurement, Metrics, and Monitoring
- ○ **S6** p. 11
  Gathering Analytics Requirements to Optimize Business Performance
- ○ **M3** p. 12
  TDWI Design Techniques for Dashboards and Scorecards
- ○ **T2** p. 14
  Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
- ○ **T3** p. 15
  TDWI Business Analytics: Exploration, Experimentation, and Discovery
- ○ **T7A** p. 16
  Managing and Evaluating Your BI Tool Portfolio
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  Big Data: The Tipping Point
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  Social Analytics in the Enterprise
- ○ **TH3** p. 20
  Data Mining Methods and Techniques: Data Preparation, Model Building, and Evaluation
- ○ **TH6** p. 21
  Beyond Reports, OLAP, and Dashboards: Emerging Practices, Analytics, and Technologies to Meet Today's Requirements
- ○ **F3** p. 23
  Predictive Analytics: Low-Risk Strategies for High-Impact Projects
- ○ **F5P** p. 24
  Big Data Analytics: Process to Data-Driven Transformations

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.

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.

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.

COURSE DESCRIPTIONS

S1 TCBIP

Sunday, May 5, 9:00 am–5:00 pm
BI Essentials

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

Mark Peco, Aaron Fuller

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 to 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.

YOU WILL LEARN

- Meaningful and actionable definitions of BI
- Effective ways to deliver BI: Web, mobile, desktop, etc.
- Common kinds of BI reporting: ad hoc, published, enterprise, and operational
- Performance management principles, including dashboards, scorecards, and KPIs
- Business analyst principles, including OLAP, analytic modeling, and data visualization
- Advanced analytics concepts for data mining, predictive analytics, and text analytics
- Data management practices, including profiling, cleansing, and quality management
- Data integration practices, including consolidation, virtualization, and data warehousing

GEARED TO

- Anyone with a role in BI/DW programs who needs to understand the concepts and the full life cycle of BI; BI/DW managers and leaders seeking to increase the value and business impact of a BI program; 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

S2 TCBIP

Sunday, May 5, 9:00 am–5:00 pm
Data Analysis and Design

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

Exposure to some IT projects is helpful.

Laura Reeves

Today's businesses are under increasing pressure to deliver more with less. Meeting this challenge requires leveraging all resources—especially data. The time-proven method is through dimensional data structures. Organizations often struggle to develop dimensional models that consistently meet business needs. Using business dimensional modeling techniques, the business and systems communities can effectively partner to create a model that will support the business today and in the future.

This course is designed to teach attendees the fundamentals of business dimensional modeling. The basic principles are shared using real-world scenarios. This course is not intended to provide the complete skills necessary to develop dimensional models from scratch, but does provide a solid foundation of what dimensional models are and how they work. This practical background can be used by members of the business community to improve communication of their requirements and increase their understanding and participation throughout the project.

The course ends by putting the modeling effort into the proper context. Techniques for successfully gathering business requirements are shared. A quick overview of what is needed to build the database and deliver the data to the business is also provided. Several design exercises are included to reinforce the concepts presented in class. These team exercises prepare the students to apply these concepts to their own projects.

YOU WILL LEARN

- How to identify facts and dimensions
- How to design comprehensive and flexible dimensions
- About different types of facts and how to model them
- Techniques to facilitate involvement of the business community in the modeling process

GEARED TO

- Anyone who is involved with the data warehouse; members of the business community who are interested in understanding basic dimensional modeling concepts; all other project team members, including business intelligence application developers, project managers, database administrators, data modelers, and data staging developers

S3 TCBIP

Sunday, May 5, 9:00 am–5:00 pm
Business Analytics, BI Essentials

TDWI Performance Management: Measurement, Metrics, and Monitoring

Chris Adamson

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 and improve business efficiency
- 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, May 5, 9:00 am–5:00 pm
Leadership and Management

The Art of Estimating Data Warehousing Projects

Ralph Hughes, Jim Gallo

Few projects get started without the need to forecast the project's required calendar time and development costs. Yet we in IT are notoriously bad at estimating, and our wildly inaccurate projections undermine our projects from the moment they begin by denying them the time and money needed to implement the project successfully.

In this course, two veteran project managers will share their secrets for properly estimating complex data integration projects. Starting with a list of forecasting anti-patterns to avoid, we will discuss the proper way to position estimates with management to lessen the harm that inaccuracies can cause. We will then provide frameworks for estimating both traditional and agile projects, and discuss the techniques that yield the most accurate estimates possible. We will consider the structure and accuracy of two sample estimates taken from actual development efforts, one a traditional waterfall project and the other an agile, iterative endeavor.

YOU WILL LEARN

- Estimating anti-patterns to avoid
- Framing estimation efforts for success
- Guidelines for choosing optimal levels of accuracy and precision
- Fundamentals of both traditional and agile estimating methods
- Mechanics of fix-bid estimating a large BI/DW project

GEARED TO

- All BI/DW team members who are frequently asked to forecast level of effort; coders; designers; team managers

S5

Sunday, May 5, 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, and partitioning, 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

S6

Sunday, May 5, 9:00 am–5:00 pm
Leadership and Management, Business Analytics

Gathering Analytics 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 knowledge from your business community. The focus is on how to get quality functional requirements that will lead to 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 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

COURSE DESCRIPTIONS

M1 tdwi cbip — Monday, May 6, 9:00 am–5:00 pm
BI Essentials

TDWI Business Intelligence Architecture: Principles of BI Design

Dave Wells

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.

