

DATA WAREHOUSE LIFECYCLE IN DEPTH

Date: 25-28 April 2006

Location: Amsterdam, The Netherlands

Information and Registration: www.Q4K.com

A KIMBALL UNIVERSITY COURSE

[*Taught by MARGY ROSS
and WARREN THORNTHWAITE*]

This four day course is packed with techniques, guidance and advice from the initial project planning all the way through to the final rollout and maintenance.

Co-authors with Ralph Kimball of the popular "*The Data Warehouse Lifecycle Toolkit*"

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KIMBALL UNIVERSITY

Kimball University (KU), operated by the Kimball Group, is the definitive source for dimensional data warehouse education. The KU goal is to provide the highest quality and most practical education consistent with KU instructors' books and extensive experience in the dimensional approach. You'll learn from the best in the business. All course content is vendor neutral. Quest For Knowledge has partnered with KU for several years to bring the highly rated KU classes to Europe.



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MARGY ROSS

Margy Ross is President of the Kimball Group. She has focused exclusively on decision support and data warehousing for more than twenty years, specializing in program/project strategy, business requirements analysis, and dimensional modeling. Since helping over 100 large organizations with their data warehouses, she remains convinced that business acceptance is the true measure of data warehouse success. In addition to her consulting activities, Margy teaches the core Kimball University public classes and on-sites, both domestically and internationally. She co-authored *The Data Warehouse Toolkit, 2nd Edition* and *The Data Warehouse Lifecycle Toolkit* and regularly writes the *Data Warehouse Designer* column for *Intelligent Enterprise*. Before launching the Kimball Group, Margy co-founded DecisionWorks Consulting, Inc. in 1994 with Bob Becker and Nancy Rinn. She had previously worked at Metaphor for ten years in a variety of consulting and management positions, including responsibility for Metaphor's Customer Database Marketing business unit. Margy began her career with Arthur Andersen (now Accenture) Consulting. She graduated with a BS in Industrial Engineering from Northwestern University.



WARREN THORNTHWAITE

Warren Thornthwaite has been building decision support and data warehousing systems since 1980. Warren worked at Metaphor for eight years, where he managed the consulting organization and implemented many major data warehouse systems. After Metaphor, Warren managed the enterprise-wide data warehouse development at Stanford University. He then co-founded InfoDynamics LLC, a data warehouse consulting firm. Warren joined up with WebTV to help build a world class, multi-terabyte customer focused data warehouse before returning to consulting.

In addition to designing data warehouses for a range of industries, Warren has extensive experience helping clients develop scalable, practical information access architectures. Warren holds an MBA in Decision Sciences from the University of Pennsylvania's Wharton School, and a BA in Communications Studies from the University of Michigan.

COURSE OUTLINE

Data Warehousing Fundamentals

- Concepts and definitions

Project Planning

- Business Dimensional Lifecycle framework
- Readiness and risk assessment
- Scoping prioritization and justification
- Data warehouse project team roles and responsibilities
- Project plan development and maintenance

Business Requirements Definition

- Techniques for gathering requirements
- Requirement deliverables

Dimensional Modeling

- Role of dimensional modeling
- Fact and dimension table characteristics
- 4-step process for designing dimensional models
- Denormalizing dimension hierarchies
- Surrogate keys
- Factless fact tables
- Snowflake variation
- Degenerate dimensions
- Value chain implications
- Data warehouse bus architecture & matrix to integrate dimensional models
- Conforming dimensions
- Slowing changing dimension techniques
- Dimension role-playing
- Semi-additive and non-additive facts
- Heterogeneous products
- Large dimension design considerations
- Multi-valued dimension attributes
- Transaction vs. snapshot vs. accumulating snapshot schemas

Technical Architecture

- Overview: definitions and descriptions
- DW Architecture
- Models, Levels of Detail and the Arch. Plan Doc
- Common Components and Services
- Back Room
- Staging area considerations
- Front Room
- Data warehouse user types
- Ad Hoc (multi-pass; drill-across; date math, etc.)
- Standard Reporting
- Data Mining
- Meta data repository
- Contents
- Standards-XML
- The 8-step architecture development process

Physical Configuration Options

- Infrastructure
- Data Warehouse vs Data Marts
- Standalone Data Marts
- Enterprise Data Warehouse
- Conformed Data Warehouse
- The various types of Operational Data Store (ODS)
- Presentation architectures - OLAP, ROLAP, MOLAP, HOLAP

Product Selection

- Architecture-based process for choosing products
- Product evaluation matrices

Physical Database Design

- Standards and naming conventions
- Physical model development
- Aggregation navigation and strategy
- Index types and guidelines
- Data asset management

Data Staging Process

- Data staging application design
- Staging the dimension tables
- Staging the fact tables
- Setting up data QA and process validation
- Implementing warehouse operations

Data Staging Techniques

- Basic extract, transformation and load techniques
- Surrogate key creation and maintenance
- Fact table extract issue
- Building aggregates
- Speeding up the load cycle
- Integrating data from multiple sources
- Data quality and data cleansing

End User Applications

- Role of end user applications
- Application template and navigation design and development
- Application roll-out

Deployment

- Deployment release process - alpha, beta, roll-out
- Training and support approaches
- User support
- Documentation and the web

Management and Growth

- On-going user, data, and system maintenance
- Planning for growth

COURSE OVERVIEW

The data warehouse continues to be one of the most organizationally complex and technically interesting projects in Information Technology. This course will prepare you to implement a successful data warehouse.

