

TDWI ONSITE EDUCATION



World-Class Business Intelligence
and Data Warehousing Education
Brought to Your Workplace All
Over Europe



Onsite Course Offerings

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Put TDWI's Expertise to Work for You

TDWI Onsite delivers the highest quality business intelligence (BI) and data warehousing (DW) education to your location. TDWI offers onsite training for all levels in your organization, so everyone involved in a project shares a common knowledge base and learns in support of the same corporate objectives. Every TDWI Onsite course is rich with business and technical concepts as well as techniques that are proven in practice. And every TDWI instructor is a business intelligence or data warehousing practitioner with real-world experience.



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“By bringing a customized version of a TDWI course in-house, we were able to take full advantage of the deep expertise of the TDWI instructor while at the same time complementing that with an internal perspective by some of our senior practitioners. Our participants not only learned the content; they learned how the content will be applied in our company’s context. Highly valuable!”

R. Stern, Director of Training
Parson Consulting

About TDWI Onsite

- **Our Courses**—By carefully selecting, managing, and maintaining our course materials, we ensure consistent messages, common learning objectives, and up-to-date content.
- **Our Workshops**—Many of TDWI’s popular courses are available in a workshop format. We set aside case study exercises and extend the course length to work directly with your projects and problems. Intermixing workshop activities with a traditional lecture format means you do more than hear about skills and techniques; you practice them.
- **Hands-On Training**—In addition to our core curriculum, we offer hands-on training. Combining lecture-based learning with formal lab exercises, our hands-on courses provide an opportunity to experience many features of leading tools and technology.
- **Certification**—TDWI offers the industry’s most comprehensive certification program available: the Certified Business Intelligence Professional (CBIP). TDWI Onsite offers a variety of CBIP certification packages—helping to simplify the process of getting your entire team certified. For more information, see pages 16–17.
- **Executive-Level Education**—While TDWI Onsite offers training for all levels in your organization, our Business Intelligence Executive Briefing is designed to help both business and IT leaders. This survey of the BI landscape provides a business-oriented, nontechnical explanation of all facets of BI. For more information, see page 5.

Benefits of TDWI Onsite

- **Cost-Effective**—Eliminate travel-related expenses and get more for your training dollar
- **High-Impact**—Advance project goals by giving your team a common understanding of core concepts
- **Convenient**—Schedule training when it best accommodates your workload
- **Flexible**—Tailor training to your specific needs and incorporate organization-specific information
- **Just In Time**—Get the right training to your project team at the time it is most needed. You can build training into your project schedules with TDWI's just-in-time training concepts.
- **Vendor-Neutral Training**—TDWI goes to great lengths to guarantee that Onsite courses provide objective, unbiased information.

TDWI Onsite Includes

- Learning needs assessment and tailored training plans
- Pre-class discussion with a TDWI-certified instructor to ensure content is aligned with your training objectives
- Instructor-led training at your workplace or your location of choice
- All course materials

TDWI Onsite Instructors

TDWI instructors are carefully selected, rigorously qualified, and routinely measured and observed to ensure that we achieve and sustain the highest standards for professional education. We require that our instructors have extensive BI experience and demonstrated teaching skills. In addition, all are experienced and current BI practitioners who bring their real-world experience to every class.

Dean Abbott, Senior Consultant, The Modeling Agency

Chris Adamson, Data Warehouse Specialist, Oakton Software LLC

Maureen Clarry, CEO/President, CONNECT: The Knowledge Network

Paul Flach, General Manager, Lyceum Group

Jonathan Geiger, CBIP, Executive Vice President, Intelligent Solutions, Inc.

Michael Gonzales, CBIP, Principal, Claraview, Inc.

Steve Hoberman, CBIP, Data Explorer, Steve Hoberman & Associates

Claudia Imhoff, President, Intelligent Solutions, Inc., and TDWI Fellow

Deanne Larson, CBIP, President, Larson & Associates

Lisa Loftis, CBIP, Senior Vice President, Intelligent Solutions, Inc.

Arkady Maydanchik, Co-Founder, Data Quality Group, LLC

Dan Merriman, Principal, The Revere Group

Larissa Moss, President, Method Focus, Inc.

John O'Brien, CBIP, President and Executive Architect, Zukeran Technologies

Mark Peco, CBIP, Partner, InQvis Inc.

Tony Rathburn, Senior Consultant, The Modeling Agency

Laura Reeves, Principal, StarSoft Solutions, Inc.

Lorna Rickard, Chief Workforce Architect, CONNECT: The Knowledge Network

Jed Summerton, Chief Solutions Architect, CONNECT: The Knowledge Network

James Thomann, Ph.D., CBIP, Principal Consultant, DecisionPath Consulting, and TDWI Fellow

David Wells, CBIP, Independent Consultant

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

Core Skills

Core Skills include the fundamental knowledge and abilities that are essential to every member of a business intelligence or data warehousing team. The body of knowledge for this area ranges from business drivers and value to strategies for technology implementation. Common applications, architectures, and approaches are within the core set of knowledge. For individuals, this knowledge is the foundation upon which more advanced skills are developed. For teams, shared concepts, common terminology, and mutual understanding are among the basics of effective teamwork.

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

One-Day Course

YOU WILL LEARN:

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

GEARED TO:

- Anyone new to data warehousing; data warehousing teams that need to develop a common base of concepts and terminology; and data warehousing team members who need to understand the roles and responsibilities of others on their team

TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact

One-Day Course

YOU WILL LEARN:

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

GEARED TO:

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

TDWI Data Warehousing Architectures: Choosing the Right Data Warehousing Approach

One-Day Course or Two-Day Workshop

YOU WILL LEARN:

- Various data warehousing architectures
- To distinguish between top-down, bottom-up, and hybrid methodologies
- The dependencies between architectures and methodology
- To assess cost, value, and time-to-delivery implications of various approaches
- A systematic approach to determine the best-fit architecture and methodology for your data warehousing program

GEARED TO:

- BI/DW program and project managers; data architects; anyone who participates in making architecture and methodology decisions; anyone who needs to understand the differences among the various approaches

This course assumes basic understanding of data warehousing concepts.