YOU WILL LEARN

- The full scope of architectural objectives—structural integrity, standardization, reusability, environmental fit, aesthetics, and sustainability
- A framework to ensure architectural completeness—business, organization, data, integration, and process views
- A framework to organize BI components—access, analysis, presentation, storage, integration, and data source tiers
- A framework to organize the information management stack—data, integration, rules, tools, teams, reports, analysis, and application
- A framework to organize architectural requirements—functional, data, operations, environment, and structural requirements
- A framework to organize technology requirements—data access, data manipulation, data analysis, reporting, visualization, security, portability, and accessibility
- Technology trends and BI architecture—cloud, SaaS, open source, appliances, advanced visualization
- Organizational options for best fit of BI into your culture—conglomerate, cooperative, and centralized
- Data integration options in BI architecture—bus, hub and spoke, hybrid, federation, and virtualization

GEARED TO

- Anyone who has a role in defining, documenting, or applying architecture in BI and data warehousing programs, including business architects, data architects, integration architects, and technology architects

M2 tdwi cbip — Monday, May 6, 9:00 am–5:00 pm
Data Analysis and Design, BI Essentials

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis

Aaron Fuller

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 tdwi cbip — Monday, May 6, 9:00 am–5:00 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 UPDATED!

Monday, May 6, 9:00 am–5:00 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 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
- 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

M5

Monday, May 6, 9:00 am–5:00 pm
Leadership and Management

The Future of Data Warehousing

This course assumes knowledge of DW fundamentals.

Stephen Brobst

This full-day course examines the trends in data warehouse deployment and developments in advanced technology. The implications of these technology developments for data warehouse implementations will be discussed, with examples in future architecture and deployment.

We will cover best practices for deployment of a next-generation data warehouse implementation as the realization of business intelligence for a real-time enterprise. A true enterprise data warehouse must export decision-making capabilities throughout an organization.

In addition, this course presents the use of service-oriented architecture (SOA) to deploy decisioning services both within an organization and to users outside of traditional organizational boundaries. We will explore emerging trends related to extended analysis using content from Web 3.0 applications and other nontraditional data sources.

YOU WILL LEARN

- Storage and processing technologies
- Cloud computing and virtualization
- Agile data warehousing methodologies
- Data acquisition and delivery
- The real-time enterprise
- New programming paradigms such as MapReduce/Hadoop
- Social network analysis
- Analysis using nontraditional data types
- Analytic applications architecture
- eXtreme Data Warehousing (XDW)

GEARED TO

- Data warehouse architects, designers, developers, and administrators

M6 CBIP

Monday, May 6, 9:00 am–5:00 pm
Data Asset Management, BI Essentials

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

Mark Peco

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

COURSE DESCRIPTIONS

M7A cbip — Monday, May 6, 9:00 am–12:15 pm
Leadership and Management

CBIP Preparation for the Information Systems Core Exam

This course assumes a working knowledge of information systems.

Deanne Larson

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 cbip — Monday, May 6, 1:45–5:00 pm
Leadership and Management

CBIP Preparation for the Data Warehousing Exam

This course assumes a working knowledge of data warehousing.

Deanne Larson

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 cbip — Tuesday, May 7, 8:00 am–5:30 pm
Leadership and Management, BI Essentials

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

Tony Lopykinski

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, May 7, 8:00 am–5:30 pm
Data Analysis and Design, Business Analytics

Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques

This course assumes basic knowledge about dimensional modeling and some hands-on experience, as well as knowledge of dimensional DW concepts.

Laura Reeves

You have done your homework. You have learned the fundamental dimensional modeling skills, and you have jumped into the first, second, and third project. Now what? Your modeling problems do not fit neatly into the textbook examples. Maybe you are stumped, or perhaps you think you have solved the problem correctly but need a second opinion.

This accelerated class will go beyond the fundamental questions to tackle some of the most commonly asked questions and address the most common mistakes that people make. This course is based on real-world experience in dealing with large data volumes and very complex models. The goal of this course is to equip you with the tools and knowledge to address your complex modeling challenges and meet your demanding business needs.

YOU WILL LEARN

- Advanced techniques for handling complex, real-life dimensional modeling problems
- How to weigh advantages and disadvantages of design options
- Guidelines for designing complex data marts
- Techniques to keep users involved in the modeling process

GEARED TO

- Data modelers; database administrators; project managers; staging system developers; end-user application designers

T3 ✓cbip

Tuesday, May 7, 8:00 am–5:30 pm
Business Analytics, BI Essentials

TDWI Business Analytics: Exploration, Experimentation, and Discovery

Dave Wells

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 UPDATED!