WHAT YOU WILL LEARN

This course is packed with specific techniques, guidance and advice from the initial project planning all the way through to the final rollout and maintenance. It is taught by Margy Ross, co-author of the best selling Data Warehouse Lifecycle Toolkit, 2nd Edition and The Data Warehouse Lifecycle Toolkit and Warren Thornthwaite, co-author of the The Data Warehouse Lifecycle Toolkit and The Microsoft Data Warehouse Toolkit.

PREREQUISITES

Students should be:

- Able to name and describe in a few words the main operational systems of his or her organization.
- Able to name and describe in a few words the main business concerns of the end users in his or her organization.
- Somewhat familiar with basic data modeling concepts such as referential integrity.

However, the absence of these abilities and familiarity will not keep you from profiting from the course. There is no need for any kind of preparatory data warehousing course prior to this course.

REGISTRATION FEE

The registration fee for the 4-day course is € 2.895 per person. This includes four days of instruction, buffet lunch and morning/afternoon snacks, course materials and a KU Certificate of Completion. Students also receive a copy of the The Data Warehouse Lifecycle Toolkit.

Q4K offers the following discounts. Only one discount may be used.

- 10% Early Bird discount for students registering by the Early Bird cut off date (28 February 2006). Payment must be received by the cut off date to receive the discount.
- 10% discount for groups of three or more students from the same company registering for the same class at the same time.

WHO SHOULD ATTEND

This course is designed to appeal to all major roles on a data warehouse project, from project managers to DBAs to data modelers to application developers. Anyone who is new to data warehousing and wants to learn how to do it, or who has been through a project or two and wants to learn how to do it right should attend this course.

VENUE

Radisson SAS Hotel Amsterdam Airport. Surrounded by the greenery of the Business Park Schiphol-Rijk, the Radisson SAS Hotel Amsterdam Airport is just ten minutes from Schiphol Airport and just 30 minutes from Dam Square. The hotel offers a free shuttle service to and from Schiphol Airport from 6 a.m. to 11:45 p.m. every day.

Please contact the hotel directly for pricing, availability and reservations:

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Quest For Knowledge

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Quest For Knowledge

Architecting an IT environment that stands the test of time begins with a sharp vision on the durability of all of its components. Quest for Knowledge (Q4K) concentrates on education and training on software and concepts that have a bright future in one of these interrelated disciplines: Data Warehousing and Business Intelligence.

The Q4K Data Warehouse and Business Intelligence curriculum provides in the most comprehensive education and training available in the Benelux. With in depth Data Warehouse courses and a series of product oriented training classes for leading Business Intelligence solutions, Q4K training provides you with the best knowledge transfer and a sound foundation to make your projects successful. Visit our website www.Q4K.com or request our training catalog for a complete overview.

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Newcom Information Systems

Newcom Information Systems (Newcom) has a long experience providing consultancy in the fields of Business Intelligence and Data Warehousing. The activity range of Newcom's professionals goes from business consulting to implementation, as well as assessing company Business Intelligence infrastructure.

One of our standard services is the assessment of existing Business Intelligence and Data Warehouse environments. The experience has proven that investments in such environments are often not fully exploited because the information delivery is not in line with the business needs.

Newcom is a tool-independent consulting company and guarantees the most successful strategy for your business. A perfect connection to your organisation is created at all time where scalable, flexible and extendable solutions prevail.

And last but not least Newcom ensures proper knowledge transfer. This means that you will be fully in control of the delivered solutions. Visit the website at www.newcom.net for more information about the services and solutions about Newcom Information Systems.

About Microsoft

Founded in 1975, Microsoft (Nasdaq 'MSFT') is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

Over the past three decades, we have expanded our business from the United States into more than 90 other countries, and we now employ nearly 60,000 people globally at Microsoft, we're motivated and inspired every day by how our customers use our software to find creative solutions to business problems, develop breakthrough ideas, and stay connected to what's most important to them.

We run our business in much the same way, and believe our three core business divisions offer the greatest potential to serve our customers. They are the Platform Products and Services Division (including the Windows Client Group, Server and Tools Group, and MSN Group), the Business Division, including the Information Worker Group and Microsoft Business Solutions Group and the Entertainment and Devices Division, including the Home and Entertainment Group and the Mobile and Embedded Devices Group.

We are committed long term to the mission of helping our customers realize their full potential. Just as we constantly update and improve our products, we want to continually evolve our company to be in the best position to accelerate new technologies as they emerge and to better serve our customers.

FAX registration form **+31 76 572.21.96****Company details**

Company: _____	E-mail: _____
Contact: _____	Phone: _____
Address: _____	Fax: _____
Postal Code: _____	Website: _____
City: _____	Invoice address: _____
Country: _____	_____
Postal address: _____	VAT-number: _____
_____	Purchase order number: _____

Student details

First name: _____	Language: NL <input type="checkbox"/> FR <input type="checkbox"/> EN <input type="checkbox"/>
Last name: _____	Gender: M <input type="checkbox"/> F <input type="checkbox"/>
Job title: _____	E-mail _____

Course details

Course title: Data Warehouse Lifecycle in Depth	Date: 25-28 April 2006
Location: Amsterdam, The Netherlands	Price: € 2.895 (excl. VAT)

Authorisation

Name: _____	Signature: _____
Job title: _____	
Date: _____	

Registration information

Confirmation and invoicing Upon receipt of your registration, our Customer Service Department will send you a customer information pack including details of payment and hotel information. Full payment should be received prior to the course start date.

Cancellations and substitutions Cancellations should be received in writing at the latest 20 days prior to the start of the course. In all other cases the full registration fee remains due. Cancellations are subject to a 20% administration fee. As an alternative to cancellation, inscriptions may be transferred to a colleague without extra costs. Note: Quest for Knowledge has to be informed about this transfer in advance. Quest for Knowledge has the right to cancel any course at anytime without any liability whatsoever, save for the refund of the registration fee.

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