December 7–12, 2014

TDWI ORLANDO

For 20 Years, the Most Trusted Source for Education, Training, and Research in BI, DW, Big Data, and Analytics

Receive unparalleled education and training in today's hottest data and management topics from the industry's highest-rated instructors and consultants. Most of our 45+ courses are full-day format.

Agenda Highlights:

// Advanced analytics and data science

// Big data, strategies, and innovation

// Complex data management and integration challenges

// BI delivery and collaboration between business and IT

// Data architectures, modeling, and advanced techniques

// Technologies and innovation in BI, data, analytics, and big data

FEATURED TRACK

Telling Stories through Data: Technologies and Techniques for Organizing and Visualizing Data, including advanced analytics

EARLY REGISTRATION DISCOUNT

Register by November 7 and save up to $325

USE PRIORITY CODE OR2

DETAILS ON PAGE 25

tdwi.org/OR2014

SPECIAL TICKETS FOR ATTENDEES

See page 23

With 45 courses covering a broad spectrum of data warehousing, BI, big data, analytics, and modeling, TDWI offers classroom and networking opportunities to make sure you do things right and avoid mistakes by learning from others.

TDWI ORLANDO

The Premier Education and Training Event for BI, DW, Big Data, and Analytics Professionals

tdwi

TDWI ORLANDO

December 7–12, 2014

Welcome to TDWI Orlando

There's nothing better than getting our hands on that next new innovation, figuring it out, and putting it to work to solve new problems and add new business insights. But what happens when it doesn't work? What mistakes can we avoid? Fortunately, there are resources to maximize our chances of success. There are lessons to be learned.

TDWI has been offering just that guidance for nearly 20 years. When new technologies appear, our industry-leading instructors provide the thought leadership to help you evaluate and implement them. But **TDWI Orlando** offers so much more than the next big thing: over 45 courses covering the spectrum of BI, DW, big data, modeling, and analytics—from the fundamentals to the newest of the new. The featured track, **Telling Stories through Data: Technologies and Techniques for Organizing and Visualizing Data**, even includes sessions on advanced analytics, and all are suitable for both business and IT audiences.

Our unique training in a conference setting provides easy access to peers who can often offer real-world, pragmatic solutions, and to the vendor community, rich with technical knowledge and skill. Throughout the week, hear keynote presenters discuss big data management, the new role of chief data officer, the Internet of things, telling stories through data, and much more. Keep your edge. Learn from your peers, do it right the first time, and avoid the mistakes.

Featured Courses

Courses around the featured track:

S4	Business Information and Modern BI: Evolving Beyond the Dimensional Data Mart
S5	The Future of Data Warehousing
M4	Designing a Data Warehouse for High Performance
M6A	Emerging Technologies 2015: Where Is Data Headed?
T5	Data Storytelling: The New Horizon in Business Analytics
T6A	Internet of Things: Continuum of Changes Impacting Work and Life
T6P	Data Science: Myth or Reality
T7P	Cool BI: The Latest Innovations
W1	Data Warehouse Automation: Better, Faster, Cheaper … You Can Have It All
W6A	Tipping the Sacred Cows of Data Warehousing
W6P	Tipping the Sacred Cows of Emerging Technologies
W7P	Social Analytics in the Enterprise
TH4	TDWI Data Virtualization: Solving Complex Data Integration Challenges
F4	Enabling Technologies for Agile BI
F5A	The Future of Data
F6A	Emerging Technology Enablers for Advanced Analytics
F6P	Innovative Techniques and Practices for Advanced Analytics Solutions

Core Tracks

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

// **BI/DW 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

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DETAILS ON PAGE 25

Featured Speakers

Monday, December 8, 8:00–8:45 a.m.

Swimming in the Cuyahoga: Data Management after Big Data

Marc Demarest
CEO and Principal
Noumenal, Inc.

One of the most troubling aspects of the so-called big data revolution is how the new technologies challenge our methods and practices, as well as our long-held notions of things such as data management, data architecture, and design-for-use.

Much is said about big data technologies and their value to organizations that believe advantage stems from the exploitation of all available data. Perhaps too much has been claimed for big data technologies, to the detriment of other necessary conversations.

One long-overdue conversation is about how we are to know when, whether, and how these sorts of data are relevant to the decision support tasks at hand; how we might manage big data as a leveraged asset within our organizations; and what role our traditional methods, practices, and personnel can play in provisioning decision making, now that everything has changed.