EXTENDED WORKSHOP

By taking this course as a two-day workshop, you will learn through practice:

- Architecture perceptions
- Defining the scope of architecture
- Assessing your current architecture
- Evaluating the factors that drive architecture decisions
- Describing and contrasting architectural alternatives
- Quantifying architecture strengths and weaknesses based on your needs
- Choosing the right data warehousing approach for your organization

(For a description of TDWI's workshop approach, see page 2.)

TDWI Quality Management for Business Intelligence Systems

One-Day Course

YOU WILL LEARN:

- Quality Management principles and how they apply to BI systems
- Quality Assurance (QA) and Quality Control (QC) and how each applies to BI
- How to apply Quality Management for more than 80 deliverables of the BI System Lifecycle
- How to apply Quality Management practices for sustained value and continuous improvement
- How Quality Management fits into BI organizations, roles, and responsibilities

GEARED TO:

- Program managers and project managers; BI architects, designers, developers, quality assurance, and testing staff, BI technical and support staff

Business Intelligence Roadmap: The Complete Project Lifecycle for Decision-Support Applications

Two-Day Course

YOU WILL LEARN:

- Why traditional “waterfall” methodologies do not work for business intelligence and data warehousing projects
- Project activities, deliverables, roles, and responsibilities for 16 development steps specifically designed for business intelligence and data warehousing projects
- How to deploy applications in incremental software releases
- How to create an appropriate work breakdown structure
- How to maximize the skills and talents of the project team members through self-organizing team structures

GEARED TO:

- Managers and developers

This course assumes basic understanding of business intelligence and data warehousing.

The BI Pathway Approach: Delivering BI for Business Value

Two-Day Course

YOU WILL LEARN:

- Straightforward, business-oriented methods for identifying high-impact business intelligence and data warehousing opportunities and the associated business information requirements
- How to use BI-focused architectures to align and integrate business intelligence and data warehousing information delivery with strategic, tactical, and operational business processes that drive business value
- How to use the BI Pathway approach to guide business intelligence and data warehousing development, deployment, and integration with key, high-impact business processes
- How to manage rapid data mart delivery within overarching BI-focused architectures and the BI Pathway

- How to approach key topics and techniques such as the use of prototypes, achieving sponsor/business user commitment, and evolving the business intelligence and data warehousing environment over time to maintain business value

GEARED TO:

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

This course assumes basic understanding of business intelligence and data warehousing fundamentals.

Leadership and Management

Leadership and Management is a key success factor for business intelligence programs and projects, with a strong focus on effectively integrating people, processes, and technology to deliver business value. The field requires in-depth process knowledge, including development methodology, program management, and project management, as well as organizational and team-building skills. An understanding of business topics such as business performance management (BPM), customer relationship management (CRM), and supply chain management (SCM) is also needed. High-level technical understanding of BI applications and data warehousing concepts is part of the Leadership and Management body of knowledge.

TDWI Business Intelligence Executive Briefing

Three-Hour Briefing

This survey of the BI landscape provides a business-oriented, nontechnical explanation of all facets of BI, from data integration to business application. Starting from a business perspective, and based on the premise that value is realized only through positive business results, the briefing discusses many application areas for BI analytics, including CRM, BPM, SCM, and more. Data warehousing is discussed briefly, primarily as an enabler of business intelligence. Critical processes and disciplines for effective business intelligence are described, including program management, governance, change management, and information quality. The many roles of business intelligence are described and discussed as they relate to optimal organization structures. Value realization and the transition from data warehousing to business intelligence are prominent themes. Key topics include the differences between data warehousing and BI, understanding the BI business case, and BI best practices.

TDWI Business Intelligence Program Management

One-Day Course or Two- or Three-Day Workshop

YOU WILL LEARN:

- Three frameworks that help you to see the big picture when managing BI programs
- Six critical areas of BI program management: portfolio management, process management, quality management, change management, service management, and value management
- How the BI Maturity Model is used to manage evolution through multiple stages of BI growth and development
- Tools and techniques to assess your BI program
- Tools and techniques for quality measurement and management

GEARED TO:

- BI program managers, directors, and sponsors
- Anyone with leadership and management responsibilities in business intelligence, information services, data warehousing, or data integration

Leading and Organizing Business Intelligence Teams: Improving Individual and Team Performance

One-Day Course or Two-Day Workshop

YOU WILL LEARN:

- The nontechnical issues that inhibit BI success
- A framework for analyzing individual and team performance
- Managing change readiness in the data warehousing team
- Pragmatic tips for doing more with less
- Ways to improve cross-functional collaboration
- Decision-making options that increase buy-in
- Frameworks for addressing conflict, finger-pointing, and communication issues
- Roles and responsibilities for successful data warehousing teams
- Models for managing healthy tension while preventing destructive conflict

GEARED TO:

- Business sponsors; IT and data warehousing professionals; program and project managers who want a fresh perspective
- Managers, customers, and team members who want to create a productive work environment
- Technical staff struggling to make sense of organizational dynamics

Agile Project Management for Data Warehouse Projects

Two-Day Course

YOU WILL LEARN:

- How to recognize and mitigate common DW risks and identify critical success factors
- How to build your BI applications using software releases (based on XP principles)
- How to use a spiral DW methodology to define, plan, and control your project
- How to organize and empower your project teams, including their roles and responsibilities
- How to overcome organizational and cultural barriers to implementing this new approach
- How to coordinate and manage multiple interdependent DW projects under one BI program

GEARED TO:

- Project managers, project leads, business managers, end users

This course assumes basic understanding of project management and data warehousing.

