



Boston, MA // July 20–25, 2014

Evolving Your Analytics Infrastructure

From Data Warehouse to Big Data

KEY BENEFITS OF ATTENDING

- // Determine how to develop a successful analytics infrastructure using data asset management techniques
- // Gain a deep understanding of beginning and advanced analytics techniques in full-day, instructor-led courses
- // Understand where your company is on the analytics continuum

EARLY REGISTRATION DISCOUNT

Register by June 20
and save up to \$325
USE PRIORITY CODE BOS5

Agenda

pages 6–7

Course Topics

pages 8–9

Meet the Faculty

pages 10–19

Register

pages 24–25

AGENDA HIGHLIGHTS

- // Overcoming Information Overload with Best Practices in Data Visualization
- // Social Analytics: Driving Real Business Value with Big Data
- // Emerging Technology Enablers for Advanced Analytics
- // Innovative Techniques and Practices for Advanced Analytics Solutions

TDWI WORLD CONFERENCE

Premier BI, DW, and Analytics Training in a Conference Setting

TDWI WORLD CONFERENCE

Boston, MA // July 20–25, 2014

Why Attend the TDWI World Conference in Boston?

Analytics is the heartbeat of data warehousing, business intelligence, and analysis. The key to getting value from analytics is a solid analytics infrastructure. In Boston, our instructor-led courses will connect the dots between data warehousing, business intelligence, and analytics to show you how a solid data architecture builds a robust BI framework that allows for both basic and advanced analytics. Of course, success doesn't just involve technology. Our full-day courses also tell you how people, power, and politics affect your ability to get the right information into the right decision makers' hands.

Featured Courses

Courses around the featured track, Evolving Your Analytics Infrastructure, include:

S3	TDWI Performance Management: Measurement, Metrics, and Monitoring
M6	Overcoming Information Overload with Best Practices in Data Visualization
T3	TDWI Business Analytics: Exploration, Experimentation, and Discovery
T4	Evolving Your Requirements Approach to Advanced Analytics with Decision Management
T6	Social Analytics: Driving Real Business Value with Big Data
W3	TDWI Predictive Analytics Fundamentals
TH3	High-Resolution Resource Allocation: A Step-by-Step Guide to Profiling Business Relationships
F3	Supporting the Analytics-Driven Organization
F5A	Emerging Technology Enablers for Advanced Analytics
F5P	Innovative Techniques and Practices for Advanced Analytics Solutions

Additional Tracks

In addition to the featured track, TDWI offers **five tracks of training** covering:

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

Who Should Attend

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

**Register by June 20
and save up to \$325**

USE PRIORITY CODE BOS5
DETAILS ON PAGE 25

Registration Guide

1. REVIEW COURSE OFFERINGS

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

// BY DATE (SEE AGENDA, PAGES 6–7)

// BY COURSE TOPIC (SEE PAGES 8–9)

2. REFERENCE COURSE DESCRIPTIONS

Course descriptions begin on page 10 to help you make your selections. Visit the conference website at tdwi.org/BOS2014 for more in-depth course and instructor information.

// SEE PAGES 10–19 FOR COURSE DESCRIPTIONS

3. SELECT YOUR COURSES

On page 24, you'll find a registration worksheet to help you select your courses and plan your week.

4. REGISTER

Visit tdwi.org/BOS2014 to register for the conference. See page 25 for more information about registration, including deadlines and pricing.



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What Your Peers Are Saying

The information learned in this conference will aid us in refining our strategic direction. The interaction with instructors and other attendees provides real-world examples.

D. Ault
Stryker

I was able to validate my current project direction and learn many new data warehousing techniques to incorporate into my plans.

T. Gunter
State University Construction Fund

I went to my first TDWI conference many years ago, which was the catalyst for my career in BI. The latest conference confirmed I had made the right choice.

G. Ring
Kimberly-Clark

Half-day and full-day sessions are so much better than one-hour intros. Plus, there was very little self promotion of TDWI, unlike other events.

S. Lutter
Cornell University

Highly valuable experience. As long as these conferences keep adding such valuable content for courses, I will continue to attend these events.

C. Castleman
Estrada Consulting



SEE MORE ONLINE!

To watch video testimonials from previous conferences, visit: tdwi.org/BOS2014/testimonials

Why TDWI?

TDWI knows you have a choice when it comes to training. For nearly 20 years, TDWI has been offering high-quality, instructor-led training in a variety of settings. What sets TDWI's training apart?

- // **Quality, vetted instructors.** People trained to teach with both real-world and theoretical experience.
- // **Classroom experience.** This is training, not just a conference. You will walk away with practical knowledge that you can apply immediately.
- // **Vendor-agnostic education.** Your education will be valuable regardless of which vendors or companies you're working with.

- // **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.
- // **Trusted in the space.** Our on-staff analysts stay abreast of technologies and trends, including full-time analysts in data warehousing, business intelligence, and analytics.



TDWI World Conference **VS** Vendor/User Conference

Classroom-style, all-day instruction	• 45-minute presentations
Independent instructors	• Employee practitioners
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



The conference gave me a chance to think high level about where our organization is trending in terms of BI and DW. It was a great opportunity to be surrounded by other professionals in the industry and share ideas.

—K. Gingras
Diamond Resorts International

Meet Our Faculty

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



Chris Adamson, CBIP
BI Specialist
Oakton Software LLC
COURSES M3, T3, W3



Stephen Brobst
Managing Partner
Sampo Technologies & Systems
COURSES S5, M6



Timothy G. Buchman, Ph.D., MD
Founding Director
Emory Critical Care Center
MONDAY KEYNOTE



Andrew Cardno
Data Visualization Expert
AmericanKiwi LLC
COURSE M6



Maureen Clarry
President
Clarry Consulting Inc.
COURSE M5



Jill Dyché
Vice President of SAS Best Practices
SAS
COURSE TH6



Aaron Fuller, CBIP
Principal
Superior Data Strategies, LLC
COURSES S1, M1



Jonathan Geiger, CBIP
Executive Vice President
Intelligent Solutions, Inc.
COURSES W2, TH2, F2



Richard Hines
Partner
Ideaca Knowledge Services
COURSES T1, W1



Cindi Howson
Founder
BI Scorecard
COURSE T7



Claudia Imhoff, Ph.D.
President and Founder
Intelligent Solutions, Inc.
COURSE TH7