In this wide-ranging talk, Marc Demarest will not say the H-word once. Focusing on data, rather than technology, and on an emerging conversation about information supply chains, Marc will explore how the supply chain and manufacturing models that are creeping into our conversations may help us understand what it means to practice data management in the aftermath of the big data revolution.

Thursday, December 11, 8:00–8:45 a.m.

Chief Data Officer: Expanding the C-Suite

Larissa Moss
President
Method Focus Inc.

Many organizations are beginning to understand the strategic value of their data assets, but they do not know how to leverage and monetize it. When organizations are asked who manages their data assets, the answers range from nobody to the chief information officer (CIO). However, most CIOs have a technical background and are largely not data-knowledgeable. They are expected to master a wide variety of technology platforms and perform technical functions, such as managing computer systems. Managing data as an asset is almost never seen as a job qualification for a CIO. As a result, the new position of chief data officer (CDO) has surfaced in recent years. This presentation will explain the qualifications and responsibilities of the CDO.

Contents

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 experience and theoretical knowledge.

// **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 the latest in data warehousing, business intelligence, and analytics.

The TDWI Difference

TDWI ORLANDO	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

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 Conferences, we offer education opportunities at regional Seminars, Executive Summits, Executive Forums, Solution 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 course 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.

Meet Our Faculty

TDWI faculty are thoroughly vetted for depth of expertise as well as presentation style to deliver 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 S4, M3, T3

Stephen Brobst
Managing Partner
Sampo Technologies & Systems
COURSES S5, M4

Ted Cuzzillo
Data Intelligence Journalist
Datadoodle
COURSE T5

Marc Demarest
CEO and Principal
Noumenal, Inc.
MONDAY KEYNOTE

Wayne Eckerson
Principal Consultant
Eckerson Group, LLC
COURSES S6A, S6P

Aaron Fuller, CBIP
Principal
Superior Data Strategies, LLC
COURSES M2, T1

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

Richard Hines
Vice President Business Analytics
Hitachi Solutions Ltd.
COURSES S1, M1

Cindi Howson
Founder
BI Scorecard
COURSES T7A, T7P

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

Krish Krishnan
CEO
Sixth Sense Advisors, Inc.
COURSES M6A, M6P, T6A, T6P, F5A, F5P

Mike Lampa
Managing Partner
Archipelago IS, LLC
COURSES F6A, F6P

Deanne Larson, DM, CBIP
President
Larson & Associates
COURSES S2, M7A, M7P

Evan Levy, CBIP
Vice President of Business Consulting
SAS
COURSES W6A, W6P

William McKnight
President
McKnight Consulting Group
COURSES M5A, M5P

Larissa Moss
President
Method Focus Inc.
COURSE W5,
THURSDAY KEYNOTE

John Myers
Senior Analyst
Enterprise Management Associates
COURSE TH4

Mark Peco
Partner
InQvis
COURSES T4, W3, TH5

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

Laura Reeves
Principal
StarSoft Solutions, Inc.
COURSES S3, T2

Shawn Rogers
President
Analytic Response, LLC
COURSES W7A, W7P

Gagan Saxena
VP Consulting
Decision Management Solutions
COURSE W4

Len Silverston
President
Universal Data Models, LLC
COURSE TH7

Dave Wells, CBIP
BI Consultant, Mentor, and Teacher
COURSES T5, W1, TH6, F4

Nancy Williams, CBIP
Vice President and Principal Consultant
DecisionPath Consulting
COURSES TH1, F1

Training in a Conference Setting

TDWI Orlando 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 **vetted 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
- **Exhibit Hall,** where you can gain an understanding of available technologies

> 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.
>
> —Kate Gingras
> Diamond Resorts International

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 Orlando, take the opportunity to prepare for and complete the CBIP exams. There are multiple exam lab opportunities throughout the week, making it convenient for you to complete your certification requirements. See p. 20 for details.

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/OR2014 for more information about exhibitors at TDWI Orlando.

View a full list of past exhibitors at tdwi.org/OR2014/exhibitors.

THE FOLLOWING COMPANIES ARE RECENT TDWI EXHIBITORS:*

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

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

**Includes exhibitors from the past two years*

Agenda

SUNDAY December 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	8:15–9:15 a.m.
Lunch Break	12:15–1:45 p.m.
Welcome Reception	5:00–6:30 p.m.

