

TDWI

member newsletter

TDWI World Conference—Spring 2005

May 15–20, 2005
Baltimore, MD

TDWI Business Intelligence Strategies

Strategies for Integrating BI with Packaged Data Warehouses and Applications

Tuesday, May 17
Baltimore, MD

For more information on these events, visit:
www.tdwi.org/baltimore2005

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TDWI World Conference in Baltimore

The Premier Event for Business Intelligence and Data Warehousing Education

TDWI is proud to announce our 2005 Spring Conference in Baltimore. Join us and our industry-leading instructors for six days of in-depth business intelligence (BI) and data warehousing (DW) education, peer-networking sessions, one-on-one consulting, and certification programs. The conference has been designed to optimize your ability to hear from industry experts, connect with your industry peers, and learn about the latest product solutions, all in a vendor-neutral environment. With different tracks for varied experience levels, Baltimore is the perfect place for you and your team to further your BI and DW education.

Keynote Speakers:

- **Dan Merriman**—Maximizing BI Value—What Can You Forecast? What Can You Measure?
- **R. Todd Stephens**—An Information Odyssey—The Future of Business Intelligence

Conference Highlights

- Intensive, unbiased education for every level of experience
- Comprehensive coverage of the latest tools and technologies
- BI certification
- Insights into the future of BI

Hot Topics

- Performance Management Basics for IT Professionals—BPM, SCM, and CRM
- Data Profiling—What Can We Learn from the Data?
- Business Requirements—Understanding What Your Users are Saying
- Data Visualization—Making the Numbers Enlightening
- Beyond ROI—Driving Real Value
- BI in the Public Sector—Performance Management in Government

Industry Focus on Government and the Public Sector

This conference includes a special program focused on BI in government and public sector

organizations. The core of the vertical program is four half-day classes focused on government application of BI, covering the following topics:

- Unique challenges for BI and DW in government and public sector organizations
- BI and the president's management agenda (PMA)
- Leveraging BI and DW tools for government performance management
- Len Silverston's popular *Universal Data Models* with special attention to government application

An additional night school session examines government performance management. The program concludes with a Thursday evening peer networking session to establish an ongoing Government Special Interest Group within TDWI.

Certified Business Intelligence Professional Examinations

Accelerate your professional development and expand your career by becoming a Certified Business Intelligence Professional (CBIP). This test-based certification program provides the most meaningful and credible certification available in the industry. This credential, developed and delivered in partnership with the Institute for Certification of Computing Professionals (ICCP), is offered in five areas of specialization: Leadership & Management, Business Analytics, Data Analysis & Design, Data Integration, and Administration & Technology.

Get your CBIP certification in Baltimore

TDWI will administer CBIP testing throughout the week of the conference. You can prepare for testing by taking the *ICCP Exam Prep for the TDWI Certified Business Intelligence Professional*. For more information, please visit www.tdwi.org/profdev. ■

TDWI World Conference—Spring 2005

Baltimore Marriott
May 15–20, 2005
Baltimore, MD

Visit www.tdwi.org/baltimore2005 to:

- Download the complete conference brochure
- Register online
- Find more information

TDWI UPCOMING REPORTS

The TDWI Report Series will continue this year with three new publications, each supported by a Webinar.

**Analytic Development Environments:
Using Components and Services to
Build Custom Analytic Applications**
By Wayne Eckerson—March 2005

**Enterprise Business Intelligence:
Strategies and Technologies for
Deploying BI on an Enterprise Scale**
By Wayne Eckerson—August 2005

**Data Integration: Using ETL,
EAI, and EII Tools to Create
an Integrated Enterprise**
By Colin White—October 2005

Be sure to check out:
TDWI.org/research/reportseries for a
complete list of archived reports and Webinars.

Featured Onsite: Predictive Analytics

Predictive Analytics is a two-day course ideally suited for IT/IS executives and managers, line of business executives and functional managers, technology planners, and consultants whose competitive environment is intensifying and whose success requires competency with data mining and related emerging information technologies.

The course begins with a broad-brushed introduction to data mining terminology, methods, resources, and business issues. Course participants will learn about various methods of predictive analytics, competitive advantages, and common pitfalls that often cause data mining projects to fall short of their potential.

By bringing Predictive Analytics onsite you will learn how to make anticipatory business decisions based on information hidden in your data, communicate with confidence among your developers and consultants, and effectively plan and manage your future data mining projects.

