TDWI WORLD CONFERENCE 2010

Las Vegas 2010

February 21–26

www.tdwi.org/LV2010

In-Depth Courses in Business Intelligence and Data Warehousing

BEST RATE

LIMITED TIME SPECIAL OFFER

Register by January 8 and **SAVE 25%**.

See details on page 37.

Requirements Gathering

predictive analytics

conformed dimensions

OLAP

Agile BI

dimensional modeling

Business Intelligence

business metrics

master data management

Data Warehousing

data governance

data quality

Join us in Las Vegas and:

- Validate and hone your BI direction
- Keep abreast of the latest technologies
- Get your professional BI certification

tdwi

THE DATA WAREHOUSING INSTITUTE

Essential Education
+ Networking + Exhibits

THE EXECUTIVES ARE WRITING THE CHECKS for your BI budget, but are you delivering all the value possible? Too often organizations fail to gather requirements, do so poorly, or think they know what users want. Do you truly understand your BI requirements? Are they mapped to your data models, and are you fully leveraging your technologies? Are your enterprise metrics measuring the right things?

TDWI is offering six days of in-depth education from industry thought leaders and in-the-trenches experts on business requirements, dimensional modeling, master data management, and more. It's the perfect opportunity to validate your current direction and survey new technologies and best practices in the world of BI. And for organizations that are just getting started, we offer plenty of foundational courses on BI and DW essentials.

You'll find everything you need to know about this premier educational event in the following pages. Browse our courses, meet our instructors, and learn about TDWI's other offerings, such as TDWI Membership and our certification program (CBIP). We also offer networking opportunities and an extensive exhibit hall, where you can get the latest information from the industry's biggest vendors and find out about new products from niche solution providers.

In short, TDWI offers high-impact, vendor-neutral education that you can put to use immediately. We hope to see you in Las Vegas!

—The TDWI Team

P.S. For executives and sponsors of BI, we proudly present the TDWI BI Executive Summit. See pages 6–7 for more information about this popular program.

Find More Online

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

www.tdwi.org/LV2010

for BI directors and BI sponsors

TDWI
BI EXECUTIVE SUMMIT

TAKING BI TO THE NEXT LEVEL

February 22–24, 2010

Co-located with the World Conference
See pages 6–7 for details.

tdwi
THE DATA WAREHOUSING INSTITUTE

Las Vegas
February 21–26

2010 TDWI WORLD CONFERENCE

+ 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 our courses provide objective, vendor-neutral information. All course topics and instructors are carefully selected to deliver the most timely and unbiased instruction available.

› Professional development and certification

TDWI offers a variety of professional development opportunities, from classroom training to the Certified Business Intelligence Professional (CBIP) program, recognized as the most meaningful credential in the industry.

› Broad range of course offerings

From courses that cover essential skills and concepts for those new to the industry, to courses on advanced topics for experienced professionals, TDWI offers classes that are appropriate for every member of your team, no matter what experience level.

› Both business and technical education

Recognizing that business intelligence interweaves business and technology in ways we've never before experienced, TDWI selects classes that achieve the right balance of business and technical topics. TDWI conferences offer opportunities for business people to increase their knowledge of technology and for technical people to increase their business literacy.

› Latest product and technology information

TDWI conferences feature a manageable and highly regulated exhibit hall where attendees can get product information with minimum hype and hassle. For more in-depth product information, choose from classes that review the latest vendor technologies.

Contents

Register today at
www.tdwi.org/LV2010

BEST RATE

LIMITED TIME SPECIAL OFFER

Register by January 8 and **SAVE 25%.**

See details on page 37.

What's New in Las Vegas

New and updated courses:

SUNDAY

S1	TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
S2	TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
S4P	The Information Worker in the 21st Century

MONDAY

M1	TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
M2	TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
M5	Get Real with Business Intelligence: An Introduction to Operational BI

TUESDAY

T2	TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics

WEDNESDAY

W6	Developing Your BI Tool Strategy and BI Bake Off
W7	Practical Data Quality Management

THURSDAY

TH8A	Data Requirements Analysis for Business Intelligence and MDM
TH8P	Data Profiling for Data Quality Assessment, Reengineering, and Data Integration

FRIDAY

F1	TDWI Data Integration Testing: Ensuring Quality for ETL and Data Consolidation
F5A	OLAP Technologies: How to Implement Dimensional Designs
F5P	Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence

Who Should Attend?

- Sponsors of BI and DW programs
- Business executives and managers
- Technology executives and managers
- Business analysts
- Technology architects
- Data architects and data modelers
- Project and program managers
- Data integrators
- Developers of BI and data warehousing systems
- Business and IT consultants
- Anyone with a role in performance management

How to Use This Brochure

1. Review course offerings

This brochure gives you an overview of the courses available at this conference. Course offerings have been organized two ways:

- By date (see AGENDA, pages 8–9)
- By course topic (see pages 10–12)

2. Reference course descriptions

Course descriptions begin on page 13 to help you finalize your selections. Visit our conference Web site at www.tdwi.org/LV2010 for more in-depth course and instructor information.

3. Select your courses

On page 36, you'll find a registration worksheet designed to help you select your courses and plan your week.

4. Register

Visit www.tdwi.org/LV2010 to register for the conference. See pages 36–37 for more information about registration, including deadlines, pricing, and a helpful worksheet to select your courses.

Keynote Presentations

Monday, February 22, 8:00–8:45 a.m.

Buytendijk on Strategy, Decision Making, and Business Intelligence

Frank Buytendijk
Vice President and Fellow,
Enterprise Performance Management
Oracle Corporation

Managers become grumpy when confronted with a dilemma. They want solutions, not problems. They are looking for ways to optimize and grow, not necessarily to carefully balance things. BI systems fuel that approach, promising optimization and insight in linear cause-and-effect relationships. But dilemmas are nothing to be scared of, and there are many techniques to deal with them—not through analysis (something BI people are obsessed with), but through synthesis. In this presentation, Frank Buytendijk will demonstrate synthesis as an entirely new angle to BI and performance management and explain how to deal with dilemmas. Attend this out-of-the-box presentation and learn what relationship therapy, the eighteenth century German philosopher Hegel, and the balanced scorecard have in common.

Thursday, February 25, 8:00–8:45 a.m.

Stop Paving the Cowpath

Mark Madsen
Research Director
Third Nature, Inc.

If you think you understand BI, think again. In this freewheeling presentation, Mark Madsen will challenge fundamental assumptions that underlie how we design, build, and deploy business intelligence.

These assumptions are apparent in how people expect the same technology at work that they have at home. Today's models are becoming a thing of the past, but IT organizations are not prepared for the BI of the future. How will the next generation of developers deliver information and insight to end users who expect the environment to be as well designed as the games on their Xbox?

Mark will place BI in the larger context of shifting economics, technology development, and social trends happening today. This keynote will show how advances in hardware and software are changing the economics of information management and creating new ways to deal with old problems.

+ What Your Peers Are Saying…

WHAT WAS THE VALUE TO YOU OF ATTENDING THE TDWI WORLD CONFERENCE?

"Taking classes from top-notch people. Access to the latest trends in technology and best practices. A chance to see the best technology and talk to the vendors."

David George, Group Leader
U.S. Forest Service

"It was great to hear what others are doing in industries different from mine. The interactive educational opportunities allowed that to happen, and enhanced the content of the given course."

Jennifer Besser, Investments Business Lead
Thrivent Financial for Lutherans

"This was a great conference after switching from technical service and DB2 systems support to working in the BI area for the last year and a half. The classes I took brought together a lot of the BI concepts and highlighted the best value-added approaches to modeling and data integration."

Brian Price, Lead Architect
Fifth Third Bank

Certified by TDWI

Get Certified at the TDWI World Conference in Las Vegas

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 Las Vegas, take the opportunity to prepare for and complete the CBIP exams. TDWI offers exam preparatory courses as well as courses to help you better prepare for the exams. In addition, there are multiple exam lab opportunities throughout the week, making it convenient for you to complete your certification requirements all at one conference.

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

CBIP EXAM LABS

Register at the conference, where a sign-up sheet will be posted. A laptop is required for testing. At a minimum, your laptop must be Windows compatible.* The testing software runs off a USB drive.

Monday	5:30–7:00 p.m.
Wednesday	6:00–7:30 p.m.
Thursday	5:30–7:00 p.m.
Friday	8:00 a.m.–2:00 p.m.

Fee Per Exam:
$325 TDWI Members / $350 non-Members

Exam Duration:
Maximum 90 minutes each

For more information, visit: www.tdwi.org/cbip

*Please note: The CBIP exam software does not work with Vista 64 bit.

CBIP EXAM PREP/CBIP-FRIENDLY COURSES

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

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

DATA ANALYSIS AND DESIGN (DA)

DATA INTEGRATION (DI)

BUSINESS ANALYTICS (BA)

LEADERSHIP AND MANAGEMENT (LM)

Recommended Courses to Better Prepare You for CBIP Certification

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

Why Become Certified?

Distinguish yourself professionally.

Your achievement of the CBIP credential tells the world—including current and prospective employers—that you are serious about business intelligence. Let your résumé show that your in-depth knowledge has been certified by TDWI, the industry's premier provider of BI and DW education. You'll gain competitive advantage and open up opportunities down the road.

Get an edge over the competition.

Achieve CBIP status and gain:

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

Is CBIP Right for You?

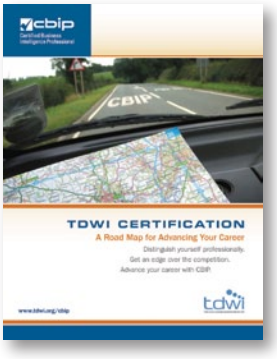
The CBIP program is designed for senior-level information systems and technology professionals in the business intelligence, data warehousing, and business analytics industry. A combination of experience, knowledge, and education provide the foundation for certification.

For More Information

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

Download your road map to advance your career today!

www.tdwi.org/cbip



TDWI

BI EXECUTIVE SUMMIT

Dedicated Program for BI Directors and BI Sponsors

February 22–24, 2010

Co-located with the TDWI World Conference

Your Challenge

As one of the top BI professionals in your organization, you are a go-to person when it comes to business intelligence and data warehousing.

As a **BI sponsor**, you are responsible for numerous information management initiatives, such as consolidating BI silos. There is much to do, yet little time to learn the best practices that will make the BI program a success.

As a **BI director**, you work closely with BI sponsors and users, oversee a growing team of BI professionals, and own or shape the BI/DW strategy, architecture, and budget. You face growing pressure to justify the company's BI/DW investments.

Where can you learn how to survive the gauntlet of being a BI executive in the twenty-first century? Where can you discover how to translate BI technology into bottom-line returns? Where can you learn all this without spending too much time out of the office?

Learn from Others

The TDWI BI Executive Summit brings together a select group of BI sponsors and BI directors from various industries for two days of interactive learning and discussion. The program puts you in contact with your peers and thought leaders in the BI industry who can address your most challenging questions and issues.

The BI Executive Summit helps you:

- Analyze and solve real-life BI scenarios
- Create a strong network of peers to whom you can turn for advice and guidance
- Validate your understanding of best practices and pitfalls in various BI/DW disciplines
- Stay abreast of the latest research, trends, and technologies in the industry

Taking BI to the Next Level

Many BI teams play a tactical role within their organizations: They have built a data warehouse and delivered reports to multiple departments. But to take BI to the next level requires transforming the data warehouse into a strategic resource. This leap calls for a strong foundation in data quality and governance, a well-designed BI road map with buy-in from senior executives, and a data warehousing platform that delivers data and insights in right time. It also entails moving beyond reporting to analytics, delivering deep insights against big data that can change the way the company does business.

At TDWI's BI Executive Summit, you will discover how to take BI to the next level, learning best practices from your peers.

