tdwi

TDWI is your source for in-depth education and research on all things data.

50+ full- and half-day courses across 6 core learning tracks:

Big Data
Business Intelligence Essentials
Business Analytics
Data Analysis and Design
Data Asset Management
Leadership and Management

Details inside ▶

OPENING KEYNOTE

Evan Levy, CBIP
Vice President of Business Consulting, SAS

Data Management Trends in the Era of Big Data

HOT TOPICS

- New Data Ecosystem
- Going Mainstream with Big Data
- Advanced Analytics and Data Visualization
- Data Strategy, Data Governance, and Data Modeling
- Evolving Technologies in the Age of Advanced Analytics

Chicago 2015

May 3–8

tdwi.org/CH2015

EARLY REGISTRATION DISCOUNT

Register by April 3 and save up to $345

USE PRIORITY CODE CH5

Get ready **TODAY** for the data ecosystem of **TOMORROW**

Join us this May as TDWI Chicago brings together leading industry experts, analysts, practitioners, and solution providers to deliver world-class education designed to help you build, manage, and grow your data infrastructure, teams, and practice today, to keep you competitive tomorrow.

Together we're advancing all things data. We hope to see you in Chicago!

HOT TOPICS	FEATURED COURSES
New Data Ecosystem The big data boom brings new challenges and opportunities to those who define the architectures, manage the technologies, and implement the systems that create and consume business-critical data. Take a deep dive with industry experts to learn how to adapt your existing data ecosystem to meet the needs of expanding volumes of data and data types.	• Tactics from the Data Trenches: Tackling the Diverse Challenges of New Data • The New Analytical Ecosystem: Bridging the Worlds of BI and Big Data • Big Data in a Nutshell: The Technical and Business Realities • Designing an Architecture for the Age of Data Analytics
Going Mainstream with Big Data Big data offers many opportunities for insight and innovation. Unfortunately, there are many more big data aspirations than big data successes. Ensure your big data practice starts off right by spending a few days with the experts at TDWI, who have been there, done that.	• Big Data Maturity: Measuring Your Journey • Big Data in a Nutshell: The Technical and Business Realities • Social Analytics: Driving Real Business Value with Big Data • Understanding Hadoop • Hands-on Hadoop
Advanced Analytics and Data Visualization Building analytic competencies ranks among today's top business priorities. The skil set for an analytics rock star encompasses data management, analytic modeling, data mining, data visualization, and more. Join us in Chicago to advance analytic capabilities for yourself and your organization.	• TDWI Data Visualization Fundamentals • Data Mining with R (a hands-on course) • Secrets of Analytical Leaders: Insights from Information Insiders • Innovative Techniques for Advanced Analytics
Data Strategy, Governance, and Modeling With all of the attention given to analytics today, it is easy to forget that it all depends on data. Data management disciplines are fundamental to success with analytics. From high-level data strategy to detailed database design, join us at TDWI Chicago to get the skills you need to keep pace with the changing field of data management.	• TDWI Data Governance Innovations: Adapting for Agile, Big Data, and Cloud • Designing Your Company's Data Strategy • Dimensional Modeling from a Business Perspective: A Model the Business Can Understand • TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement
Evolving Technologies in the Age of Advanced Analytics Developments in advanced analytics and big data analytics are closely tied to the rapid changes and continuing evolution of the technology landscape. Keep pace with continuing technology shifts at TDWI Chicago. Drill into some of the most popular and powerful of the new technologies with hands-on training opportunities and explore emerging technologies in the exhibition hall.	• Understanding Hadoop • Hands-on Hadoop • Data Mining with R (a hands-on course) • Emerging Technology for Advanced Analytics • Designing an Architecture for the Age of Data Analytics • Internet of Things: Finding Opportunity in a Continuum of Changes

Featured Speakers

Monday, May 4, 8:00–8:45 a.m.

Data Management Trends in the Era of Big Data

Evan Levy, CBIP
Vice President of Business Consulting, SAS

Business data volumes, sources, and systems are all growing exponentially. Although we're confident in measuring and managing the business by the numbers we still struggle to find and use the information we need from enormous quantities of data in an overwhelming number of sources. The challenge isn't simply to manage data assets; it's about managing the movement and sharing of data with the business partner community. The relationships between companies, their partners, and their customers are growing ever tighter and more dependent on data.

In this presentation, Evan Levy shares how leading companies are addressing these challenges and growing the value of their corporate information assets. He further describes their changing approach to managing their corporate information assets and the tactics they use to deliver success.

Thursday, May 7, 8:00–8:45 a.m.

Advancing the Data Ecosystem Continuum

Mike Jennings
Senior Director, Enterprise Data Architecture, Walgreens

Today's data ecosystem is evolving ever faster to meet business demands for information. New technologies bring the promise of new information capabilities to support new business needs and use cases. These innovations offer business more access to and control of information and analysis than just a few years ago. At the same time, the data types and volume required by business for operations and analytics also grow dramatically in order for organizations to respond to a changing market. Big data, mobile, smart devices, and cloud, as well as real-time information capture and response, all strain the existing data ecosystem and require faster adaptation. Meanwhile, governance and data management are vital for keeping the environment from stifling the very information capabilities the business is trying to improve.

Core Tracks

In addition to our featured hot topics, TDWI offers training in six core tracks:

// **Big Data:** Courses on big data analytics, business applications and use cases, data types and sources, architectures, projects, and technologies.

// **Business Intelligence Essentials:** Learn basic BI/DW concepts and principles as well as expanded essentials such as data modeling and metrics.

// **Business Analytics:** Courses on analytics, dashboards, visualization, metrics, and predictive analytics.

// **Data Analysis and Design:** Learn how to design and implement the best data structures to fulfill business needs.

// **Data Asset Management:** Explore master data management strategies, data governance, and data quality.

// **Leadership and Management:** Effectively integrate people, processes, and technology to deliver business value.

Who Should Attend

// **Sponsors of business intelligence and data warehousing programs and analytics sponsors and stakeholders**

// **Architects, designers, and developers of BI and analytics systems**

// **Business executives and managers who depend on analytics**

// **Technology architects, executives, and managers**

// **Business analysts**

// **Data architects and data modelers**

// **Data integrators**

// **Project and program managers**

Why TDWI?

TDWI knows you have a choice when it comes to training. For more than 20 years, TDWI's community of practitioners, analysts, educators, and solution providers has helped data professionals get smarter, so the companies they work for can manage and monetize data more effectively. What sets TDWI's training apart?

- **All things data.** TDWI offers the most comprehensive coverage of data-related topics, including business intelligence, data warehousing, big data, visualization and advanced analytics, and more.
- **In-depth, vendor-neutral education.** Full- and half-day classes taught by seasoned instructors and industry thought leaders for new and experienced practitioners.
- **Trusted in the space.** For more than 20 years, our full-time, on-staff research analysts and education directors have tracked technologies and trends to bring you the most comprehensive, timely education available.
- **Immediate impact.** The things you learn in the classroom today can be applied at work tomorrow. The focus is on practical education that you can use.
- **Certification.** The business intelligence and data warehousing industry's most meaningful and credible certification program.
- **Networking opportunities** at evening receptions and luncheons.
- **Exhibit hall.** See the latest solutions from leading providers of hardware, software, and services for business intelligence, data warehousing, and related technologies.