Bringing Business and IT Together: Practical Steps to Improved Working Relationships

One-Day Course

YOU WILL LEARN:

- Common symptoms of broken business/IT working relationships
- How to go beyond treating symptoms to address the real causes
- Critical elements of successful working relationships and how to apply them for improvement
- Why measurement is essential to improved business/IT working relationships
- What can and should be measured about business/IT alignment

- How to implement business/IT alignment measures
- How to apply measures to improve business/IT relationships

GEARED TO:

- Executives and leaders in both business and IT; anyone in IT who must work with business; anyone in business who must work with IT

HandsOn-Business Intelligence Strategy™

One-Day Course

YOU WILL LEARN:

- The overall vision of the DW/BI environment, its goals and objectives
- A definition of the data structures used to support the environment
- A definition of the technical components required to support the expected environment
- How to use the dysfunction, impact, and feasibility (DIF) matrix
- How to use analytic hierarchical processing for multi-criteria decisions such as prioritizing BI iterations
- 72-hour strategy document plan

GEARED TO:

- BI program and project managers, business sponsors, and BI and DW architects

This course assumes basic understanding of BI and data warehousing fundamentals.

HandsOn-Risk Mitigation for Business Intelligence™

One-Day Course

YOU WILL LEARN:

- How to define and conduct a data quality audit, rule-based audit (RBA), and proof-of-concept (POC)
- About technology that facilitates RBA and POC efforts, including business rules engines and DMEExpress
- How to use the technology in audit and POC applications

GEARED TO:

- Business sponsors; BI program and project managers; architects, designers, and developers of BI systems

This course assumes basic understanding of BI and data warehousing fundamentals.

Business Analytics

Business Analytics focuses on the effective use of data and information to drive positive business actions. The body of knowledge for this area includes both business and technical topics, covering concepts of performance management, definition and delivery of business metrics, data visualization, and the deployment and use of technology solutions such as OLAP, dashboards, scorecards, analytic applications, and data mining.

TDWI Introduction to Business Analytics

One-Day Course

YOU WILL LEARN:

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

GEARED TO:

- Anyone new to business intelligence; BI teams that need to develop a common base of concepts and terminology; BI team members who need to understand the roles and responsibilities of others on their team; anyone with a role in definition and development of business analytics systems

TDWI Enterprise Metrics: Designing Integrated Business Metrics

One-Day Course

YOU WILL LEARN:

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

GEARED TO:

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

This course assumes basic understanding of business measurement and dimensional data, and interest in analytics.

Note: To get the most from this class, we recommend that the business people who use metrics participate together with the BI teams who produce them.

Enterprise Business Metrics in Practice: Using Metrics to Maximize Business Performance

One-Day Interactive Course or Two-Day Workshop

YOU WILL LEARN:

- How to define and use business metrics to improve business performance via major business and IT initiatives
- How to quantify and continually improve the business value enabled by DW/BI
- Best practices that can be used by joint business and IT teams to define business metrics, processes, and mechanisms (e.g., dashboards, scorecards, reports)
- Techniques for defining an integrated set of core “value metrics” that quantify bottom-line impact and “analysis metrics” that provide critical insight for identifying and diagnosing potential problems

- Methods for integrating new business metrics and processes with existing business performance management methodologies such as Balanced Scorecard and Six Sigma

GEARED TO:

- BI program and project managers; business managers who utilize business metrics; business analysts; developers of dashboards and scorecards; data stewards and data administrators; and finance professionals who support business performance programs

This course works well with TDWI Enterprise Business Metrics.

Note: It is recommended, but not required, that representatives from the business organizations that will be using the metrics participate in the session.

Fundamentals of Business Analytics

One-Day Course

YOU WILL LEARN:

- Best practices, in both data and technical architectures, for implementing a successful BI strategy
- The core components of effective query and reporting, OLAP, BI portals, data mining, metadata, spatial analysis, real-time DW, and more
- The right application of atomic-level data, star schemas, and the following OLAP structures and techniques: MOLAP, HOLAP, and ROLAP
- How to effectively apply leading BI tools, including Hyperion Essbase, Cognos, MicroStrategy Intelligence Server, and Microsoft Analysis Services
- The application of data mining, including pure-play technologies like SAS as well as in-database data mining from Oracle, Microsoft, and DB2
- The application of advanced visualization tools and techniques
- The application and importance of spatial data and spatial analysis
- Understanding the implications of zero-latency (ZLE) and real-time data warehousing

GEARED TO:

- DW project planners; data architects; and anyone involved in the design and construction of a BI solution for an enterprise

This course assumes understanding of relational database terms.

A Systems-Thinking Approach to Business Analytics

One-Day Course

YOU WILL LEARN:

- What systems thinking is, and why it is a natural fit for business analytics
- Fundamental principles of influence, cause, effect, and feedback
- A framework to define and manage business-focused analytics
- How to use systems thinking models to identify and define analytic requirements
- How to use systems thinking to make analytics purposeful, insightful, and actionable
- How to use systems thinking in the BI program including change management, quality management, portfolio management, and value management

GEARED TO:

- BI program and project managers
- Anyone responsible for designing and building scorecards, dashboards, and analytic applications
- Anyone who needs to use analytics to gain business insight, understand cause and effect, develop conclusions, and determine a course of action

Business Requirements for BI Impact

One-Day Course

YOU WILL LEARN:

- How BI can be used within different categories of business processes to support improved business performance
- How the informational, analytical, and decision-support requirements for these areas should drive your BI program
- How to understand and model the business process changes that will be required to optimize the use of new BI capabilities
- How BI leaders can use BI requirements to align their BI program and organizational focus to achieve measurable success

GEARED TO:

- Business sponsors, BI program/project managers, business analysts, chief architects, and anyone else with the responsibility for overall success of a BI initiative

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

One-Day Course or Two-Day Workshop

YOU WILL LEARN:

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

GEARED TO:

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

Prerequisite: TDWI Business Intelligence Fundamentals or equivalent understanding of BI concepts

Predictive Analytics: An Intensive Overview of Strategy, Application, and Best Practices for Data Mining

Two-Day Course

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 deployment, performance, and maintenance issues
- How to define business objectives for a decision-support system
- How to get started

GEARED TO:

- IT/IS executives and managers: CIOs, CKOs, CTOs, functional officers, technical directors, and project managers
- Line-of-business executives and functional managers: risk managers, customer relationship managers, business forecasters, inventory flow analysts, financial forecasters, direct marketing analysts, medical diagnostic analysts, and e-commerce company executives
- Technology planners who survey emerging technologies in order to prioritize corporate investment
- Consultants whose competitive environment is intensifying and whose success requires competency with data mining and related emerging information technologies

Data Mining Techniques, Tools, and Tactics

Two-Day Course

YOU WILL LEARN:

- The data mining process and general implementation
- How to prepare raw data and benefit from visualization
- Various data mining methods and how they compare
- Advanced model-building techniques
- Results analysis and validation
- Technology and product selection
- Solution integration, ongoing performance, and maintenance
- Where to begin and how to obtain resources and support

GEARED TO:

- IT professionals who wish to expand their skills in this increasingly visible area within the corporate IT agenda
- Project leaders who must report on developmental progress, resource requirements, and system performance
- Decision-support system architects who require a solid understanding of the infrastructures required for supporting a data mining solution

- Business analysts who must develop and interpret the models, communicate the results, and make actionable recommendations
- Functional analysts: customer relationship managers, risk analysts, business forecasters, statistical analysts, inventory flow analysts, direct marketing analysts, medical diagnostic analysts, market timers, e-commerce system architects, and Web data analysts

Prerequisite: Predictive Analytics (recommended)

Data Mining Application Workshop

One-Day Workshop

YOU WILL LEARN:

- Hands-on experience through the data mining process via a staged progression of exercises using application data
- First-hand, vendor-neutral exposure to various data mining tools
- Real-world perspective of data preparation for data mining, model optimization, and results interpretation
- Cross-learning through team exercise comparisons to reveal what worked, what didn't, and why
- Development processes

GEARED TO:

- Data mining techniques, tools, and tactics participants with an interest in applying first-hand the methods and techniques presented and illustrated in the course
- Data mining practitioners who wish to expand their skills and analytical toolbox as well as hone proficiencies in maneuvering around data mining obstacles that stand in the way of superior model accuracy
- Business analysts who must develop and interpret models, communicate results, and make actionable recommendations
- Functional analysts: customer relationship managers, risk analysts, business forecasters, statistical analysts, inventory flow analysts, direct marketing analysts, medical diagnostic analysts, market timers, e-commerce systems architects, and Web data analysts

Prerequisite: Predictive Analytics (recommended); Data Mining Techniques, Tools, and Tactics (required)

HandsOn-OLAP™

One-Day Course

YOU WILL LEARN:

- The best practices in data and technical architectures for implementing an OLAP strategy
- The core components of effective OLAP and more
- Through extensive lab exercises, you will gain hands-on experience with leading OLAP tools such as:
 - MOLAP: using Hyperion Essbase and Cognos PowerPlay
 - HOLAP: using MS Analysis Services
 - ROLAP: using MicroStrategy Intelligence Server
- The right application of atomic-level data, star schemas, and MOLAP cubes
- How to effectively apply leading OLAP tools, including MS Analysis Services, Hyperion Essbase, MicroStrategy, and Cognos
- OLAP Exploratory Data Mining with PolyVista
- To compare and contrast OLAP features in order to make the best decision for your organization

GEARED TO:

- Anyone involved in the product selection, design, and/or construction of multidimensional data access methods for the organization

This course assumes basic understanding of relational database and data warehousing terms and concepts.

HandsOn-Business Analytics™

One-Day Course

YOU WILL LEARN:

- The best practices for blending data mining, dashboards, scorecards, advanced visualization, and spatial data technology into your BI environments
- The core components to effective spatial analysis, data mining, dashboards/scorecards, and visualization applications
- Through extensive lab exercises, you will gain hands-on experience with leading BI tools, including:
 - Microsoft Data Mining
 - Microsoft Scorecard
 - ESRI Business Analyst
 - PolyVista
 - Tableau

- How and when to effectively apply advanced BI technology in order to enhance your information content and analytical landscape

GEARED TO:

- Anyone involved in the sponsorship, management, design, and construction of BI solutions for an enterprise

This course assumes understanding of relational database and data warehouse terms and concepts.

HandsOn-Advanced Analytics™

One-Day Course

YOU WILL LEARN:

- Real-time analytics
 - Human-machine intelligence
 - Establishing business rules engines
 - XML as an enabler
- Data mining
 - Enhancing the warehouse with in-database data mining
 - Exploiting SQL data mining extensions
 - Exploratory OLAP mining
 - Advanced ETL transformation with mining algorithms
- Spatial analysis
 - Enhancing the warehouse with in-database spatial data
 - Exploiting SQL spatial extensions
 - Blending spatial analysis into typical BI technology
 - Incorporating Web services
- Application development environment
 - Understanding the workbench technology trends

GEARED TO:

- Solution strategists; data architects; consultants; BI/DW managers; and anyone who influences the decisions regarding the BI platform and/or those involved in its implementation

This course assumes basic understanding of the roles and uses of business intelligence and data warehousing technologies.