Tuesday, May 7, 8:00 am–5:30 pm
Data Asset Management

Big Data: Beyond the Hadoop-la

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

T5 ✓cbip

Tuesday, May 7, 8:00 am–5:30 pm
Data Asset Management, BI Essentials

TDWI Data Governance Fundamentals

Deanne Larson

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

T6 Tuesday, May 7, 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
- 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

T7A Tuesday, May 7, 8:00–11:15 am
Leadership and Management, Business Analytics

Managing and Evaluating Your BI Tool Portfolio

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

GEARED TO

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

T7P Tuesday, May 7, 2:15–5:30 pm
Leadership and Management

Best Practices for Bigger BI Impact

Cindi Howson

To be successful with business intelligence requires the right technology, organizational alignment, culture, and business goals. This class reviews the state of the industry on success and adoption, allowing you to benchmark your deployment against the industry. Case studies from leading companies and TDWI best practice award winners highlight what it takes to ensure BI has a big impact. Key technical issues considered are near-real-time data warehouse updates, data quality, master data management, and BI standardization. Key organizational issues include enterprise versus departmental BI, which executive is the best sponsor, and the business/IT partnership. Best practices are based on 2011 surveys and case studies highlighted in Howson's book Successful Business Intelligence: Secrets to Making BI a Killer App.

YOU WILL LEARN

- Trends in BI adoption and success rates
- The economy's impact on how BI is deployed
- Technical aspects that most affect BI's impact and adoption
- Ways to organize for greater success

GEARED TO

- BI program directors; business sponsors

W1 Wednesday, May 8, 8:00 am–5:30 pm
Leadership and Management

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

Tony Lopykinski

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. Program management encompasses the organization, disciplines, and activities necessary to coordinate interdependent projects. And it extends beyond project activities to ensure quality and availability of business-critical information services and continuous support of vital business decision-making processes.

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.

YOU WILL LEARN

- The definition and purpose of a BICC
- The business case for a BICC: value realization, risk mitigation, standardization, prioritization, alignment, agility, etc.
- Roles and responsibilities of a BICC: assessment, coordination, communication, etc.

- Organizational structures for a BICC and relationships with other shared-services groups such as data governance council and PMO
- Steps to creating a BICC, including issues, challenges, and mistakes to avoid
- Day-to-day activities of BICC operations: end-user support, training, stakeholder communications, collaboration, user group management, change control, etc.
- Techniques to sustain, evolve, and mature the BICC

GEARED TO

- BI program managers, directors, and sponsors; leaders and managers in BI and business analytics; leaders and managers for enterprise data and information management

W2 cbip

Wednesday, May 8, 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 cbip

Wednesday, May 8, 8:00 am–5:30 pm
Data Asset Management

Data Virtualization: Solving Complex Data Integration Challenges

John Myers

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

W4

Wednesday, May 8, 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, 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

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W5A NEW!

Wednesday, May 8, 8:00–11:15 am
Leadership and Management

Building the Business Case for Big Data in Your Data Warehouse

Krish Krishnan

The biggest trend in the industry is two words: big data. You will encounter talk about this topic everywhere. And there is a lot of interest within organizations to learn what it is and the business value that can be derived from analyzing it. Where do you start? Attend this session to learn about building the business case for big data.

YOU WILL LEARN

- Big data: What is it? What will it solve?
- Business users and big data
- Building the business case
- The data scientist
- The next generation of BI: Semantics, ontologies, and more; managing the business rules for processing
- Case studies

GEARED TO

- Executives, line-of-business leaders; business analysts; anyone who wants to learn to develop a business case for big data

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W5P NEW!

Wednesday, May 8, 2:15–5:30 pm
Data Analysis and Design

Building the "Big Data" Warehouse

Krish Krishnan

Big data has become the new normal. Every enterprise wants to know how to integrate this new type of data and how to implement the associated infrastructure changes. The world of big data infrastructure changes by the day, with new innovations happening everywhere. There are a slew of new technologies—Hadoop, NoSQL, BigQuery, and Drill. There are new papers on emerging technologies like Spanner and Dremmel. Which of these technologies does your organization need? How do you evaluate and integrate them? How will they impact your EDW strategy?

YOU WILL LEARN

- Big data and the data warehouse—the new landscape
- Technology overview: Hadoop, NoSQL, Cassandra, BigQuery, Drill, Redshift, AWS (S3, EC2); programming with MapReduce; understanding analytical requirements; self-service discovery platforms
- The challenges of data processing: Workloads; data management; infrastructure limitations
- Next-generation data warehouse: Solution architectures; the three S's: scalability, sustainability, and stability
- Critical success factors
- Where do we go next?

GEARED TO

- Enterprise architects, data warehouse architects; developers; anyone who wants to learn about big data technologies

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W6A

Wednesday, May 8, 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

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W6P

Wednesday, May 8, 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, and 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

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W7A Wednesday, May 8, 8:00–11:15 am
Leadership and Management, Business Analytics

Big Data: The Tipping Point

Shawn Rogers

This is the session for people asking themselves, "What's the big deal about big data and why should I care?" Big data presents an exciting and unique new analytic opportunity for many companies. To set your strategy, it's critical to understand the various technology options that meet big data requirements, as well as the drivers that are moving companies toward this nontraditional solution environment. This session will define big data and its various technical frameworks and solutions, share in-depth market research on the primary business and technical drivers behind its adoption, and help you understand the data-driven use cases that are tipping the scales toward big data.

YOU WILL LEARN

- What obstacles to avoid when planning big data projects
- How companies are addressing privacy issues around deep analytics
- Why big data isn't just about Hadoop
- Insight into what solutions are being adopted by your peers
- What data sources are being leveraged for big data success

GEARED TO

- Business managers and end users; BI directors; business analysts; BI application owners; data management staff; program and project managers; all non-IT business audience

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W7P Wednesday, May 8, 2:15–5:30 pm
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 websites 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

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TH1 ✓cbip Thursday, May 9, 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 cbip

Thursday, May 9, 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 cbip

Thursday, May 9, 9:00 am–5:00 pm
Business Analytics

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

Tony Rathburn

This course presents data mining methods and process at the tactical level. Attendees will observe demonstrations of machine learning methods and computer-guided analytical techniques for extracting and interpreting complex patterns and relationships from large volumes of data. If you desire an intensive functional orientation to data mining concepts, tools, techniques, and supporting methods, then this session is designed for you.