The TDWI Difference

TDWI CHICAGO	VS	Vendor/User Conference
Classroom-style, all-day instruction	•	45-minute presentations
Independent instructors	•	Vendor staff
Course books	•	Handouts
Industry best practices	•	Product-centric viewpoints
Deep dive into topics	•	General overview of subjects
Vendor-neutral teaching	•	Vendor-specific tips
Industry certification	•	Platform certification

TDWI EDUCATION AND PHILOSOPHY

TDWI provides individuals and teams with a comprehensive portfolio of business and technical education and research to acquire the knowledge and skills they need, when and where they need them. The in-depth, best-practices-based information TDWI offers can be quickly applied to develop world-class talent across your organization's business and IT functions to enhance analytical, data-driven decision making and performance.

TDWI advances the art and science of realizing business value from data by providing an objective forum where industry experts, solution providers, and practitioners can explore and enhance data competencies, practices, and technologies.

TDWI never endorses any specific products, services, or tools and goes to great lengths to keep course offerings free of bias. To sustain the high standard of quality and product neutrality, we kindly ask your assistance by responding thoughtfully to the objectivity category when completing training evaluation forms.

Meet Our Faculty

TDWI faculty are thoroughly vetted for depth of expertise as well as presentation style to deliver curriculum-based, full-day training. Many are authors and well-known authorities in the space.

Chris Adamson, CBIP
BI Specialist
Oakton Software LLC
COURSES T4, W4, TH4

Stephen Brobst
Managing Partner
Sampo Technologies & Systems
COURSES S4, M5

Andrew Cardno
Data Visualization Expert
AmericanKiwi LLC
COURSE M5

Maureen Clarry
President
Clarry Consulting Inc.
COURSE TH7

Ken Collier, Ph.D.
Agile Analytics Practice Lead
ThoughtWorks
COURSE S3

Wayne Eckerson
Principal Consultant
Eckerson Group, LLC
COURSES S5A, S5P

Aaron Fuller, CBIP
Principal
Superior Data Strategies, LLC
COURSES T1, W3

Jonathan Geiger, CBIP
Executive Vice President
Intelligent Solutions, Inc.
COURSES M8A, M8P, W2, TH2

Richard Hines
Vice President Business Analytics
Hitachi Solutions Ltd.
COURSES M3, W1, TH1

Claudia Imhoff, Ph.D.
President and Founder
Intelligent Solutions, Inc.
COURSE T8

Mike Jennings
Senior Director, Enterprise Data Architecture
Walgreens
THURSDAY KEYNOTE

Krish Krishnan
CEO
Sixth Sense Advisors, Inc.
COURSES S6P, M7, T7, F4

Mike Lampa
Managing Partner
Archipelago IS, LLC
COURSES M4, T4, F5A, F5P

Deanne Larson, DM, CBIP
President
Larson & Associates
COURSES W5, F1

Evan Levy, CBIP
Vice President of Business Consulting
SAS
MONDAY KEYNOTE,
COURSES T6, W6

David Loshin
President
Knowledge Integrity, Inc.
COURSE W8A

Mark Madsen
President
Third Nature, Inc.
COURSES W7A, W7P

John Myers
Managing Research Director
Enterprise Management Associates
COURSES T5, TH5

Mark Peco, CBIP
Partner
InQvis
COURSES M4, T3, F2

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

Lorna Rickard
Principal Consultant
Shared Success Strategies LLC
COURSE TH7

Shawn Rogers
President
Analytic Response, LLC
COURSE M6, W8P

John Santaferraro
Chief Marketing Officer
Organomics
COURSE TH6

Michelle Santaferraro
Chief Organizing Officer
Organomics
COURSE TH6

Len Silverston
President
Universal Data Models, LLC
COURSE T8

Dave Wells, CBIP
BI Consultant, Mentor, and Teacher
COURSES M2, TH3, F3

Nancy Williams, CBIP
Vice President and Principal Consultant
DecisionPath Consulting
COURSES S1, M1

TDWI is your source for in-depth education and research on all things data.

tdwi
Advancing all things data.

TDWI ONSITE EDUCATION

Your Team, Your Location, Our Instructors

TDWI Onsite delivers the highest quality business intelligence (BI) and data warehousing (DW) education directly to your office so each member of your team learns the same best practices, methodology, and strategy directly from the industry gurus. **Maximize your training budgets today. Schedule a free consultation.**

Core Tracks:

- Data Asset Management
- Core Business Intelligence Skills
- Data Analysis and Design
- Big Data
- Agile BI and DW Development
- Leadership and Management
- CBIP Certification

Contact:

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Director, Onsite Education
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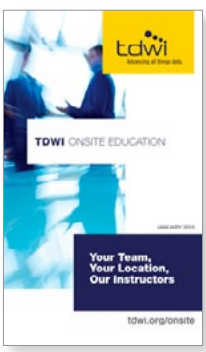

Download the Onsite brochure today

tdwi.org/onsite

Vendor Exhibition

EXHIBIT HALL HOURS

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

The TDWI Exhibit Hall features leading providers of hardware, software, and services for business intelligence, data warehousing, analytics, and related technologies demonstrating their latest solutions. Time is set aside for visiting with these solution providers without missing any courses.

Visit tdwi.org/CH2015 for more information about exhibitors at TDWI Chicago.

View all past exhibitors at tdwi.org/CH2015/exhibitors.

RECENT TDWI EXHIBITORS:

Actian Corporation
Actuate
Adaptive Planning
Altosoft, A Kofax Company
Analytix Data Services LLC
Attivio
Birst
Blue Star Infotech
CA Technologies
CBIG Consulting
CirrusPoint
Cisco
Cloudera
Collibra
Compact Solutions
Composite Software, Inc.
Damaka
Datasource Consulting
Datawatch
Dell Software
Denodo Technologies
Domo Technologies
Esri
EXASOL
GoodData
Halo BI
Hortonworks
HP
HP Vertica
IBM
iceDQ
Impetus Technologies
Infogix, Inc.
Information Builders
Intel
iOLAP, Inc.
Jaspersoft
Kalido
L&T Infotech
Liaison
Logi Analytics
Looker
MapR
MarkLogic
MemSQL
Microsoft
MicroStrategy
Neudesic
Neutrino Concepts Ltd.
Oracle
ParAccel, Inc.
Pentaho
RedPoint Global
Roambi
Rocket Software
SAP
SAS Institute Inc.
Solace Systems
Splunk
Tableau Software
Talend
Tamr
Teradata Corporation
TIBCO Spotfire
TimeXtender
Treasure Data
Trillium Software
ValueMomentum
VelociData, Inc.
WebAction
WhereScape
YarcData
Yellowfin

TDWI PARTNERS

For 2015, the following companies have joined the TDWI Partner program. These solution providers share the TDWI commitment to quality education, research, and knowledge transfer for business intelligence, analytics, and data warehousing.

PLATINUM PARTNERS

IBM
TERADATA

PARTNERS

Actian
cloudera
DATAWATCH
DELL Software
Information Builders
SAP
SAS
+ableau
TREASURE DATA

Agenda

SUNDAY May 3

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.