Krish Krishnan
CEO
Sixth Sense Advisors, Inc.
COURSES W6A, W6P, F6A, F6P



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



Deanne Larson, DM, CBIP
President
Larson & Associates
COURSES S3, M7A, M7P



Evan Levy, CBIP
Partner
Baseline Consulting
COURSE W4



William McKnight
President
McKnight Consulting Group
COURSES W7A, W7P, TH1



Larissa Moss
President
Method Focus Inc.
COURSE TH4



Mark Peco, CBIP
Partner
InQvis Inc.
COURSES S4, M2



Tony Rathburn
Senior Consultant & Training Director
The Modeling Agency
THURSDAY KEYNOTE,
COURSES TH3, F3



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



Lorna Rickard
Principal Consultant
Shared Success Strategies, LLC
COURSE M5



Shawn Rogers
Vice President, Research for Business Intelligence and DW
Enterprise Management Associates
COURSE T6



Len Silverston
President
Universal Data Models, LLC
COURSES TH7, F4



James Taylor
CEO
Decision Management Solutions
COURSE T4



Dave Wells, CBIP
BI Consultant, Mentor, and Teacher
COURSES T5, W5, TH5



Nancy Williams, CBIP
Vice President and Principal Consultant
DecisionPath Consulting
COURSES TH6, F1

Training in a Conference Setting

The TDWI World Conference uniquely blends the rigor of full-day, instructor-led training with the best of a conference setting. The benefits from this unique approach include:

- // Access to rigorous training by **vett ed instructors**
- // **Full-day courses** that follow a curriculum and include course books
- // Learning from **featured speakers who highlight trends and issues** in the industry
- // **Networking opportunities** at evening receptions and luncheons
- // Guru sessions, where you can **learn one-on-one** with instructors
- // **Exhibitor access**, where you can gain an understanding of available technologies



Featured Speakers

Monday, July 21, 8:00–9:00 am

Better Health, Better Care, Lower Cost:
How Big Data and Real-Time Analytics Can
Achieve this Triple Aim



Timothy G. Buchman, Ph.D., MD

*Founding Director
Emory Critical Care Center*

Critical medical care accounts for up to 11.2 percent of total U.S. healthcare spending. Even modest improvements in outcome, efficiency, safety of care, and cost of care will return substantial benefit to patients, payers, and the nation. The care environment suffers from the same challenges as other big data environments: volume, velocity, variety, and veracity. The challenge is to capture data in motion and use real-time analytics to enhance awareness. At Emory's Critical Care Center, we are using new technology to create that awareness around individual patients and populations to recognize changes in condition, enabling earlier interventions that require less complicated care.

Thursday, July 24, 8:00–8:45 am

Enhanced Resource Allocation:
Business Use of Predictive Analytics and
Data Mining



Tony Rathburn

*Senior Consultant & Training Director
The Modeling Agency*

Advanced technology has been a cultural obsession over the past few decades as business and government have invested heavily in pursuit of competitive advantage. The exponential growth in data repositories combined with advances in analytic techniques have left many organizations searching for the opportunities that justify these investments.

Predictive analytics expert and author Tony Rathburn explores a business-driven perspective on using analytics that offers measurable organizational benefits, rapid implementation potential, minimal new investments, and low-risk implementation strategies that can have near-immediate impact on virtually all organizations.



I thought the conference was great. It allows a lot of practitioners to meet and interact with each other, find out how they're actually applying these great tools and processes to real business problems.

—David Hsiao

Vendor Exhibition



EXHIBIT HALL HOURS

Tuesday		Wednesday
Exhibit Hall Open and Lunch 11:15 am–2:15 pm	Exhibit Hall Open and Reception 5:00–7:00 pm	Exhibit Hall Open and Lunch 11:15 am–2:15 pm

The TDWI Exhibit Hall features leading providers of hardware, software, and services for business intelligence, data warehousing, and related technologies demonstrating their latest solutions. Time is set aside for visiting with these solution providers without missing any courses. Visit tdwi.org/BOS2014 for more information about exhibitors at the TDWI World Conference in Boston.

View a full list of past exhibitors at tdwi.org/BOS2014/Exhibitors

THE FOLLOWING COMPANIES ARE RECENT TDWI EXHIBITORS:*

Action Corporation	Esri	MemSQL	Talend
Actuate	Hortonworks	MicroStrategy	Teradata Corporation
Adaptive Planning	HP	Neutrino Concepts Ltd.	TIBCO Spotfire
Altosoft, A Kofax Company	HP Vertica	Noetix	Treasure Data
Analytix Data Services LLC	IBM	Oracle	Trillium Software
Appfluent	Impetus Technologies	ParAccel, Inc.	ValueMomentum
Attivio	Infogix, Inc.	Pentaho	VelociData, Inc.
Birst	Informatica Corporation	QlikView	WhereScape
CA Technologies	Information Builders	Quest Software	YarcData
CBIG Consulting	Intel	Roambi	Yellowfin
Cisco (formerly Composite Software)	iOLAP, Inc.	SAP	
Compact Solutions	Jaspersoft	SAS Institute Inc.	
Damaka	Kalido	Solace Systems	
Dell Software	Logi Analytics	Splunk	
Denodo Technologies	Looker	Starview Inc.	
Domo Technologies	Lyzasoft	Syncsort Incorporated	
EMC	MarkLogic	Tableau Software	

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

**List includes exhibitors from the past two years*

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 live educational events, or network online anonymously or openly through a variety of social network communities.

Night School

TDWI occasionally offers complimentary Night School to enhance your conference experience. Sign up for these sessions at the conference and learn about best practices and cutting-edge new topics taught by industry leaders, peers, and vendors.

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.

AGENDA

SUNDAY

July 20

SCHEDULE






COURSES

Full Day	9:00 am–5:00 pm
Half Day A (am)	9:00 am–12:15 pm
Half Day P (pm)	1:45–5:00 pm

EVENTS

Breakfast	8:15–9:15 am
Lunch Break	12:15–1:45 pm
Welcome Reception	5:00–6:30 pm

COURSE OFFERINGS

- **S1**  p. 10
TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success
 A. Fuller
- **S2**  p. 10
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
 L. Reeves
- **S3**  p. 10
TDWI Performance Management: Measurement, Metrics, and Monitoring
 D. Larson
- **S4**  p. 10
Harness the Power of “What-If” Analytics: Shaping Your Future with Simulation
 M. Peco
- **S5**  p. 10
The Future of Data Warehousing
 S. Brobst

MONDAY

July 21

SCHEDULE









COURSES

Full Day	9:15 am–5:15 pm
Half Day A (am)	9:15 am–12:30 pm
Half Day P (pm)	2:00–5:15 pm

EVENTS

Breakfast	7:30–8:30 am
Keynote Presentation (see p. 3)	8:00–9:00 am
Lunch Break	12:30–2:00 pm
CBIP Exam Lab	5:30–7:00 pm