For more information on bringing this and other educational, vendor-neutral onsite courses to your workplace, please visit <http://www.tdwi.org/Education/Courses/index.aspx>. ■

KEY DATES

April 1, 2005:
Applications Due

June 2, 2005:
Best Practices
winners announced

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Call for Applications—Best Practices

TDWI is looking for members who want to share their DW success stories. If your DW implementation has proven to be a unique and valuable contribution to your organization, let us know for a chance to be featured in our *Best Practices* series.

For more information, or to download an application, go to <http://www.tdwi.org>.

Winners Receive

- Recognition by TDWI
- An award to be presented at the kickoff keynote session at the August TDWI World Conference
- Citation of their project in TDWI's *What Works* magazine
- A page on TDWI's Web site that contains a summary of the project and a link back to their organization's homepage (and the sponsor's logo and Web site link, if applicable)
- Citation in a TDWI press release about Best Practices
- Possibility of speaking opportunity at a TDWI World Conference (at TDWI's discretion)
- Company name on signage at the August TDWI World Conference announcing Best Practices winners

Judging Criteria

A team of judges composed of TDWI staff and faculty members will evaluate the entries using the following criteria:

- 1. Business Impact.** What is the business value of the DW initiative?
- 2. Maturity.** Has the solution's "vision" been fully implemented?
- 3. Innovation.** Does the DW environment use an innovative design or approach?
- 4. Relevance.** Does the DW environment demonstrate best practices that other companies can adopt?

Categories

- Enterprise Data Warehousing
- Customer Relationship Management (CRM)
- Business Performance Management (BPM)
- "Right-time" BI
- BI Stewardship and Data Quality
- BI on a Limited Budget
- Data and Text Mining
- Radical BI
- Government and Non-Profit ■

A message from Dave Wells

TDWI's Director of Education

Business Skills for IT Professionals

The divide between business and IT isn't a new problem. It has been an issue for at least as long as I've worked in IT, which is more than 30 years. Solving the problem, however, becomes imperative to realizing the true potential of BI. Good BI systems are closely integrated collections of technologies, business metrics, business processes, and business management disciplines. They demand a level of integration that can't be achieved with tenuous and fragile business/IT working relationships.

Closing the Gap

The solution is no longer one of "bridging the gap," but of eliminating that gap altogether. In the words of Howard Smith and Peter Fingar: "Don't just bridge the business-IT divide—obliterate it!" (*Business Process Management: The Third Wave*, Smith and Fingar, Meghan-Kiffer, 2003.) Communication and understanding are fundamental to removing the gap. Common concepts, terminology, and goals are essential to new business/IT relationships. Getting there will be neither quick nor easy. It is a journey, not an event. The first steps of the journey depend on two essential premises that are the foundation for common concepts, terminology, and goals:

- IT people must become more business-skilled
- Business people must become more IT-skilled

TDWI education programs step up to this challenge beginning in 2005. The TDWI World Conference (May 15–20, 2005 in Baltimore) introduces two new courses specifically designed to develop business skills for IT professionals.

TDWI BPM Basics for IT Professionals

This course provides an overview of the concepts, objectives, challenges, and technologies for supporting business performance management and business process management initiatives. The two perspectives are both commonly referred to as BPM by different thought-leaders within the management and IT communities today. This course describes how the two views of BPM are related in terms of creating business value and improvements. Both views of BPM are defined and differentiated from each other. This provides a common set of terminology and understanding for a unified and consistent discussion of BPM.

THE SOLUTION IS NO LONGER ONE OF "BRIDGING THE GAP," BUT OF ELIMINATING THAT GAP ALTOGETHER.

This course is designed for those involved in BPM initiatives with the objective of strengthening knowledge, understanding, communication, and working relationships. It is geared to IT professionals who need to develop knowledge of business management and continuous improvement processes, including BI and DW teams that need to develop a common base of concepts and terminology related to BPM, and IT people who need to understand the roles and responsibilities of the business people involved in BI processes. The course is also appropriate for management and IT consultants who are advising business managers on how to implement metrics-based management programs.

NEW FOR 2005!

TDWI offers intensive, role-based training at TDWI's headquarters in Seattle, WA.

TDWI FastTrack provides you with a rigorous learning experience to equip you with core concepts as well as hands-on practice. Whatever your role—from program manager to technology specialist—you will gain essential knowledge and skills to immediately impact your current projects and accelerate your professional development—all in four days.