COURSE OFFERINGS

○ **S1** BI p. 13
TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success
N. Williams

○ **S2** DA p. 13
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
L. Reeves

○ **S3** UPDATED! LM p. 13
Agile BI: Value-Driven Data Warehousing and BI
K. Collier

○ **S4** LM p. 13
The Future of Data Warehousing
S. Brobst

○ **S5A** LM p. 13
Secrets of Analytical Leaders: Insights from Information Insiders
W. Eckerson

○ **S5P** LM p. 13
The New Analytical Ecosystem: Bridging the Worlds of BI and Big Data
W. Eckerson

○ **S6P** NEW! BD BA p. 13
Big Data Maturity: Measuring Your Journey
K. Krishnan

MONDAY May 4

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	7:30–8:30 a.m.
Keynote Presentation (see p. 1)	8:00–8:45 a.m.
Lunch Break	12:15–1:45 p.m.
CBIP Exam Lab	5:30–7:00 p.m.
Welcome Reception	5:00–6:30 p.m.

COURSE OFFERINGS

○ **M1** BI p. 14
TDWI Business Intelligence Architecture: Principles of BI Design
N. Williams

○ **M2** DA BI p. 14
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis
D. Wells

○ **M3** DI BI p. 14
TDWI Data Governance Fundamentals: Managing Data as an Asset
R. Hines

○ **M4** BA BI p. 14
TDWI Business Analytics: Exploration, Experimentation, and Discovery
M. Peco, M. Lampa

○ **M5** BA p. 15
Overcoming Information Overload with Best Practices in Data Visualization
S. Brobst, A. Cardno

○ **M6** BA p. 15
Social Analytics: Driving Real Business Value with Big Data
S. Rogers

○ **M7** BD LM p. 15
Understanding Hadoop
K. Krishnan

○ **M8A** LM p. 15
CBIP Preparation for the Information Systems Core Exam
J. Geiger

○ **M8P** LM p. 15
CBIP Preparation for the Data Warehousing Exam
J. Geiger

TUESDAY May 5

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.
Premium Membership Orientation	1:40–2:00 p.m.
Exhibit Hall Open and Reception	5:00–7:00 p.m.

COURSE OFFERINGS

○ **T1** BD LM p. 15
TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets
A. Fuller

○ **T2** DA BA p. 15
Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
L. Reeves

○ **T3** DI p. 16
TDWI Data Virtualization: Solving Complex Data Integration Challenges
M. Peco

○ **T4** BA p. 16
TDWI Predictive Analytics Fundamentals
C. Adamson, M. Lampa

○ **T5** LM p. 16
TDWI Data Warehouse Automation: Better, Faster, Cheaper … You Can Have It All
J. Myers

○ **T6** DI p. 16
Designing Your Company's Data Strategy
E. Levy

○ **T7** NEW! BD p. 16
Hands-on Hadoop
K. Krishnan

○ **T8** DA p. 16
Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development
C. Imhoff, L. Silverston

COURSE TOPICS KEY

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

Some classes cover more than one topic. Primary focus is listed first.

WEDNESDAY May 6

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.
Case Study Presentations	11:45 a.m.–1:45 p.m.
CBIP Exam Lab	6:00–7:30 p.m.

COURSE OFFERINGS

○ **W1** DI BI p. 17
TDWI Data Governance Innovations: Adapting for Agile, Big Data, and Cloud
R. Hines

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

○ **W3** DI BI p. 17
TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement
A. Fuller

○ **W4** BA p. 17
TDWI Data Visualization Fundamentals
C. Adamson

○ **W5** BA p. 17
Data Mining with R
D. Larson

○ **W6** NEW! BD p. 18
Tactics from the Data Trenches: Tackling the Diverse Challenges of New Data
E. Levy

○ **W7A** BD DI p. 18
Big Data in a Nutshell: The Technical and Business Realities
M. Madsen

○ **W7P** BD LM p. 18
Designing an Architecture for the Age of Data Analytics
M. Madsen

○ **W8A** BD DA p. 18
Information Strategy and Architecture for Big Data
D. Loshin

○ **W8P** NEW! BD p. 18
Strategies for Big Data Success: Privacy, Compliance, and Best Practices
S. Rogers

THURSDAY May 7

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

COURSE OFFERINGS

○ **TH1** NEW! BA BI p. 18
TDWI Performance Management: Dashboards, Scorecards and Metrics for Real Business Impact
R. Hines

○ **TH2** DA p. 19
TDWI Advanced Data Modeling Techniques
J. Geiger

○ **TH3** LM p. 19
Putting the Business Back in BI: A Framework for Requirements and Value Management
D. Wells

○ **TH4** LM p. 19
Business Information and Modern BI: Evolving Beyond the Dimensional Data Mart
C. Adamson

○ **TH5** NEW! BD p. 19
Selecting Tools for Your Hybrid Data Ecosystem
J. Myers

○ **TH6** LM p. 19
Increasing Productivity for Data Warehousing, BI, and Analytics
J. Santaferraro, M. Santaferraro

○ **TH7** LM p. 20
Power, Politics, and Partnership: Building an Analytics Culture
M. Clarry, L. Rickard

FRIDAY May 8

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** DI BI p. 20
TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity
D. Larson

○ **F2** BA p. 20
Harness the Power of "What-If" Analytics: Shaping Your Future with Simulation
M. Peco

○ **F3** BA LM p. 20
Measuring Intangibles: Breaking Down Analytic Barriers
D. Wells

○ **F4** LM p. 20
Internet of Things: Finding Opportunity in a Continuum of Changes
K. Krishnan

○ **F5A** LM p. 20
Emerging Technology for Advanced Analytics
M. Lampa

○ **F5P** LM p. 20
Innovative Techniques for Advanced Analytics
M. Lampa

SEE PAGES 10–12 FOR COURSE OFFERINGS BY TOPIC

FEATURED TRACK

NEW DATA ECOSYSTEM

The big data boom brings new challenges and opportunities to those who define the architectures, manage the technologies, and implement the systems that create and consume business-critical data. Take a deep dive with industry experts at TDWI Chicago to learn how to adapt your existing data ecosystem to meet the needs of expanding volumes of data and data types.

BI BI ESSENTIALS

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

BD BIG DATA

Big data is bringing radical changes to BI with effects across the ecosystem from infrastructure to business value, and from data acquisition to analytics. Every BI program will be challenged to adapt to big data without disrupting existing capabilities. This track offers courses to help everyone on your BI team integrate big data into your BI program. From strategy and architecture to getting hands on with core technologies such as R and Hadoop, you'll find opportunities to get ready for the big data revolution.

BA BUSINESS ANALYTICS

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

DA DATA ANALYSIS AND DESIGN

Data analysis and design provides the foundation for delivering BI applications. 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.

DI DATA ASSET MANAGEMENT

Your MDM strategy can achieve sought-after results if the initiative is under the umbrella of a true data governance program. Data governance encompasses enterprise management of availability, usability, integrity/quality, and security of data. High-quality data is needed to drive profitable business decisions. Dirty data has long been the Achilles' heel of data warehousing. Learn how to model; improve quality; and integrate, store, and govern this most precious asset.

LM LEADERSHIP AND MANAGEMENT

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

S1 Sunday, May 3, 9:00 a.m.–5:00 p.m.
BI Essentials

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

Nancy Williams

YOU WILL LEARN

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

S2 Sunday, May 3, 9:00 a.m.–5:00 p.m.
Data Analysis and Design

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

Exposure to some IT projects is helpful.