COURSE OFFERINGS

- **M1**  p. 11
TDWI Business Intelligence Architecture: Principles of BI Design
 A. Fuller
- **M2**  p. 11
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis
 M. Peco
- **M3**  p. 11
TDWI Design Techniques for Dashboards and Scorecards
 C. Adamson
- **M4**  p. 11
BI from Both Sides: Ownership and Collaboration between Business and IT
 J. Dyché
- **M5**  p. 12
Power, Politics, and Partnership: Collaborating for Business-Driven BI
 M. Clarry, L. Rickard
- **M6**  p. 12
Overcoming Information Overload with Best Practices in Data Visualization
 S. Brobst, A. Cardno
- **M7A**  p. 12
CBIP Preparation for the Information Systems Core Exam
 D. Larson
- **M7P**  p. 12
CBIP Preparation for the Data Warehousing Exam
 D. Larson

TUESDAY

July 22

SCHEDULE








COURSES

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

EVENTS

Breakfast	7:30–8:30 am
Exhibit Hall Open and Lunch	11:15 am–2:15 pm
Premium Membership Orientation	1:40–2:00 pm
Exhibit Hall Open and Reception	5:00–7:00 pm

COURSE OFFERINGS

- **T1**  p. 13
TDWI BI Program Management: A Competency Center Approach to BI Excellence
 R. Hines
- **T2**  p. 13
Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
 L. Reeves
- **T3**  p. 13
TDWI Business Analytics: Exploration, Experimentation, and Discovery
 C. Adamson
- **T4 NEW!**  p. 13
Evolving Your Requirements Approach to Advanced Analytics with Decision Management
 J. Taylor
- **T5 NEW!**  p. 13
TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets
 D. Wells
- **T6**  p. 14
Social Analytics: Driving Real Business Value with Big Data
 S. Rogers
- **T7**  p. 14
Managing and Evaluating BI Tools plus Dashboard and Visualization Bake-Off
 C. Howson

COURSE TOPICS KEY

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

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

WEDNESDAY

July 23

SCHEDULE










COURSES

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

EVENTS

Breakfast	7:30–8:30 am
Exhibit Hall Open and Lunch	11:15 am–2:15 pm
Case Study Presentations	11:45 am–1:45 pm
CBIP Exam Lab	6:00–7:30 pm

COURSE OFFERINGS

- **W1**  p. 14
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
 R. Hines
- **W2**  p. 14
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
 J. Geiger
- **W3**  p. 15
TDWI Predictive Analytics Fundamentals
 C. Adamson
- **W4**  p. 15
Designing Your Company's Data Strategy
 E. Levy
- **W5**  p. 15
TDWI Data Virtualization: Solving Complex Data Integration Challenges
 D. Wells
- **W6A**  p. 15
New Data Analytics Architecture
 K. Krishnan
- **W6P**  p. 15
Big Data Analytics: Process to Data-Driven Transformations
 K. Krishnan
- **W7A**  p. 16
Return on Investment for Information Projects
 W. McKnight
- **W7P**  p. 16
Organizational Change Management: Solving the Hard Soft Issues
 W. McKnight

THURSDAY

July 24

SCHEDULE








COURSES

Full Day	9:00 am–5:00 pm
Half Day A (am)	9:00 am–12:15 pm
Half Day P (pm)	1:45–5:00 pm

EVENTS

Breakfast	7:30–8:30 am
Keynote Presentation (see p. 3)	8:00–8:45 am
Lunch Break	12:15–1:45 pm
CBIP Exam Lab	10:00 am–7:00 pm

COURSE OFFERINGS

- **TH1**  p. 16
TDWI Project Management for Business Intelligence
 W. McKnight
- **TH2**  p. 16
TDWI Advanced Data Modeling Techniques
 J. Geiger
- **TH3**  p. 17
High-Resolution Resource Allocation: A Step-by-Step Guide to Profiling Business Relationships
 T. Rathburn
- **TH4**  p. 17
Extreme Scoping: An Agile Approach to Enterprise-Class Data Warehousing
 L. Moss
- **TH5**  p. 17
Measuring Intangibles: Breaking Down Analytic Barriers
 D. Wells
- **TH6**  p. 17
TDWI Data Governance Fundamentals: Managing Data as an Asset
 N. Williams
- **TH7**  p. 17
Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development
 C. Imhoff, L. Silverston

FRIDAY

July 25

SCHEDULE

COURSES

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

EVENTS

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

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

COURSE OFFERINGS

- **F1**  p. 18
TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement
 N. Williams
- **F2**  p. 18
TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity
 J. Geiger
- **F3**  p. 18
Supporting the Analytics-Driven Organization
 T. Rathburn
- **F4**  p. 19
Practical Techniques for Aligning Business and IT: Navigating Politics and Culture
 L. Silverston
- **F5A**  p. 19
Emerging Technology Enablers for Advanced Analytics
 M. Lampa
- **F5P**  p. 19
Innovative Techniques and Practices for Advanced Analytics Solutions
 M. Lampa
- **F6A**  p. 19
The Future of Data
 K. Krishnan
- **F6P**  p. 19
Building the Business Case for Big Data in Your Data Warehouse
 K. Krishnan

SEE PAGES 8–9 FOR COURSE OFFERINGS BY TOPIC.

FEATURED TRACK

EVOLVING YOUR ANALYTICS INFRASTRUCTURE

Analytics is the heartbeat of data warehousing, business intelligence, and analysis. The key to getting value from analytics is a solid analytics infrastructure.

○ S3 TDWI Performance Management: Measurement, Metrics, and Monitoring	p. 10
○ S5 The Future of Data Warehousing	p. 10
○ M3 TDWI Design Techniques for Dashboards and Scorecards	p. 11
○ M6 Overcoming Information Overload with Best Practices in Data Visualization	p. 12
○ T3 TDWI Business Analytics: Exploration, Experimentation, and Discovery	p. 13
○ T4 NEW! Evolving Your Requirements Approach to Advanced Analytics with Decision Management	p. 13
○ T6 Social Analytics: Driving Real Business Value with Big Data	p. 14
○ W3 TDWI Predictive Analytics Fundamentals	p. 15
○ TH3 High-Resolution Resource Allocation: A Step-by-Step Guide to Profiling Business Relationships	p. 17
○ F3 Supporting the Analytics-Driven Organization	p. 18
○ F5A Emerging Technology Enablers for Advanced Analytics	p. 19
○ F5P Innovative Techniques and Practices for Advanced Analytics Solutions	p. 19

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.