TDWI FASTTRACK BENEFITS

Role-Based Training

Enhance your skills with a series of courses carefully tailored to specific job roles and responsibilities.

Intensive Learning

Accelerate your learning experience as TDWI FastTrack takes you from critical concepts to hands-on experience in four days.

Intimate Learning Environment

Interact with your peers and gain direct access to experienced instructors with FastTrack's small class size.

Hands-on Experience

Concentrated learning focused on essential skills and practical application of those skills.

TDWI SCM Basics for IT Professionals

This introductory-level course provides an overview of the concepts, objectives, challenges, and technologies for supporting supply chain management initiatives. The supply chain has become the fundamental structure in organizations for managing the flow of material into the enterprise from suppliers, and the flow of goods out of the enterprise to customers. The overall supply chain is complex and requires significant management and coordination to achieve the desired business results. The supply chain connects multiple trading partners and is most effectively managed when the necessary information is available to support multiple levels of business and operational decision making.

This course is designed for those involved in SCM initiatives, with the objective of strengthening knowledge, understanding, communication, and working relationships. It is geared to IT professionals who need to develop a common base of concepts and terminology related to management of supply chains, including BI and DW teams involved in supply chain initiatives, and IT people who need to understand the business roles and responsibilities of supply chain management.

Beyond BMP and SCM

These two new courses are only the beginning. Throughout 2005 and beyond, the TDWI curriculum will expand to include business basics for IT professionals in areas such as CRM, operations analytics, and workforce analytics. We'll also introduce new courses to address IT

basics for business professionals with attention to recognizing information opportunities in data, connecting information with knowledge, and maximizing the data-to-value chain. ■

TDWI
SALARY, ROLES, AND RESPONSIBILITIES

Report Quick Facts

Among DW professionals surveyed in 2004:
More than two-thirds of respondents were either mostly satisfied or very satisfied with their jobs.

DW professionals in the New England region received the highest average annual salary at \$92,533, followed by the Pacific and Mid-Atlantic regions at \$92,428 and \$90,503, respectively.

The most common size of a DW budget was between \$100,000 and \$500,000 (31% of companies responding). Only 3% of budgets were over \$10 million.

The most common size of a DW team was one to three people (31% of respondents). A close second was four to six people (28%), and only 4% of respondents worked in teams of 50 or more.

In 2003, DW professionals saw an average salary increase of 3.2%. The number of DW professionals moonlighting was cut nearly in half from the previous year.

Look for the 2005 report in this quarter's Member mailing.

UPCOMING FASTTRACK EVENTS

Role	Dates
Predictive Analytics	March 21–24 or September 12–15
Data Analytics & Design	April 25–28 or November 14–17
Business Intelligence	June 6–9 or October 17–20
Data Integration	June 13–16 or December 5–8
Business Analytics	August 1–4
Data Warehousing	October 3–6

Many FastTrack courses can be brought onsite.

Visit <http://www.tdwi.org/Education/Courses/index.aspx> for more information. ■



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Wanda R. Black
Director, Information
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MEMBER COMPANY:

Privately held
manufacturing
company in Ohio

**YEARS AS A
TDWI MEMBER: 2**

MEMBER PROFILE

QUESTIONS ABOUT YOUR CURRENT PROJECT

1. What are the biggest benefits of BI to your company?

- Transforming more than 50 years of disparate, disjointed silo data into integrated and shared information that can be accessed by business units across our organization
- One version of the data truth used by our business partners

2. When was the warehouse implemented?

January 2000—the first application that accessed the Information Warehouse (IW) was a Web-based order entry system designed for our customer service group.

3. How many people use BI products in your company? How many access the warehouse directly?

We have grown from fewer than five people accessing the IW in 1999 to more than 140 people accessing the IW in the last 60 months.

4. What technologies are you using for data warehousing? What BI tools? Are you using any packaged analytic applications?

The vendor of choice is Oracle; our application server is 9iAS Release 2 (9.0.2.0.1). Our client machines vary in make/model. We capture our metadata in the Oracle Designer/2000 modeling tool. We use Discoverer Desktop, Discoverer Viewer, and Discoverer Plus, which are Oracle BI software products for flexible reporting and data analysis.

5. What would you describe as your biggest BI/DW success?

- Support and encouragement from our CEO and CIO
- Partnering with business unit leaders and key decision makers who have fingerprinted the IW and who have taken ownership of the data by promoting data integrity policies, data entry guidelines, and monthly data auditing procedures

6. What would you describe as the biggest challenge?

- Data cleansing
- Looking at data differently—it is what we *don't* know about the data that will give a company the competitive edge
- Training the business partners in business/information modeling
- Defining data stewards and training them in their new role as data owners.