HandsOn-Data Mining™

One-Day Course

YOU WILL LEARN:

- How to establish data mining as an integral component of the DW effort and BI solutions
- Why and when to implement data mining applications
- How to recognize data mining opportunities
- Technology/techniques that must be considered for effective data mining
- Through extensive lab exercises, you will gain hands-on experience with leading data mining tools, including:
 - PolyVista (Text Mining)
 - Microsoft SQL Server 2005 Data Mining
 - Teradata Warehouse Miner
 - SAS Enterprise Miner

GEARED TO:

- Project managers; project sponsors; data architects; and anyone who wants to understand (1) how data mining advances BI, (2) how to make mining a natural part of the warehouse effort, and (3) how to recognize a mining opportunity in your organization

This course assumes knowledge of data warehouse and BI terminology and concepts.

HandsOn-Statistical Analysis for BI™— Essential Business Statistics for BI Applications and Solutions

One-Day Course

YOU WILL LEARN:

- The role of statistics in BI
- How to profile and understand data with descriptive statistics
- How to implement and understand process monitoring and control charts with statistical significance
- Various statistical analysis techniques

GEARED TO:

- Subject matter experts, power users, and end users; business analysts; BI team members; anyone who is required to define and/or implement business metrics

This course assumes basic understanding of BI and DW concepts and techniques.

Data Analysis and Design

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

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

Two-Day Course or Four-Day Workshop

YOU WILL LEARN:

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

GEARED TO:

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

This course assumes basic understanding of data warehousing fundamentals.

EXTENDED WORKSHOP:

By taking this course as a four-day workshop, you will learn through practice:

- Business domain modeling
- Subject area modeling
- Fact/qualifier analysis
- Business metrics modeling
- Dimensional data modeling
- Developing data cleansing rules
- Star schema design

(For a description of TDWI's workshop approach, see page 2.)

TDWI Dimensional Data Modeling Primer: From Requirements to Business Analytics

One-Day Course

YOU WILL LEARN:

- Concepts of dimensional data modeling
- The relationship between business metrics and dimensional data
- Similarities and differences between relational and dimensional data models
- Requirements-gathering techniques for business metrics and dimensional data
- How to build a logical dimensional model
- How to translate a logical dimensional model to a star schema design
- How dimensional data is used to deliver business analytics and OLAP capabilities

GEARED TO:

- Data architects; data mart developers; business analysts; and business intelligence and data warehousing program and project managers

TDWI Data Analysis and Design Basics for BI Teams

One-Day Course

YOU WILL LEARN:

- The role of data analysis for delivery of reliable business information
- Widespread barriers to successful data analysis and design
- Common data analysis and design issues and techniques
- Technology-free techniques to collect, document, and validate requirements
- The process of getting from requirements to implementation, and the business and IT roles in that process
- How to validate data models as an accurate expression of business rules
- Data analysis and design success strategies

GEARED TO:

- BI and DW sponsors; business executives and managers; business data stewards; data administrators; business analysts; program and project managers; data architects; data modelers; and business and IT consultants

Enterprise Data Modeling for Business Intelligence

One-Day Course

YOU WILL LEARN:

- Why so many EDM efforts failed in the past and why they are more successful today
- How data quality, master data management, and data warehouse initiatives are leveraging EDMs for big-picture understanding and planning
- How the level of detail, abstraction, time, and function influence the EDM
- Top 10 ingredients for success and top 10 pitfalls to avoid
- Three approaches to building an EDM, and the roles and skills required for each approach
- How to leverage naming standards
- Techniques to improve the readability of your EDM

GEARED TO:

- Program and project managers; business and functional analysts; architects; developers; and data modelers

Intermediate and Advanced Techniques for Effective Data Modeling

Two-Day Course

YOU WILL LEARN:

- How to build subject area models that communicate how the business works, how information will be used to answer key business questions, and how proposed data marts fit within an existing data warehousing architecture
- Ten practical steps to normalize your logical data model to identify key business rules
- A proven technique for determining where in your physical data model you should denormalize, and which of several denormalization options would be most appropriate
- Where it is most beneficial to accommodate extra flexibility in your model
- A "Top 10" list of criteria to apply against your model to ensure its high quality

GEARED TO:

- Data architects; analysts; modelers; and analysts, designers, and developers who validate and implement the logical and physical data models

This course assumes understanding of entity-relationship and dimensional modeling basics.

Data Modeling in Practice

Two-Day Case Study-Based Workshop

YOU WILL LEARN:

- What assumptions to make when working with incomplete requirements or unrealistic timelines
- How to leverage the strengths of fellow team members
- How to validate requirements without a data model
- Which modeling shortcuts work and which shortcuts rapidly turn into nightmares
- How to balance ease of maintenance versus user friendliness in your data mart design

GEARED TO:

- Data architects; analysts; modelers; and project managers

This workshop assumes a working knowledge of common data modeling techniques.

The Data Model Scorecard

One-Day Course

YOU WILL LEARN:

- The importance of having an objective measure of data model quality
- The categories that make up the scorecard including correctness, completeness, structural soundness, flexibility, standards, and model consistency
- How to apply the scorecard to different types of models
- Techniques to strengthen data models, including model reviews, model substitutes (screens, prototypes, sentences, spreadsheets and reports), and the use of automated tools to enforce modeling best practices and standards
- How to introduce the scorecard into a development methodology and your company culture

GEARED TO:

- Analysts, architects, developers, database administrators, and modelers

This course assumes participants have a basic understanding of data modeling.