○ S1 TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success	p. 10
○ S3 TDWI Performance Management: Measurement, Metrics, and Monitoring	p. 10
○ M1 TDWI Business Intelligence Architecture: Principles of BI Design	p. 11
○ M2 TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis	p. 11
○ M3 TDWI Design Techniques for Dashboards and Scorecards	p. 11
○ M4 BI from Both Sides: Ownership and Collaboration between Business and IT	p. 11
○ T3 TDWI Business Analytics: Exploration, Experimentation, and Discovery	p. 13
○ W1 TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems	p. 14
○ W2 TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems	p. 14
○ TH6 TDWI Data Governance Fundamentals: Managing Data as an Asset	p. 17
○ F1 TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement	p. 18
○ F2 TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity	p. 18

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.

○ S3 TDWI Performance Management: Measurement, Metrics, and Monitoring	p. 10
○ S4 Harness the Power of "What-If" Analytics: Shaping Your Future with Simulation	p. 10
○ M3 TDWI Design Techniques for Dashboards and Scorecards	p. 11
○ M6 Overcoming Information Overload with Best Practices in Data Visualization	p. 12
○ T2 Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques	p. 13
○ T3 TDWI Business Analytics: Exploration, Experimentation, and Discovery	p. 13
○ T4 NEW! Evolving Your Requirements Approach to Advanced Analytics with Decision Management	p. 13
○ T6 Social Analytics: Driving Real Business Value with Big Data	p. 14
○ T7 Managing and Evaluating BI Tools plus Dashboard and Visualization Bake-Off	p. 14
○ W3 TDWI Predictive Analytics Fundamentals	p. 15
○ W6P Big Data Analytics: Process to Data-Driven Transformations	p. 15
○ TH3 High-Resolution Resource Allocation: A Step-by-Step Guide to Profiling Business Relationships	p. 17
○ TH5 Measuring Intangibles: Breaking Down Analytic Barriers	p. 17



TDWI's conference provided me with a top-notch introduction to business knowledge and a process associated with business intelligence.

—J. Ladinsky
Mathematica

DA DATA ANALYSIS AND DESIGN

Data analysis and design provides the foundation for delivery of BI applications. Data that is organized and optimally stored in the warehouse needs thoughtful design in order to fulfill business needs. Business analysts taking these courses will be better prepared to work with their technical counterparts, and developers taking these courses will be able to ask the right questions to determine how to design and implement the best data structures. This conference offers an in-depth look at dimensional modeling.

- **S2** p. 10
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand

- **M2** p. 11
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis

- **T2** p. 13
Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques

- **W2** p. 14
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems

- **TH2** p. 16
TDWI Advanced Data Modeling Techniques

- **TH7** p. 17
Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development

DI DATA ASSET MANAGEMENT

Complex business environments, increasing demand for high-quality data, and critical dependencies of regulatory compliance are among the reasons that MDM captures the attention of IT and business people alike. Your MDM strategy can achieve sought-after results if the initiative is under the umbrella of a true data governance program. Data governance encompasses enterprise management of availability, usability, integrity/quality, and security of data. High-quality data is needed to drive profitable business decisions. Dirty data has long been the Achilles' heel of data warehousing. Learn how to model; improve quality; and integrate, store, and govern this most precious asset.

- **W4** p. 15
Designing Your Company's Data Strategy

- **W5** p. 15
TDWI Data Virtualization: Solving Complex Data Integration Challenges

- **TH6** p. 17
TDWI Data Governance Fundamentals: Managing Data as an Asset

- **F1** p. 18
TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement

- **F2** p. 18
TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity

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.

- **S5** p. 10
The Future of Data Warehousing

- **M4** p. 11
BI from Both Sides: Ownership and Collaboration between Business and IT

- **M5** p. 12
Power, Politics, and Partnership: Collaborating for Business-Driven BI

- **M7A** p. 12
CBIP Preparation for the Information Systems Core Exam

- **M7P** p. 12
CBIP Preparation for the Data Warehousing Exam

- **T1** p. 13
TDWI BI Program Management: A Competency Center Approach to BI Excellence

- **T5 NEW!** p. 13
TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets

- **T7** p. 14
Managing and Evaluating BI Tools plus Dashboard and Visualization Bake-Off

- **W1** p. 14
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems

- **W6A** p. 15
New Data Analytics Architecture

- **W7A** p. 16
Return on Investment for Information Projects

- **W7P** p. 16
Organizational Change Management: Solving the Hard Soft Issues

- **TH1** p. 16
TDWI Project Management for Business Intelligence

- **TH4** p. 17
Extreme Scoping: An Agile Approach to Enterprise-Class Data Warehousing

- **TH5** p. 17
Measuring Intangibles: Breaking Down Analytic Barriers

- **F4** p. 19
Practical Techniques for Aligning Business and IT: Navigating Politics and Culture

- **F5A** p. 19
Emerging Technology Enablers for Advanced Analytics

- **F5P** p. 19
Innovative Techniques and Practices for Advanced Analytics Solutions

- **F6A** p. 19
The Future of Data

- **F6P** p. 19
Building the Business Case for Big Data in Your Data Warehouse

COURSE DESCRIPTIONS

S1 

Sunday, July 20, 9:00 am–5:00 pm
BI Essentials

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

Aaron Fuller

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, including dashboards, scorecards, and KPIs
- Business analyst principles, including OLAP, analytic modeling, and data visualization
- Advanced analytics concepts for data mining, predictive analytics, and text analytics
- Data management practices, including profiling, cleansing, and quality management
- Data integration practices, including consolidation, virtualization, and data warehousing

S2 

Sunday, July 20, 9:00 am–5:00 pm
Data Analysis and Design

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

Exposure to some IT projects is helpful.

Laura Reeves

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 

Sunday, July 20, 9:00 am–5:00 pm
Business Analytics, BI Essentials

TDWI Performance Management: Measurement, Metrics, and Monitoring

Deanne Larson

YOU WILL LEARN

- Where and how performance management fits into business management
- Techniques to identify high-impact performance indicators and business metrics
- Design and implementation skills for performance scorecards and dashboards
- How measurement and feedback are applied to increase business effectiveness and improve business efficiency
- Common mistakes in performance management and how to avoid them

S4

Sunday, July 20, 9:00 am–5:00 pm
Business Analytics

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

Mark Peco

YOU WILL LEARN

- Basic capabilities of computer simulation
- Categories of simulation techniques
- 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 possible routes to successful outcomes
- How business intelligence, analytics, and simulation are related disciplines

S5

Sunday, July 20, 9:00 am–5:00 pm
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)



I took away a strong understanding of dimensional modeling and its applications in the construction and maintenance of a data warehouse.