This vendor-neutral course broadly covers data-driven information discovery techniques and model-building tactics free of bias to any particular modeling tool or method. Popular open-source and commercial packages are leveraged to illustrate methods, but not to showcase the tools.

YOU WILL LEARN

- The data mining process and general implementation
- How to prepare raw data and benefit from visualization
- Key data mining methods and how they compare
- How to validate models and assess their value
- Data mining product selection
- Solution integration, ongoing performance, and maintenance
- Where to begin and how to obtain resources and support

GEARED TO

- IT professionals who wish to expand their business intelligence skills; project leaders who must extract value from their data; decision support system architects who require a solid understanding of the infrastructures required for supporting a data mining solution; business analysts who must develop and interpret the models, communicate the results, and make actionable recommendations; functional analysts, including customer relationship managers, risk analysts, business forecasters, statistical analysts, inventory flow analysts, direct marketing analysts, medical diagnostic analysts, market timers, e-commerce system architects, and Web data analysts

TH4 NEW!

Thursday, May 9, 9:00 am–5:00 pm
Leadership and Management

The Human Side of Big Data

Krish Krishnan, Len Silverston

Data processing traditionally has been looked upon as a machine function, where the software program does all the processing. While much of our efforts today are focused on software and database design, there is another side of the equation: the process, rules, outcomes, and measurement strategies that are driven by people. With the advent of big data, the need for human-side considerations has only increased.

Machine learning depends on human thinking and deciphering. Artificial intelligence techniques need human analysis and interpretation. Automated decision support and inference needs complex processing models to mimic human thinking, touch, and feel to incorporate aspects of emotional intelligence.

Structured in an informal debate format between Len Silverston and Krish Krishnan, this session is a thought-provoking discussion on human vs. machine intelligence, where the successes of information processing and management have a cyclic dependency. The question is how to define and identify the human factors, especially with complex information processing. Krishnan, an industry leader in the big data movement, will discuss the evolution of data, systems, and critical thinking, and highlight the advances of technology and how big data is significantly altering our IT landscape. Silverston, best-selling author and human dynamics thought leader, will share how big data success depends on the success of human and machine interaction.

YOU WILL LEARN

- Critical success factors for your big data projects
- Technical factors in big data such as clinical thinking, processing, learning, emulating
- Human factors in big data such as how to apply principles regarding trust, motivation, vision, and conflict management
- How to create real value in big data by understanding and applying the human side along with technical considerations

GEARED TO

- Anyone who is or will be involved in big data efforts in BI and data warehousing in any capacity, including BI/DW program and project managers, BI/DW customers, business sponsors, CIOs and chief data officers, management/executives involved in BI/DW, and all BI/DW project team members such as BI/DW architects, designers, and developers

TH5 ☑cbip

Thursday, May 9, 9:00 am–5:00 pm
Data Asset Management, BI Essentials

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

Dave Wells

Data quality is one of the most 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 and project managers and practitioners; data stewards; data warehouse designers and developers; data quality professionals

TH6

Thursday, May 9, 9:00 am–5:00 pm
Leadership and Management, Business Analytics

Beyond Reports, OLAP, and Dashboards: Emerging Practices, Analytics, and Technologies to Meet Today's Requirements

Steve Dine, Mark Madsen

Organizations are looking for new ways to increase the value they are getting from their data. Many BI organizations have already delivered and mastered standard reporting, OLAP analysis, and dashboards. Users are requesting more capabilities, which often require a greater variety, velocity, and volume of data than being processed today. In addition, 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:

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.

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.

YOU WILL LEARN

- About new technologies and emerging organizational 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, lower latency requirements, and performance problems
- Alternative options for managing changing requirements, such as data virtualization, NoSQL, and the cloud

GEARED TO

- BI leaders, architects, and developers who want to learn about options to improve the responsiveness of their BI group and deliver new analytic capabilities

TH7A ☑cbip

Thursday, May 9, 9:00 am–12:15 pm
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

COURSE DESCRIPTIONS

TH7P Thursday, May 9, 1:45–5:00 pm
Data Asset Management

Considerations for Big Data Governance

Jill Dyché, Tamara Dull

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

F1 Friday, May 10, 8:00 am–3:30 pm
Data Asset Management, Leadership and Management

TDWI Master Data Management Fundamentals

Jonathan Geiger

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

F2 Friday, May 10, 8:00 am–3:30 pm
Data Asset Management

Big Data, the Big Bang, and Information Quality

Gian Di Loreto

Data quality professionals face two problems. On one hand we must develop techniques, tools, and educational materials to help our analysts in the trenches to attack the day-to-day data quality issues. On the other, we have the equal challenge of convincing management that a problem even exists--one that can't be solved with a few hours of roll-up-your-sleeves manual labor.

