



Certified Business  
Intelligence Professional

## Advance Your Career.

**Be recognized** as an industry leader.

**Get ahead** of the competition.

**Validate your expertise** with CBIP.





# Get Started Today

**Be recognized as an industry leader.**

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

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

## Is CBIP Right for You?

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

### **PROFESSIONAL EXPERIENCE AND EDUCATION THAT CAN HELP DETERMINE IF CBIP IS RIGHT FOR YOU:**

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



## Get ahead of the competition.

### CBIP CERTIFICATION BENEFITS

- **SALARY.** Current surveys demonstrate that CBIP-certified professionals enjoy higher salaries.
- **OPPORTUNITY.** Today's hiring managers and recruiters take certification seriously.
- **CREDIBILITY.** The rigorous examination process ensures that CBIP is the industry standard.
- **VERSATILITY.** The credential validates advanced technical knowledge without ties to a specific vendor or product.
- **RECOGNITION.** Have your BI and analytics expertise confirmed by a recognized industry organization.
- **SPECIALIZATION.** CBIP recognizes your experience in distinct skill areas, which helps employers confidently match your skills to their job requirements.
- **VALIDATION.** CBIP goes beyond conceptual and theoretical knowledge, demanding real-world experience and the demonstrated ability to apply your skills.



# The Certification Process

This catalog will guide you through the requirements and steps to successfully achieving CBIP certification.

## 1 Identify Your Exams

CBIP certification requires successfully passing three exams. The Data Foundations exam is required for all certifications. You may then select either the Business Core or Information Systems Core exam as your second mandatory exam. To complete your certification, you must also select at least one specialty area exam. You may choose to become certified in multiple specialty areas by taking additional exams.

[For more information please see Identify Your Exams, Pg 5](#)

### SPECIALTIES OF CERTIFIED BUSINESS INTELLIGENCE PROFESSIONALS

BUSINESS ANALYTICS	21%
DATA ANALYSIS AND DESIGN	57%
DATA INTEGRATION	5%
LEADERSHIP AND MANAGEMENT	17%



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## **Prepare for Your Exams**

CBIP certification exams are rigorous and cover a large breadth and depth of topics. TDWI recommends that you take time to prepare for these exams and offer a variety of resources to help you prepare.

[For more information please see Prepare for Your Exams, Pg 7](#)

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## **Take Your Exams**

There are several ways you can take your exam: TDWI Educational Conferences, TDWI Onsite Education, or via remote proctoring.

[For more information please see Take Your Exams, Pg 8](#)

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## **Keep Your CBIP Certification Current**

Your initial CBIP certification is valid for four years. After this period, it must be renewed every three years. Renewing your certification requires 120 continuing education credit hours as well as an annual recertification fee.

[For more information please see Keep Your CBIP Current, Pg 9](#)

# 1 Identify Your Exams

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## CERTIFICATION REQUIRES PASSING THREE EXAMS:

### TWO MANDATORY EXAMS

- Data Foundations **AND** one of the following:
- Information Systems Core
- Business Core

### AND ONE SPECIALTY EXAM

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



## CERTIFY YOUR TEAM FOR EXCELLENCE: CBIP ONSITE

If you have a team or group of individuals seeking CBIP certification, consider TDWI Onsite Education. TDWI Onsite Education brings instructors, exam prep courses, and the CBIP examinations right to your location with a package tailored to your team's needs. Onsite training accelerates the certification process and improves overall exam performance—without the expense of sending staff out of the office.

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## Identify Your Specialty Area

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

- **BUSINESS ANALYTICS:** Understanding of both business and technical topics: concepts of performance management, business metrics definition and delivery, data visualization, and deployment and use of technology solutions such as OLAP, dashboards, scorecards, analytic applications, and data mining.
- **DATA ANALYSIS AND DESIGN:** Analysis concentrates on understanding business needs, and design translates needs into data structures. Skills include analysis, business metrics specification, and relational and dimensional modeling, as well as an understanding of data warehousing concepts, architectures, and processes.
- **DATA INTEGRATION:** Proficiency in acquiring, transforming, and cleansing data. Mastery of concepts and skills for source data analysis and source qualification, data profiling, source/target mapping, data cleansing and transformation, and ETL development.
- **LEADERSHIP AND MANAGEMENT:** Requires deep process knowledge, including development methodology, program and project management, as well as organizational and team-building skills. An understanding of business topics such as BPM, CRM, and SCM is also needed.



## 2 Prepare for Your Exams

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

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

*\*Mandatory exam preparation courses are available through TDWI Online Learning as well as TDWI Onsite Education. Specialty exam prep courses are available upon request, via TDWI Onsite Education.*

 ONLINE LEARNING

**Available anywhere, anytime online.**

TDWI Online Learning provides CBIP preparation resources and courses to help you get certified today. Visit [online-learning.tdwi.org/catalog](https://online-learning.tdwi.org/catalog) to start your CBIP journey.

### AVAILABLE THROUGH TDWI ONLINE LEARNING:

- CBIP DIGITAL EXAM GUIDE
- REMOTELY PROCTORED EXAMS
- MANDATORY EXAM PREP COURSES
- ONLINE PREPARATION BUNDLES INCLUDING:
  - PREPARATION COURSES FOR TWO MANDATORY EXAMS
  - CBIP DIGITAL EXAM GUIDE
  - REMOTELY PROCTORED EXAMS



## 3 Take Your Exams

### THERE ARE THREE WAYS TO TAKE CBIP EXAMS:

1. At TDWI Education Conferences [tdwi.org/conferences](https://tdwi.org/conferences)
1. Via TDWI Onsite Education [tdwi.org/onsite](https://tdwi.org/onsite)
2. Via individual exams proctored remotely over the Internet. Candidates must have a computer with high-speed Internet, a webcam, and audio capability.