—D. Danforth
Nautilus Healthcare
Management Group



M1 

Monday, July 21, 9:15 am–5:15 pm
BI Essentials

TDWI Business Intelligence Architecture: Principles of BI Design

Aaron Fuller

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, July 21, 9:15 am–5:15 pm
Data Analysis and Design, BI Essentials

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis

Mark Peco

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, July 21, 9:15 am–5:15 pm
Business Analytics, BI Essentials

TDWI Design Techniques for Dashboards and Scorecards

Chris Adamson

YOU WILL LEARN

- How to define and design performance management architecture
- The role and use of a performance management portal
- When to use scorecards and when to use dashboards
- How to integrate dashboards and scorecards, including cascading and drill-in
- How to choose the right indicators and metrics for dashboards and scorecards
- How to choose the right visual elements and the best visual design
- Data management techniques for scorecards and dashboards

M4 

Monday, July 21, 9:15 am–5:15 pm
Leadership and Management, BI Essentials

BI from Both Sides: Ownership and Collaboration between Business and IT

Jill Dyché

YOU WILL LEARN

- How BI best practices have evolved
- Organizational ownership models that work
- New models for BI governance and “internal PR”
- How successful BI efforts link to corporate strategy

COURSE DESCRIPTIONS

M5

Monday, July 22, 9:15 am–5:15 pm
Leadership and Management

Power, Politics, and Partnership: Collaborating for Business-Driven BI

Maureen Clarry, Lorna Rickard

YOU WILL LEARN

- How to address issues systemically rather than personally
- The multiplicity of roles each of us plays in business intelligence and how to approach each role with more effective behavior
- Concrete strategies for working more constructively across organizational silos
- How to overcome organizational barriers for effective governance and prioritization

M6

Monday, July 21, 9:15 am–5:15 pm
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

M7A 

Monday, July 21, 9:15 am–12:30 pm
Leadership and Management

CBIP Preparation for the Information Systems Core Exam

This course assumes a working knowledge of information systems.

Deanne Larson

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

M7P 

Monday, July 21, 2:00–5:15 pm
Leadership and Management

CBIP Preparation for the Data Warehousing Exam

This course assumes a working knowledge of data warehousing.

Deanne Larson

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



I loved the tips and tricks in our visualization class and am hoping to implement some of these techniques right away.

—C. Bolin
Interstate Batteries



T1 cbip

Tuesday, July 22, 8:00 am–5:30 pm
Leadership and Management

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

Richard Hines

YOU WILL LEARN

- The definition and purpose of a BICC
- The business case for a BICC: value realization, risk mitigation, standardization, prioritization, alignment, agility, etc.
- Roles and responsibilities of a BICC: assessment, coordination, communication, etc.
- Organizational structures for a BICC and relationships with other shared-services groups such as data governance councils and PMO
- Steps to creating a BICC: issues, challenges, and mistakes to avoid
- Day-to-day activities of BICC operations: end-user support, training, stakeholder communications, collaboration, user group management, change control, etc.
- Techniques to sustain, evolve, and mature the BICC

T2

Tuesday, July 22, 8:00 am–5:30 pm
Data Analysis and Design, Business Analytics

Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques

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

Laura Reeves

YOU 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

T3 cbip

Tuesday, July 22, 8:00 am–5:30 pm
Business Analytics, BI Essentials

TDWI Business Analytics: Exploration, Experimentation, and Discovery

Chris Adamson

YOU WILL LEARN

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

T4 NEW!

Tuesday, July 22, 8:00 am–5:30 pm
Business Analytics

Evolving Your Requirements Approach to Advanced Analytics with Decision Management

James Taylor

YOU WILL LEARN

- How to use decision management and advanced analytics to meet the challenges of big data
- How to identify suitable decisions for advanced analytics in your business operations
- How to describe analytic decision requirements with standards-based decision modeling
- How to use decision models to develop and deploy advanced analytics

T5 NEW! cbip

Tuesday, July 21, 8:00 am–5:30 pm
Leadership and Management

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

Dave Wells

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

COURSE DESCRIPTIONS

T6

Tuesday, July 22, 8:00 am–5:30 pm
Business Analytics

Social Analytics: Driving Real Business Value with Big Data

Shawn Rogers

YOU WILL LEARN

- Why your company can't ignore this growing trend and innovative data source
- How other leading companies achieve a competitive edge using social analytics
- To understand the five social media data types and how they are leveraged
- Mistakes to avoid in your social analytics strategy
- Necessary tools to leverage social analytics
- How to integrate and utilize social data within your enterprise

T7

Tuesday, July 22, 8:00 am–5:30 pm
Leadership and Management, Business Analytics

Managing and Evaluating BI Tools plus Dashboard and Visualization Bake-Off

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

Cindi Howson

YOU WILL LEARN

- An overview of the business intelligence market and vendors' positions
- A framework for evaluating BI vendors and suites
- Functional differences between leading BI suites
- Differences between dashboards and visual data discovery
- Strengths and weaknesses of leading tools (through carefully scripted demos)



The conference is well structured. It's great for networking, it's great for information, and it just keeps you on that leading edge, which is the competitive advantage everyone's looking for.

—Paul Ormonde-James,
World Bank



W1 cbip

Wednesday, July 23, 8:00 am–5:30 pm
Leadership and Management, BI Essentials

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

Richard Hines

YOU WILL LEARN

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

W2 cbip

Wednesday, July 23, 8:00 am–5:30 pm
Data Analysis and Design, BI Essentials

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

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

Jonathan Geiger

YOU WILL LEARN

- The role of business requirements in BI data modeling
- Differences in modeling techniques for business transactions, business events, and business metrics
- The role of source data analysis in data modeling
- Use of relational modeling and dimensional modeling techniques for data warehouse analysis and design
- Implications of unstructured data
- The roles of normalization and abstraction in data warehouse design
- The roles of identity and hierarchy management in data warehouse design
- How time-variant data is represented in data models
- Implementation and optimization considerations for warehousing data stores

W3 

Wednesday, July 23, 8:00 am–5:30 pm
Business Analytics

TDWI Predictive Analytics Fundamentals

Chris Adamson

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

W4

Wednesday, July 23, 8:00 am–5:30 pm
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
- Reviewing the key tactical enablers
- Understanding the alternatives and determining the best fit for your company
- Identifying the stakeholders and determining their role in supporting the strategy

W5 

Wednesday, July 23, 8:00 am–5:30 pm
Data Asset Management

TDWI Data Virtualization: Solving Complex Data Integration Challenges

Dave Wells

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

W6A

Wednesday, July 23, 8:00–11:15 am
Leadership and Management

New Data Analytics Architecture

Assumes familiarity with data warehousing, analytics, and business intelligence.