This course includes the opportunity to score some of your company's data models and discuss techniques that you might use to enhance data model quality.

Data Modeling for Your Industry

Build an Industry-Specific
Data Modeling Foundation

Offered for the manufacturing, healthcare, telecommunications, and higher education industries at the time of this printing. Call or e-mail to inquire about other industries.

Two-Day Course

YOU WILL LEARN:

- Data modeling concepts and terminology with industry specific examples
- How to read a data model with examples, terms, and common business rules of your industry
- Steps to build relational and dimensional subject area, logical, and physical data models
- Industry specific exercises to reinforce model building techniques and activities
- Physical data modeling techniques such as denormalization, partitioning, views, and indexing

GEARED TO:

- Analysts, architects, developers, database administrators, and modelers

Real-World Dimensional Modeling: Advanced Techniques for Practitioners

Two-Day Course

YOU WILL LEARN:

- The real-world challenges that make dimensional modeling in practice more complete than as presented in theory
- Alternatives for and extensions to transaction-based fact table design
- Alternatives and extensions to address dimension complexity
- Design techniques to address growth, change, and scalability
- How to evaluate alternatives and make informed design choices

GEARED TO:

- Data modelers, data warehouse and data mart designers, BI reporting and information delivery developers, and anyone who works with them in the design process

Prerequisite: TDWI Dimensional Data Modeling Primer or basic understanding of dimensional modeling concepts, techniques, and terminology

Data Integration

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

TDWI Data Integration Techniques: ETL and Alternatives for Data Consolidation

Two-Day Course

YOU WILL LEARN:

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

GEARED TO:

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

TDWI Data Cleansing: Delivering High-Quality Warehouse Data

One-Day Course or Two-Day Workshop

YOU WILL LEARN:

- The components of a data quality plan
- Rules for data integrity and data correctness
- The roles of defect detection, correction, and prevention
- To make informed choices between source data cleansing and target data cleansing
- To customize a data quality plan to your needs and environment

GEARED TO:

- Data warehousing designers and developers; data warehousing program and project managers; and data warehousing administrators

This course assumes basic understanding of data warehousing fundamentals.

EXTENDED WORKSHOP:

By taking this course as a two-day workshop, you will learn through practice:

- Data quality perceptions
- Setting the scope of effort for data cleansing
- Understanding data quality rules
- Identifying data quality rules
- Expressing data quality rules
- Developing data cleansing rules
- Developing a data quality plan

(For a description of TDWI's workshop approach, see page 2.)

TDWI Data Integration Basics for BI Teams

One-Day Course

YOU WILL LEARN:

- Typical causes of the need for data integration
- Widespread barriers to successful data integration and techniques to overcome them
- Common data integration technologies and processes

- Business and IT roles in data integration projects
- Analysis, design, construction, deployment, and operations activities for data integration
- The critical role of business rules
- Data integration success strategies

GEARED TO:

- BI and DW sponsors; business executives and managers; business data stewards; business analysts; program and project managers; data architects; BI and DW developers; and business and IT consultants

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

One-Day Course or Two-Day Workshop

YOU WILL LEARN:

- Why and how data integration testing differs from traditional software testing
- A variety of testing techniques and their roles and uses when testing data integration systems
- How to identify and define test criteria for data integration systems
- How to develop and use test cases for data integration systems
- Methods and guidelines to determine what, when, and how to test
- The challenges of regression testing in data warehousing and how to address them
- Pragmatic tips and techniques to maximize test coverage while containing the time and cost of testing

GEARED TO:

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

This course assumes understanding of data integration concepts and ETL processing.

HandsOn-ETL™

One-Day Course

YOU WILL LEARN:

- Best practices in data and technical architectures for implementing a successful extraction, transformation, and loading process
- The core components of effective ETL processes
- Through extensive lab exercises, you will gain hands-on experience with leading ETL tools, including:
 - Ascential Software DataStage
 - Microsoft SQL Server Integration Services
 - Syncsort's DMEExpress High Performance Program
 - Oracle Warehouse Builder
 - DFD-Pro Data Flow Diagramming Utility
 - Other (the combination of products is based on availability)
- How and when to effectively apply leading ETL tools
- How to compare and contrast ETL features in order to make the best decision for your organization

GEARED TO:

- Anyone involved in the selection of ETL technology; those involved in the design and construction of extraction, transformation, and loading of a DW

This course assumes understanding of relational database and DW terms and concepts.

HandsOn-ETL Testing™

One-Day Course

YOU WILL LEARN:

- How to establish quality assurance as an integral component of business intelligence and data warehouse development efforts—specifically, ETL processes and solutions
- Principles and standards of software quality assurance
- Testing methodology best practices in order to reduce production costs in the operation and maintenance of software solutions
- The core components of effective ETL testing
- How to manage data quality in the data warehouse

- International quality assurance models
- Through lab exercises, you will gain hands-on experience with ETL testing and quality assurance methodologies and techniques

GEARED TO:

- Project managers; data architects; data acquisition (ETL) developers/managers; testing and quality assurance analysts and specialists; and anyone who wants to understand: (1) software quality assurance principles and methodologies, and (2) how to effectively apply quality assurance in the ETL process

This course assumes an understanding of relational databases, data warehousing, and ETL concepts and principles.

HandsOn-Data Integration™

One-Day Course

YOU WILL LEARN:

- The best practices for designing data integration solutions to address modern BI solutions
- Core components of modern data integration technologies and techniques, including in-flight enrichment, Web services, data quality, and master data management
- Through extensive lab exercises, you will gain hands-on experience with leading BI tools, including:
 - Microsoft SQL Server Integration Services
 - DMEExpress from SyncSort
 - Oracle Warehouse Builder
 - IBM's Ascential DataStage
 - Hyperion Master Data Management
 - Trillium Data Quality
- How and when to effectively apply these tools

GEARED TO:

- Anyone involved in the product selection, design, and implementation of data integration technology

This course assumes understanding of data warehousing concepts and terminology.