Laura Reeves

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

S3 UPDATED! Sunday, May 3, 9:00 a.m.–5:00 p.m.
Leadership and Management

Agile BI: Value-Driven Data Warehousing and BI

Ken Collier

YOU WILL LEARN

- Story point estimation
- Story prioritization techniques
- Product backlog grooming
- Capacity-based planning
- Story conferencing
- Sprint backlog creation and commitment
- Team roles and responsibilities
- Team self-organization and self-management
- Kanban and scrum
- Feature showcase practices
- Retrospectives for continuous learning and improvement
- Writing good BI/DW user requirements/stories
- Slicing epics into smaller stories

S4 Sunday, May 3, 9:00 a.m.–5:00 p.m.
Leadership and Management

The Future of Data Warehousing

This course assumes knowledge of DW fundamentals.

Stephen Brobst

YOU WILL LEARN

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

S5A Sunday, May 3, 9:00 a.m.–12:15 p.m.
Leadership and Management

Secrets of Analytical Leaders: Insights from Information Insiders

Wayne Eckerson

YOU WILL LEARN

- How to organize a BI and analytics team for optimal performance
- How to deliver value quickly and earn credibility among business sponsors
- Translating insights into business impact
- Creating and deploying analytical models
- Creating an agile data warehouse

S5P Sunday, May 3, 1:45–5:00 p.m.
Leadership and Management

The New Analytical Ecosystem: Bridging the Worlds of BI and Big Data

Wayne Eckerson

YOU WILL LEARN

- The business dynamics that rip most BI programs apart
- The elements of a federated organizational architecture
- How to evolve your current architecture into an analytical ecosystem leveraging big data
- How to create an analytical architecture that supports the complete range of users and information requirements

S6P NEW! Sunday, May 3, 1:45–5:00 p.m.
Big Data, Business Analytics

Big Data Maturity: Measuring Your Journey

Krish Krishnan

YOU WILL LEARN:

- Concepts of and contributors to big data maturity
- Components of the TDWI Big Data Maturity Model
- How to measure big data maturity
- Goal-setting techniques for your big data journey
- How to define a road map for your big data journey
- Outcomes achieved at various stages of big data maturity
- How to use the TDWI Big Data Maturity Model to advance your big data program, projects, and processes

Course Descriptions

M1 Monday, May 4, 9:00 a.m.–5:00 p.m.
BI Essentials

TDWI Business Intelligence Architecture: Principles of BI Design

Nancy Williams

YOU WILL LEARN

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

M2 Monday, May 4, 9:00 a.m.–5:00 p.m.
Data Analysis and Design, BI Essentials

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis

Dave Wells

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

M3 Monday, May 4, 9:00 a.m.–5:00 p.m.
Data Asset Management, BI Essentials

TDWI Data Governance Fundamentals: Managing Data as an Asset

Richard Hines

YOU WILL LEARN

- Definitions and dimensions of data governance
- Key considerations and challenges in building a data governance program
- The practices, roles, skills, and disciplines essential to data governance
- The qualities that make good data stewards and stewardship organizations
- The processes of developing, executing, and sustaining data governance
- Activities, issues, and options when building a data governance program
- How maturity models are applied for data governance
- The importance of adapting data governance for trends such as big data, cloud services, and agile development methods

M4 Monday, May 4, 9:00 a.m.–5:00 p.m.
Business Analytics, BI Essentials

TDWI Business Analytics: Exploration, Experimentation, and Discovery

Mark Peco, Mike Lampa

YOU WILL LEARN

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

> “The conference provided me great ideas for visualizations for use in dashboards and scorecards. We are looking for new ways to display data and a few classes proved quite valuable.
>
> —Mark Colosimo
> Urban Science

M5 Monday, May 4, 9:00 a.m.–5:00 p.m.
Business Analytics

Overcoming Information Overload with Best Practices in Data Visualization

Stephen Brobst, Andrew Cardno

YOU WILL LEARN

- How visualization can be used to overcome information overload
- Best practices in the use of visualization for BI
- Common pitfalls in the use of visualization for BI
- Next-generation visualization techniques using mashups, geospatial data, and animation
- The differences in using visualization for strategic BI versus operational BI
- Critical success factors for implementation of scalable solutions

M6 Monday, May 4, 9:00 a.m.–5:00 p.m.
Business Analytics

Social Analytics: Driving Real Business Value with Big Data

Shawn Rogers

YOU WILL LEARN

- Why you can't afford to ignore this growing trend and innovative data source
- How leading companies achieve a competitive edge using social analytics
- To understand the five social media data types and how to leverage them
- Mistakes to avoid in your social analytics strategy
- Essential tools for social analytics
- How to integrate and utilize social data within your enterprise

M7 Monday, May 4, 9:00 a.m.–5:00 p.m.
Big Data, Leadership and Management

Understanding Hadoop

Krish Krishnan

YOU WILL LEARN

- The what and why of Hadoop
- Hadoop components
- Technical architecture
- Core components (MapReduce, HDFS, YARN)
- Hadoop tools (Hbase, Hive, Pig, Mahout, Impala)
- Hadoop setup and configuration
- Hadoop administration and management
- Using Hadoop: Applications and examples

M8A Monday, May 4, 9:00 a.m.–12:15 p.m.
Leadership and Management

CBIP Preparation for the Information Systems Core Exam

This course assumes a working knowledge of information systems.

Jonathan Geiger

YOU WILL LEARN

- Concepts and terms used in the exam: technology and business, application system, data management, and systems development
- What constitutes the complete body of knowledge for the exam
- How to assess your knowledge and skill related to the body of knowledge
- What to expect during the examination process
- Techniques to improve your performance when taking the exam

M8P Monday, May 4, 1:45–5:00 p.m.
Leadership and Management

CBIP Preparation for the Data Warehousing Exam

This course assumes a working knowledge of data warehousing.

Jonathan Geiger

YOU WILL LEARN

- Concepts and terms used in the exam: organization and methodology, architecture and technology, data modeling concepts, data integration, and implementation and operation
- What constitutes the complete body of knowledge for the exam
- How to assess your knowledge and skill related to the body of knowledge
- What to expect during the examination process
- Techniques to improve your performance when taking the exam

T1 Tuesday, May 5, 8:00 a.m.–5:30 p.m.
Big Data, Leadership and Management

TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets

Aaron Fuller

YOU WILL LEARN

- Common definitions of big data and the implications of each
- Key characteristics of big data and why size is not among the top five
- The structures that can be found in "unstructured" data
- Types of big data sources—streaming data, social data, sensor data, etc.
- Value opportunities and common applications for big data
- Considerations when adapting architectures, organizations, and cultures to incorporate big data
- The scope of big data processes, tools, and technologies

T2 Tuesday, May 5, 8:00 a.m.–5:30 p.m.
Data Analysis and Design, Business Analytics

Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques

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

Laura Reeves

YOU WILL LEARN

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

Course Descriptions

T3 Tuesday, May 5, 8:00 a.m.–5:30 p.m.
Data Asset Management

TDWI Data Virtualization: Solving Complex Data Integration Challenges

Mark Peco

YOU WILL LEARN

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

T4 Tuesday, May 5, 8:00 a.m.–5:30 p.m.
Business Analytics

TDWI Predictive Analytics Fundamentals

Chris Adamson, Mike Lampa

YOU WILL LEARN

- Definitions, concepts, and terminology of predictive analytics
- Common applications of predictive analytics
- How and where predictive analytics fits into a BI program and the relationships with business metrics, performance management, and data mining
- To distinguish among various predictive model types and understand the purpose and statistical foundations of each
- Organizational considerations for predictive analytics, including roles, responsibilities, and the need for business, technical, and management skills

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

TDWI Data Warehouse Automation: Better, Faster, Cheaper … You Can Have It All

John Myers

YOU WILL LEARN

- Concepts, principles, and practices of data warehouse automation (DWA)
- The current state of DWA technology
- Automation opportunities and benefits when building or managing a data warehouse
- How to get started with DWA
- Best practices and mistakes to avoid with DWA

T6 Tuesday, May 5, 8:00 a.m.–5:30 p.m.
Data Asset Management

Designing Your Company's Data Strategy

Evan Levy

YOU WILL LEARN

- The key components of an enterprise data strategy
- Aligning the strategy with your company's goals and priorities
- The key tactical enablers that can elevate the visibility of a data strategy initiative
- Understanding the alternatives and determining the best fit for your company
- The analysis and construction activities involved in building your company's data strategy
- Identifying the stakeholders and determining their roles in supporting the strategy
- Suggested approaches and techniques for conducting stakeholder interviews, along with sample questions
- Building sample strategy artifacts based on real-world scenariosy

T7 NEW! Tuesday, May 5, 8:00 a.m.–5:30 p.m.
Big Data

Hands-on Hadoop

This course assumes completion of the course Understanding Hadoop or equivalent knowledge. You will need a laptop with specific software installed prior to the session. When you register, you will receive detailed instructions for software download and installation.

Krish Krishnan

YOU WILL LEARN:

- Hadoop components and architecture
- Configuration of Hadoop
- Configuration of core components (MapReduce, HDFS, Yarn)
- Usage of Hadoop tools (HBase, Hive, Pig, Mahout, Impala)
- ZooKeeper setup and configuration
- Hadoop administration and management

T8 Tuesday, May 5, 8:00 a.m.–5:30 p.m.
Data Analysis and Design

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

Claudia Imhoff, Len Silverston

YOU WILL LEARN

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

W1 Wednesday, May 6, 8:00 a.m.–5:30 p.m.
Data Asset Management, BI Essentials

TDWI Data Governance Innovations: Adapting for Agile, Big Data, and Cloud

Richard Hines

YOU WILL LEARN

- The data governance challenges and opportunities that arise from cloud services
- Risks, challenges, and opportunities of big data governance
- How to overcome apparent conflicts between data governance and agile
- Roles, relationships, and complexities of metadata management for data governance
- Data governance challenges that arise from mobile devices and from social media
- The importance of ethics as a data governance imperative
- New models, practices, and processes for modern data governance

W2 Wednesday, May 6, 8:00 a.m.–5:30 p.m.
Data Analysis and Design, BI Essentials

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

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

Jonathan Geiger

YOU WILL LEARN

- Differences in modeling techniques for business transactions, business events, and business metrics
- Different types of data and their implications
- Application of business context to modeling activities
- The role of business requirements in BI data modeling
- The role of source data analysis in data modeling
- Use of normalized modeling techniques for data warehouse analysis and design
- Use of dimensional modeling techniques for data warehouse analysis and design
- The roles of generalization and abstraction in data warehouse design
- The roles of identity and hierarchy management in data warehouse design
- How time-variant data is represented in data models
- Implementation and optimization considerations for warehousing data stores

W3 Wednesday, May 6, 8:00 a.m.–5:30 p.m.
Data Asset Management, BI Essentials

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

Aaron Fuller

YOU WILL LEARN

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

W4 Wednesday, May 6, 8:00 a.m.–5:30 p.m.
Business Analytics

TDWI Data Visualization Fundamentals

Chris Adamson

YOU WILL LEARN

- Visualization as a communication medium
- Preparing data for visualization
- Components of visualization
- Choosing and using charts and graphs
- Visual exploration and analysis
- Visual design techniques
- Extending visualization with infographics
- Visual storytelling
- Data visualization tools

W5 Wednesday, May 6, 8:00 a.m.–5:30 p.m.
Business Analytics

Data Mining with R

Attendees should have some coding experience and basic statistics, and will need to bring to the session a laptop with RStudio installed. When you register, you will receive detailed instructions to download and install RStudio.

Deanne Larson

YOU WILL LEARN

- How to configure the RStudio environment and load R packages
- How to use R basics such as basic math, data types, vectors, and calling functions
- How to use advanced data structures such as data frames, lists, and matrices
- How to use R base graphics
- How to use R basic statistics, correlation, and covariance
- How to use linear models such as simple linear regression, logistic regression
- How to use non-linear models such as decision trees and Random Forests
- How to apply clustering using K-means
- How to complete model diagnostics

Course Descriptions

W6 NEW! — Wednesday, May 6, 8:00 a.m.–5:30 p.m.
Big Data

Tactics from the Data Trenches: Tackling the Diverse Challenges of New Data

Evan Levy

YOU WILL LEARN

- The business data ecosystem and the changes in data usage and sharing inside today's companies
- The most common data challenges in era of big data and cloud computing
- The methods and infrastructure changes required to support the enormous growth in new data sources and alternative data content
- Tactics for managing data movement within (and outside) your company; for reviewing tooling to simplify and automate data access and usage; for positioning users as stakeholders in data improvement processes (quality, correction, monitoring, etc.); for delivering (or deferring) data self-sufficiency; and for managing data content at the enterprise, organization, and user levels
- Aligning your company's data needs with their tactical business priorities

W7A — Wednesday, May 6, 8:00–11:15 a.m.
Big Data, Data Asset Management

Big Data in a Nutshell: The Technical and Business Realities

Mark Madsen

YOU WILL LEARN

- Differences between underlying concepts of BI and big data, and why those differences matter
- How BI and big data principles can guide and shape architectural and design decisions
- How to maximize value with overlapping and complementary BI and big data implementations

W7P — Wednesday, May 6, 2:15 p.m.–5:30 p.m.
Big Data, Leadership and Management

Designing an Architecture for the Age of Data Analytics

Mark Madsen

YOU WILL LEARN

- Data architecture alternatives to those of the past that are able to adapt to today's data realities
- New technologies that can be applied to address new problems inherent to the scope and scale of data today
- Methods and techniques to migrate from old data architecture of the past to new data architectures that resolve today's problems and prepare for the future

W8A — Wednesday, May 6, 8:00–11:15 a.m.
Big Data, Data Analysis and Design

Information Strategy and Architecture for Big Data

David Loshin

YOU WILL LEARN

- Complementing existing technologies with innovative approaches
- Maximizing opportunities for data reuse and repurposing
- Integrating big data into the information architecture
- Overseeing innovation with data and project governance
- Assembling and managing a medium- and long-term information vision and strategy