COURSE OFFERINGS

○ **S1** cbip BI p. 10
TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success
R. Hines

○ **S2** cbip BA BI p. 10
TDWI Performance Management: Measurement, Metrics, and Monitoring
D. Larson

○ **S3** cbip DA p. 10
Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
L. Reeves

○ **S4** LM p. 10
Business Information and Modern BI: Evolving Beyond the Dimensional Data Mart
C. Adamson

○ **S5** LM p. 10
The Future of Data Warehousing
S. Brobst

○ **S6A NEW!** LM p. 10
The New Analytical Ecosystem: Bridging the Worlds of BI and Big Data
W. Eckerson

○ **S6P NEW!** LM p. 11
Secrets of Analytical Leaders: Insights from Information Insiders
W. Eckerson

COURSE TOPICS KEY

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

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

MONDAY December 8

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

○ **M1** cbip BI p. 11
TDWI Business Intelligence Architecture: Principles of BI Design
R. Hines

○ **M2** cbip DA BI p. 11
TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis
A. Fuller

○ **M3** cbip BA BI p. 11
TDWI Design Techniques for Dashboards and Scorecards
C. Adamson

○ **M4** DA p. 11
Designing a Data Warehouse for High Performance
S. Brobst

○ **M5A** LM p. 12
Return on Investment for Information Projects
W. McKnight

○ **M5P** LM p. 12
Organizational Change Management: Solving the Hard Soft Issues
W. McKnight

○ **M6A NEW!** LM p. 12
Emerging Technologies 2015: Where Is Data Headed?
K. Krishnan

○ **M6P NEW!** BA p. 12
Analytics 3.0: Becoming Prescriptive
K. Krishnan

○ **M7A** cbip LM p. 12
CBIP Preparation for the Information Systems Core Exam
D. Larson

○ **M7P** cbip LM p. 12
CBIP Preparation for the Data Warehousing Exam
D. Larson

TUESDAY December 9

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** cbip LM p. 12
TDWI BI Program Management: A Competency Center Approach to BI Excellence
A. Fuller

○ **T2** DA BA p. 13
Dimensional Modeling Beyond the Basics: Intermediate and Advanced Techniques
L. Reeves

○ **T3** cbip BA BI p. 13
TDWI Business Analytics: Exploration, Experimentation, and Discovery
C. Adamson

○ **T4** cbip LM p. 13
TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets
M. Peco

○ **T5 NEW!** BA p. 13
Data Storytelling: The New Horizon in Business Analytics
D. Wells, T. Cuzzillo

○ **T6A NEW!** LM p. 13
Internet of Things: Continuum of Changes Impacting Work and Life
K. Krishnan

○ **T6P NEW!** LM p. 13
Data Science: Myth or Reality
K. Krishnan

○ **T7A** LM BA p. 14
Managing and Evaluating Your BI Tool Portfolio
C. Howson

○ **T7P UPDATED!** BA p. 14
Cool BI: The Latest Innovations
C. Howson

WEDNESDAY December 10

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 LM p. 14
Data Warehouse Automation: Better, Faster, Cheaper … You Can Have It All
D. Wells

W2 CBIP DA BI p. 14
TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
J. Geiger

W3 CBIP BA p. 14
TDWI Predictive Analytics Fundamentals
M. Peco

W4 BA p. 15
Evolving Your Requirements Approach to Advanced Analytics with Decision Management
G. Saxena

W5 LM p. 15
Extreme Scoping: An Agile Approach to Enterprise-Class Data Warehousing
L. Moss

W6A LM p. 15
Tipping the Sacred Cows of Data Warehousing
E. Levy

W6P LM p. 15
Tipping the Sacred Cows of Emerging Technologies
E. Levy

W7A LM BA p. 15
Big Data: The Tipping Point
S. Rogers

W7P BA p. 15
Social Analytics in the Enterprise
S. Rogers

THURSDAY December 11

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	10:00 a.m.–7:00 p.m.