7. What is the next planned improvement and when will it be implemented?

Our next strategy for the IW will be to upgrade to Oracle 10g (grid technology) and to pilot the new enhancements in PORTAL, which is part of the Oracle suite of tools that we have adopted. We also intend to spin off data marts to support various business unit goals in 2005.

8. How large is your BI/DW team?

I have four people on my staff: Sr. database administrator, Sr. Web application developer, Jr. Web application developer, and repository/modeler analyst.

9. What is your role on that team?

My role is a leader, teacher, motivator, and coach. I define/design the IW strategic plans.

QUESTIONS ABOUT YOU

1. Is your background mostly in business or in IT?

My entire background is IT. I began my career in IT in 1967. I worked my way up the career ladder from a key-punch trainee starting at \$1.05 an hour. In the late 70s, I was promoted to database administrator for Atlantic Richfield. I subsequently moved into data/database management supervision. I have had the opportunity to develop data management departments and data warehouse designs for four organizations.

2. How long have you worked in BI/DW? How long in business/IT prior to warehousing?

In 2005, I will be celebrating 38 years in IT. I will have nearly 30 years of experience in data and database administration, and nearly 20 years in data warehousing.

3. What do you find most personally rewarding about this field?

- Continuous learning in an ever-changing landscape—never bored
- Advancements that have been made in technology since 1967
- Seeing your conceptual model or strategic plans materialize
- Working with intelligent, innovative, and creative people
- Mentoring, motivating, coaching staff
- Sharing my experiences and lessons learned

4. What do you find most challenging?

- Educating decision makers regarding the value of their data
- Communicating to business partners in business terms versus technical terms
- Getting rid of individual or departmental spread-marts using Excel!

Member Profile continued on page 6

Call For Business Intelligence Journal Articles

The quarterly *Business Intelligence Journal* provides a focal point for supporting and disseminating knowledge on BI, DW, and related disciplines. TDWI invites you to share your knowledge in the field with other industry professionals through the *Business Intelligence Journal*. Articles

Volume 10, Number 3

Article Submissions Due: April 29, 2005
Distribution Date: August 1, 2005

Volume 10, Number 4

Article Submissions Due: July 29, 2005
Distribution Date: October 24, 2005

for TDWI's upcoming *Journal* issues are being accepted at this time, and TDWI welcomes your submissions. If your article is selected for publication by the *Journal's* editors, it will reach more than 5,000 TDWI Members and

colleagues worldwide. Please visit the TDWI Web site at www.tdwi.org/journal.htm to review Editorial Topics and Instructions for Authors.

The *Journal's* editors look forward to the opportunity to work with you in the near future. If you have any questions, please feel free to contact Marie McFarland.

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TDWI EVENT CALENDAR

TDWI World Conferences

Dates	Location
May 15–20	Baltimore, MD
August 14–19	San Diego, CA
October 30–November 4	Orlando, FL

TDWI Seminar Series

Dates	Location
March 14–17	New York, NY
April 11–14	Chicago, IL
May 2–5	San Francisco, CA
July 18–21	Minneapolis, MN
September 19–22	Washington, D.C.
October 17–20	Chicago, IL

TDWI FastTrack

All TDWI FastTrack events take place in Seattle, WA

Dates	
March 21–24	September 12–15
April 25–28	October 3–6
June 6–9	October 17–20
June 13–16	November 14–17
August 1–4	December 5–8

Member Profile (continued from page 4)

5. What are your professional development goals?

- Join a consulting organization that promotes data warehousing techniques, where I would assume a senior partner role. Or, join a vendor that markets data modeling tools and assume a leadership role in their development area.
- Be offered a Corporate Innovation (not Information) Officer position
- Continue writing articles and circuit speaking on Intellectual Asset Management

6. What do you think will be the next major innovation in the field?

I would like to see innovation in the development of new, superior data modeling tools—a tool that is “data focused and process balanced.”

A superior data modeling tool would have real-life icons and color. Data models should come alive! They should have sound, video, and the ability to execute right from the model—they need to be interactive. Superior data modeling tools should create a fun atmosphere where business partners would take an active role in designing the data model using game-like software and game-like controls.

I would also like to see innovation in the development of new, superior tools for the programmer...it still takes too long to develop that killer Web application! ■

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