At the same time, today's reality of big data overlaps significantly with a much older discipline: physics. For example, the Second Law of Thermodynamics tells us that the universe tends naturally toward disorganization. This law is one of the more compelling arguments for the Big Bang Theory, along with the observation that our universe is in fact expanding and becoming less organized. We have always seen this phenomenon in smaller data sets, but the scales involved often prevented us from realizing it.

This course exploits the overlap in these two disciplines to help us understand, appreciate, and solve our big data quality issues. A corporate database is its own universe and it behaves very much like our real universe. Looking at information integrity issues in this way allows us to use new techniques not only to solve the problems, but to appreciate their magnitude, stop blaming ourselves for a law of nature, and even generate interest among our project sponsors in attacking the problem.

Lastly, this course endeavors to take the relatively mundane topic of big data quality and, by tying it to something truly interesting, make it a little more entertaining.

YOU WILL LEARN:

- Modern scientific methods to measure and improve data quality
- Techniques for proactively avoid data quality issues
- A little bit about physics and astronomy (just for fun)
- Best practice data cleansing and data quality assessment techniques from an "in the trenches" perspective
- You will also be exposed to several current data profiling tools being used today in the software development community.

GEARED TO:

- Analysts and managers with upcoming data quality initiatives; anyone facing a merger, acquisition, system upgrade, or data warehouse implementation with big or small data; anyone managing a big data warehouse; anyone curious about the fate of our universe

F3 ✓cbip

Friday, May 10, 8:00 am–3:30 pm
Business Analytics

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

Tony Rathburn

This course offers a strategic orientation to predictive analytics solutions, case demonstrations, project assessment and preparation, industry standard process, resources, and business issues. Those in attendance will learn about various methods of predictive analytics, competitive advantages, and common pitfalls that often cause predictive analytics projects to fall short of their potential.

This course is a vendor-neutral presentation of predictive analytics topics and its role in enterprise decision support. Leading products will be used to illustrate the development process. Results will be drawn from actual predictive analytics applications and interpreted in the context of business impact. Attendees will depart with a binder full of slides, supporting notes, and a valuable index of predictive analytics resources.

YOU WILL LEARN

- Basic principles and terminology for predictive analytics
- Who is utilizing predictive analytics, and why
- Common project pitfalls and how to avoid them
- Project performance and maintenance issues
- How to define business objectives for a decision support system
- How to get started
- How to plan and manage your predictive analytics projects effectively from the start

GEARED TO

- IT/IS executives and managers: CIOs, CKOs, CTOs, functional officers, technical directors, and project managers; line-of-business executives and functional managers: risk managers, customer relationship managers, business forecasters, inventory flow analysts, financial forecasters, direct marketing analysts, medical diagnostic analysts, e-commerce company executives; technology planners who survey emerging technologies to prioritize corporate investment; consultants whose competitive environment is intensifying and whose success requires competency with data mining and related emerging information technologies

F4 UPDATED!

Friday, May 10, 8:00 am–3:30 pm
Leadership Management

BI Adoption: Change the Way You Think about BI

This course assumes general knowledge of DW and BI architectures and strategies.

Tony Lopykinski

Organizations continue to struggle with issues that inhibit their ability to achieve long-term success with their business intelligence initiatives. Although technology often plays a key role, the nontechnical elements around people, process, politics, and corporate culture pose the greatest threat to even the best-intended BI efforts. In order to truly make BI more pervasive, organizations must change the way they think about and approach BI.

This course will address the critical importance of including business alignment and organizational change management tactics as part of your overall BI strategy and internal practices. It merges real-world best practices in both BI and organizational change management to help drive awareness, increase adoption, and create sustainable momentum that will deliver the greatest long-term value from your organization's BI capabilities.

YOU WILL LEARN

- A brief overview of organizational change management best practices
- How organizational change management and business alignment are related to many of the challenges in deploying BI
- The importance of making organizational change management best practices part of your BI best practices
- How to drive business alignment by applying both BI and organizational change management best practices
- The steps and tools necessary to incorporate communication and organizational change management processes into your BI strategy

GEARED TO

- Business sponsors; IT leaders; BI program directors; project managers and staff

F5A NEW!

Friday, May 10, 8:00–11:15 am
Leadership and Management

Big Data Maturity: Measuring Your Journey

Krish Krishnan

Big data, Hadoop, and the data scientist are all fantastic buzzwords that have captured the industry. Enterprises today are extremely interested in investing in a big data program. The biggest question that executives ask is, "Where is the value and ROI?" Remember that big data is not a magic bullet; it is a journey and requires maturity and processes to measure that maturity. This session introduces the new framework to measure big data maturity.

YOU WILL LEARN

- The difference between big data and traditional BI
- Setting up a maturity framework—one size does not fit all
- Measurement categories
- From childhood to sage—the journey

GEARED TO

- Managers, architects, and the big data community

COURSE DESCRIPTIONS

F5P NEW! Friday, May 10, 12:15–3:30 pm
Business Analytics

Big Data Analytics: Process to Data-Driven Transformations

Krish Krishnan

The phenomenon of big data has changed the business world like never before. The most important part of this transformation is the strong emergence of analytics and the adoption of the enterprise to shift from process to data-driven transformation. How do enterprises make this shift? What is the tipping point? Why analytics? Attend this session to learn more.