COURSE OFFERINGS

TH1 CBIP LM BI p. 15
TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
N. Williams

TH2 CBIP DA p. 16
TDWI Advanced Data Modeling Techniques
J. Geiger

TH3 BA p. 16
Supporting the Analytics-Driven Organization
T. Rathburn

TH4 CBIP DI p. 16
TDWI Data Virtualization: Solving Complex Data Integration Challenges
J. Myers

TH5 BA p. 16
Harness the Power of "What-If" Analytics: Shaping Your Future with Simulation
M. Peco

TH6 NEW! CBIP DI BI p. 17
TDWI Data Governance Innovations: Adapting for Agile, Big Data, and Cloud
D. Wells

TH7 DA p. 17
Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development
C. Imhoff, L. Silverston

FRIDAY December 12

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 CBIP LM p. 17
TDWI Project Management for Business Intelligence
N. Williams

F2 CBIP DI BI p. 17
TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity
J. Geiger

F3 BA p. 17
High-Resolution Resource Allocation: A Step-by-Step Guide to Profiling Business Relationships
T. Rathburn

F4 NEW! LM p. 18
Enabling Technologies for Agile BI
D. Wells

F5A LM p. 18
The Future of Data
K. Krishnan

F5P NEW! DI p. 18
Data Governance for Big Data
K. Krishnan

F6A LM p. 18
Emerging Technology Enablers for Advanced Analytics
M. Lampa

F6P LM p. 18
Innovative Techniques and Practices for Advanced Analytics Solutions
M. Lampa

SEE PAGES 8–9 FOR COURSE OFFERINGS BY TOPIC.

Course Offerings by Topic

FEATURED TRACK

TECHNOLOGY TRENDS 2015: TELLING STORIES THROUGH DATA

Attend courses that will help you sort through emerging technologies and approaches. These courses are ready-made to keep you on top of trends and ahead of the competition.

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.

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.

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

LEADERSHIP AND MANAGEMENT (Continued)

> "I really enjoyed the experience of the conference and hearing from others going through the same experience.
>
> —Emily Schuller
> Lincoln Financial Group

Course Descriptions

S1 TCBIP — Sunday, December 7, 9:00 a.m.–5:00 p.m.
BI Essentials

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

Richard Hines

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 TCBIP — Sunday, December 7, 9:00 a.m.–5:00 p.m.
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

S3 TCBIP — Sunday, December 7, 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

> 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

S4 — Sunday, December 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

S5 — Sunday, December 7, 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)

S6A NEW! — Sunday, December 7, 9:00 a.m.–12:15 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, December 7, 12:15–5:00 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

M1 cbip

Monday, December 8, 9:00 a.m.–5:00 p.m.
BI Essentials

TDWI Business Intelligence Architecture: Principles of BI Design

Richard Hines

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 cbip

Monday, December 8, 9:00 a.m.–5:00 p.m.
Data Analysis and Design, BI Essentials

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis

Aaron Fuller

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 cbip

Monday, December 8, 9:00 a.m.–5:00 p.m.
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, December 8, 9:00 a.m.–5:00 p.m.
Data Analysis and Design

Designing a Data Warehouse for High Performance

This course assumes database and systems knowledge.

Stephen Brobst

YOU WILL LEARN

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

Course Descriptions

M5A Monday, December 8, 9:00 a.m.–12:15 p.m.
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

M5P Monday, December 8, 1:45–5:00 p.m.
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

M6A NEW! Monday, December 8, 9:00 a.m.–12:15 p.m.
Leadership and Management

Emerging Technologies 2015: Where Is Data Headed?

Krish Krishnan

YOU WILL LEARN

- New technologies and their impact on the industry
- BI and analytics perspectives
- Decision support architectures and device platforms
- The next generation: in-memory, cloud platforms, hybrid data platforms, and more

M6P NEW! Monday, December 8, 1:45–5:00 p.m.
Business Analytics

Analytics 3.0: Becoming Prescriptive

Familiarity with data warehousing, analytics, and business intelligence is helpful.

Krish Krishnan

YOU WILL LEARN

- What is analytics 3.0?
- New-age architectures
- Cloud and mobility platforms
- Case studies
- Next-generation ideas and visions

M7A Monday, December 8, 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.

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, December 8, 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.