TAKING BI TO THE NEXT LEVEL

www.tdwi.org/LV2010/ES

TDWI BI Executive Summit Agenda

MONDAY, FEBRUARY 22 8:00 A.M.–5:30 P.M.

MORNING SESSIONS

BI Market Trends: Driving Success Through Analysis and Action, *Wayne Eckerson, Director, TDWI Research*

CASE STUDIES: Beyond Reporting: Exploiting Analytics to Drive Business Operations with Actionable Information
- *Rozalind Kitt, DW Manager, Spokane Teachers Credit Union*
- *Suman Sharma, IT Leader of BI, GE Rail Service*
- *Sameer Gaur, Senior Vice President of Operations, GE Rail Service*

SPONSOR SPEED DATING: Short presentations on key topics in BI and DW

AFTERNOON SESSIONS

CASE WORKSHOP: From Data Warehousing to Business Intelligence
- *Tim Fleming, Vice President, Ingersoll Rand Industrial Technologies*
- *Jignesh Sampat, Director of IT, Ingersoll Rand Industrial Technologies*

The Ten Habits of Highly Effective Data Quality Leaders, *Thomas Redman, the "Data Doc," Navesink Consulting Group*

PANEL: Best Practices in Data Governance and Data Quality, *Philip Russom, Senior Manager, TDWI Research; Various panelists*

TUESDAY, FEBRUARY 23 8:00 A.M.–5:30 P.M.

MORNING SESSIONS

Building (or Rebuilding) Your BI Strategy, *Jill Dyché, Partner, Baseline Consulting*

PANEL: Management Strategies for Delivering Effective BI Solutions, *Various panelists*

BI Based Organizations: The New Requirement for Competing in the Marketplace, *Hugh Watson, Professor of MIS, Terry College of Business, University of Georgia*

CASE STUDY: Making Money with Cloud-Based Dashboards, *Shawn Spott, Vice President, Marketing Research and Strategic Analysis, RBC Wealth Management*

CASE STUDY: Delivering Real-Time Insights to Customers
- *Jonathan Levine, Co-President/CTO, LinkShare Corp.*
- *David Ramos, Director of BI and Analytics, LinkShare Corp.*

AFTERNOON SESSIONS

ROLE-BASED WORKSHOP, *All*

Social Intelligence: Analyzing Customer Behavior Using Social Media, *Bill Baker, CTO, Visible Technologies*

The Keys to Creating a Successful Analytics Strategy, *Aldo Mancini, Global Head of Data Intelligence, Synovat*

WEDNESDAY, FEBRUARY 24 8:00 A.M.–11:15 A.M.

MORNING SESSIONS

Data Warehousing on a Thumb Drive... and Other Reflections on the State of the BI Industry, *Mark Madsen, Principal, Third Nature*

PANEL: The Future of BI, *Sponsor representatives*

AGENDA Las Vegas 2010

SUNDAY FEBRUARY 21

SCHEDULE

COURSES

Full Day	9:00 a.m.–5:00 p.m.
Half Day A (a.m.)	9:00 a.m.–12:15 p.m.
Half Day P (p.m.)	1:45–5:00 p.m.

EVENTS

Breakfast	8:15–9:15 a.m.
Lunch Break	12:15–1:45 p.m.
CBIP Exam Lab	5:30–7:00 p.m.

COURSE OFFERINGS

☐ **S1 UPDATED!** DI ✓cbip p. 13
TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
M. Peco

☐ **S2 UPDATED!** BA ✓cbip p. 13
TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
T. Saunders

☐ **S3** LM p. 13
BI from Both Sides: Aligning Business and IT
J. Dyché

☐ **S4A** LM p. 14
How Healthy is Your BI Environment? Assessing Its Strengths and Weaknesses
C. Imhoff

☐ **S4P NEW!** LM p. 14
The Information Worker in the 21st Century
C. Imhoff, C. White

☐ **S5P** BA LM p. 14
Performance Dashboards: Measuring, Monitoring, and Managing Your Business
W. Eckerson

See pages 10–12 for course offerings by topic.

Course Topics Key

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

- BA Business Analytics
- DA Data Analysis and Design
- DI Data Integration
- LM Leadership and Management
- AT Administration and Technology
- ✓cbip CBIP Friendly

MONDAY FEBRUARY 22

SCHEDULE

KEYNOTE (see p. 3) 8:00–8:45 a.m.

COURSES

Full Day	9:00 a.m.–5:00 p.m.
Half Day A (a.m.)	9:00 a.m.–12:15 p.m.
Half Day P (p.m.)	1:45–5:00 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Lunch Break	12:15–1:45 p.m.
Hospitality Suites	7:00 p.m.

COURSE OFFERINGS

☐ **M1 UPDATED!** AT DA ✓cbip p. 15
TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
M. Peco

☐ **M2 UPDATED!** DA ✓cbip p. 15
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
S. Hoberman

☐ **M3** DA p. 15
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
L. Reeves

☐ **M4** DI p. 16
Kimball ETL Architecture for Delivering Dimensional Data Warehouses
B. Becker

☐ **M5 NEW!** BA p. 16
Get Real with Business Intelligence: An Introduction to Operational BI
C. Imhoff, C. White

☐ **M6A** LM p. 16
BI Manager Toolkit: Managing Accountability for Project Success
M. Clarry, L. Rickard

☐ **M6P** LM p. 17
BI Manager Toolkit: Negotiating and Resolving Disagreements
M. Clarry. L. Rickard

☐ **M7A** DI p. 17
Implementing MDM for BI and Data Integration
E. Levy

☐ **M7P** DI p. 17
Change Management for MDM
E. Levy

☐ **M8A** ✓cbip p. 17
CBIP Preparation for the Information Systems Core Exam
J. Geiger

☐ **M8P** ✓cbip p. 18
CBIP Preparation for the Data Warehousing Exam
J. Geiger

☐ **BI EXECUTIVE SUMMIT** p. 6–7
Special program for BI directors and BI sponsors

TUESDAY FEBRUARY 23

SCHEDULE

COURSES

Full Day	8:00 a.m.–5:30 p.m.
Half Day A (a.m.)	8:00–11:15 a.m.
Half Day P (p.m.)	2:15–5:30 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Exhibit Hall Open and Lunch	11:15 a.m.–2:15 p.m.
Exhibit Hall Open and Reception	5:00–7:00 p.m.
Hospitality Suites	7:00 p.m.

COURSE OFFERINGS

☐ **T1** LM ✓cbip p. 18
TDWI Project Management for Business Intelligence
D. Wells

☐ **T2 UPDATED!** DA BA ✓cbip p. 18
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
J. O'Brien

☐ **T3** BA ✓cbip p. 19
TDWI Introduction to Business Analytics
M. Peco

☐ **T4** DA p. 19
Intermediate and Advanced Techniques for Effective Data Modeling
S. Hoberman

☐ **T5** LM p. 20
Data Governance for BI Professionals
J. Dyché, K. Nevala

☐ **T6** LM DA p. 20
Data Driven: Managing Data Assets
T. Redman

☐ **T7A** p. 20
Evaluating ETL Tools and Technologies
M. Madsen

☐ **T7P** DA p. 21
Social Media, Web 2.0, and BI: Extending the BI Portfolio
M. Madsen

☐ **T8A** DI LM p. 21
CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives
J. Geiger

☐ **T8P** BA DI p. 21
Data Quality for Operational BI
J. Geiger

☐ **BI EXECUTIVE SUMMIT** p. 6–7
Special program for BI directors and BI sponsors

WEDNESDAY FEBRUARY 24

SCHEDULE

COURSES

Full Day	8:00 a.m.–5:30 p.m.
Half Day A (a.m.)	8:00–11:15 a.m.
Half Day P (p.m.)	2:15–5:30 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Exhibit Hall Open and Lunch	11:15 a.m.–2:15 p.m.
CBIP Exam Lab	6:00–7:30 p.m.
Hospitality Suites	7:00 p.m.

COURSE OFFERINGS

☐ **W1** BA LM CBIP p. 22
TDWI Enterprise Metrics: Designing Integrated Business Metrics
J. O'Brien, M. Peco

☐ **W2** DA p. 22
Dimensional Design: Intermediate and Advanced Techniques
C. Adamson

☐ **W3** LM p. 22
Putting the Business Back in BI: A Framework for Requirements and Value Management
D. Wells

☐ **W4** DI LM p. 23
Let's Stop Calling It Metadata: It's About Managing Information
J. Geiger

☐ **W5** LM p. 23
Power, Politics, and Partnership in Business Intelligence Projects
M. Clarry, L. Rickard

☐ **W6 UPDATED!** AT BA p. 24
Developing Your BI Tool Strategy and BI Bake Off
C. Howson

☐ **W7 NEW!** DA p. 24
Practical Data Quality Management
D. Loshin

☐ **W8** DI DA p. 24
Kimball Data Warehouse Lifecycle Overview
B. Becker

☐ **BI EXECUTIVE SUMMIT** p. 6–7
Special program for BI directors and BI sponsors

THURSDAY FEBRUARY 25

SCHEDULE

KEYNOTE (see p. 3) 8:00–8:45 a.m.

COURSES

Full Day	9:00 a.m.–5:00 p.m.
Half Day A (a.m.)	9:00 a.m.–12:15 p.m.
Half Day P (p.m.)	1:45–5:00 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Lunch Break	12:15–1:45 p.m.
CBIP Exam Lab	5:30–7:00 p.m.

COURSE OFFERINGS

☐ **TH1** DA CBIP p. 25
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
D. Wells

☐ **TH2** DI CBIP p. 25
TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
M. Gonzales

☐ **TH3** AT p. 25
Designing a High-Performance Data Warehouse
S. Brobst

☐ **TH4** BA DI p. 26
The BI Pathway Approach: Delivering BI for Business Value
N. Williams

☐ **TH5** DA p. 26
Integrating Data Warehouses and Data Marts Using Conformed Dimensions
L. Reeves

☐ **TH6** LM p. 26
Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs
R. Seiner

☐ **TH7A** BA LM p. 27
Predictive Analytics: A Business Perspective
T. Rathburn

☐ **TH7P** BA DA p. 27
Predictive Analytics: Making It Work
T. Rathburn

☐ **TH8A UPDATED!** DI p. 27
Data Requirements Analysis for Business Intelligence and MDM
D. Loshin

☐ **TH8P NEW!** DI DA p. 27
Data Profiling for Data Quality Assessment, Reengineering, and Data Integration
D. Loshin

FRIDAY FEBRUARY 26

SCHEDULE

COURSES

Full Day	8:00 a.m.–3:30 p.m.
Half Day A (a.m.)	8:00–11:15 a.m.
Half Day P (p.m.)	12:15–3:30 p.m.

EVENTS

Breakfast	7:30–8:30 a.m.
Lunch Break	11:15 a.m.–12:15 p.m.
CBIP Exam Lab	8:00 a.m.–2:00 p.m.

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 UPDATED!** DI p. 28
TDWI Data Integration Testing: Ensuring Quality for ETL and Data Consolidation
M. Gonzales

☐ **F2** LM p. 28
An Agile Method for Data Warehousing
R. Hughes

☐ **F3** DA p. 28
Business Requirements Workshop: BI Requirements Gathering Techniques
D. Wells

☐ **F4A** LM AT p. 29
The Future of Data Warehousing
S. Brobst

☐ **F4P** AT p. 29
Capacity Planning for Enterprise Data Warehouse Deployment
S. Brobst

☐ **F5A NEW!** DA p. 29
OLAP Technologies: How to Implement Dimensional Designs
J. O'Brien

☐ **F5P UPDATED!** AT LM p. 29
Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence
J. O'Brien

COURSE OFFERINGS BY TOPIC

These pages group the Las Vegas conference courses by BI/DW topic as a way to help you plan your classes. Please see pages 8–9 to view the same information organized by days of the week. Feel free to mix and match courses across various topics, if that suits your needs best. (Note that many courses can be found in more than one topic.)