W8P NEW! — Wednesday, May 6, 2:15–5:30 p.m.
Big Data

Strategies for Big Data Success: Privacy, Compliance, and Best Practices

Shawn Rogers

YOU WILL LEARN

- Best Practices and policies to manage big data insights
- About interesting and innovative big data use cases involving privacy and regulatory compliance
- How to identify exposure and minimize risk in big data projects
- Mistakes to avoid when managing personally identifiable information and regulated data such as HIPAA information
- How leading companies achieve competitive advantage leveraging new data sources such as social media and simultaneously mitigate the challenges they represent

TH1 NEW! — Thursday, May 7, 9:00 a.m.–5:00 p.m.
Business Analytics, BI Essentials

TDWI Performance Management: Dashboards, Scorecards and Metrics for Real Business Impact

Richard Hines

YOU WILL LEARN:

- Techniques to identify high-impact performance indicators and business metrics
- How measurement and feedback are applied to increase business effectiveness and improve business efficiency
- How to define and design performance management architecture
- How to foster a performance management culture
- When to use scorecards and when to use dashboards
- Design techniques for dashboards and scorecards
- How to integrate dashboards and scorecards including cascading and drill-in
- How to choose the right indicators, metrics, and visual elements for dashboards and scorecards
- Data management techniques for scorecards and dashboards

TH2 Thursday, May 7, 9:00 a.m.–5:00 p.m.
Data Analysis and Design

TDWI Advanced Data Modeling Techniques

This course assumes completion of the course TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems or equivalent understanding of entity-relationship modeling, dimensional modeling, and DW terms and concepts.

Jonathan Geiger

YOU WILL LEARN

- Enterprise architecture approaches and how to apply them
- How big data and analytics impact traditional approaches
- Different data models and how they relate to each other
- The role of modeling in analytics
- Higher normalization forms
- How to effectively apply generalization and specialization
- The role of metadata management in data governance
- State and time dependencies and how to handle them
- How to validate the data model
- How to transform the business data model into physical models based on the application
- The implications of alternative storage approaches
- The roles and structures of complementary models
- How to deal with multiple time zones and currencies

TH3 Thursday, May 7, 9:00 a.m.–5:00 p.m.
Leadership and Management

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

Dave Wells

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 requirements analysis, project scoping, and value management

TH4 Thursday, May 7, 9:00 a.m.–5:00 p.m.
Leadership and Management

Business Information and Modern BI: Evolving Beyond the Dimensional Data Mart

Chris Adamson

YOU WILL LEARN

- How to classify business requirements across key BI functions: business analytics, OLAP, and performance management
- Where data governance and MDM intersect with your BI program
- The impacts of big data technologies on your information architecture: virtualization, unstructured data, data mining, and visualization
- Dimensional modeling techniques that facilitate business interaction, support high-impact analytics, and synchronize with integrated performance management
- Best practices that ensure your data warehouse is a useful resource for business analytics
- Which parts of your information architecture should be subject to centralized development and control, and which parts can be entrusted to the business
- Multiple ways to enable the combination of enterprise dimensional data with local, external, or unstructured data
- How to match methodologies and technology standards to the unique requirements of each initiative

TH5 NEW! Thursday, May 7, 9:00 a.m.–5:00 p.m.
Big Data

Selecting Tools for Your Hybrid Data Ecosystem

John Myers

YOU WILL LEARN:

- The composition of the hybrid data ecosystem and its platforms
- The impact of on-premises, cloud (private, hybrid, public), and managed services implementation avenues as well as an overview of the marketplace and vendors' product positioning
- Top technological vendor evaluation and selection criteria to improve the probability succeeding with an HDE
- Common challenges to the implementation of HDE platforms

TH6 Thursday, May 7, 9:00 a.m.–5:00 p.m.
Leadership and Management

Increasing Productivity for Data Warehousing, BI, and Analytics

John Santaferraro, Michelle Santaferraro

YOU WILL LEARN

- To increase the likelihood of finishing your project on time and under budget
- How to gain up to four hours of productivity per person per week
- How to build momentum by aligning with a specific set of goals
- How to shrink your time to analytic value and business improvement
- How to free up resources to pursue more innovative or strategic projects

Course Descriptions

TH7 Thursday, May 7, 9:00 a.m.–5:00 p.m.
Leadership and Management

Power, Politics, and Partnership: Building an Analytics Culture

Maureen Clarry, Lorna Rickard

YOU WILL LEARN

- Key components of successful analytics cultures
- Predictable patterns of communication and how they impede our effectiveness
- Systemic patterns that contribute to failed projects and strategies for overcoming them
- How to better navigate the complexities of data management politics
- A new model for understanding organizational dynamics and building better partnerships
- Strategies for empowering yourself and others to achieve maximum results

F1 Friday, May 8, 8:00 a.m.–3:30 p.m.
Data Asset Management, BI Essentials

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

Deanne Larson

YOU WILL LEARN

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

F2 Friday, May 8, 8:00 a.m.–3:30 p.m.
Business Analytics

Harness the Power of "What-If" Analytics: Shaping Your Future with Simulation

Mark Peco

YOU WILL LEARN

- Key capabilities of simulation
- Categories of simulation models
- Domains of applicability
- How to build and implement simulation models
- Data management requirements for simulation
- How business problems can be defined and solved
- The role of experimental design
- How insights can be generated
- How to explore and discover routes to successful outcomes
- How analytics, simulation, and BI are interconnected disciplines

F3 Friday, May 8, 8:00 a.m.–3:30 p.m.
Business Analytics, Leadership and Management

Measuring Intangibles: Breaking Down Analytic Barriers

Dave Wells

YOU WILL LEARN

- Why measuring intangibles is central to managing future performance
- The challenges of performance indicators such as customer satisfaction and employee morale
- How to establish scope and quality criteria for intangible measures
- How to identify, select, and define intangible measures
- Measurement techniques for intangibles
- How to apply intangible measures for business leverage

F4 Friday, May 8, 8:00 a.m.–3:30 p.m.
Leadership and Management

Internet of Things: Finding Opportunity in a Continuum of Changes

Krish Krishnan

YOU WILL LEARN

- A technical perspective of IoT: Machine learning, device data sharing, and more
- A getting-started perspective of IoT: Connecting the dots
- A planning perspective of IoT: Risks and points of failure
- Pragmatic tips and techniques to derive value from IoT

F5A Friday, May 8, 8:00–11:15 a.m.
Leadership and Management

Emerging Technology for Advanced Analytics

Mike Lampa

YOU WILL LEARN

- How hardware layers are evolving at all levels from chipsets to supercomputers supporting advanced analytics workloads
- How software providers are removing barriers to entry for advanced analytics
- How emerging technologies in hardware and software combine to address complex and demanding advanced analytics workloads
- Where big data finds its niche in the world of analytics-enabling technologies

F5P Friday, May 8, 12:15–3:30 p.m.
Leadership and Management

Innovative Techniques for Advanced Analytics

Mike Lampa

YOU WILL LEARN

- How project management evolves to support advanced analytics
- How to augment systems methodologies to embrace advanced analytics without compromising systems audit points
- How to leverage new technologies, reference architectures, and design patterns to bring advanced analytics to the masses
- How to develop the talent needed to become an advanced analytics enterprise
- How to drive adoption of advanced analytics throughout the enterprise

About TDWI

TDWI provides individuals and teams with a comprehensive portfolio of business and technical education and research to acquire the knowledge and skills they need, when and where they need them. The in-depth, best-practices-based information TDWI offers can be quickly applied to develop world-class talent across your organization's business and IT functions to enhance analytical, data-driven decision making and performance.