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

T1 Tuesday, December 9, 8:00 a.m.–5:30 p.m.
Leadership and Management

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

Aaron Fuller

YOU WILL LEARN

- The definition and purpose of a BI competency center (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

> I loved the tips and tricks in our visualization class and am hoping to implement some of these techniques right away.
>
> —Christy Bolin
> Interstate Batteries

T2 Tuesday, December 9, 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

T3 cbip Tuesday, December 9, 8:00 a.m.–5:30 p.m.
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 cbip Tuesday, December 9, 8:00 a.m.–5:30 p.m.
Leadership and Management

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

Mark Peco

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

T5 NEW! Tuesday, December 9, 8:00 a.m.–5:30 p.m.
Business Analytics

Data Storytelling: The New Horizon in Business Analytics

Dave Wells, Ted Cuzzillo

YOU WILL LEARN

- Four reasons to pursue the art of storytelling
- The differences between explanatory and exploratory stories
- How to find the stories in data
- How to choose visualizations for storytelling
- How to compose captivating and compelling stories

T6A NEW! Tuesday, December 9, 8:00–11:15 a.m.
Leadership and Management

Internet of Things: Continuum of Changes Impacting Work and Life

Krish Krishnan

YOU WILL LEARN

- Machine learning, device data sharing, and more
- Connecting the dots: Where does your enterprise start the journey?
- Risks and points of failure

T6P NEW! Tuesday, December 9, 2:15–5:30 p.m.
Leadership and Management

Data Science: Myth or Reality

Krish Krishnan

YOU WILL LEARN

- What is data science?
- Who are data scientists? Is this the next best job?
- Is this a myth? Are we fooling ourselves? Or is this reality?
- Success strategy and outcomes
- Stories to learn from

Course Descriptions

T7A Tuesday, December 9, 8:00–11:15 a.m.
Leadership and Management, Business Analytics

Managing and Evaluating Your BI Tool Portfolio

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
- How to manage your BI tool portfolio
- A framework for evaluating business intelligence vendors and suites
- Functional differences between leading BI suites

> "It is helpful for me to hear the experiences of others. I can gain insight to their approaches to problems that we are all facing, which helps me as I prepare our own solutions.
>
> —Rocky Creel
> Hewlett-Packard

T7P UPDATED! Tuesday, December 9, 2:15–5:00 p.m.
Business Analytics

Cool BI: The Latest Innovations

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

Cindi Howson

YOU WILL LEARN

- What some of the latest innovations are and what they mean
- What to look for when evaluating these capabilities
- Where the market stands in adopting the capabilities
- A framework for prioritizing and embracing new innovations

W1 Wednesday, December 10, 8:00 a.m.–5:30 p.m.
Leadership and Management

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

Dave Wells

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

W2 Wednesday, December 10, 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

- 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, December 10, 8:00 a.m.–5:30 p.m.
Business Analytics

TDWI Predictive Analytics Fundamentals

Mark Peco

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, December 10, 8:00 a.m.–5:30 p.m.
Business Analytics

Evolving Your Requirements Approach to Advanced Analytics with Decision Management

Gagan Saxena

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

W5 Wednesday, December 10, 8:00 a.m.–5:30 p.m.
Leadership and Management

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

Larissa Moss

YOU WILL LEARN

- How to build your DW and BI applications using software releases
- How to use the Extreme Scoping™ approach to plan and manage your project
- How to organize and empower your project teams, including their roles and responsibilities
- How to manage multiple interdependent projects under one BI program

W6A Wednesday, December 10, 8:00–11:15 a.m.
Leadership and Management

Tipping the Sacred Cows of Data Warehousing

Evan Levy

YOU WILL LEARN

- Third normal form and dimensional modeling
- Centralized and federated architectures
- SMP and MPP
- Data warehouse storage (SANs, direct attach, NAS)
- Operational data stores and data marts

W6P Wednesday, December 10, 2:15–5:30 p.m.
Leadership and Management

Tipping the Sacred Cows of Emerging Technologies

Evan Levy

YOU WILL LEARN

- Data warehouse virtualization (EII, distributed databases, federated)
- Development methodologies (agile, iterative, waterfall)
- Traditional relational and columnar databases
- Data warehouse appliances
- Analytical and operational MDM
- The data warehouse as the MDM hub

W7A Wednesday, December 10, 8:00–11:15 a.m.
Leadership and Management, Business Analytics

Big Data: The Tipping Point

Shawn Rogers

YOU WILL LEARN

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

W7P Wednesday, December 10, 2:15–5:30 p.m.
Business Analytics

Social Analytics in the Enterprise

Shawn Rogers

YOU WILL LEARN

- Why your company can't 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 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

TH1 Thursday, December 11, 9:00 a.m.–5:00 p.m.
Leadership and Management, BI Essentials

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

Nancy Williams

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

Course Descriptions

TH2 cbip — Thursday, December 11, 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

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

TH3 — Thursday, December 11, 9:00 a.m.–5:00 p.m.
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

