



QUEST FOR KNOWLEDGE

DATA WAREHOUSE LIFECYCLE

IN DEPTH

DATE

19 May – 22 May 2009

LOCATION

London, UK

INFORMATION AND REGISTRATION

www.Q4K.com

A KIMBALL UNIVERSITY course

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.

Taught by MARGY ROSS and WARREN THORNTHWAITE

Co-authors with Ralph Kimball of
The Data Warehouse Lifecycle Toolkit, 2nd Edition

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.

Organized by



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DELIVERED INTELLIGENCE

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. All course content is vendor neutral. You'll learn from the best in the business. Quest For Knowledge has partnered with KU for several years to bring the highly rated KU classes to Europe.

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, 2nd Edition* 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 data warehousing and business intelligence 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, with Joy Mundy. Warren joined up with WebTV to help build a world class, multi-terabyte customer focused data warehouse before returning to consulting with the Kimball Group. In addition to designing data warehouses

for a range of industries, Warren speaks at major industry conferences and for leading vendors, and is a long-time instructor for Kimball University. 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 description

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 *The Data Warehouse Toolkit, 2nd Edition* and *The Data Warehouse Lifecycle Toolkit, 2nd Edition* and Warren Thornthwaite, co-author of the *The Data Warehouse Lifecycle Toolkit, 2nd Edition* 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 fee for the 4-day course "Data Warehouse Lifecycle in Depth" is €2.695 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, 2nd Edition*.

- We offer the following discounts. Only one discount may be used.
 - 10% Early Bird discount for students registering by the Early Bird cut off date (16 March 2009). 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

Data Warehouse Lifecycle in Depth will take place in London at the Sofitel London Gatwick. Sofitel London Gatwick is the only hotel directly linked to the North Terminal and just a short monorail trip from the South Terminal. The Gatwick Express rail link is moments away, connecting you to central London and all its attractions. With the excellent motorway links to the M25 and M23 motorways, 150 parking spaces at the hotel itself and easy access to central London, Sofitel London Gatwick is the only hotel for Gatwick Airport.

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

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DATA WAREHOUSE LIFECYCLE IN DEPTH

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Organized by

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, Business Intelligence and Customer Relationship Management. 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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UK Oracle User Group

UK Oracle User Group (UKOUG) is an independent, not for profit membership organisation created to support Oracle stakeholders. Established over 25 years ago, UKOUG now has over 15.000 member contacts. We leverage on the collective strength of the combined Oracle community, acting as a single independent voice to influence the future design, functionality and technology that is key to all Oracle users. For more information, please visit www.ukoug.com.

Rittman Mead Consulting

Rittman Mead Consulting specialize in the implementation and delivery of Oracle business intelligence and data warehousing projects. Our deep understanding of Oracle BI & data warehousing technologies, coupled with our experience in delivering projects for clients in the UK, Europe and the Americas means that you can rely on us to ensure the success of your implementation. Formed by Mark Rittman and Jon Mead and now with consultants and trainers in the UK, Europe and North America, Rittman Mead Consulting work with clients, partners and Oracle Corporation to deliver world-class solutions based around Oracle technology. For more information, please visit www.rittmanmead.com.

REGISTRATION FORM **Register by fax : +31 76 572 21 96**

Course Details

Data Warehouse Lifecycle in Depth ■ 19 – 22 May 2009 ■ London, UK ■ € 2695 (excl. VAT)

Company Details

Company Name:	E-mail:
Contact Name:	Phone:
Address:	Fax:
Postal Code:	Website:
City:	Invoice Address:
Country:	
Postal Address:	VAT Number:
	Purchase Order no.:

Student Details

First Name:	Language: <input type="checkbox"/> NL <input type="checkbox"/> FR <input type="checkbox"/> EN
Last Name:	Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female
Job Title:	E-Mail:

Authorization

Name:
Job Title
Date:
Signature:

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 is due prior to the course start date.

Cancellations and Substitutions: Cancellations must be received in writing 20 working days prior to the course start date and are subject to a 20% administration fee. Otherwise the full registration fee remains due. As an alternative to cancellation you may transfer your place for the course to a colleague without extra costs, but Quest For Knowledge has to be informed about this transfer in advance. Quest For Knowledge reserves the right to cancel any course at anytime without any liability whatsoever, safe for the refund of the registration fee.