› Featured Topics The conference in Las Vegas features a special focus on:

BI Essentials

Strengthen your understanding of business intelligence (BI) and data warehousing (DW). These courses are designed to take you from basic BI/DW concepts and principles to expanded essentials such as data modeling and metrics. New and returning students will find that these courses provide the building blocks that are the keys to understanding the rest of this dynamic field of information technology.

Master Data Management (MDM) and Data Governance

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 the 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, and security of data. This conference offers courses on best practices to get your data governance and MDM programs underway.

Requirements Gathering for Business Intelligence

Understand requirements and the best practices to gather requirements for your business intelligence program is one of the most critical components to the overall success of your project. This conference offers three days of focused courses on BI requirements gathering as well as a course on requirements gathering for data quality.

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 to your organization and make analytics work for your organization.

Data Modeling

Data that is organized and optimally stored in the warehouse needs thoughtful design 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 Management

Data is the cornerstone of a business intelligence system and the management of it can be very complex. Learn how to model, improve quality, integrate, store, and govern this most precious asset.

+ Need help selecting your courses?

Contact the TDWI Education Department:

Phone: 425.277.9181

E-mail: education@tdwi.org

› Core Topics

TDWI offers courses in the following core disciplines at every conference:

Data Analysis and Design

provides the foundation for delivery of BI applications. Analysis concentrates on understanding business needs for data and information. Design focuses on translating business information needs into data structures that are adaptable, extensible, and sustainable. Core skills include information needs analysis, specification of business metrics, and data modeling. A solid understanding of data warehousing concepts, architectures, and processes is essential as well.

COURSE OFFERINGS BY TOPIC

› Core Topics (continued)

Data Integration

is fundamental to data warehousing and is a vital process for a rich and robust data resource to deliver BI solutions. Integration includes all of the activities necessary to acquire data from sources, and to transform and cleanse the data. The body of knowledge includes concepts and skills for source data analysis and source qualification, data profiling, source/target mapping, data cleansing and transformation, and ETL development.

Leadership and Management

focuses on effectively integrating people, processes, and technology to deliver business value. The field requires depth of process knowledge, including development methodology, program management, project management, organizational and team-building skills, as well as a high-level technical understanding of BI applications and data warehousing concepts.

Administration and Technology

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

COURSE DESCRIPTIONS

Sunday (S)

S1 **UPDATED!** Sunday, February 21, 9:00 a.m.–5:00 p.m.
Data Integration

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

Mark Peco

This introductory-level course provides an overview of the activities, processes, and products involved in building a DW. From business architecture to databases and access tools, the course examines the deliverables of DW programs and discusses the resources and skills needed to produce them. While much of the DW effort is expended in development projects, this course broadens the perspective from project to program and examines architecture and operations deliverables as well as those of development projects. The course emphasizes the common language, concepts, and understanding necessary to enable effective teamwork and achieve DW success.

The data-to-value chain describes the transition from data to value as DATA → INFORMATION → KNOWLEDGE → ACTION → OUTCOME → VALUE. This course focuses on those parts of the data-to-value chain that begin with data and end with information.

For an introduction to the INFORMATION → ... → VALUE portion of the chain, consider S2, TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact.

YOU WILL LEARN

- Basic concepts of DW
- Common language, terminology, and definitions in DW
- Key factors that contribute to DW success
- Risk factors for DW projects
- Common approaches to DW architecture
- DW roles and responsibilities
- DW development concepts and best practices
- DW operations and administration considerations

GEARED TO

- Anyone new to DW; DW teams; DW team members

S2 **UPDATED!** Sunday, February 21, 9:00 a.m.–5:00 p.m.
Business Analytics

TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

Todd Saunders

This course promotes common language, consistent definitions, shared expectations, and mutual understanding essential to successful BI programs. BI focuses on the use of information to drive effective business actions—it is the vehicle to achieve maximum business value from DW. This course provides a comprehensive overview of business, technical, and cultural implications of BI.

The data-to-value chain describes the transition from data to value as: DATA → INFORMATION → KNOWLEDGE → ACTION → OUTCOME → VALUE. This course focuses on those parts of the chain that begin with information and end with value.

For an introduction to the DATA→ INFORMATION portion of the chain, consider S1, TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing.

YOU WILL LEARN

- The factors that contribute to maximum business value
- Six common kinds of BI/DW business applications
- Key elements and common applications of business analytics
- The roles of dashboards, scorecards, and analytic applications
- The relationships between BI and DW
- Components of the BI infrastructure: people, processes, and technologies
- Best practices and common mistakes in BI programs

GEARED TO

- Anyone with a role in BI programs; DW managers and leaders who are seeking to increase the value delivered from the DW; business and technical people who need to work together to implement BI; teams who need to develop a common base of concepts and terminology for BI

S3 Sunday, February 21, 9:00 a.m.–5:00 p.m.
Leadership and Management

BI from Both Sides: Aligning Business and IT

Jill Dyché

"How do I educate my business unit managers/end users/developers/executives about BI?" This is a question that people across BI maturity levels continue to ask.

As BI becomes an ever more critical corporate program, line-of-business managers and end users are not only key stakeholders, but they also increasingly hold the purse strings. Managers and IT need better ways of planning their BI initiatives and understanding how to justify ongoing information deployment.

This popular workshop—often attended by IT and business-user teams from the same company—focuses on ways to ensure that DW and BI projects remain a strategic priority. For managers considering new BI applications, it covers a series of real-life scenarios that illustrate requirements-driven development. For those already underway with their BI initiatives, it presents best-practice case studies to ensure that BI is approached not as a one-time-only activity, but as a portfolio of capabilities deployed over time. Examples of BI success stories are interwoven throughout the session to illustrate high-profile best practices.

YOU WILL LEARN

- What we've learned the hard way—how BI best practices have evolved
- How to plan BI projects around corporate strategy
- Selling BI internally, and why it's a process
- A structured way to launch BI governance

GEARED TO

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

COURSE DESCRIPTIONS

S4A Sunday, February 21, 9:00 a.m.–12:15 p.m.
Leadership and Management

How Healthy Is Your BI Environment? Assessing Its Strengths and Weaknesses

Claudia Imhoff

Almost every major enterprise today has some form of DW and BI capabilities. However, many question the value of their decision-making environments, struggle with next steps, and wonder how to improve the usability of their environment. The best way to answer these questions is to perform an assessment of existing capabilities, comparing them to documented best practices and developing a road map of improvements. This seminar introduces the structure of a readiness assessment, providing actionable recommendations that enable the DW/BI team to maximize its potential for success by leveraging its strengths and mitigating its cultural issues, risks, and weaknesses.

YOU WILL LEARN

- The assessment's objectives
- Four stages of an assessment: information gathering, analysis, presentation, and knowledge transfer
- Process and expected deliverables
- Sample assessment findings
- How vendors can help

GEARED TO

- Business sponsors; business managers; project managers; project leads

S4P NEW! Sunday, February 21, 1:45–5:00 p.m.
Leadership and Management

The Information Worker in the 21st Century

Claudia Imhoff, Colin White

Business intelligence (BI) has gained acceptance in all corners of the modern enterprise. Now more than ever, fact-based decision making is critical not only to the success of a business but also to its very survival. BI technologies must support not only the sophisticated statistician and researcher but also the front line, customer-facing individuals, and all levels of executives.

This course looks at the evolution of BI technologies, examines the characteristics of the information worker, and discusses the BI technological features needed to support the mass of new information workers tapping into decision intelligence.

YOU WILL LEARN

- Definition and history of an information worker
- Difference between information producers and information consumers
- Characteristics of different information workers and examples of their work
- Technological needs of each information worker
- Examples of BI technologies and how they support information workers
- Getting started steps

GEARED TO

- Business sponsors; business managers; project managers; project leads

S5P Sunday, February 21, 1:45–5:00 p.m.
Business Analytics, Leadership and Management

Performance Dashboards: Measuring, Monitoring, and Managing Your Business

Wayne Eckerson

Performance dashboards are the new face of BI, providing a layered interface that conforms to the way users work. In a performance dashboard, users move through successive layers of information in a carefully guided and systematic manner. This course will show how performance dashboards blend the once distinct disciplines of BI and performance management into a powerful agent of organizational change.

YOU WILL LEARN

- The difference between scorecards and dashboards
- The difference between operational, tactical, and strategic dashboards
- The MAD framework for designing dashboards
- How to design effective KPIs
- Different ways to cascade KPIs
- How to architect a performance dashboard
- Business drivers and costs for delivering performance dashboards
- Requirements for selecting dashboard products

GEARED TO

- Business sponsors and managers; BI directors; project managers and tool managers; developers

+ Need help selecting your courses?

Contact the TDWI Education Department:

Phone: 425.277.9181

E-mail: education@tdwi.org

Monday (M)

M1 **UPDATED!** CBIP Monday, February 22, 9:00 a.m.–5:00 p.m.
Administration and Technology, Data Analysis and Design

TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach

Mark Peco

This course provides an overview of some of the common architectures (hub versus bus) and methodologies (top-down versus bottom-up) that uniquely combine to form a data warehousing approach. There are many available published approaches and it can be difficult to objectively evaluate, select, and manage the "right" approach for a given situation. This course develops an assessment framework that can be applied across a range of approaches to help guide architects and managers in their selection process. As an illustration, the framework is developed and applied to some of the published approaches that are available in the literature and promoted by leading practitioners.

YOU WILL LEARN

- To identify and describe some popular and common DW architectures
- To identify differences between top-down, bottom-up, and hybrid methodologies
- How architectures and methodologies are dependent on each other and combine to form an approach
- To describe key features of some available, published DW approaches
- How to objectively assess and select the right approach for your DW program
- How to use ongoing assessments to ensure your approach maintains its relevance over time

GEARED TO

- DW/BI architects; program managers and directors; business sponsors for DW/BI programs; practitioners who need to distinguish between DW approaches; participants in DW architectural and/or methodology decisions

M2 **UPDATED!** CBIP Monday, February 22, 9:00 a.m.–5:00 p.m.
Data Analysis and Design

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

Steve Hoberman

BI and DW systems challenge the data modeling techniques of the past as new roles and uses of data demand updated skills. The "toolbox" for data modelers has expanded beyond basic entity-relationship modeling and now includes techniques to manage time-variant data, data redundancy, and much more.

For those with data modeling experience, this course extends their skills to include modeling of business metrics, modeling of temporal data, and more. For those new to data modeling, the course introduces the modeling skills needed for BI and DW systems. Those who need to understand data models, but not how to develop them, will understand the various forms of data models and what they should communicate.

This course assumes knowledge of DW concepts and BI fundamentals.

YOU WILL LEARN

- Modeling techniques to gather business requirements
- Differences in modeling approaches for business transactions, business events, and business metrics
- Semantic and subject modeling techniques for the "big picture"
- Relational modeling skills, and when to apply them
- Dimensional modeling skills, and when to apply them
- State-transition modeling skills, and when to apply them
- The role of normalization in DW and BI systems
- How time-variant data is represented in data models
- Optimization techniques for warehousing data stores
- Data modeling for DWs, data marts, and analytic applications

GEARED TO

- Data architects; data modelers; project and program managers; DSS and analytics developers; business people with DW and BI roles

M3 Monday, February 22, 9:00 a.m.–5:00 p.m.
Data Analysis and Design

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

Laura L. Reeves

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

This course teaches the fundamentals of business dimensional modeling using real-world scenarios. The course provides a solid foundation that can be used by business community members to improve communication and increase understanding and participation throughout the project.

The course then puts the modeling effort into the proper context. Techniques for successfully gathering business requirements are shared, and an overview of what is needed to build the database and deliver the data to the business is provided. Design exercises reinforce the concepts presented in class.