Data Quality

Data Quality determines the intrinsic value of the data, and thus the value of information that is derived from that data. Although it is closely related to data integration, the field of data quality stands on its own because it demands unique and specialized skills. The body of knowledge encompasses business rules, data quality rules, data profiling, and data cleansing. Core skills include measurement, management, and improvement of data quality, as well as ensuring quality in data migration and data integration.

Data Quality Fundamentals

One-Day Course

YOU WILL LEARN:

- What data quality is and how it affects the corporate bottom line
- What causes deterioration in data quality
- The key components and results of a comprehensive data quality program
- The roles and responsibilities of a data quality team
- Concepts and principles of data quality assessment and data cleansing
- Quality considerations for data integration
- Quality considerations for data conversion and consolidation

GEARED TO:

- Everyone with a role in data management, from program and project managers to designers and developers of databases and data integration, conversion, and consolidation processes

Data Quality Assessment— Practical Skills for Data Quality

One-Day Course

YOU WILL LEARN:

- The what, why, when, and how of data quality assessment
- How to identify and use data quality rules for assessment

- How to ensure completeness of data quality assessment
- How to construct and use a data quality scorecard
- How to collect, manage, maintain, warehouse, and use data quality metadata

GEARED TO:

- Data quality practitioners—those in the trenches who are responsible for managing, maintaining, and delivering high-quality data and continuously improving the quality of data

Data Cleansing—Practical Skills for Data Quality

One-Day Course

YOU WILL LEARN:

- The what, why, and how of data cleansing
- The relationships and roles of data quality assessment in data cleansing processes
- How to define a goal-oriented processing architecture for data cleansing
- A variety of techniques and solutions to specific data cleansing issues and problems
- A variety of data cleansing approaches that can be applied to different data types

GEARED TO:

- Data quality practitioners—those in the trenches who are responsible for designing, developing, maintaining, and operating data cleansing processes and performing data cleansing activities

Ensuring Data Quality in Data Integration—Practical Skills for Data Quality

One-Day Course

YOU WILL LEARN:

- The data quality challenges that are inherent in data integration
- The critical role of data quality monitoring in data integration
- Specific techniques to monitor and manage quality for real-time data integration
- Specific techniques to monitor and manage quality for batch data integration

- The effects of change on data quality and techniques to address those effects
- How an enterprise integration hub can be applied to managing data quality

GEARED TO:

- Data integration practitioners—those in the trenches who are responsible for designing, developing, maintaining, and operating data integration systems, including data warehousing, master data management (MDM), enterprise application integration (EAI), enterprise information integration (EII), etc.

Data Conversion, Consolidation, and Cleansing—Practical Skills for Data Quality

One-Day Course

YOU WILL LEARN:

- The data quality challenges that are inherent in data conversion and consolidation
- A methodological and quality-focused approach to data conversion, consolidation, and cleansing (dC3)
- Discovery and analysis techniques to achieve thorough understanding of your source data
- Techniques to define and implement a quality-focused data conversion strategy
- Techniques to define and implement a quality-focused data consolidation strategy
- Advanced topics of the dC3 approach, including project planning, decision trees, data lineage tracking, metadata management, and change management

GEARED TO:

- Data conversion and consolidation practitioners—those in the trenches who are responsible for designing, developing, maintaining, and operating data conversion and consolidation processes for enterprise reporting, business analytics, compliance, ERP implementation, legacy system replacement, etc.

Administration and Technology

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

TDWI Technology Architecture for BI: Planning and Design of the Technical Infrastructure

One-Day Course

YOU WILL LEARN:

- Functional requirements of BI technology
- Nonfunctional (operational, environmental, structural, and business) requirements of BI technology
- Kinds of BI technologies and the roles of each
- Resources and techniques to explore and understand various technologies
- Balancing single-vendor suites versus best-of-breed
- Designing an adaptable technology architecture
- Balancing technology standards with solution versatility
- Describing and publishing technology architecture

GEARED TO:

- BI/DW systems and technical architects, technology administrators, DBAs, systems administrators for BI/DW systems

TDWI Technology Administration for BI: Managing and Supporting BI Technology

One-Day Course

YOU WILL LEARN:

- Database and systems administration techniques specific to BI/DW systems
- Performance optimization techniques and tips for data BI/DW systems
- Configuration management practices for BI/DW technologies
- Growth management and capacity planning for BI/DW
- Monitoring and measurement techniques for BI/DW systems management
- Technology change management for BI/DW
- Disaster recovery and business resumption practices for BI/DW systems
- Service-level management practices tailored to the BI/DW environment

GEARED TO:

- BI/DW systems and technical architects; technology administrators; DBAs; systems administrators for BI/DW systems

HandsOn-Technology Architecture Workshop™

One-Day Course

YOU WILL LEARN:

- The many dimensions of BI architecture and techniques to approach them systemically
- How to choose between integrated-suite and best-of-breed approaches to technology selection
- How to separate “must-have” from “nice-to-have” technology
- How to distinguish between fact and fantasy in vendor product marketing
- Techniques to define roles, relationships, dependency, and compatibility among tools and technologies

- How to ensure that your technology architecture supports the business and data architectures for your program or project

GEARED TO:

- The workshop is specifically oriented to BI and DW teams who need to define technology architecture that meets short-term needs and will scale to satisfy long-term requirements

This course assumes working knowledge of business intelligence and data warehousing, and a role in a business intelligence or data warehousing program or project.