Krish Krishnan

YOU WILL LEARN

- Modern and traditional data analytics
- New-age architectures
- Cloud and mobility platforms and their readiness to become the next data analytics platforms
- Case studies
- Next-generation ideas

W6P

Wednesday, July 23, 2:15–5:30 pm
Business Analytics

Big Data Analytics: Process to Data-Driven Transformations

Krish Krishnan

YOU WILL LEARN

- Data: the new oil
- Analytics: the new gasoline
- Transformation in the enterprise: process driven and data driven
- Technology overview: platforms, algorithms, models
- Understanding analytical requirements
- The role of the data scientist
- The challenges of data processing
- Critical success factors
- Case studies

COURSE DESCRIPTIONS

W7A

Wednesday, July 23, 8:00–11:15 am
Leadership and Management

Return on Investment for Information Projects

William McKnight

YOU WILL LEARN

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

W7P

Wednesday, July 23, 2:15–5:30 pm
Leadership and Management

Organizational Change Management: Solving the Hard Soft Issues

This course assumes experience in implementing data warehousing and BI.

William McKnight

YOU WILL LEARN

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



We do a lot of these conferences. I would say the information is better than most of the conferences I've been to in other industries.

—Scott Foss,
Meridian Technologies



TH1 

Thursday, July 24, 9:00 am–5:00 pm
Leadership and Management

TDWI Project Management for Business Intelligence

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

William McKnight

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 and completion
- How each method supports project monitoring and control

TH2 

Thursday, July 24, 9:00 am–5:00 pm
Data Analysis and Design

TDWI Advanced Data Modeling Techniques

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

Jonathan Geiger

YOU WILL LEARN

When, where, and how to apply advanced modeling techniques, including:

- Normalization and denormalization
- Abstraction, patterns, and universal models
- Generalization, specialization, and inheritance
- Time and time dependency in the data model
- States and state dependency in the data model
- Recursion for lists, trees, and networks
- Complementary models—process, state-transition, use cases, and event maps
- Data model validation and testing

TH3Thursday, July 24, 9:00 am–5:00 pm
Business Analytics

High-Resolution Resource Allocation: A Step-by-Step Guide to Profiling Business Relationships

Tony Rathburn**YOU WILL LEARN**

- How to begin project development to enhance ROI
- How to adapt training data to incorporate the specific requirements of the business decision process
- How to select algorithms in your software that match your project requirements
- How to evaluate alternative models for business performance
- How to determine expected performance and variance of your models
- How to monitor the performance of your models and determine when models need to be updated

TH4Thursday, July 24, 9:00 am–5:00 pm
Leadership and Management

Extreme Scoping: An Agile Approach to Enterprise-Class Data Warehousing

*This course assumes basic understanding of enterprise data warehousing.***Larissa Moss****YOU WILL LEARN**

- Why traditional methodologies do not work on EDW projects
- Software release concepts and agile principles
- About agile BI versus agile EDW
- Extreme Scoping seven-step planning process
- Extreme Scoping on the BI maturity model

TH5 Thursday, July 24, 9:00 am–5:00 pm
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

TH6 Thursday, July 24, 9:00 am–5:00 pm
BI Essentials, Data Asset Management

TDWI Data Governance Fundamentals: Managing Data as an Asset

Nancy Williams**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

TH7Thursday, July 24, 9:00 am–5:00 pm
Data Analysis and Design

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

Claudia Imhoff, Len Silverston**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

COURSE DESCRIPTIONS



F1 cbip

Friday, July 25, 8:00 am–3:30 pm
Data Asset Management, BI Essentials

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

Nancy Williams

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

F2 cbip

Friday, July 25, 8:00 am–3:30 pm
Data Asset Management, BI Essentials

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

Jonathan Geiger

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

F3

Friday, July 25, 8:00 am–3:30 pm
Business Analytics

Supporting the Analytics-Driven Organization

Those interested in a tactical orientation to predictive modeling may attend the highly complementary course [High-Resolution Resource Allocation: A Step-by-Step Guide to Profiling Business Relationships](#).

Tony Rathburn

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

F4 Friday, July 25, 8:00 am–3:30 pm
Leadership and Management

Practical Techniques for Aligning Business and IT: Navigating Politics and Culture

Len Silverston

YOU WILL LEARN

- Key factors in developing strong personal relationships, effecting culture change, and attaining critical BI/DW success
- Tools and principles to enable BI/DW, such as keys to move the program forward, developing trust, understanding motivation, developing sponsorship, and managing conflict
- Case studies demonstrating how these principles and techniques lead to BI/DW success and examples where these techniques were missing
- Exercises allowing participants to practice overcoming challenges that BI/DW professionals inevitably face

F5A Friday, July 25, 8:00–11:15 am
Leadership and Management

Emerging Technology Enablers for Advanced Analytics

Mike Lampa

YOU WILL LEARN

- How the hardware layers are evolving from the lowest level chipset to supercomputers targeting advanced analytics workloads
- How software providers are removing the barriers to entry for advanced analytics
- How emerging technologies in hardware and software are bundling together to address various advanced analytic workloads
- Where big data is finding its niche in the world of business-analytics-enabling technologies

F5P Friday, July 25, 12:15–3:30 pm
Leadership and Management

Innovative Techniques and Practices for Advanced Analytics Solutions

Mike Lampa

YOU WILL LEARN

- How to evolve project management techniques to support advanced analytics projects
- How to augment systems methodologies to embrace advanced analytics while protecting systems audit points
- How to leverage new technology stacks/bundles, reference architectures, and repeatable design patterns to offer advanced analytics to the masses
- How to “skill up” the enterprise to be advanced analytics centric
- How to up-sell/cross-sell advanced analytics into your enterprise

F6A Friday, July 25, 8:00–11:15 am
Leadership and Management

The Future of Data

Krish Krishnan

YOU WILL LEARN

- Modern data
- Understanding the enterprise data sharing platform
- Implementing the enterprise data platform
- Cloud factories
- Case studies

F6P Friday, July 25, 12:15–3:30 pm
Leadership and Management

Building the Business Case for Big Data in Your Data Warehouse

Krish Krishnan

YOU WILL LEARN

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

Academic Credit

tdwi.org/BOS2014/credit

Attendees at TDWI events are eligible to earn either undergraduate or graduate credit (quarter data) from the University of Oregon Applied Information Management master’s degree program. The level is determined based on whether the student has earned an undergraduate degree (students who hold an accredited undergraduate degree are eligible to earn graduate credit). UO credit(s) earned in conjunction with TDWI events may be applied toward AIM program degree requirements, up to a maximum of 6 credits.