TH4 cbip — Thursday, December 11, 9:00 a.m.–5:00 p.m.
Data Asset Management

TDWI Data Virtualization: Solving Complex Data Integration Challenges

John Myers

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

TH5 — Thursday, December 11, 9:00 a.m.–5:00 p.m.
Business Analytics

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

Mark Peco

YOU WILL LEARN

- Basic 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 possible routes to successful outcomes
- How BI, analytics, and simulation are related disciplines

> "I took away a strong understanding of dimensional modeling and its applications in the construction and maintenance of a data warehouse.
>
> —Darren Danforth
> Nautilus Healthcare Management Group

TH6 CBIP **NEW!** Thursday, December 11, 9:00 a.m.–5:00 p.m.
Data Asset Management, BI Essentials

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

Dave Wells

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

TH7 Thursday, December 11, 9:00 a.m.–5:00 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

F1 CBIP Friday, December 12, 8:00 a.m.–3:30 p.m.
Leadership and Management

TDWI Project Management for Business Intelligence

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

Nancy Williams

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

F2 CBIP Friday, December 12, 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

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, December 12, 8:00 a.m.–3:30 p.m.
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

> Learning more about change management principles in the workplace will significantly help me lead our team toward the many changes coming our way in the future, and to help us identify how our data warehouse can add value, especially by the utilization of champions and sponsors.
>
> —Sara Lockhart
> Boeing

Course Descriptions

F4 **NEW!** Friday, December 12, 8:00 a.m.–3:30 p.m.
Leadership and Management

Enabling Technologies for Agile BI

Dave Wells

YOU WILL LEARN

- How data virtualization contributes to agility and success rates of BI projects
- How data warehouse automation resolves challenges and improves agile BI capabilities
- How cloud services increase agility and mitigate risks of agile BI projects

F5A Friday, December 12, 8:00–11:15 a.m.
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

F5P **NEW!** Friday, December 12, 12:15–3:30 p.m.
Data Asset Management

Data Governance for Big Data

Krish Krishnan

YOU WILL LEARN

- Governance of big data
- Foundational issues and alignment
- Success criteria and risk management
- Stewardship and decisions
- Analytics and outcomes

F6A Friday, December 12, 8:00–11:15 a.m.
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

F6P Friday, December 12, 12:15–3:30 p.m.
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

Academic Credit

tdwi.org/OR2014/credit

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

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

About TDWI

TDWI, a division of 1105 Media, Inc., is the premier provider of in-depth, high-quality education and research in the business intelligence, data warehousing, and analytics 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, data warehousing, and analytics 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 ONSITE EDUCATION

tdwi.org/onsite

TDWI Onsite Education offers practical, high-quality, vendor-neutral BI/DW/analytics 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 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 CONTACT INFORMATION

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Web: tdwi.org

TDWI EDUCATION DEPARTMENT

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

tdwi.org/linkedin

tdwi.org/twitter

tdwi.org/facebook

TDWI CERTIFICATION

Get Certified at TDWI Orlando

Professionals holding a TDWI CBIP certification command an average salary of $114,613—more than $7,850 greater than the average for non-certified professionals.

Source: 2014 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 Orlando, 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.

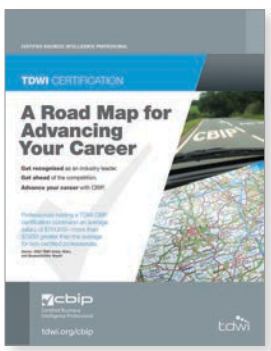
// **SPECIALIZATION.** CBIP recognizes your experience in distinct skill areas, which helps employers confidently match your skills to their job requirements.

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 TDWI Orlando:

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

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

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

LEADERSHIP AND MANAGEMENT (LM)

DATA ANALYSIS AND DESIGN (DA)

DATA ASSET MANAGEMENT (DI)

BUSINESS ANALYTICS (BA)

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	10:00 a.m.–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 Conferences. Register for the conference and reserve your hotel room early to ensure availability, as space is limited.