Certification

TDWI offers the industry's most comprehensive certification program available: the Certified Business Intelligence Professional (CBIP). CBIP, a true test-based certification program, is offered in five key specialties for business intelligence success:

- **Leadership and Management:** Requires depth-of-process knowledge, including development methodology, program and project management, as well as organizational and team-building skills. An understanding of business topics such as BPM, CRM, and SCM is also needed.
- **Business Analytics:** Understanding of both business and technical topics: concepts of performance management, business metrics definition and delivery, data visualization, and deployment and use of technology solutions such as OLAP, dashboards, scorecards, analytic applications, and data mining
- **Data Analysis and Design:** Analysis concentrates on understanding business needs, and design translates needs into data structures. Skills include analysis, business metrics specification, and relational and dimensional modeling, as well as an understanding of data warehousing concepts, architectures, and processes.
- **Data Integration:** Proficiency in acquiring, transforming, and cleansing data. Mastery of concepts and skills for source data analysis and source qualification, data profiling, source/target mapping, data cleansing and transformation, and ETL development.
- **Administration and Technology:** Expertise in technology architecture, technology planning and configuration, system and network administration, capacity planning, growth management, database administration, and access and security administration are essential skills.

For more detailed descriptions of the CBIP specialty areas, visit www.cbipro.com.

Certification requires passing THREE exams:

Two Mandatory Exams	AND	One Specialty Area Exam
<ul style="list-style-type: none"> • Information Systems Core Exam • Data Warehousing Exam 		<ul style="list-style-type: none"> • Leadership and Management Exam • Business Analytics Exam • Data Management Exam <i>(Data Analysis and Design specialty)</i> • Systems Development Exam <i>(Data Integration specialty)</i> • Systems Security Exam <p>OR</p> <ul style="list-style-type: none"> • Database Administration Exam <i>(Administration and Technology specialty)</i>

TDWI Onsite Can Bring CBIP Preparation to Your Team

If you have a group of individuals interested in becoming certified, TDWI Onsite brings CBIP exam preparation courses, training packages, and CBIP exams to your location.

CBIP Preparation Courses

These courses are designed for those who already have the knowledge and experience but would benefit from an interactive and informative review prior to testing.

CBIP Preparation for the Information Systems Core Exam

One-Day Course

YOU WILL LEARN:

- What technology and business concepts and terms are used in the exam
- What application system concepts and terms are used in the exam
- What data management concepts and terms are used in the exam
- What systems development concepts and terms are used in the exam
- What constitutes the complete body of knowledge for the exam
- Your self-assessment of 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

GEARED TO:

- Everyone seeking CBIP certification. The information systems core exam is required for all CBIP specialties

This course assumes working knowledge of information systems.

CBIP Preparation for the Data Warehousing Exam

One-Day Course

YOU WILL LEARN:

- What organization and methodology concepts and terms are used in the exam

- What architecture and technology concepts and terms are used in the exam
- What data modeling concepts and terms are used in the exam
- What data integration concepts and terms are used in the exam
- What implementation and operation concepts and terms are used in the exam
- What constitutes the complete body of knowledge for the exam
- Your self-assessment of 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

GEARED TO:

- Everyone seeking CBIP certification. The data warehousing exam is required for all CBIP specialties

This course assumes working knowledge of data warehousing.

CBIP Preparation for the Specialty

Exams (select your specialty: Leadership and Management, Business Analytics, Data Analysis and Design, Data Integration, Administration and Technology)

One-Day Courses

Specialty exam preparation classes are offered for **each** CBIP specialty area.

YOU WILL LEARN:

- What technology and terms are used in the exam
- What constitutes the complete body of knowledge for the exam
- Your self-assessment of 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

GEARED TO:

- Anyone seeking CBIP certification in the chosen specialty

These courses assume working knowledge of information systems, data warehousing, and the chosen specialty.

CBIP Training Packages

CBIP training packages combine one or two recommended courses with the exam preparation courses to help your team or group gain the knowledge they need before taking the exams. You may choose from one of the packages listed below, or consult with us to create a custom preparation package.

**Package 1:
Preparation for Information Systems Core Exam and Data Warehousing Exam**

Three-Day Package

- TDWI Business Intelligence Fundamentals, p. 4
- TDWI Data Warehousing Concepts and Principles, p. 4
- CBIP Preparation for the Information Systems Core Exam
- CBIP Preparation for the Data Warehousing Exam

**Package 2:
Preparation for Leadership and Management Specialty**

Two-Day Package

- TDWI Business Intelligence Program Management, p. 6
- CBIP Preparation for the Leadership and Management Exam

**Package 3:
Preparation for Business Analytics Specialty**

Three-Day Package

- TDWI Introduction to Business Analytics, p. 7
- TDWI Enterprise Metrics, p. 7
- CBIP Preparation for the Business Analytics Exam

**Package 4:
Preparation for Data Analysis and Design Specialty**

Four-Day Package

- TDWI Data Modeling, p. 10
- TDWI Dimensional Data Modeling Primer, p. 10
- CBIP Preparation for the Data Management Exam

**Package 5:
Preparation for Data Integration Specialty**

Four-Day Package

- TDWI Data Integration Techniques, p. 12
- TDWI Data Cleansing, p. 12
- CBIP Preparation for the Systems Development Exam

**Package 6:
Preparation for Administration and Technology Specialty**

Three-Day Package

- TDWI Technology Architecture, p. 15
- TDWI Technology Administration, p. 15
- CBIP Preparation for the Systems Security Exam or Database Administration Exam

CBIP Examinations

Time is allotted at the end of each CBIP preparation course to take the exam. Each exam is 110 questions long. You will be given 1.5 hours to complete the exam. Scores and performance profiles are immediately available after testing.

For more information on TDWI's CBIP program, please visit www.cbipro.com.



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