Credit is awarded based on participation in a TDWI event (10 course session hours for 1 credit; 20 course session hours for 2 credits) and successful completion of an assignment (a paper describing the relationships between content presented in the course sessions and problems and goals in their professional setting).

TDWI CERTIFICATION

Get Certified at the TDWI World Conference in Boston

“Professionals holding a TDWI CBIP certification command an average salary of \$113,500—more than \$8,200 greater than the average for non-certified professionals.”

2013 TDWI Salary, Roles, and Responsibilities Report



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 the TDWI World Conference in Boston, take the opportunity to prepare for and complete the CBIP exams. TDWI offers exam preparatory sessions as well as other courses to complement your knowledge for taking the CBIP specialty exams. In addition, there are multiple exam lab opportunities throughout the week, making it convenient for you to complete your certification requirements all at one conference.

Why Become Certified?

DISTINGUISH YOURSELF PROFESSIONALLY

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

GET AN EDGE OVER THE COMPETITION

Achieve CBIP status and gain:

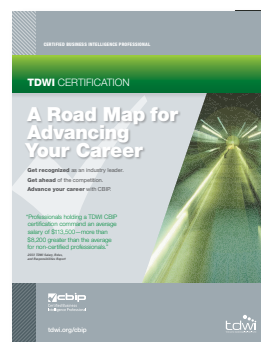
- // **SALARY.** Surveys consistently suggest certified professionals enjoy higher salaries.
- // **RECOGNITION.** Have your BI expertise confirmed by a recognized industry organization.
- // **SPECIALIZATION.** CBIP recognizes your experience in distinct skill areas, which helps employers confidently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


A guide to the CBIP prep courses and exams you'll find at the TDWI World Conference in Boston:

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

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S3	p. 10
TDWI Performance Management: Measurement, Metrics, and Monitoring	
M1	p. 11
TDWI Business Intelligence Architecture: Principles of BI Design	
M2	p. 11
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis	
M3	p. 11
TDWI Design Techniques for Dashboards and Scorecards	
M4	p. 11
BI from Both Sides: Ownership and Collaboration between Business and IT	
M7A	p. 12
CBIP Preparation for the Information Systems Core Exam	
M7P	p. 12
CBIP Preparation for the Data Warehousing Exam	
T3	p. 13
TDWI Business Analytics: Exploration, Experimentation, and Discovery	
W1	p. 14
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems	
W2	p. 14
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems	
TH6	p. 17
TDWI Data Governance Fundamentals: Managing Data as an Asset	
F1	p. 18
TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement	
F2	p. 18
TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity	

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

LEADERSHIP AND MANAGEMENT (LM)	
M4	p. 11
BI from Both Sides: Ownership and Collaboration between Business and IT	
M7A	p. 12
CBIP Preparation for the Information Systems Core Exam	
M7P	p. 12
CBIP Preparation for the Data Warehousing Exam	
T1	p. 13
TDWI BI Program Management: A Competency Center Approach to BI Excellence	
T5	p. 13
TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets	
W1	p. 14
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems	
TH1	p. 16
TDWI Project Management for Business Intelligence	
TH5	p. 17
Measuring Intangibles: Breaking Down Analytic Barriers	
DATA ANALYSIS AND DESIGN (DA)	
S2	p. 10
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand	
M2	p. 11
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis	
W2	p. 14
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems	
TH2	p. 16
TDWI Advanced Data Modeling Techniques	
DATA ASSET MANAGEMENT (DI)	
W5	p. 15
TDWI Data Virtualization: Solving Complex Data Integration Challenges	
TH6	p. 17
TDWI Data Governance Fundamentals: Managing Data as an Asset	
F1	p. 18
TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement	
F2	p. 18
TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity	

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

BUSINESS ANALYTICS (BA)

S3	p. 10
TDWI Performance Management: Measurement, Metrics, and Monitoring	
M3	p. 11
TDWI Design Techniques for Dashboards and Scorecards	
T3	p. 13
TDWI Business Analytics: Exploration, Experimentation, and Discovery	
W3	p. 15
TDWI Predictive Analytics Fundamentals	
TH5	p. 17
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 pm
Wednesday	6:00–7:30 pm
Thursday	10:00 am–7:00 pm
Friday	8:00 am–2:00 pm

Fee per Exam:
 \$325 TDWI Premium Members
 \$350 non-members

Exam Duration:
 Maximum 90 minutes each

For more information, visit tdwi.org/cbip.

HOTEL AND TRAVEL

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



SHERATON BOSTON

The Sheraton Boston Hotel, located in the heart of the historic and fashionable Back Bay neighborhood, will serve as the official headquarters hotel for TDWI's World Conference.

Sheraton Boston Hotel

39 Dalton Street

Boston, MA 02199

Phone: 617.236.2000

Website: sheratonbostonhotel.com

Reservation phone number: 888.627.7054

Reservation link: <https://www.starwoodmeeting.com/Book/tdwi14>

TDWI has reserved a block of rooms at reduced rates for conference attendees. The discounted rate is \$209 plus tax for single or double occupancy, available through June 26, 2014.

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

AIR TRAVEL DISCOUNTS

American Airlines, TDWI's official carrier, is offering exclusive discounts on airfare for TDWI conference attendees.

Information: tdwi.org/BOS2014/hotel

CAR RENTAL DISCOUNTS

Avis is offering discounts on car rental fees for TDWI conference attendees.

Information: tdwi.org/BOS2014/hotel

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

ABOUT TDWI

TDWI, a division of 1105 Media, Inc., is the premier provider of in-depth, high-quality education and research in the business intelligence and data warehousing industry. TDWI is dedicated to educating business and information technology professionals about the best practices, strategies, techniques, and tools required to successfully design, build, maintain, and enhance business intelligence and data warehousing solutions.

TDWI offers a worldwide membership program, five major educational conferences, topical educational seminars, role-based training, on-site courses, certification, solution provider partnerships, an awards program for best practices, live Webinars, resourceful publications, an in-depth research program, and a comprehensive website, tdwi.org.

TDWI PREMIUM MEMBERSHIP

tdwi.org/premium-membership

TDWI Premium Membership offers a cost-effective solution for maintaining your competitive edge. Premium Membership provides you with an expansive selection of industry research, news and information, online resources, and peer networking opportunities developed exclusively for its members.

TEAM MEMBERSHIP

TDWI offers a very efficient and cost-effective way to keep your entire team current on the latest trends and technologies. The Team Membership program 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 in regions throughout the world to foster continued education and networking at the local level. Chapter meetings are open to any BI/DW professional.