LOEWS ROYAL PACIFIC RESORT AT UNIVERSAL ORLANDO

Loews Royal Pacific Resort at Universal Orlando
6300 Hollywood Way
Orlando, FL 32819
Phone: 866.360.7395
Website: www.universalorlando.com/royalpacific
Reservation link: http://www.loewshotels.com/en/Royal-Pacific-Resort/GroupPages/TDWI2014

TDWI has reserved a block of rooms at reduced rates for conference attendees. The discounted rate is $169 plus tax for single or double occupancy, available through November 7, 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/OR2014/hotel

CAR RENTAL DISCOUNTS

Avis is offering discounts on car rental fees for TDWI conference attendees.
Information: tdwi.org/OR2014/hotel

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database TRENDS AND APPLICATIONS

information management

2014 MEDIA SPONSORS

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IDMA Insurance Data Management Association

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SearchDataManagement

TDAN.com The Data Administration Newsletter

TEC Technology Evaluation Centers

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

About Orlando

At Universal Orlando® Resort you'll find two spectacular theme parks, non-stop nightlife, and more, all in one convenient location. Experience the pulse-pounding thrills of Universal's Islands of Adventure®. Take a starring role in some of the biggest movies and TV shows ever created at Universal Studios®. And enjoy the best in restaurants, nightclubs, shopping, movies, and more at Universal CityWalk®. It's an entire universe of action, fun, and excitement that takes you where you never thought you'd go.

SPECIAL TICKETS FOR ATTENDEES

Universal Orlando® Resort has offered a unique ticket link for attendees, and TDWI is excited to be able to extend this benefit to you. In addition to regular admission, this link offers an exclusive "After 2 p.m." convention ticket. This ticket is specially designed for meeting attendees to enjoy the park.

To benefit from this exclusive offer simply use the following URL: www.universalorlando.com/convention.

Universal Orlando is proud to offer tickets to both Universal Orlando theme parks for convention attendees, their guests, and family members. Pricing is subject to change without notice.

UNIVERSAL CITYWALK®

Within walking distance, you'll find the newly renovated Universal CityWalk®—a bustling and easily accessible attraction day or night. The Loews Royal Pacific Resort, which plays host to TDWI Orlando, is a mere seven-minute walk from the Universal CityWalk® and the Universal Orlando® Resort theme parks with its many bars, restaurants, and entertainment venues. CityWalk® is a veritable cornucopia of national food chains, including Red Oven Pizza Bakery, The Hot Dog Hall of Fame, Vivo Italian Kitchen, Menchie's, Cold Stone Creamery, and Antojitos Authentic Mexican Food.

OTHER ORLANDO ATTRACTIONS

From art and culture, dining and nightlife, to sporting events and theme park outings, Orlando offers something for everyone.

Make it a day: Orlando covers sporting pursuits from land to water to water hazard. Charter fishing excursions off the nearby Florida coast, kayak the crystal-blue coastal waters, or play one (or more) of the 168 golf courses in the area. For the relaxation-minded, Orlando boasts many renowned day spas and luxury retreats where you can forget your cares with a relaxing massage or sip a drink poolside. And of course, no trip to Orlando is complete without a visit to the Walt Disney World theme parks.

Besides these next-door attractions, downtown Orlando offers many choices for dining, dancing, and live music.

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, DECEMBER 7

○ **S1**	TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success
○ **S2**	TDWI Performance Management: Measurement, Metrics, and Monitoring
○ **S3**	Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
○ **S4**	Business Information and Modern BI: Evolving Beyond the Dimensional Data Mart
○ **S5**	The Future of Data Warehousing
○ **S6A**	The New Analytical Ecosystem: Bridging the Worlds of BI and Big Data
○ **S6P**	Secrets of Analytical Leaders: Insights from Information Insiders

MONDAY, DECEMBER 8

○ **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**	Designing a Data Warehouse for High Performance
○ **M5A**	Return on Investment for Information Projects
○ **M5P**	Organizational Change Management: Solving the Hard Soft Issues
○ **M6A**	Emerging Technologies 2015: Where Is Data Headed?
○ **M6P**	Analytics 3.0: Becoming Prescriptive
○ **M7A**	CBIP Preparation for the Information Systems Core Exam
○ **M7P**	CBIP Preparation for the Data Warehousing Exam

TUESDAY, DECEMBER 9

○ **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**	TDWI Big Data Fundamentals: Creating Value from Non-Traditional Data Sets
○ **T5**	Data Storytelling: The New Horizon in Business Analytics
○ **T6A**	Internet of Things: Continuum of Changes Impacting Work and Life
○ **T6P**	Data Science: Myth or Reality
○ **T7A**	Managing and Evaluating Your BI Tool Portfolio
○ **T7P**	Cool BI: The Latest Innovations