Exposure to some IT projects is helpful.

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 involved with the DW; business community members who are interested in understanding basic dimensional modeling concepts; BI application developers; project managers; database administrators; data modelers; data staging developers

COURSE DESCRIPTIONS

M4 Monday, February 22, 9:00 a.m.–5:00 p.m.
Data Integration

Kimball ETL Architecture for Delivering Dimensional Data Warehouses

Bob Becker

For organizations implementing a dimensional data warehouse, this course helps you understand the key factors necessary to effectively design the back room of a data warehouse. This is not a microscopic code-oriented implementation class—rather, it is a product-independent architecture class for the designer/architect who must keep a broad perspective and who also needs to know what the latest technologies and techniques make possible.

This course assumes familiarity with the basic principles of dimensional modeling.

YOU WILL LEARN

- Extracting—gathering raw data from the source systems before any significant restructuring of the data takes place
- Cleaning and conforming—sending source data through a series of processing steps to improve the quality of the data, and merging data from two or more sources to create and enforce conformed dimensions and conformed metrics
- Delivering—physically structuring and loading the data into the target dimensional models
- Managing—managing the related systems and processes of the ETL environment

GEARED TO

- Data warehouse implementers responsible for building the ETL environment, including ETL developers, ETL architects, DW operational staff, and DW architects

M5 NEW! Monday, February 22, 9:00 a.m.–5:00 p.m.
Business Analytics

Get Real with Business Intelligence: An Introduction to Operational BI

Claudia Imhoff, Colin White

Business intelligence (BI) is playing an ever increasing and important role in driving and optimizing daily business operations. This trend is leading to major changes in both the functionality and the usability of BI-related technologies and products. Developing an operational BI strategy in this dynamic and constantly changing environment is not a simple task. This first course in the three-day operational BI track lays the groundwork for understanding and implementing a world-class BI environment geared to support all forms of BI. The course walks the attendee through the architectural requirements as well as the techniques, technologies, and products available today to extend the traditional BI environment and enable a smart and flexible business decision-making environment for optimizing operational business decisions and actions. Project best practices, tips, and critical success factors complete this comprehensive and practical course.

YOU WILL LEARN

- A detailed understanding of operational BI and its architecture
- Techniques, technologies, and products supporting operational BI implementations
- Best practices for implementation
- Project success factors

GEARED TO

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

M6A Monday, February 22, 9:00 a.m.–12:15 p.m.
Leadership and Management

BI Manager Toolkit: Managing Accountability for Project Success

Maureen Clarry, Lorna Rickard

BI initiatives operate in a climate of continuous change. BI organizations must be in touch with reality, because reality drives the need for change. A sense of urgency must be derived from the recognition that today's business is endlessly competitive and demanding. Will people successfully adjust to these changes or be overwhelmed by them, taking performance and productivity with them? Positive change is possible through change management, adequate ownership, and clear accountabilities.

YOU WILL LEARN

- Key areas that drive change in BI initiatives
- Steps to increase personal accountability for adapting to change
- How to create clear accountabilities in matrixed reporting relationships
- A model for creating change that optimizes productivity
- A framework of BI roles and accountabilities
- Patterns of relationships that destroy accountability

GEARED TO

- Business sponsors; program/project managers; managers/team members who want to excel beyond their technical skills

WHAT WAS THE VALUE TO YOU OF ATTENDING THE TDWI WORLD CONFERENCE?

"Hear other people's perspectives on DW and BI. Knowledge gained from courses. Motivating environment that I brought back to work with me."

Eric Drobny, Project Manager
TransFirst, LLC

M6P Monday, February 22, 1:45–5:00 p.m.
Leadership and Management

BI Manager Toolkit: Negotiating and Resolving Disagreements

Maureen Clarry, Lorna Rickard

Successful BI initiatives focus on results. To optimize performance, we must effectively resolve issues, settle differences, and implement solutions. Participants are introduced to five conflict-handling modes. They learn when each mode is typically most appropriate and how to apply those skills. They discover how over- or under-using any one mode can create unwanted situations.

YOU WILL LEARN

- How to analyze your effectiveness in different situations
- How to recognize the conflict style of others and respond effectively
- The impact that different conflict styles have on working relationships
- How to assess conflict situations and apply the most appropriate conflict mode
- Conflict management techniques to expand your skill and effectiveness

GEARED TO

- Business sponsors; program/project managers; managers/team members who want to excel beyond their technical skills

M7A Monday, February 22, 9:00 a.m.–12:15 p.m.
Data Integration

Implementing MDM for BI and Data Integration

Evan Levy

Many companies have invested in their BI systems and shown the value of integrated, cross-functional data through significant ROI, operational efficiencies, and competitive differentiation. However, DW is the tip of the iceberg when addressing enterprise data integration. The holy grail, to many, is providing operational data integration—and enabling data correction at the source. Evan Levy describes how the existing practices in place with the DW can be expanded to support MDM. Evan will describe where the MDM/BI combination either makes sense or presents risk.

This course assumes experience in implementing data warehousing and BI.

YOU WILL LEARN

- The difference between CDI and MDM from ETL and the DW
- The "hidden gems" of the DW
- The different approach to data quality, data correction, and integration
- MDM and BI co-dependence
- How to strengthen the DW program with operational data integration

GEARED TO

- BI and data architects; BI/DW developers

M7P Monday, February 22, 1:45–5:00 p.m.
Data Integration

Change Management for MDM

Evan Levy

Computer programming pioneer Alan Kay says, "The best way to predict the future is to invent it." Many companies acknowledge that MDM is part of their future, and they're inventing it for their organizations. How do you dovetail MDM into an incumbent IT infrastructure? This presentation covers the three aspects of change management for MDM—technical, business, and cultural—and describes how best-practice companies ensure that their master data is deployed in a sustained and deliberate way.

This course assumes experience in implementing data warehousing and BI.

YOU WILL LEARN

- The "five pillars of MDM" and the functional details of each
- The impact MDM has on incumbent business processes and how to challenge those standards
- Where the technology team will be challenged by MDM
- How to extend change management beyond application operations to include data and process issues

GEARED TO

- BI and data architects; BI/DW developers

M8A Mcbip Monday, February 22, 9:00 a.m.–12:15 p.m.

CBIP Preparation for the Information Systems Core Exam

Jonathan G. Geiger

This course is for those who have knowledge and experience in the information systems field but would benefit from an interactive and informative review prior to taking the information systems core exam. You'll prepare to test through discussion, review of concepts and terminology, and practice with sample exam questions. A CBIP-certified instructor who has experienced the process and can share tips to improve your performance on the exam will lead this class.

This course assumes a working knowledge of information systems.

YOU WILL LEARN

- Concepts and terms used in the exam (technology and business; application system; data management; systems development)
- What constitutes the complete body of knowledge for the exam
- How to assess your knowledge and skill
- What to expect during the examination process
- Techniques to improve your performance on the exam

GEARED TO

- Everyone seeking CBIP certification (the core exam is required for all CBIP specialties)

COURSE DESCRIPTIONS

M8P CBIP — Monday, February 22, 1:45–5:00 p.m.

CBIP Preparation for the Data Warehousing Exam

Jonathan G. Geiger

This course is for those who already have DW 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 practice with sample exam questions. A CBIP-certified instructor who has experienced the process and can share tips to improve your performance on the exam will lead this class.

This course assumes a working knowledge of data warehousing.

YOU WILL LEARN

- Concepts and terms used in the exam (organization and methodology; architecture and technology; data modeling; data integration; implementation and operation)
- What constitutes the complete body of knowledge for the exam
- How to assess your knowledge and skill
- What to expect during the examination process
- Techniques to improve your performance on the exam

GEARED TO

- Everyone seeking CBIP certification (the DW exam is required for all CBIP specialties)

CBIP EXAM LABS

Register at the conference, where a sign-up sheet will be posted. A laptop is required for testing. At a minimum, your laptop must be Windows compatible.* The testing software runs off a USB drive.

Monday	5:30–7:00 p.m.
Wednesday	6:00–7:30 p.m.
Thursday	5:30–7:00 p.m.
Friday	8:00 a.m.–2:00 p.m.

Fee Per Exam:
$325 TDWI Members / $350 non-Members

Exam Duration:
Maximum 90 minutes each

For more information, visit: www.tdwi.org/cbip

*Please note: The CBIP exam software does not work with Vista 64 bit.

Tuesday (T)

T1 CBIP — Tuesday, February 23, 8:00 a.m.–5:30 p.m.
Leadership and Management

TDWI Project Management for Business Intelligence

David L. Wells

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

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

YOU WILL LEARN

- Why and how managing BI projects is more difficult than managing traditional IT projects
- How to define a manageable BI project
- How to choose among traditional, agile, and rational unified project management methods
- How to combine methods to create a hybrid approach to BI project management
- How to plan a project with each project management method
- How to apply each method in project execution
- How each method supports project monitoring and control
- How to apply each method at project completion

GEARED TO

- BI and data warehousing project managers; business and IT managers with BI roles and responsibilities

T2 UPDATED! CBIP — Tuesday, February 23, 8:00 a.m.–5:30 p.m.
Data Analysis and Design, Business Analytics

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics

John O'Brien

Dimensional data is a core component of modern BI and DW 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 BI and DW 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 to 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; BI and DW program and project managers

T3 CBIP

Tuesday, February 23, 8:00 a.m.–5:30 p.m.
Business Analytics

TDWI Introduction to Business Analytics

Mark Peco

This introductory-level course provides an overview of the concepts, skills, and terminology of business analytics. Business analytics is at the forefront of BI. It is through analytics that business managers and analysts achieve the insights that lead to informed and innovative business decisions. Yet analytics is a complex field that involves many disciplines ranging from statistics to data visualization. This course provides an overview of those disciplines and describes the role of each in business analytics and BI systems.

YOU WILL LEARN

- Why an understanding of statistics is critical to analytic systems
- Why it is important to understand the needs and roles of consumers of analytics
- How business measurement and analytics are related and how they are different
- How analytics are used in business management and decision making
- How to make informed presentation and visualization choices for analytic systems
- How portfolio management concepts support analytic systems and components

GEARED TO

- Anyone new to BI; BI team members; anyone with a role in definition and development of business analytics systems

T4

Tuesday, February 23, 8:00 a.m.–5:30 p.m.
Data Analysis and Design

Intermediate and Advanced Techniques for Effective Data Modeling

Steve Hoberman

A successful modeling effort satisfies the current data requirements, enables efficient information retrieval, and evolves gracefully to support changing business needs over time.

This course presents both intermediate and advanced techniques that will lead you to greater successes with your data modeling deliverables. Techniques are explained with the help of numerous examples. Many of these techniques have been developed and fine-tuned through the instructor's own experiences. A very important goal of this course is for you to learn at least one new technique to take back to your own organization.

This course assumes basic knowledge of data modeling concepts.

YOU WILL LEARN

- The Normalization Hike, where a series of 10 steps leads us to a fully normalized design
- An updated version of the Denormalization Survival Guide, which includes a question-and-answer approach to selectively introducing denormalization into your data model
- The Abstraction Safety Guide, which maximizes design flexibility
- When to use generic starter models
- How to use some powerful templates
- What to look for in reviewing a data model
- A number of challenging design situations, including when to use surrogate keys and variations of slowly changing dimensions

GEARED TO

- Data architects; analysts; modelers

WHAT WAS THE VALUE TO YOU OF ATTENDING THE TDWI WORLD CONFERENCE?

"I walked away with my CBIP; it reinforced what I already knew and what I need to know."