### LENGTH OF EXAMS AND SCORING

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

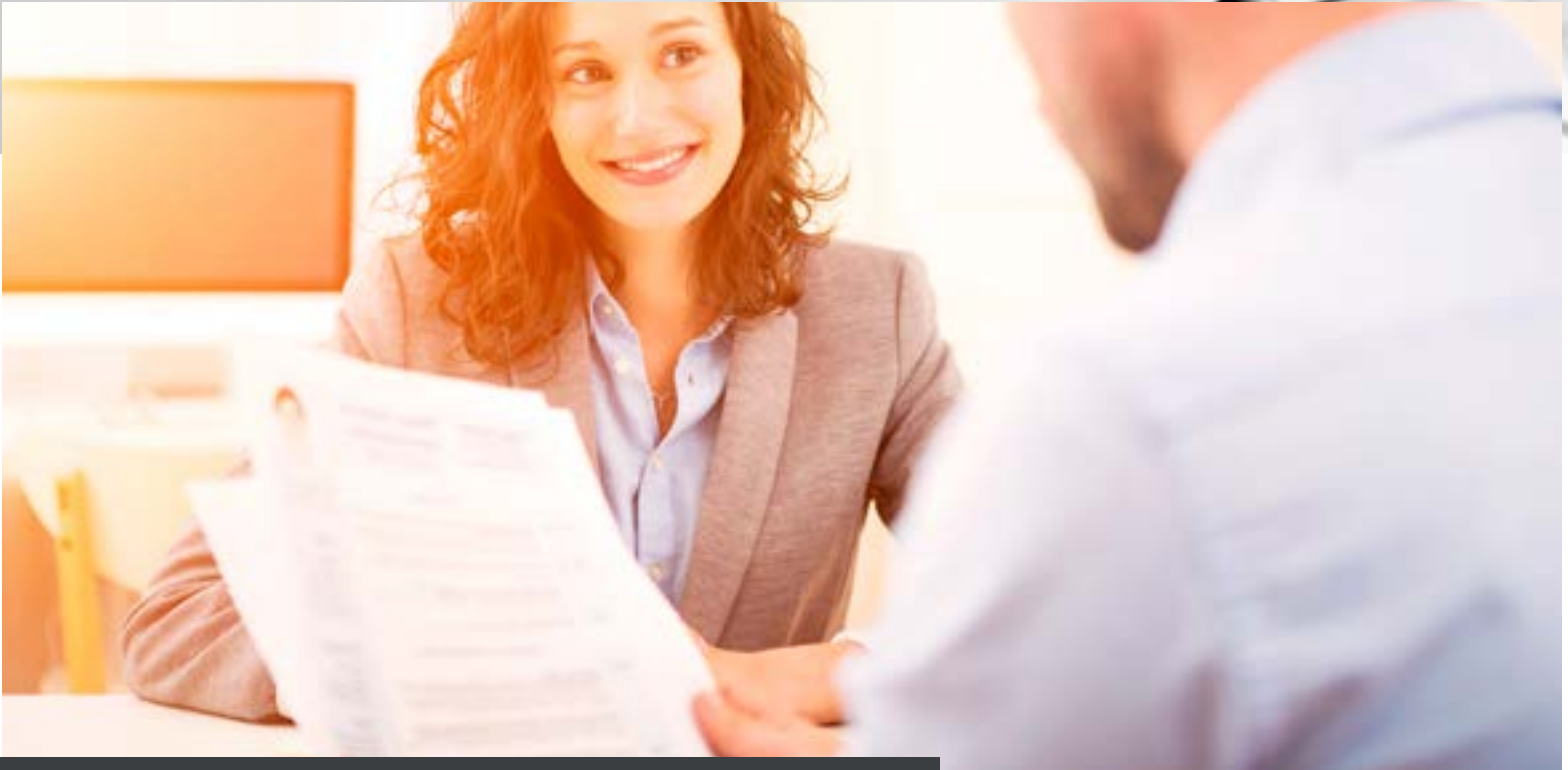
### CERTIFICATION LEVELS

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

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*With an average salary of \$130,518, TDWI CBIPs earned \$19,576 more than colleagues with no certifications.*

*Source 2018 Salary Report*



## Why become certified?

In the rapidly growing and changing field of analytics and data management, certification is especially important. When competing for the best opportunities, most interesting positions, and most competitive salaries, you need to stand out from the crowd.

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

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

*J. Myers, CBIP  
BI Consultant*

## 4 Keep Your CBIP Current

Your certification is valid for four years. After this initial period, it must be renewed every three years. Recertification requires proof of 120 credit hours of continuing education and an annual fee of \$125 due to ICCP after the first year of certification. TDWI works with ICCP\* for CBIP recertification. ICCP handles all annual billing, collects recertification fees, and processes all continuing education credits for CBIP holders.

\* Institute for Certification of Computing Professionals®

### WAYS TO KEEP LEARNING AND CONNECTING WITH TDWI

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

For further information on recertification, visit [tdwi.org/cbip/recertification](https://tdwi.org/cbip/recertification)

## ONLINE LEARNING

### CBIP EXAM GUIDE

The digital guide contains detailed exam outlines, reference reading lists, sample exam questions, and answer explanations for each exam included in the CBIP guide. Testing software and practice timed exams are included with the guide. Taking the sample exams will identify areas where additional study and/or work experience may be necessary prior to testing.

[tdwi.org/cbip/examguide](https://tdwi.org/cbip/examguide)



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