WEDNESDAY, DECEMBER 10

○ **W1**	Data Warehouse Automation: Better, Faster, Cheaper … You Can Have It All
○ **W2**	TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
○ **W3**	TDWI Predictive Analytics Fundamentals
○ **W4**	Evolving Your Requirements Approach to Advanced Analytics with Decision Management
○ **W5**	Extreme Scoping: An Agile Approach to Enterprise-Class Data Warehousing
○ **W6A**	Tipping the Sacred Cows of Data Warehousing
○ **W6P**	Tipping the Sacred Cows of Emerging Technologies
○ **W7A**	Big Data: The Tipping Point
○ **W7P**	Social Analytics in the Enterprise

THURSDAY, DECEMBER 11

○ **TH1**	TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
○ **TH2**	TDWI Advanced Data Modeling Techniques
○ **TH3**	Supporting the Analytics-Driven Organization
○ **TH4**	TDWI Data Virtualization: Solving Complex Data Integration Challenges
○ **TH5**	Harness the Power of "What-If" Analytics: Shaping Your Future with Simulation
○ **TH6**	TDWI Data Governance Innovations: Adapting for Agile, Big Data, and Cloud
○ **TH7**	Mastering BI with Best-Practice Architectures and Data Models: From Hub and Spoke to Agile Development

FRIDAY, DECEMBER 12

○ **F1**	TDWI Project Management for Business Intelligence
○ **F2**	TDWI Data Integration Principles and Practices: Creating Information Unity from Data Disparity
○ **F3**	High-Resolution Resource Allocation: A Step-by-Step Guide to Profiling Business Relationships
○ **F4**	Enabling Technologies for Agile BI
○ **F5A**	The Future of Data
○ **F5P**	Data Governance for Big Data
○ **F6A**	Emerging Technology Enablers for Advanced Analytics
○ **F6P**	Innovative Techniques and Practices for Advanced Analytics Solutions

REGISTRATION QUESTIONS?

Phone: 800.280.6218 or 541.346.3537
(M–F, 8:00 a.m.–5:00 p.m. 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 November 7, 2014)

USE PRIORITY CODE OR2

○ Standard Package (3 days)	$2,235
○ Mega Package (4 days)	$2,805
○ Giga Package (5 days)	$3,305
○ Tera Package (6 days)	$3,725

FEES—REGULAR REGISTRATION (November 8–December 5, 2014)

○ Standard Package (3 days)	$2,430
○ Mega Package (4 days)	$3,050
○ Giga Package (5 days)	$3,590
○ 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 December 5, 2014—add $50) + $ _____

› TOTAL FEE = $ _____

CONFERENCE QUESTIONS?

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

EARLY REGISTRATION DISCOUNT

Register by November 7 and save up to $325

USE PRIORITY CODE OR2

STEP 3. REGISTER

Online: tdwi.org/OR2014/register

Phone: 800.280.6218 or
541.346.3537 (M–F, 8:00 a.m.–5:00 p.m. PT)

Fax/Mail: Download a registration worksheet and form at tdwi.org/OR2014/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: OR2) . . . . November 7, 2014
Regular Registration Deadline . . . . . December 5, 2014
After December 5, please register on site. Registration will be limited to space available. You will incur a $50 late registration fee after December 5.

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 19 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 a.m.–5:00 p.m. PT) before November 21, 2014. If you must cancel, your refund request must be e-mailed to tdwireg@ce.uoregon.edu no later than November 21. Your fee will be returned, less a 20 percent cancellation fee. No refunds or credits will be issued after November 21.

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.

PO Box 9020
Renton, WA 98057

IN-DEPTH EDUCATION IN BUSINESS INTELLIGENCE, DATA WAREHOUSING, AND ANALYTICS

TDWI ORLANDO

December 7–12, 2014

KEYNOTE SPEAKERS (See page 1)

MARC DEMAREST
CEO and Principal
Noumenal, Inc.

Swimming in the Cuyahoga: Data Management after Big Data

LARISSA MOSS
President
Method Focus Inc.

Chief Data Officer: Expanding the C-Suite

tdwi.org/OR2014

EARLY REGISTRATION DISCOUNT

Register by November 7 and save up to $325

USE PRIORITY CODE OR2
DETAILS ON PAGE 25

TDWI PARTNERS

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

Actian · DELL Software · IBM · SAS · TERADATA · TREASURE