TDWI advances the art and science of realizing business value from data by providing an objective forum where industry experts, solution providers, and practitioners can explore and enhance data competencies, practices, and technologies.

TDWI delivers education and research insights in various formats and settings (conferences, summits, on site, and online) with:

- **In-depth, vendor-neutral education:** Full- and half-day classes taught by seasoned instructors and industry thought leaders for new and experienced practitioners.
- **Executive-level education:** Focused programs geared toward business and IT executives, featuring award-winning case studies, expert strategy sessions, and opportunities for peer-level learning.
- **Research and publications:** Best practices reports, quick-study checklists, maturity assessment tools, and thought-leading perspectives to accelerate business-critical data projects.

TDWI PREMIUM MEMBERSHIP

tdwi.org/premium-membership

A community of learning where business and technical professionals come together to gain knowledge and skills, network with peers, and advance their careers.

TEAM MEMBERSHIP

TDWI offers a very efficient and cost-effective way to keep your entire team current on the latest trends and technologies. Team Membership provides significant discounts to organizations that register individuals as TDWI Team Members. It is easy to manage and renew!

TDWI CHAPTERS

tdwi.org/chapters

TDWI sponsors chapters throughout the world to foster continued education and networking at the local level. Chapter meetings are open to any BI/DW professional.

TDWI EDUCATION DEPARTMENT

For help with course selection and other conference information, contact the TDWI Education department today.

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

TDWI CONTACT INFORMATION

Phone: 425.277.9126
Fax: 425.687.2842
info@tdwi.org
tdwi.org

More TDWI Conference Benefits

PEER NETWORKING

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

GURU SESSIONS

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

CBIP CERTIFICATION

The TDWI Certified Business Intelligence Professional (CBIP) program is the industry's most meaningful and credible certification. While you attend TDWI Chicago, take the opportunity to prepare for and complete the CBIP exams. Multiple exam lab opportunities throughout the week make it convenient for you to complete your certification requirements. See p. 22 for details.

tdwi.org/linkedin

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Advancing all things data.

TDWI CERTIFICATION

Get Certified at TDWI Chicago

Professionals holding a TDWI CBIP certification command an average salary of $125,905—$20,000 higher than the average for non-certified professionals.

Source: 2015 TDWI Salary, Roles, and Responsibilities Report

cbip
Certified Business Intelligence Professional

The TDWI Certified Business Intelligence Professional (CBIP) program is the business intelligence and data warehousing industry's most meaningful and credible certification available. While you attend TDWI Chicago, take the opportunity to prepare for and complete the CBIP exams. TDWI offers exam preparatory sessions as well as other courses to complement your knowledge for taking the CBIP specialty exams. In addition, the many exam lab opportunities throughout the week make it convenient for you to complete your certification requirements all at one conference.

Why Become Certified?

DISTINGUISH YOURSELF PROFESSIONALLY

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

GET AN EDGE OVER THE COMPETITION

Achieve CBIP status and gain:

// **SALARY.** Surveys consistently suggest certified professionals enjoy higher salaries.

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

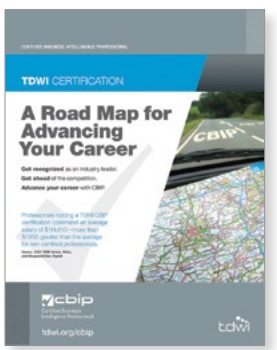
// **SPECIALIZATION.** CBIP recognizes your experience in distinct skill areas, which helps employers confidently match your skills to their job requirements.

Is CBIP Right for You?

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

For More Information

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



Download the CBIP brochure to advance your career today

tdwi.org/cbip

Advance Your Career with CBIP

You'll find the following CBIP prep courses and exams at TDWI Chicago:

Prepare for the **CBIP Data Warehousing** and **Information Systems Core exams**:

S1 p. 13
TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success

M1 p. 14
TDWI Business Intelligence Architecture: Principles of BI Design

M2 p. 14
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis

M3 p. 14
TDWI Data Governance Fundamentals: Managing Data as an Asset

M4 p. 14
TDWI Business Analytics: Exploration, Experimentation, and Discovery

M8A p. 15
CBIP Preparation for the Information Systems Core Exam

M8P p. 15
CBIP Preparation for the Data Warehousing Exam

W1 p. 17
TDWI Data Governance Innovations: Adapting for Agile, Big Data, and Cloud

W2 p. 17
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems

W3 p. 17
TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement

F1 p. 20
TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity

Prepare for the **CBIP specialty area exams**:

DATA ANALYSIS AND DESIGN (DA)

S2 p. 13
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand

M2 p. 14
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis

W2 p. 17
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems

TH2 p. 18
TDWI Advanced Data Modeling Techniques

DATA ASSET MANAGEMENT (DI)

M3 p. 14
TDWI Data Governance Fundamentals: Managing Data as an Asset

T3 p. 16
TDWI Data Virtualization: Solving Complex Data Integration Challenges

W1 p. 17
TDWI Data Governance Innovations: Adapting for Agile, Big Data, and Cloud

W3 p. 17
TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement

F1 p. 20
TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity

BUSINESS ANALYTICS (BA)

M4 p. 14
TDWI Business Analytics: Exploration, Experimentation, and Discovery

T4 p. 16
TDWI Predictive Analytics Fundamentals

F3 p. 20
Measuring Intangibles: Breaking Down Analytic Barriers

LEADERSHIP AND MANAGEMENT (LM)

M8A p. 15
CBIP Preparation for the Information Systems Core Exam

M8P p. 15
CBIP Preparation for the Data Warehousing Exam

T1 p. 15
TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets

F3 p. 20
Measuring Intangibles: Breaking Down Analytic Barriers

CBIP EXAM LABS

Sign up for exams at the conference registration desk. You will need a laptop that is Windows compatible and does not encrypt data on a USB drive. If your laptop does not meet these requirements, you can reserve one for loan.

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 Premium Members
$350 non-members

Exam Duration:
Maximum 90 minutes each

For more information, visit tdwi.org/cbip.

Hotel and Travel

Many courses sell out and hotel accommodations fill quickly at TDWI Chicago. Register for the conference and reserve your hotel room early to ensure availability, as space is limited.

CHICAGO HILTON & TOWERS

720 South Michigan Avenue
Chicago, IL 60605
(312) 922-4400

www.chicagohilton.com

Reservations: **https://aws.passkey.com/g/28989122**

TDWI has reserved a block of rooms at reduced rates for conference attendees (single or double occupancy).

Use the above URL or contact the hotel directly for reservations. Be sure to reference "TDWI" to get the conference rate. Rooms are limited, so reserve early. If you need special facilities or services, notify the hotel when you make your reservation.

For added convenience, you can book your hotel room and your conference registration with one easy payment. See details on the following page, or visit **tdwi.org/CH2015/hotel**.

CAR RENTAL DISCOUNTS

Avis is offering discounts on car rental fees for TDWI conference attendees.
Information: tdwi.org/CH2015/hotel

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

TDWI Event Registration and Hotel Package

For added convenience, TDWI now offers the following hotel packages to add to your conference registration:

3 nights	$780
4 nights	$1,040
5 nights	$1,300
6 nights	$1,560
7 nights	$1,820

For more information, visit **tdwi.org/CH2015/register**

ABOUT CHICAGO

Chicago has everything you could wish for in a world-class city. It offers some of the best cuisine, attractions and entertainment, the tallest building in the country, and one of the best orchestras in the world.