Desmond Griffiths, Senior Project Manager
Sony

COURSE DESCRIPTIONS

T5 Tuesday, February 23, 8:00 a.m.–5:30 p.m.
Leadership and Management

Data Governance for BI Professionals

Jill Dyché, Kimberly Nevala

A recent study by Aberdeen Group (Winning Master Data Management Strategies for 2008–2009) reported "Growing numbers and types of enterprises are pursuing initiatives related to data governance." With data governance interest on the rise, and the stakes in corporate data higher than ever, how should companies launch effective data governance efforts?

The single most ubiquitous question about data governance is "How do we start?" This workshop discusses the tactics necessary to launch and sustain an effective data governance effort. It will cover the 10 most common mistakes companies make when launching data governance and offers case studies of what companies have done right when it comes to ensuring data governance adoption. The workshop pays particular attention to how BI and data warehouse skills can be leveraged when beginning a new data governance effort and will include a short self-assessment exercise for participants to gauge their own readiness for data governance.

YOU WILL LEARN

- Why data governance is more process, less committee
- Why the concept of "decision rights" is so critical
- The single biggest mistake companies make when launching data governance
- How to get started the right way

GEARED TO

- Data stewards; project managers; business sponsors; data modelers and other data management staff; BI professionals interested in expanding their roles beyond analytical data

T6 Tuesday, February 23, 8:00 a.m.–5:30 p.m.
Leadership and Management, Data Analysis and Design

Data Driven: Managing Data Assets

Thomas C. Redman

For some time, managers have urged their organizations to manage data like an asset. Lacking an understanding of what that means, few organizations have taken anything but tepid first steps. Quality remains low with devastating consequences (the current financial crises are but the latest example); governance programs are wrongly positioned, ill focused, and undermanned; and internal politics stymie progress. Worse still, data molders away, its potential to improve operations, better understand customers, and uncover new niches left unexplored.

This workshop introduces three simple recommendations that organizations should follow to manage data assets. It describes the nature of data in organizations; the importance of data quality, where it fits, and the habits of those with the best data; and 15 ways that organizations can bring data to market. It also surveys the tough political issues that arise and offers steps organizations can take to advance their management systems and embrace data.

YOU WILL LEARN

- What it means to manage data assets
- The many ways to put data to work
- Where data quality fits and how those with the best data do it
- How to take advantage of, or at least steer clear of, the brutal politics associated with data

GEARED TO

- Senior executives; chief data officers; those charged with leading data programs; veterans of data management, data quality, and data governance; fresh faces seeking new perspectives on data

T7A Tuesday, February 23, 8:00–11:15 a.m.

Evaluating ETL Tools and Technologies

Mark Madsen

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

This course assumes an understanding of relational databases and DW terms/concepts.

YOU WILL LEARN

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

GEARED TO

- Anyone involved in the design or implementation of ETL for a DW or BI application

T7P Tuesday, February 23, 2:15–5:30 p.m.
Data Analysis and Design

Social Media, Web 2.0, and BI: Extending the BI Portfolio

Mark Madsen

This course looks at Web 2.0 and social software as it relates to the business intelligence environment. We'll examine Web technologies and social software features and put them into several contexts—as technology, as applications, as a source of data, and as a topic of analysis.

This course assumes a familiarity with BI concepts.

YOU WILL LEARN

- About Web 2.0 and social software technologies—a primer on the basics
- About social features, Web 2.0, and what they mean for our BI tools and environments
- How social media is influencing marketing and communications
- How to use social media and the Web as a source of data

GEARED TO

- Anyone with a background in BI and an interest in collecting and using data from the Web and social media

T8A Tuesday, February 23, 8:00–11:15 a.m.
Data Integration, Leadership and Management

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

Jonathan G. Geiger

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

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

YOU WILL LEARN

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

GEARED TO

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

T8P Tuesday, February 23, 2:15–5:30 p.m.
Business Analytics, Data Integration

Data Quality for Operational BI

Jonathan G. Geiger

Achieving data quality within an operational business intelligence environment can be extremely challenging. For some forms of operational BI, there is no data warehouse or ODS created. In other cases, the load cycle cannot accommodate extensive data validation and cleansing processing. This session describes a three-pronged approach for ensuring data quality for real-time and near-real-time business intelligence. The approach entails creating a data quality strategy focused on critical operational data, data profiling and establishment of quality improvement actions, and business partnerships to minimize data cleansing during ETL (or EII) processes.

YOU WILL LEARN

- How the data quality approach for operational BI differs from that for traditional BI
- How to develop a data quality strategy for operational BI
- How to determine the actions needed to address data quality deficiencies

GEARED TO

- BI practitioners; business analysts

+ Need help selecting your courses?

Contact the TDWI Education Department:

Phone: 425.277.9181

E-mail: education@tdwi.org

COURSE DESCRIPTIONS

Wednesday (W)

W1 CBIP — Wednesday, February 24, 8:00 a.m.–5:30 p.m.
Business Analytics, Leadership and Management

TDWI Enterprise Metrics: Designing Integrated Business Metrics

John O'Brien, Mark Peco

Measurement-based disciplines are central to business management. BPM, CRM, SCM, and related disciplines increase the visibility and importance of business-by-the-numbers. Technology enables the trend with dashboards and scorecards, but with the technological advances come new challenges. How do we get the right metrics? How do we keep them current in a continuously changing business environment? How do we prevent the customer measures of CRM from conflicting with those of SCM? How do we achieve consistency, cohesion, and integration among metrics? This course teaches techniques that address the complex and challenging questions of business metrics design.

YOU WILL LEARN

- The risks inherent in ad hoc and on-demand approaches to business metrics
- How and why metrics bring new challenges
- Processes to define and manage a comprehensive collection of metrics that serve diverse needs and communities of interest
- Techniques to ensure cohesion, assure consistency, and avoid conflict among metrics
- Distinctions between measures, metrics, indicators, and indexes and when to use each

GEARED TO

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

W2 — Wednesday, February 24, 8:00 a.m.–5:30 p.m.
Data Analysis and Design

Dimensional Design: Intermediate and Advanced Techniques*

Chris Adamson

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

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

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

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

**This course was previously titled Dimensional Modeling: Advanced Topics*

This course assumes a basic understanding of star schema concepts.

YOU WILL LEARN

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

GEARED TO

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

W3 — Wednesday, February 24, 8:00 a.m.–5:30 p.m.
Leadership and Management

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

David L. Wells

BI means "business intelligence," yet technology interests often supersede those of business. When a BI program gives more attention to dashboards, scorecards, OLAP, and data warehouses than to finance, R&D, marketing, operations, etc., it is time to put the business back into BI.

The purpose of BI is to deliver information that makes a difference—real contributions to the mission and goals. All too often BI delivers obvious and easy metrics, missing opportunities for high-impact information. The key to value and impact is in gathering the right BI requirements. This course teaches a framework-based approach to gathering the right requirements for high-impact and high-value BI.

YOU WILL LEARN

- A new definition of BI that shifts the focus from data and technology to capabilities and value
- The dimensions of business management and their relationships to BI
- The elements of business governance and their roles in BI
- The principles of business measurement and their roles in BI
- How management, governance, and measurement combine to form a framework to manage BI requirements and BI value
- How to apply the framework for each of requirements analysis, project scoping, and value management

GEARED TO

- Sponsors and business stakeholders in BI programs; BI program and project managers; business analysts; requirements analysts; designers and developers of analytic systems

W4 Wednesday, February 24, 8:00 a.m.–5:30 p.m.
Data Integration, Leadership and Management

Let's Stop Calling It Metadata: It's About Managing Information

Jonathan G. Geiger

Metadata management has made the transition from an arcane specialty to a discipline that has attracted broad attention. It is generally recognized that metadata is an essential component of any successful BI or DW effort, and that metadata management holds great potential value for all IT initiatives. More importantly, metadata management is becoming recognized as the discipline needed to manage information about the company's information assets.

However, this increased familiarity has not been accompanied by an increase in practical, cost-efficient solutions to help manage metadata. Metadata management efforts today still tend to be lengthy and expensive propositions that require a great deal of patience and perseverance before tangible results are seen.

This course will provide an alternative strategy to deploying a metadata management environment. It will provide the approach needed to deploy the information (i.e., metadata) management system, including both the business and technology aspects. The approach builds on systems development approaches and describes the roles and responsibilities, major activities, architecture, and strategy.

This course assumes knowledge of DW fundamentals.

YOU WILL LEARN

- The role of metadata in supporting business initiatives and DW
- A phased approach for a metadata management strategy using existing tools in its initial iteration
- How to develop a pragmatic metadata program around specific business/technical uses for metadata

GEARED TO

- Managers and analysts responsible for DW efforts or metadata management programs

W5 Wednesday, February 24, 8:00 a.m.–5:30 p.m.
Leadership and Management

Power, Politics, and Partnership in Business Intelligence Projects*

Maureen Clarry, Lorna Rickard

This course helps you see your DW organization from a new perspective! It provides insight and strategies to create cross-functional collaboration between the executive sponsor, the steering committee, business users, management, the project team, and technical staff. If your organization struggles with misunderstandings between IT and the business, misdirected energy, finger pointing, lost opportunities, or dissatisfied customers, you will see new possibilities and solutions in this class.

The core of the class is an exercise where you assume a role as an executive sponsor, manager, team member, or customer. You then interact in a chaotic, fast-paced project environment and experience the reality of what makes productive partnerships critical, what prevents them from developing, and what role(s) we play in making them happen.

Throughout, the instructors teach you strategies to address the issues you experience so you can immediately apply and practice what you learn.

**Previously titled Power, Politics, and Partnership in Data Warehousing Projects*

YOU WILL LEARN

- The multiplicity of roles each of us plays in DW and how to approach each role with more effective behavior
- Why cross-functional involvement is critical in DW
- Strategies for working more constructively across organizational silos
- How to address issues systemically rather than personally
- A framework for seeing roles and responsibilities more effectively
- How to overcome organizational barriers for effective governance and prioritization

GEARED TO

- Business sponsors; DW customers; project or program managers; technical staff

Enrollment is limited to 60 attendees.

COURSE DESCRIPTIONS

W6 UPDATED! Wednesday, February 24, 8:00 a.m.–5:30 p.m.
Administration and Technology, Business Analytics

Developing Your BI Tool Strategy and BI Bake Off

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 BI. Fail to manage your BI tool portfolio, and you will waste money on shelfware, frustrate users, and never achieve a single version of the truth.

Understanding strategic and functional differences between solutions from "Big 4" and BI pure plays is critical to developing a successful BI tool strategy. The morning session highlights recent events and what it means for BI buyers, provides a methodology for making better BI investments, and reviews major components and features of a BI platform. Specific product examples are interwoven for illustrative purposes.

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

For specific vendor participation, see this course description on TDWI's Web site.

This course assumes knowledge of DW fundamentals and basic BI concepts.

YOU WILL LEARN

- An overview of the BI market and vendors' positions
- A framework for evaluating BI vendors and suites
- Functional differences between leading BI suites
- How three leading vendors fulfill key criteria

GEARED TO

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

W7 NEW! Wednesday, February 24, 8:00 a.m.–5:30 p.m.
Data Analysis and Design

Practical Data Quality Management

David Loshin

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

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

YOU WILL LEARN

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

GEARED TO

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

W8 Wednesday, February 24, 8:00 a.m.–5:30 p.m.
Data Integration, Data Analysis and Design

Kimball Data Warehouse Lifecycle Overview

Bob Becker

This course covers the Kimball Lifecycle approach, including practical tips and techniques for creating a successful data warehouse and business intelligence system. It distills the essential elements of the Kimball approach described in the best-selling book, *The Data Warehouse Lifecycle Toolkit*, Second Edition (Kimball, Ross, Thornthwaite, Mundy, and Becker).

This course also provides an overview of the Kimball Lifecycle, beginning with the requirements gathering process as the foundation for success. It covers the basic concepts of dimensional modeling and demystifies DW/BI architecture, focusing on the fundamentals: What goes into the architecture and how do we create an architecture that will satisfy the business requirements? We then explore the data staging process, focusing on the extract, transform, and load process in the context of building a dimensional data warehouse.