YOU WILL LEARN

- Data—the new oil
- Analytics—the new gasoline
- Transformation in the enterprise: Process-driven; data-driven
- Technology overview: Platforms; algorithms; models
- Understanding analytical requirements
- The role of the data scientist
- The challenges of data processing
- Critical success factors
- Case studies

GEARED TO

- Enterprise architects; analytics developers; BI developers; anyone who wants to learn about the data scientist

F6A NEW! Friday, May 10, 8:00–11:15 am
Leadership and Management

Return on Investment for Information Projects

William McKnight

Information management plays a critical role in supporting strategic business initiatives. Despite the apparent value of providing the data infrastructure for these initiatives, many executives question the economic feasibility of business intelligence (BI). This requires information professionals to calculate and present the business value of BI in terms business executives can understand. Unfortunately, most IT professionals lack the knowledge required to develop comprehensive cost-benefit analyses and return on investment (ROI) measurements.

This session provides a framework to help IT professionals research, measure, and present the economic value of a proposed or existing information initiative. The session will provide practical advice about how to calculate ROI, which formula to use, and how to collect necessary information.

YOU WILL LEARN

- How to justify business intelligence with ROI
- How to calculate ROI, NPV, IRR and break even—the most common forms of ROI
- How to adapt a methodology in your information management program that includes ROI attainment and measurement

GEARED TO

- project managers, business sponsors, business data owners, lead architects; anyone with a role in BI/DW programs who contributes to project justification; BI/DW managers and leaders seeking to increase the value and business impact of a BI program

F6P NEW! Friday, May 10, 12:15–3:30 pm
Leadership and Management, Business Analytics

Organizational Change Management: Solving the Hard Soft Issues

William McKnight

The disparity between expecting change and managing it—the "change gap"—is growing at an unprecedented pace. This has put many information management shops into traction as they initiate large, complex data warehouse, big data, master data management, and enterprise resource planning projects necessary to stay competitive.

Information management professionals and business leaders must concern themselves with the organization's acceptance of these efforts. To be successful in achieving the larger enterprise goals, these initiatives must transform the organization. However, it takes more than wishful thinking to bridge the gap.

The complexities of engaging behavioral and enterprise transformation are too often underestimated at great peril, because the "soft stuff" is truly hard.

YOU WILL LEARN

- The change readiness activities that focus on identifying and addressing people risks
- The tasks that will mobilize and align leaders to create outstanding business value
- The strategies to manage stakeholders, ensure change readiness and address the organizational implications
- The methodologies to train the workforce as required to fully embrace and utilize the system

GEARED TO

- project managers, business sponsors, business data owners, lead architects; anyone with a role in BI/DW programs who contributes to project justification; BI/DW managers and leaders seeking to increase the value and business impact of a BI program

Academic Credit

tdwi.org/CH2013/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).

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, on-site courses, certification, solution provider partnerships, an awards program for best practices, live Webinars, resourceful publications, an in-depth research program, and a comprehensive website, 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 website 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

Phone: 425.277.9126
Fax: 425.687.2842
E-mail: info@tdwi.org
Web: tdwi.org

TDWI EDUCATION DEPARTMENT

Phone: 425.277.9181
E-mail: education@tdwi.org

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/CH2013/instructors.

Chris Adamson, CBIP
Data Warehouse Specialist
Oakton Software LLC
COURSES: S3, M3

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

Gian Di Loreto, Ph.D.
Chief Executive Officer
Loreto Services & Technologies, LLC
COURSE: F2

Steve Dine
Managing Partner
Datasource Consulting, LLC
COURSE: TH6

Tamara Dull
Thought Leader
Baseline Consulting
COURSE: TH7P

Jill Dyché, CBIP
Partner and Cofounder
Baseline Consulting
COURSES: TH7A, TH7P

Paul Flach
Vice President, Enterprise Analytics
Stream Integration
COURSES: M4, T4

Bill Franks
Chief Analytics Officer, Global Alliance
Teradata
THURSDAY KEYNOTE

Aaron Fuller, CBIP
Principal
Superior Data Strategies, LLC
COURSES: S1, M2

Jim Gallo
National Director, Business Analytics
Information Control Corporation
COURSE: S4

Jonathan Geiger, CBIP
Executive Vice President
Intelligent Solutions, Inc.
COURSES: W2, TH2, F1

Cindi Howson
Founder
BI Scorecard
COURSES: T7A, T7P

Ralph Hughes
Chief Systems Architect
Ceregenics, Inc.
COURSES: S4, T6

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

Krish Krishnan
CEO
Sixth Sense Advisors, Inc.
COURSES: W5A, W5P, TH4, F5A, F5P

Mike Lampa
BI Business & Solution Development
Dell Services
COURSE: S6

Deanne Larson, CBIP
President
Larson & Associates
COURSES: M7A, M7P, T5

Tony Lopykinski
Managing Principal
Maven Advisors, LLC
COURSES: T1, W1, F4

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

William McKnight
President
McKnight Consulting Group
COURSES: F6A, F6P

John Myers
Senior Analyst
Enterprise Management Associates
COURSE: W3

Mark Peco, CBIP
Partner
InQvis Inc.
COURSES: S1, M6, TH1

Tony Rathburn
Senior Consultant
The Modeling Agency
COURSES: TH3, F3

Laura Reeves
Principal
StarSoft Solutions, Inc.
COURSES: S2, T2

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

Ken Rudin
Director of Analytics
Facebook
MONDAY KEYNOTE

Len Silverston
President
Universal Data Models, LLC
COURSES: W4, TH4

Dave Wells, CBIP
BI Consultant, Mentor, and Teacher
COURSES: M1, T3, TH5

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 website 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.