Explore the world's oceans, rivers and reefs at the Shedd Aquarium. Catch a game at Wrigley Field or ride the Ferris Wheel at Navy Pier.

Find more at **www.choosechicago.com**

ATTRACTIONS IN THE CHICAGO AREA:

- The Art Institute of Chicago, www.artic.edu
- Museum of Science and Industry, www.msichicago.org
- The Field Museum, www.fieldmuseum.org
- The Shedd Aquarium, www.sheddaquarium.org
- Chicago Architectural Boat Tour, www.chicagoline.com
- Navy Pier, www.navypier.com
- Chicago Symphony Orchestra, www.cso.org

How to Register

STEP 1. SELECT YOUR CLASSES

Check one full-day class or one morning (A) class and one afternoon (P) class for each day that you will attend. Classes without an A or P designation are full-day classes.

SUNDAY, MAY 3	
○ S1	TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success
○ S2	Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
○ S3	Agile BI: Value-Driven Data Warehousing and BI
○ S4	The Future of Data Warehousing
○ S5A	Secrets of Analytical Leaders: Insights from Information Insiders
○ S5P	The New Analytical Ecosystem: Bridging the Worlds of BI and Big Data
○ S6P	Big Data Maturity: Measuring Your Journey

MONDAY, MAY 4	
○ M1	TDWI Business Intelligence Architecture: Principles of BI Design
○ M2	TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis
○ M3	TDWI Data Governance Fundamentals: Managing Data as an Asset
○ M4	TDWI Business Analytics: Exploration, Experimentation, and Discovery
○ M5	Overcoming Information Overload with Best Practices in Data Visualization
○ M6	Social Analytics: Driving Real Business Value with Big Data
○ M7	Understanding Hadoop
○ M8A	CBIP Preparation for the Information Systems Core Exam
○ M8P	CBIP Preparation for the Data Warehousing Exam

TUESDAY, MAY 5	
○ T1	TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets
○ T2	Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
○ T3	TDWI Data Virtualization: Solving Complex Data Integration Challenges
○ T4	TDWI Predictive Analytics Fundamentals
○ T5	TDWI Data Warehouse Automation: Better, Faster, Cheaper … You Can Have It All
○ T6	Designing Your Company's Data Strategy
○ T7	Hands-on Hadoop
○ T8	Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development

WEDNESDAY, MAY 6	
○ W1	TDWI Data Governance Innovations: Adapting for Agile, Big Data, and Cloud
○ W2	TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
○ W3	TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement
○ W4	TDWI Data Visualization Fundamentals
○ W5	Data Mining with R
○ W6	Tactics from the Data Trenches: Tackling the Diverse Challenges of New Data
○ W7A	Big Data in a Nutshell: The Technical and Business Realities
○ W7P	Designing an Architecture for the Age of Data Analytics
○ W8A	Information Strategy and Architecture for Big Data
○ W8P	Strategies for Big Data Success: Privacy, Compliance, and Best Practices

THURSDAY, MAY 7	
○ TH1	TDWI Performance Management: Dashboards, Scorecards and Metrics for Real Business Impact
○ TH2	TDWI Advanced Data Modeling Techniques
○ TH3	Putting the Business Back in BI: A Framework for Requirements and Value Management
○ TH4	Business Information and Modern BI: Evolving Beyond the Dimensional Data Mart
○ TH5	Selecting Tools for Your Hybrid Data Ecosystem
○ TH6	Increasing Productivity for Data Warehousing, BI, and Analytics
○ TH7	Power, Politics, and Partnership: Building an Analytics Culture

FRIDAY, MAY 8	
○ F1	TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity
○ F2	Harness the Power of "What-If" Analytics: Shaping Your Future with Simulation
○ F3	Measuring Intangibles: Breaking Down Analytic Barriers
○ F4	Internet of Things: Finding Opportunity in a Continuum of Changes
○ F5A	Emerging Technology for Advanced Analytics
○ F5P	Innovative Techniques for Advanced Analytics

REGISTRATION QUESTIONS?

Phone: 425.277.9201 (M–F, 9:00 a.m.–5:00 p.m. PT)

Fax: 425.687.2842

E-mail: registration@tdwi.org

STEP 2. CALCULATE YOUR PAYMENT

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

FEES—EARLY REGISTRATION (April 3, 2015)	
USE PRIORITY CODE CH5	
○ Standard Package (3 days)	$2,350
○ Mega Package (4 days)	$2,945
○ Giga Package (5 days)	$3,470
○ Tera Package (6 days)	$3,910

FEES—REGULAR REGISTRATION (April 4–May 1, 2015)	
○ Standard Package (3 days)	$2,550
○ Mega Package (4 days)	$3,205
○ Giga Package (5 days)	$3,770
○ Tera Package (6 days)	$4,255

FEE FROM TABLE ABOVE $ _____

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

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

LATE FEE (After May 1, 2015—add $50) + $ _____

› TOTAL FEE = $ _____

CONFERENCE QUESTIONS?

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

EARLY REGISTRATION DISCOUNT

Register by April 3 and save up to $345

USE PRIORITY CODE CH5

STEP 3. REGISTER

Online: tdwi.org/CH2015/register

Phone: 425.277.9201 (M–F, 9:00 am–5:00 pm PT)

Fax/Mail: Download a registration worksheet and form at tdwi.org/CH2015/fax

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

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

REGISTRATION DEADLINES

Early Registration Deadline (priority code: CH5) . . . . . April 3, 2015
Regular Registration Deadline . . . . . May 1

After May 1, please register on site. Registration will be limited to space available.You will incur a $50 late registration fee after May 1.

TEAM DISCOUNT

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

TDWI PREMIUM MEMBERSHIP INCLUDED

All registrations for three or more days include a one-year TDWI Premium Membership. If you are already a current TDWI Premium Member, you will instead be eligible for a $275 discount off the conference price (in lieu of complimentary Premium Membership). See page 21 or visit tdwi.org/premium-membership for more information on TDWI Premium Member benefits. Premium Membership is activated on your conference registration date, so you can begin to enjoy benefits right away.

REFUND AND CANCELLATION POLICY

You may substitute another person in your place by calling 425.277.9201 (M–F, 8:00 a.m.–5:00 p.m. PT) before April 17, 2015.
If you must cancel, your refund request must be e-mailed to registration@tdwi.org no later than April 17. Your fee will be returned, less a 20 percent cancellation fee. No refunds or credits will be issued after April 17.

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

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EARLY REGISTRATION DISCOUNT

Register by April 3 and save up to $345

USE PRIORITY CODE CH5

LEARN HOW TO:

- // **Adapt your existing BI architecture and environment to gracefully accommodate new data sources and big data**
- // **Create a road map to evolve your data ecosystem for expanding data volumes and types**
- // **Understand the full scope of Hadoop tools and know when and how to use them to meet your data management objectives**
- // **Apply data visualization and advanced analytics techniques to achieve maximum value and real business impact from your data assets**
- // **Anticipate and prepare for future innovations including cloud analytics, mobility, and the Internet of things**

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