TDWI ONSITE EDUCATION

tdwi.org/onsite

TDWI Onsite Education offers practical, high-quality, vendor-neutral BI/DW training at your location. With TDWI Onsite Education, you maximize your training budget as your team learns practical skills they can apply to current projects—tailored to your specific needs.

TDWI EDUCATION AND PHILOSOPHY

TDWI brings nearly two decades of solid experience to the table when delivering high-impact training for BI/DW professionals. In addition to TDWI World Conferences, we offer training opportunities at regional seminars, BI Executive Summits, Forums, Solutions Summits, and through our Onsite Education program.

We strive to offer a rich and robust training experience at all of our events. Although the majority of TDWI faculty are considered industry gurus and practitioners, we believe there is much to be learned from your peers and vendors as well. Peers frequently offer real-world, pragmatic solutions and the vendor community is rich with technical knowledge and skill that is valuable to share.

TDWI does not endorse any specific products, services, or tools and goes to great lengths to ensure that class offerings have no 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 your training evaluation forms.



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Phone: 425.277.9126

Fax: 425.687.2842

E-mail: info@tdwi.org

Web: tdwi.org

TDWI EDUCATION DEPARTMENT

Phone: 425.277.9181

E-mail: education@tdwi.org



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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, JULY 20

- **S1** TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success
- **S2** Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
- **S3** TDWI Performance Management: Measurement, Metrics, and Monitoring
- **S4** Harness the Power of “What-If” Analytics: Shaping Your Future with Simulation
- **S5** The Future of Data Warehousing

MONDAY, JULY 21

- **M1** TDWI Business Intelligence Architecture: Principles of BI Design
- **M2** TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis
- **M3** TDWI Design Techniques for Dashboards and Scorecards
- **M4** BI from Both Sides: Ownership and Collaboration between Business and IT
- **M5** Power, Politics, and Partnership: Collaborating for Business-Driven BI
- **M6** Overcoming Information Overload with Best Practices in Data Visualization
- **M7A** CBIP Preparation for the Information Systems Core Exam
- **M7P** CBIP Preparation for the Data Warehousing Exam

TUESDAY, JULY 22

- **T1** TDWI BI Program Management: A Competency Center Approach to BI Excellence
- **T2** Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
- **T3** TDWI Business Analytics: Exploration, Experimentation, and Discovery
- **T4** Evolving Your Requirements Approach to Advanced Analytics with Decision Management
- **T5** TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets
- **T6** Social Analytics: Driving Real Business Value with Big Data
- **T7** Managing and Evaluating BI Tools plus Dashboard and Visualization Bake-Off

WEDNESDAY, JULY 23

- **W1** TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
- **W2** TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
- **W3** TDWI Predictive Analytics Fundamentals
- **W4** Designing Your Company’s Data Strategy
- **W5** TDWI Data Virtualization: Solving Complex Data Integration Challenges
- **W6A** New Data Analytics Architecture
- **W6P** Big Data Analytics: Process to Data-Driven Transformations
- **W7A** Return on Investment for Information Projects
- **W7P** Organizational Change Management: Solving the Hard Soft Issues

THURSDAY, JULY 24

- **TH1** TDWI Project Management for Business Intelligence
- **TH2** TDWI Advanced Data Modeling Techniques
- **TH3** High-Resolution Resource Allocation: A Step-by-Step Guide to Profiling Business Relationships
- **TH4** Extreme Scoping: An Agile Approach to Enterprise-Class Data Warehousing
- **TH5** Measuring Intangibles: Breaking Down Analytic Barriers
- **TH6** TDWI Data Governance Fundamentals: Managing Data as an Asset
- **TH7** Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development

FRIDAY, JULY 25

- **F1** TDWI Data Quality Management: Techniques for Data Profiling, Assessment, and Improvement
- **F2** TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity
- **F3** Supporting the Analytics-Driven Organization
- **F4** Practical Techniques for Aligning Business and IT: Navigating Politics and Culture
- **F5A** Emerging Technology Enablers for Advanced Analytics
- **F5P** Innovative Techniques and Practices for Advanced Analytics Solutions
- **F5A** The Future of Data
- **F5P** Building the Business Case for Big Data in Your Data Warehouse

REGISTRATION QUESTIONS?

Phone: 800.280.6218 or 541.346.3537

(M–F, 8:00 am–5:00 pm PT)

E-mail: tdwireg@ce.uoregon.edu

STEP 2. CALCULATE YOUR PAYMENT

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

FEES—EARLY REGISTRATION (Through June 20, 2014)

USE PRIORITY CODE: **BOS5**

<input type="radio"/> Standard Package (3 days)	\$2,235
<input type="radio"/> Mega Package (4 days)	\$2,805
<input type="radio"/> Giga Package (5 days)	\$3,305
<input type="radio"/> Tera Package (6 days)	\$3,725

FEES—REGULAR REGISTRATION (June 21–July 18, 2014)

<input type="radio"/> Standard Package (3 days)	\$2,430
<input type="radio"/> Mega Package (4 days)	\$3,050
<input type="radio"/> Giga Package (5 days)	\$3,590
<input type="radio"/> Tera Package (6 days)	\$4,050

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 July 18, 2014—add \$50) + \$ _____

> TOTAL FEE = \$ _____

CONFERENCE QUESTIONS?

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

EARLY REGISTRATION DISCOUNT

**Register by June 20
and save up to \$325**

USE PRIORITY CODE **BOS5**

STEP 3. REGISTER

Online: tdwi.org/BOS2014/register

Phone: 800.280.6218 or
541.346.3537 (M–F, 8:00 am–5:00 pm PT)

Fax/Mail: Download a registration worksheet and form at
tdwi.org/BOS2014/fax

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

*TDWI's Federal Tax ID Number is 20-4583700.
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REGISTRATION DEADLINES

Early Registration Deadline (priority code: BOS5) June 20, 2014

Regular Registration Deadline July 18, 2014

After July 18, please register on site. Registration will be limited to space available. You will incur a \$50 late registration fee after July 18.

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 23 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 800.280.6218 or 541.346.3537 (M–F, 8:00 am–5:00 pm PT) before July 3, 2014.

If you must cancel, your refund request must be e-mailed to tdwireg@ce.uoregon.edu no later than July 3. Your fee will be returned, less a 20 percent cancellation fee. No refunds or credits will be issued after July 3.

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



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DETAILS ON PAGE 25



I felt my company's BI strategy was validated and I gained some tools and pointers on evaluating my BI tool set.

—B. Short
Wellmark Blue Cross
and Blue Shield



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.

—M. Colosimo
Urban Science



tdwi.org/BOS2014

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