YOU WILL LEARN

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

GEARED TO

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

Thursday (TH)

TH1 CBIP — Thursday, February 25, 9:00 a.m.–5:00 p.m.
Data Analysis and Design

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

David L. Wells

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

YOU WILL LEARN

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

GEARED TO

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

TH2 CBIP — Thursday, February 25, 9:00 a.m.–5:00 p.m.
Data Integration

TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

Michael L. Gonzales

Data integration becomes increasingly complex as new expectations and technologies change the face of DW and BI. Today, the demand for real-time and right-time data increases expectations, while scorecards and dashboards increase visibility. Simultaneously, enterprise information integration (EII), enterprise application integration (EAI), master data management (MDM), and customer data integration (CDI) technologies expand the range of possibilities.

This course teaches techniques and skills to build data integration systems that meet today's needs and evolve to meet demands of the future. Starting with the right requirements, using the right technologies, and designing for adaptability are central themes throughout the course.

YOU WILL LEARN

- Analysis techniques to capture data integration requirements, including those for source data, data consolidation, data quality, data granularity, data currency, and historical data
- How the alphabet soup of technologies fits into the data integration architecture
- Design techniques for the mainstream of data integration, including source-to-target mapping, source data capture, data transformation and cleansing, and database loading
- Techniques to enrich the data integration design with processes for automated scheduling, execution monitoring, metadata capture, restart and recovery, and more
- Tips to design for the complex issues of data integration, including detecting data changes, identifying data quality defects, managing complex schedule dependencies, meeting real-time data demands, and more

GEARED TO

- BI and DW architects; data integration process designers and developers; BI and DW program and project managers

TH3 — Thursday, February 25, 9:00 a.m.–5:00 p.m.
Administration and Technology

Designing a High-Performance Data Warehouse

Stephen A. Brobst

A remarkable number of new features and functions have been introduced in the high-end database products specifically aimed at decision support workloads. This course will look at the latest developments in optimizer technology, index structures, OLAP database engines, and data mining techniques for delivering high performance in large-scale decision support environments. These innovations in high-end database functionality lead to new approaches for designing DSS 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 also will discuss advanced topics such as issues in object-relational performance management and the architectural frameworks for deployment of data marts and operational data stores.

This course assumes database and systems knowledge.

YOU WILL LEARN

- Advanced optimization techniques and how they impact DSS database performance
- Database design techniques such as star schemas, selective denormalization, partitioning, etc., in terms of trade-offs related to performance, usability, and flexibility
- New indexing strategies and how they impact workload balance and capacity planning
- OLAP design and the trade-offs between MOLAP, ROLAP, and HOLAP
- The role of data marts and operational data stores

GEARED TO

- Technical architects; DBAs; DW administrators

COURSE DESCRIPTIONS

TH4 Thursday, February 25, 9:00 a.m.–5:00 p.m.
Business Analytics, Data Integration

The BI Pathway Approach: Delivering BI for Business Value

Nancy Williams

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

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

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

This course assumes knowledge of BI and DW fundamentals.

YOU WILL LEARN

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

GEARED TO

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

TH5 Thursday, February 25, 9:00 a.m.–5:00 p.m.
Data Analysis and Design

Integrating Data Warehouses and Data Marts Using Conformed Dimensions

Laura L. Reeves

This accelerated course is designed to help you better understand how to design and build new data marts, as well as retrofit existing data marts into an integrated enterprise DW architecture. This interactive course will provide you with the tools and techniques to remove data silos from your organization and provide decision makers with a single view of all your data.

This course assumes knowledge of dimensional DW concepts as well as basic DW and data mart concepts.

YOU WILL LEARN

- The real differences between top-down and bottom-up approaches
- What conformed dimensions are and how to design them
- How to begin drafting your DW data architecture

GEARED TO

- Data architects or modelers; DBAs; project or program managers

TH6 Thursday, February 25, 9:00 a.m.–5:00 p.m.
Leadership and Management

Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs

Robert S. Seiner

This workshop focuses on how to build and implement the components of a practical and effective data governance program. Throughout the session, the instructor shares his experiences and the trials and tribulations of successful data stewardship and governance implementations. The workshop is interactive and encourages attendee participation to share and learn about best practices and experiences in data governance.

YOU WILL LEARN

- How to build a successful plan for a data governance program
- How to take a practical and “non-invasive” approach to data governance
- How to leverage and enforce existing accountability for data

GEARED TO

- Data managers; business data owners; directors and managers of information management services

TH7A Thursday, February 25, 9:00 a.m.–12:15 p.m.
Business Analytics, Leadership and Management

Predictive Analytics: A Business Perspective

Thomas A. Rathburn

Traditionally, organizations use data tactically—to manage operations. For a competitive edge, leading organizations use data strategically—to expand the business, improve profitability, reduce costs, and market more effectively. The mining of data for predictive indicators creates information assets that an organization can leverage to achieve these strategic objectives. Predictive analytics is a new component in an enterprise's decision support system (DSS) architecture. It complements and interlocks with other "retrospective" DSS capabilities.

YOU WILL LEARN

- Basic principles and terminology for predictive analytics
- Who is utilizing predictive analytics, and why
- Common project pitfalls and how to avoid them
- Project performance and maintenance issues
- How to define business objectives for a decision support system

GEARED TO

- IT/IS executives and managers; line of business executives and functional managers; technology planners; consultants

TH7P Thursday, February 25, 1:45–5:00 p.m.
Business Analytics, Data Analysis and Design

Predictive Analytics: Making It Work

Thomas A. Rathburn

Typically, organizations approach analytics from a technology perspective. Analytical tools receive a great deal of attention for their features and capabilities. This course illustrates the importance of an appropriate conceptual approach to predictive analytics, and the critical role of data handling on performance. Unlike OLAP, predictive analytics focuses on group behavior, probabilistic expectations, and low-incidence/high-impact occurrences.

YOU WILL LEARN

- Principles and terminology for predictive analytics
- How to define business objectives for a predictive analytics model
- Strengths and capabilities of various types of data
- Data representation and transformation techniques
- Experimental design for predictive analytics
- Conceptual foundation to common predictive analytics technologies

GEARED TO

- Line-of-business executives and functional managers; technology planners; consultants

TH8A UPDATED! Thursday, February 25, 9:00 a.m.–12:15 p.m.
Data Integration

Data Requirements Analysis for Business Intelligence and MDM

David Loshin

Compared to transactional systems, a data warehouse focuses primarily on the collection, validation, and analysis of data. When developing a DW application, it is important that the designers and implementers ensure data requirements and characteristics are identified, assessed, and tested. This is accomplished by following a data requirements analysis (DRA) process.

This course reviews the tasks performed during the DRA process, which will help ensure the identification, suitability, and quality of data to meet business needs and provide framework for testing, validation, and ongoing production monitoring of data.

YOU WILL LEARN

- How to evaluate business uses of information
- How to identify and collect application data requirements
- How to conduct data assessments
- Dimensions of data quality
- How to specify data requirements

GEARED TO

- Data analysts; requirements and testing personnel; DW designers

TH8P NEW! Thursday, February 25, 1:45–5:00 p.m.
Data Integration, Data Analysis and Design

Data Profiling for Data Quality Assessment, Reengineering, and Data Integration

David Loshin

As more organizations focus attention on information quality as a business imperative, there will be growing interest in exposing secrets buried within the multitude of data sets across an enterprise—especially as a prelude to building an enterprisewide BI or information quality program.

Data profiling is a collection of techniques and analysis methods that help savvy analysts unlock the mysteries embedded within data. This course will explore how data profiling can be used to simplify data reengineering, information integration, or information quality projects, and help in understanding what really exists inside enterprise data.

YOU WILL LEARN

- Data profiling methods and tools
- Extracting and documenting discovered business rules
- Data validation
- Ongoing monitoring

GEARED TO

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

COURSE DESCRIPTIONS

Friday (F)

F1 **UPDATED!** CBIP — Friday, February 26, 8:00 a.m.–3:30 p.m.
Data Integration

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

Michael L. Gonzales

Testing of software systems is always challenging, but testing data integration systems is especially difficult. Complex logic for consolidating data from disparate sources, data quality problems in source systems, "surprise" changes in source systems, and other factors combine to make data integration testing uniquely challenging. Although concepts of unit testing, stream testing, and system testing are still important, they alone are not adequate to the task of ensuring quality in data warehousing and data integration systems.

This course uses a combination of lecture, examples, and practice to teach effective testing techniques for data integration. From data profiling to stress and regression tests, you'll learn about effective models that can be used to apply the most powerful testing techniques throughout the data integration lifecycle.

This course assumes TDWI Data Warehousing Concepts and Principles and TDWI Data Integration Techniques or equivalent knowledge.

YOU WILL LEARN

- Why data integration testing is particularly challenging
- The data quality challenges that are inherent in data integration systems and projects
- Several testing techniques and the circumstances where each is most effective
- How to test data integration systems throughout the lifecycle from requirements to deployment
- Methods for effective test planning and test execution

GEARED TO

- ETL and data integration system developers; data integration systems designers and architects; testing and quality assurance specialists; data warehousing and data migration project managers

F2 — Friday, February 26, 8:00 a.m.–3:30 p.m.
Leadership and Management

An Agile Method for Data Warehousing

Ralph Hughes

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

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

YOU WILL LEARN

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

GEARED TO

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

F3 — Friday, February 26, 8:00 a.m.–3:30 p.m.
Data Analysis and Design

Business Requirements Workshop: BI Requirements Gathering Techniques

David L. Wells

Defining business requirements is challenging for any system. It is especially difficult for BI systems. More of the challenges result from human and cognitive issues than from technology. The real potential of BI often goes unrealized when requirements thinking is limited to analysis and reporting. This workshop offers an opportunity to explore and practice several techniques to overcome the barriers and find real and meaningful BI requirements.

YOU WILL LEARN

- To plan and conduct requirements gathering interviews
- To conduct brainstorming sessions for requirements gathering
- To develop surveys and questionnaires for requirements gathering
- To choose the best fit among various requirements gathering techniques
- To consolidate, coordinate, and confirm requirements from multiple sources

GEARED TO

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

F4A Friday, February 26, 8:00–11:15 a.m.
Leadership and Management, Administration and Technology

The Future of Data Warehousing

Stephen A. Brobst

This course examines the trends in DW deployment and developments in advanced technology. The implications of these technology developments for DW implementations will be discussed with examples in future architecture and deployment. This workshop presents best practices for deployment of a next-generation DW implementation as the realization of BI for a real-time enterprise. A true enterprise DW needs to export decision-making capabilities throughout an organization. This course discusses the use of service-oriented architecture (SOA) to deploy decisioning services, both within an organization and to users outside of traditional organizational boundaries.

This course assumes knowledge of DW fundamentals.

YOU WILL LEARN

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

GEARED TO

- DW architects, designers, developers, and administrators

F4P Friday, February 26, 12:15–3:30 p.m.
Administration and Technology

Capacity Planning for Enterprise Data Warehouse Deployment

Stephen A. Brobst

This workshop describes a framework for capacity planning in an enterprise data warehouse environment. Guidelines will be provided for capacity planning in a mixed workload environment involving both strategic and operational BI.

This course assumes database and systems knowledge.