Annual TDWI BI Benchmark Report
The annual *TDWI BI Benchmark Report* is designed to help companies compare their BI organization along best-practice metrics to others in the industry. For example, it compares total full-time-equivalent staff members for various BI roles by size of BI budget. It also tracks team sizes, time to deploy a new subject area, and nearly 50 other metrics. Research for BI Benchmark Reports is done via surveys of business intelligence professionals.

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.

LinkedIn
tdwi.org/linkedin

twitter
tdwi.org/twitter

facebook
tdwi.org/facebook

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
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/CH2013 for more information about exhibitors at the TDWI World Conference in Chicago.

THE FOLLOWING COMPANIES ARE RECENT TDWI EXHIBITORS:*

1010data
Ab Initio Software Corporation
Actian Corporation
Actuate
Appfluent
Aster Data Systems
Ataccama Corporation
Attivio
Birst
Bodhtree
BravePoint, Inc.
CA Technologies
Chicago Business Intelligence Group
Cloudera, Inc.
Corda Technologies
DataFlux
Datanomic Limited
Dell Services
Denodo Technologies
Domo Technologies
EMC
Endeca
Esri
Grant Thornton LLP
Greenplum, a division of EMC
Hexaware Technologies
Hortonworks
HP
HP Vertica
IBM
Impetus Technologies
Informatica Corporation
Information Builders
Intellicus Technologies, Inc.
iOLAP, Inc.
JackBe
Jaspersoft
Kalido
Karmasphere, Inc.
Kognitio
LoganBritton, Inc.
LogiXML
Lunexa
Lyzasoft
MarkLogic
MeLLmo, Inc.
Metric Insights
Microsoft
MicroStrategy
Netezza Corporation
Neutrino Concepts Ltd.
Noetix
Oracle
ParAccel, Inc.
Pentaho
Phasic Systems Inc.
PivotLink
QlikView
Quest Software
Quiterian
RainStor
Roambi
Saint Joseph's University Online Programs
SAND Technology
SAP
SAS Institute Inc.
Smart eVision International, Inc.
Splunk
Starview
Strategy Companion Corporation
SwiftKnowledge
Syncsort Incorporated
Tableau Software
Talend
Teradata Corporation
TIBCO Spotfire
WhereScape
YarcData

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.



HYATT REGENCY CHICAGO

The Hyatt Regency Chicago, situated in the heart of downtown Chicago, will serve as the official headquarters hotel for TDWI's World Conference.

Hyatt Regency Chicago
151 E Wacker Drive
Chicago, IL 60601
Phone: 312.565.1234
Website: www.chicagoregency.hyatt.com
Reservations: bit.ly/U8XFPZ

TDWI has reserved a block of rooms for conference attendees. Rates are $229.00 plus tax for single or double occupancy. This rate is only available through April 11, 2013.

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/CH2013/hotel

CAR RENTAL DISCOUNTS

Avis is offering discounts on car rental fees for TDWI conference attendees.
Information: tdwi.org/CH2013/hotel

BEAUTIFUL CHICAGO

Chicago, situated on the shores of Lake Michigan, is one of the premier cities in the United States, boasting world-class dining and shopping, a multitude of cultural and recreational opportunities, along with famed architecture and a past rich enough to satisfy the most ardent history buffs. We invite you to join us in this phenomenal city, and hope that you take some time to enjoy the sights, sounds, and entertainment opportunities that Chicago provides.

DINING AND NIGHTLIFE

Chicago is a hot spot for those who enjoy a night on the town. From world-class restaurants and nightclubs to deep dish-pizza joints and quaint corner delis, dining in Chicago has something for everyone. And Chicago's rich cultural heritage means that it's a great place to sample cuisines from all over the world, including Italian, Chinese, French, Japanese, Mexican, Asian, and Spanish. After dinner, consider hitting one of the dance clubs on Halsted Street, Lincoln Avenue, or Clark Street on the North Side, or taking in some blues or jazz in one of Chicago's many music venues.

SPORTS AND RECREATION

Chicago is a destination for the sports-minded. Think Bears, Bulls, Cubs, Fire, and White Sox. This is a city that loves its sports heroes, and fans of all ages can take in games, peruse sports memorabilia, and pick up a jersey from their favorite Chicago team. If sports is not your thing, consider one of the many walking tours Chicago has to offer, or cruise down the Chicago River on an architectural tour. Traveling with the kids? Visit Lincoln Park Zoo, one of the last free zoos in the country, or marvel at the many offerings at the Shedd Aquarium or Adler Planetarium.

SHOPPING

In a category all its own, shopping in Chicago is not to be missed. Visit State Street, located in the very heart of the city. For 165 years, it's been the unparalleled retail and entertainment hub of the Midwest. Stroll down the "Magnificent Mile" along Michigan Avenue for more department stores, boutiques, and specialty shops. Need more? Try the shops at Water Tower Place, Navy Pier, and the Shops at the Mart located in Chicago's Merchandise Mart.

2013 PREMIER MEDIA SPONSORS

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TDAN.com The Data Administration Newsletter

TEC Technology Evaluation Centers

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

HOW TO REGISTER

STEP 1. SELECT YOUR COURSES

Check one full-day course or one morning (A) course and one afternoon (P) course for each day you will attend. Courses without an A or P designation are full-day courses.