YOU WILL LEARN

- A framework for defining storage, I/O, and compute capabilities using a balanced configuration model
- Techniques for data collection to drive capacity planning
- How to develop a capacity plan
- The implications for capacity planning related to technology trends in multi-core CPU deployment, large memory deployment, SMP versus MPP, and high-density disk drives

GEARED TO

- Technical architects; DBAs; DW administrators

F5A NEW! Friday, February 26, 8:00–11:15 a.m.
Data Analysis and Design

OLAP Technologies: How to Implement Dimensional Designs

John O'Brien

Well-designed dimensional models require the proper use of OLAP technologies to be successful. This course will enable you to take your logical dimensional models to various physical implementations. We will cover the strengths and weaknesses of each OLAP technology, including the calculations needed for production feasibility. We will also review how to design data architectures that incorporate the use of OLAP into data warehousing environments. In addition, we will go beyond traditional OLAP technologies to discuss the newest OLAP technologies and trends that are revitalizing the BI analytics market today.

YOU WILL LEARN

- How to select OLAP technology options
- How to architect OLAP solutions
- Differences between ROLAP, MOLAP, HOLAP, and DOLAP

GEARED TO

- Business analysts; data architects; database administrators

F5P UPDATED! Friday, February 26, 12:15–3:30 p.m.
Administration and Technology, Leadership and Management

Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence

John O'Brien

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

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

YOU WILL LEARN

- Service-oriented architecture's impacts on BI
- Extending BI with text analytics
- What Web 2.0 technologies bring to everyday BI
- The cloud computing impact on BI

GEARED TO

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

INSTRUCTORS

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Chris Adamson
Data Warehouse Specialist
Oakton Software LLC
COURSE W2

Bob Becker
Kimball Group
COURSES M4, W8

Stephen A. Brobst
Managing Partner
Strategic Technologies & Systems
COURSES TH3, F4A, F4P

Frank Buytendijk
Vice President and Fellow, Enterprise Performance Management, Oracle Corporation
MONDAY KEYNOTE

Maureen Clarry
President/CEO
CONNECT: The Knowledge Network
COURSES M6A, M6P, W5

Jill Dyché, CBIP
Partner
Baseline Consulting
COURSES S3, T5

Wayne Eckerson
Director
TDWI Research
BI EXECUTIVE SUMMIT, COURSE S5P

Jonathan G. Geiger, CBIP
Executive Vice President
Intelligent Solutions, Inc.
COURSES M8A, M8P, T8A, T8P, W4

Michael L. Gonzales, CBIP
Independent Consultant
COURSES TH2, F1

Steve Hoberman, CBIP
President
Steve Hoberman & Associates, LLC
COURSES M2, T4

Cindi Howson
Founder
BIScorecard
COURSE W6

Ralph Hughes
Chief Systems Architect
Ceregenics, Inc.
COURSE F2

Claudia Imhoff
President and Founder
Intelligent Solutions, Inc.
COURSES S4A, S4P, M5

Evan Levy, CBIP
Partner
Baseline Consulting
COURSES M7A, M7P

David Loshin
President
Knowledge Integrity, Inc.
COURSES W7, TH8A, TH8P

Mark Madsen
President
Third Nature, Inc.
COURSES T7A, T7P, THURSDAY KEYNOTE

Kimberly Nevala
Senior Consultant
Baseline Consulting
COURSE T5

John O'Brien, CBIP
Chief Technology Officer and Solutions Architect
CONNECT: The Knowledge Network
COURSES T2, W1, F5A, F5P

Mark Peco, CBIP
Partner
InQvis
COURSES S1, M1, T3, W1

Thomas A. Rathburn
Senior Consultant
The Modeling Agency
COURSES TH7A, TH7P

Thomas C. Redman
The Data Doc
Navesink Consulting Group
COURSE T6

Laura L. Reeves
Principal
StarSoft Solutions, Inc.
COURSES M3, TH5

Lorna Rickard
Chief Workforce Architect
CONNECT: The Knowledge Network
COURSES M6A, M6P, W5

Todd Saunders
Chief Solutions Architect
CONNECT: The Knowledge Network
COURSE S2

Robert S. Seiner
President, KIK Consulting
Publisher, TDAN.com
COURSE TH6

David L. Wells, CBIP
BI Consultant, Mentor, and Teacher
COURSES T1, W3, TH1, F3

Colin White
President and Founder
BI Research
COURSES S4P, M5

Nancy Williams, CBIP
Vice President and Principal Consultant
DecisionPath Consulting
COURSE TH4

WHAT WAS THE VALUE TO YOU OF ATTENDING THE TDWI WORLD CONFERENCE?

"The value to me was taking courses with true industry veterans who have a track record of success and a wealth of knowledge to share with students. I think the 'extras' you have such as the GURU sessions are simply a fantastic feature. I hope to have some burning questions to ask those gurus next time I attend."

Chris Shipman, Business Intelligence Director
Cash America

VENDOR EXHIBITION

VENDOR EVENT SCHEDULE

Monday	Tuesday	Wednesday
Hospitality Suites 7:00 p.m.	**Exhibit Hall Open and Lunch** 11:15 a.m.–2:15 p.m. **Exhibit Hall Open and Reception** 5:00–7:00 p.m. **Hospitality Suites** 7:00 p.m.	**Exhibit Hall Open and Lunch** 11:15 a.m.–2:15 p.m. **Hospitality Suites** 7:00 p.m.

Come by the TDWI Exhibit Hall, where the leading providers of hardware, software, and services for BI, data warehousing, and related technologies will be demonstrating their latest solutions. Times will be set aside for visiting with these solution providers without missing any courses. Visit www.tdwi.org/LV2010 for more information about exhibitors at the TDWI World Conference in Las Vegas.

THE FOLLOWING COMPANIES ARE RECENT TDWI EXHIBITORS:*

Ab Initio Software Corporation
Actuate
Altosoft
ASG
Aster Data Systems
Balanced Insight, Inc.
BEZ Systems, Inc.
Birst
CA, Inc.
ChartSearch, Inc.
Claraview
Collabera, Inc.
Collaborative Consulting
Compact Solutions
Composite Software, Inc.
Connotate
Corda Technologies
Dashboard Insight
DataDirect Technologies
DataFlux
DATAllegro
DataMentors, Inc.
DataMicron Inc.
Dataupia
DecisionPath Consulting
Denodo
Dundas Data Visualization Consulting
Dunn Solutions Group
e2e Analytix Inc.
ESRI
eThority
ETI
Exeros
expressor software
GoldenGate Software
Greenplum
Hexaware Technologies
HP
IBM
illuminate Solutions
InetSoft
Infobright Inc.
Informatica Corporation
Information Builders
InforSense
Ingres Corporation
iOLAP, Inc.
Jaspersoft
Jinfonet Software
Kalido
Kickfire
Knowledge Relay
Kognitio
Lavastorm
LoganBritton, Inc.
LogiXML
Melissa Data
Microsoft
MicroStrategy
Netezza Corporation
Noetix Corporation
Oco Inc.
Oracle
ParAccel, Inc.
Pentaho
Pervasive Software
Pitney Bowes Group 1 Software
Progress Software
Proxix Solutions, Inc.
QL2
QlikView
SAND Technology
SAP
SAS Institute Inc.
Silver Creek Systems
St. Joseph's University
Sun Microsystems, Inc.
Sybase
Syncsort Incorporated
Sypherlink
Talend
Teleran Technologies
Teradata Corporation
TIBCO Spotfire
Trillium Software, a division of Harte-Hanks
Vertica Systems, Inc.
Visual Mining, Inc.
Wherescape
XLCubed Ltd.

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

**List includes exhibitors from the past two years*

+ TDWI Membership

As a TDWI Member, you have access to valuable tools and crucial information that will help you interact and connect with other business intelligence and data warehousing professionals and advance your career in the business intelligence and data warehousing industry.

When you become a Member, you will receive a Membership certificate and have full access to exclusive content on our Web site at www.tdwi.org. We'll provide you with a comprehensive selection of industry research, news and information, online resources, and peer networking opportunities developed exclusively for Members.

Research

TDWI original research is produced throughout the year on topics that span the spectrum of business intelligence, data warehousing, and business performance management.

Annual TDWI Salary, Roles, and Responsibilities Report

The *TDWI Salary, Roles, and Responsibilities Report* provides an overview of compensation, roles, responsibilities, skills, experience, training, and job satisfaction of industry professionals. It also takes an in-depth look at the profiles of 10 specific industry roles.

Quarterly Best Practices Reports

TDWI Best Practices Reports are designed to educate technical and business professionals about new business intelligence technologies, concepts, or approaches that address a significant problem or issue.

Publications

TDWI publications are written by TDWI directors and industry-leading practitioners who have in-the-trenches experience and an edge on the latest trends and technology. Each publication is rich with information to help you do your job and do it more effectively.

Quarterly Business Intelligence Journal

The *Business Intelligence Journal* is an in-depth, unbiased information resource that provides actionable insight on how to plan, build, and deploy business intelligence and data warehousing solutions.

Quarterly Ten Mistakes to Avoid series

The Ten Mistakes to Avoid series, published quarterly, addresses the 10 most common mistakes managers and teams make—from data modeling to building an operational data store—and gives you inside knowledge on how to avoid these common pitfalls.

Team Memberships

TDWI offers a cost-effective way to keep your entire team current on the latest trends and technologies. TDWI's Team Membership program provides significant discounts to organizations that register individuals as TDWI Team Members. TDWI Team Membership is easy to manage and renew—you designate one person as the contact for your entire team.

+ Peer Networking

The network you build with TDWI instructors and thought leaders by being involved with TDWI is one of the most valuable aspects of Membership. You can develop invaluable industry connections with Members in a specific vertical at our live educational events, or network online anonymously or openly through a variety of social network communities.

LinkedIn: www.tdwi.org/linkedin/tdwi

Twitter: http://twitter.com/TDWI

Facebook: www.tdwi.org/facebook

+ TDWI Guru Sessions

Need some free consulting? TDWI offers complimentary Guru Sessions to enhance your conference experience. Many TDWI instructors make themselves available for 30-minute, one-on-one consultative sessions during the conference. This is a great way to get answers to problems you are struggling with, or simply validate your approach and direction. Sign up for these sessions at the conference.

WHAT WAS THE VALUE TO YOU OF ATTENDING THE TDWI WORLD CONFERENCE?

"There was a great deal of high-impact learning. This took place in the vendor workshops and on the exhibition floor as well as in the classes."

Steven Humphrey, Principal Consultant
Analysis Team, Inc

ABOUT TDWI

TDWI, A DIVISION OF 1105 MEDIA, INC., IS THE PREMIER PROVIDER of in-depth, high-quality education and research in the business intelligence and data warehousing industry. TDWI is a comprehensive resource for industry information and professional development opportunities. TDWI sponsors and promotes quarterly World Conferences, regional seminars, onsite courses, a worldwide Membership program, business intelligence certification, resourceful publications, industry news, an in-depth research program, and a comprehensive Web site: www.tdwi.org.

EDUCATION

TDWI brings more than a decade of experience to the table when delivering high-impact education for business intelligence and data warehousing professionals. In addition to TDWI World Conferences, we offer educational opportunities at regional seminars, and through our Onsite program.

TDWI SEMINAR SERIES

In-Depth Training in a Small Class Setting

www.tdwi.org/seminars

TDWI Seminars offer a broad range of courses focused on the skills and techniques at the heart of successful business intelligence and data warehousing implementations. The small class sizes and unique format of TDWI Seminars provide a high-impact learning experience with significant student-teacher interactivity. TDWI Seminars are offered at locations throughout the United States and Canada.

TDWI ONSITE EDUCATION

World-Class Data Warehousing and Business Intelligence Education in Your Environment

www.tdwi.org/onsite

TDWI Onsite brings TDWI courses to customer sites and offers training for all experience levels. Everyone involved gains a common knowledge base and learns in support of the same corporate objectives. Training can be tailored to meet specific business needs and can incorporate organization-specific information.

TDWI MEMBERSHIP

www.tdwi.org/membership

In a challenging and ever-changing business intelligence and data warehousing environment, TDWI Membership offers a cost-effective solution for maintaining your competitive edge. TDWI will provide you with a comprehensive and constantly growing selection of industry research, news and information, online resources, and peer networking opportunities developed exclusively for its Members.