SUNDAY, MAY 5

- ○ **S1** TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success
- ○ **S2** Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
- ○ **S3** TDWI Performance Management: Measurement, Metrics, and Monitoring
- ○ **S4** The Art of Estimating Data Warehousing Projects
- ○ **S5** Designing a Data Warehouse for High Performance
- ○ **S6** Gathering Analytics Requirements to Optimize Business Performance

MONDAY, MAY 6

- ○ **M1** TDWI Business Intelligence Architecture: Principles of BI Design
- ○ **M2** TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis
- ○ **M3** TDWI Design Techniques for Dashboards and Scorecards
- ○ **M4** Big Data: What's All the Hadoop?
- ○ **M5** The Future of Data Warehousing
- ○ **M6** TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity
- ○ **M7A** CBIP Preparation for the Information Systems Core Exam
- ○ **M7P** CBIP Preparation for the Data Warehousing Exam

TUESDAY, MAY 7

- ○ **T1** TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
- ○ **T2** Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
- ○ **T3** TDWI Business Analytics: Exploration, Experimentation, and Discovery
- ○ **T4** Big Data: Beyond the Hadoop-la
- ○ **T5** TDWI Data Governance Fundamentals
- ○ **T6** Agile Data Warehousing 101: An Introduction to Accelerated BI/DW Development
- ○ **T7A** Managing and Evaluating Your BI Tool Portfolio
- ○ **T7P** Best Practices for Bigger BI Impact

WEDNESDAY, MAY 8

- ○ **W1** TDWI BI Program Management: A Competency Center Approach to BI Excellence
- ○ **W2** TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- ○ **W3** Data Virtualization: Solving Complex Data Integration Challenges
- ○ **W4** Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development
- ○ **W5A** Building the Business Case for Big Data in Your Data Warehouse
- ○ **W5P** Building the "Big Data" Warehouse
- ○ **W6A** Evaluating New Database Technologies for Data Warehousing and Analytics
- ○ **W6P** New Methods for Dealing with Complex Data
- ○ **W7A** Big Data: The Tipping Point
- ○ **W7P** Social Analytics in the Enterprise

THURSDAY, MAY 9

- ○ **TH1** TDWI Project Management for Business Intelligence
- ○ **TH2** TDWI Advanced Data Modeling Techniques
- ○ **TH3** Data Mining Methods and Techniques: Data Preparation, Model Building, and Evaluation
- ○ **TH4** The Human Side of Big Data
- ○ **TH5** TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement
- ○ **TH6** Beyond Reports, OLAP, and Dashboards: Emerging Practices, Analytics, and Technologies to Meet Today's Requirements
- ○ **TH7A** Designing Your Data Governance Program
- ○ **TH7P** Considerations for Big Data Governance

FRIDAY, MAY 10

- ○ **F1** TDWI Master Data Management Fundamentals
- ○ **F2** Big Data, the Big Bang, and Information Quality
- ○ **F3** Predictive Analytics: Low-Risk Strategies for High-Impact Projects
- ○ **F4** BI Adoption: Change the Way You Think about BI
- ○ **F5A** Big Data Maturity: Measuring Your Journey
- ○ **F5P** Big Data Analytics: Process to Data-Driven Transformations
- ○ **F6A** Return on Investment for Information Projects
- ○ **F6P** Organizational Change Management: Solving the Hard Soft Issues

FIND MORE ONLINE

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

tdwi.org/CH2013

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 April 5, 2013)	
USE PRIORITY CODE: CH6	
○ Standard Package (3 days)	$2235
○ Mega Package (4 days)	$2805
○ Giga Package (5 days)	$3305
○ Tera Package (6 days)	$3725

FEES—REGULAR REGISTRATION (April 6–May 3, 2013)	
○ Standard Package (3 days)	$2430
○ Mega Package (4 days)	$3050
○ Giga Package (5 days)	$3590
○ Tera Package (6 days)	$4050

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 May 3, 2013—add $50) + $ _____

› TOTAL FEE = $ _____

CONFERENCE QUESTIONS?

Phone: 425.277.9181
E-mail: education@tdwi.org

REGISTRATION QUESTIONS?

Phone: 800.280.6218 or 541.346.3537
(M–F, 8:00 am–5:00 pm PT)
E-mail: tdwireg@ce.uoregon.edu

EARLY REGISTRATION DISCOUNT

Register by April 5 and save up to $325

USE PRIORITY CODE CH6

STEP 3. REGISTER

Online: tdwi.org/CH2013/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/CH2013/fax

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

TDWI's Federal Tax ID Number is 20-4583700.
TDWI is a division of 1105 Media, Inc.

REGISTRATION DEADLINES

Early Registration Deadline (priority code: CH6) . . . . . .April 5, 2013
Regular Registration Deadline . . . . . May 3, 2013
After May 3 please register on site. Registration will be limited to space available. You will incur a $50 late registration fee after May 3.

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 28 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 April 19, 2013. If you must cancel, your refund request must be e-mailed to tdwireg@ce.uoregon.edu no later than April 19, 2013. Your fee will be returned, less a 20 percent cancellation fee. No refunds or credits will be issued after April 19, 2013.

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 PAGE 33

USE PRIORITY CODE CH2

tdwi.org/CH2013

TDWI PARTNERS

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.

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