TDWI offers a cost-effective way to keep your entire team current on the latest trends and technologies. TDWI's Team Membership program provides significant discounts to organizations that register individuals as TDWI Team Members.

TDWI CHAPTERS

www.tdwi.org/chapters

TDWI sponsors chapters in regions throughout the world to foster education and networking at the local level among business intelligence and data warehousing professionals. Chapter meetings are open to any BI/DW professional. Please visit our Web site to find a local chapter in your area.

TDWI'S EDUCATIONAL PHILOSOPHY

TDWI strives to offer a rich and robust educational experience at all of our conferences. Although the majority of TDWI instructors are industry gurus and practitioners, we believe that there is much to be learned from peers and from vendors as well. Your peers frequently offer real-world, pragmatic solutions to many of the same issues that challenge your programs and projects. The vendor community is rich with technical knowledge and skill that is valuable to share. You'll find peer and vendor instructors as part of our night school program, and you will occasionally see carefully selected vendors as instructors in the daytime program. TDWI does not endorse any specific products, services, or tools, and goes to great lengths to ensure that course offerings do not have a bias toward particular vendors or solution providers. To sustain the high standard of quality and product neutrality, we ask your assistance and feedback by responding thoughtfully to the objectivity category when completing course evaluation forms.

TDWI CONTACT INFORMATION

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

TDWI EDUCATION DEPARTMENT

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

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.

Caesars Palace, situated in the heart of the Las Vegas strip, will serve as the official headquarters hotel for TDWI's World Conference.

Caesars Palace
3570 Las Vegas Boulevard, South
Las Vegas, NV 89109
Phone: 866.227.5938 (toll free)
Web: www.caesars-palace.com
Reservations: http://www.harrahs.com/CheckGroupAvailability.do?propCode=CLV&groupCode=SCTDW0

TDWI has reserved a block of rooms at reduced rates for conference attendees at Caesars Palace. Visit www.tdwi.org/LV2010/hotel for more details.

Discounted rates are available through Friday, January 22, 2010. Please use the above URL or contact the hotel directly for room reservations. Be sure to reference "TDWI" to get the conference rate. Rooms are limited, so make your reservations early. If you need special facilities or services, notify the hotel when you make your reservation.

Air Travel Discounts

American Airlines, TDWI's official carrier, is offering exclusive discounts on airfares for TDWI conference attendees. Information: www.tdwi.org/LV2010/hotel

Car Rental Discounts

Avis is offering discounts on car rental fees for TDWI conference attendees. Information: www.tdwi.org/LV2010/hotel

HOW TO REGISTER

STEP 1. SELECT YOUR COURSES

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

SUNDAY, FEBRUARY 21

- ☐ **S1** TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing
- ☐ **S2** TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact
- ☐ **S3** BI from Both Sides: Aligning Business and IT
- ☐ **S4A** How Healthy is Your BI Environment? Assessing Its Strengths and Weaknesses
- ☐ **S4P** The Information Worker in the 21st Century
- ☐ **S5P** Performance Dashboards: Measuring, Monitoring, and Managing Your Business

MONDAY, FEBRUARY 22

- ☐ **M1** TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach
- ☐ **M2** TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- ☐ **M3** Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
- ☐ **M4** Kimball ETL Architecture for Delivering Dimensional Data Warehouses
- ☐ **M5** Get Real with Business Intelligence: An Introduction to Operational BI
- ☐ **M6A** BI Manager Toolkit: Managing Accountability for Project Success
- ☐ **M6P** BI Manager Toolkit: Negotiating and Resolving Disagreements
- ☐ **M7A** Implementing MDM for BI and Data Integration
- ☐ **M7P** Change Management for MDM
- ☐ **M8A** CBIP Preparation for the Information Systems Core Exam
- ☐ **M8P** CBIP Preparation for the Data Warehousing Exam

TUESDAY, FEBRUARY 23

- ☐ **T1** TDWI Project Management for Business Intelligence
- ☐ **T2** TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics
- ☐ **T3** TDWI Introduction to Business Analytics
- ☐ **T4** Intermediate and Advanced Techniques for Effective Data Modeling
- ☐ **T5** Data Governance for BI Professionals
- ☐ **T6** Data Driven: Managing Data Assets
- ☐ **T7A** Evaluating ETL Tools and Technologies
- ☐ **T7P** Social Media, Web 2.0, and BI: Extending the BI Portfolio
- ☐ **T8A** CIF—Coordinating Your BI, Data Warehousing, and Enterprise Information Initiatives
- ☐ **T8P** Data Quality for Operational BI

WEDNESDAY, FEBRUARY 24

- ☐ **W1** TDWI Enterprise Metrics: Designing Integrated Business Metrics
- ☐ **W2** Dimensional Design: Intermediate and Advanced Techniques
- ☐ **W3** Putting the Business Back in BI: A Framework for Requirements and Value Management
- ☐ **W4** Let's Stop Calling It Metadata: It's About Managing Information
- ☐ **W5** Power, Politics, and Partnership in Business Intelligence Projects
- ☐ **W6** Developing Your BI Tool Strategy and BI Bake Off
- ☐ **W7** Practical Data Quality Management
- ☐ **W8** Kimball Data Warehouse Lifecycle Overview

THURSDAY, FEBRUARY 25

- ☐ **TH1** TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
- ☐ **TH2** TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation
- ☐ **TH3** Designing a High-Performance Data Warehouse
- ☐ **TH4** The BI Pathway Approach: Delivering BI for Business Value
- ☐ **TH5** Integrating Data Warehouses and Data Marts Using Conformed Dimensions
- ☐ **TH6** Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs
- ☐ **TH7A** Predictive Analytics: A Business Perspective
- ☐ **TH7P** Predictive Analytics: Making It Work
- ☐ **TH8A** Data Requirements Analysis for Business Intelligence and MDM
- ☐ **TH8P** Data Profiling for Data Quality Assessment, Reengineering, and Data Integration

FRIDAY, FEBRUARY 26

- ☐ **F1** TDWI Data Integration Testing: Ensuring Quality for ETL and Data Consolidation
- ☐ **F2** An Agile Method for Data Warehousing
- ☐ **F3** Business Requirements Workshop: BI Requirements Gathering Techniques
- ☐ **F4A** The Future of Data Warehousing
- ☐ **F4P** Capacity Planning for Enterprise Data Warehouse Deployment
- ☐ **F5A** OLAP Technologies: How to Implement Dimensional Designs
- ☐ **F5P** Emerging Technologies Shaping the Future of Data Warehouses and Business Intelligence

MONDAY–WEDNESDAY, FEBRUARY 22–24

- ☐ TDWI BI EXECUTIVE SUMMIT

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 a.m.–5:00 p.m. PT)
E-mail: tdwireg@continue.uoregon.edu

Register today at www.tdwi.org/LV2010

LIMITED TIME SPECIAL OFFER

BEST RATE

Register by January 8 and **SAVE 25%** off the regular registration fee. Use priority code: **EBLV1**

STEP 2. REQUEST ADDITIONAL COURSE BOOKS*

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

_____ _____ _____ _____ _____ _____ _____ _____ _____

* PLEASE NOTE: M8A and M8P course books are not available for purchase. Course books are not available after the conference.

STEP 3. CALCULATE YOUR PAYMENT

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

FEES—BEST RATE (Through January 8, 2010)

PRIORITY CODE: EBLV1

☐ BI Executive Summit (3 days)	$1,651
☐ Standard Package (3 days)	$1,651
☐ Mega Package (4 days)	$2,078
☐ Giga Package (5 days)	$2,445
☐ Tera Package (6 days)	$2,756

FEES—EARLY REGISTRATION (January 9–January 29, 2010)

PRIORITY CODE: EBLV2

☐ BI Executive Summit (3 days)	$2,025
☐ Standard Package (3 days)	$2,025
☐ Mega Package (4 days)	$2,550
☐ Giga Package (5 days)	$3,000
☐ Tera Package (6 days)	$3,375

FEES—REGULAR REGISTRATION (January 30–February 19, 2010)

PRIORITY CODE: EBLV3

☐ BI Executive Summit (3 days)	$2,201
☐ Standard Package (3 days)	$2,201
☐ Mega Package (4 days)	$2,771
☐ Giga Package (5 days)	$3,260
☐ Tera Package (6 days)	$3,675

FEE FROM TABLE ABOVE $ _____

CURRENT MEMBER DISCOUNT (Deduct $275 from above) – $ _____
Membership status will be validated when your registration is processed

TEAM DISCOUNT (Deduct 10% from above) – $ _____
For 3 or more people from the same company registering at the same time

LATE FEE (After February 19, 2010—add $50) + $ _____

ADDITIONAL COURSE BOOKS + $ _____
Full-day $45 each/$30 Members, half-day $22 each/$15 Members
PLEASE NOTE: M8A and M8P course books are not available for purchase. Course books are not available after the conference.

› TOTAL FEE = $ _____

STEP 4. REGISTER

Online: www.tdwi.org/LV2010/register
Phone: 800.280.6218 or
541.346.3537 (M–F, 8:00 a.m.–5:00 p.m. PT)

Fax/Mail: Download a registration worksheet and form at www.tdwi.org/LV2010/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

BEST RATE Deadline (priority code: EBLV1) . . . . . January 8, 2010
Early Registration Deadline (priority code: EBLV2). . . . . January 29, 2010
Regular Registration Deadline (priority code: EBLV3). . . .February 19, 2010

After February 19, please register onsite. Registration will be limited to space available. You will incur a $50 late registration fee after February 19.

TEAM DISCOUNT

When three or more people from a single company or government agency register at the same time, the entire team receives a 10 percent discount. **All registration forms must be submitted together in order to qualify for the team discount.**

TDWI MEMBERSHIP INCLUDED

All registrations for three or more days include a one-year TDWI Membership. If you are already a current TDWI member, you will instead be eligible for a $275 discount off the conference price (in lieu of complimentary Membership). See page 33 or visit www.tdwi.org/membership for more information on TDWI Member benefits. Membership is activated on your conference registration date, so you can begin to enjoy benefits right away.

REFUND AND CANCELLATION POLICY

You may substitute another person in your place by calling 800.280.6218 or 541.346.3537 (M–F, 8:00 a.m.–5:00 p.m. PT) before February 12, 2010. If you must cancel, your refund request must be e-mailed to tdwireg@continue.uoregon.edu no later than February 12. Your fee will be returned, less a 20 percent cancellation fee. No refunds or credits will be issued after February 12.

Register today at www.tdwi.org/LV2010

tdwi
1201 Monster Road SW
Suite 250
Renton, WA 98057

DIRECTORS AND SPONSORS OF BI:

TAKING BI TO THE NEXT LEVEL

TDWI
BI EXECUTIVE SUMMIT

See pages 6–7 for details.

TDWI WORLD CONFERENCE 2010

Las Vegas 2010

February 21–26

www.tdwi.org/LV2010

LIMITED TIME SPECIAL OFFER

BEST RATE

Register by Jan. 8 and **SAVE 25%** off the regular registration fee.

See details on page 37.

In-Depth Courses in Business Intelligence and Data Warehousing

- VENDOR-NEUTRAL
- TOP INSTRUCTORS
- BROAD RANGE OF TOPICS

"It was very exciting to see what's new in the market and to meet new peers from the industry, which makes the conference highly valuable."

Abdul Rahman El Barbir, Senior Manager, CRM, Oger Telecom

TDWI Partner Members

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

baseline CONSULTING
INFORMATICA The Data Integration Company™
SAP
DATAFLUX A SAS COMPANY
Microsoft
SAS
hp
MicroStrategy
SYBASE
IBM
NETEZZA
TERADATA Raising Intelligence