

Registration form

Please fax the Registration form:

Fax: +49 (0)2241 / 2341 199

Please write the information very clearly!

Last name _____

First name _____

Company _____

Department _____

Jobtitle _____

Street _____

Zip / City _____

Phone _____ Fax _____

Email _____ Valid Signature _____

Conference Fees (plus VAT)

Registration Fees for TDWI Members

| Package | Early Bird* | Regular |
|---------|-------------|------------|
| 3 days | 1.495 Euro | 1.595 Euro |
| 2 days | 1.295 Euro | 1.395 Euro |

Registration Fees for Non-Members

| Package | Early Bird* | Regular |
|---------|-------------|------------|
| 3 days | 1.795 Euro | 1.895 Euro |
| 2 days | 1.395 Euro | 1.595 Euro |

* Register before March 24th, 2012 and pay within two weeks after receiving the invoice and receive the Early Bird discount.

Payment method

- Please bill my company (feasible for German participants only)
- Please charge my credit card Visa Eurocard / MasterCard American Express

Card Owner _____

Card Number _____ Exp. Date _____

All rates include course notes, lunch and coffee breaks.

I accept the general terms and conditions (GTC) of SIGS DATACOM GmbH by registering here. Prior to this I read the GTC for conference and seminar participants at www.sigs-datacom.de. I agree that SIGS DATACOM GmbH can inform me by e-mail about forthcoming events and may keep me updated with expert informations and free articles from the journals OBJEKTspektrum, JAVISPEKTRUM, BISPEKTRUM. No I don't consent to that. In addition I agree that I will be informed about the products and services of the partner companies of SIGS DATACOM GmbH by e-mail at irregular intervals. No I don't consent to that. I am aware that I can withdraw my consent in the future. I can do this both electronically or also by sending a letter to SIGS DATACOM GmbH, LindlaustraÙe 2c, 53642 Troisdorf, info@sigs-datacom.de

Please choose your courses:

Wednesday & Thursday, April 18th - 19th, 2012

- TDWI Data Quality Fundamentals
- TDWI Data Governance Fundamentals

Friday, April 20th, 2012

- TDWI Master Data Management Fundamentals

Instructor for all courses:

John O'Brien

Radiant Advisors



With over twenty years of experience delivering value through data warehousing and business intelligence programs, John O'Brien's unique perspective comes from the combination of his roles as a practitioner, consultant, and vendor CTO in the BI industry. As a recognized thought leader in BI, John has been publishing articles and presenting at conferences in North America and Europe for the past ten years. His knowledge in designing, building, and growing enterprise BI systems and teams brings real world insights to each role and phase within a BI program. Today, John provides research, strategic advisory services and mentoring that guide companies in meeting the demands of next generation information management, architecture, and emerging technologies.

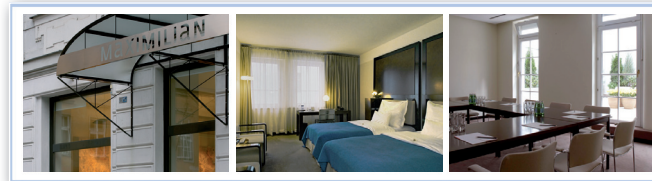
Location:

Maximilian Hotel
 Haštalská 14, CZ - 110 00 Praha 1
www.maximilianhotel.com

Reservation via phone: +420 225 303 111
 or e-Mail reservations@maximilianhotel.com

Room rate: 125,- € (incl. VAT, incl. Breakfast)

(The room rate is available until March 16th. Please use promotion code „TDWI InDepth“)



Contact:

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TDWI In-Depth Education

Essential education. Immediate impact.

The 2012 European TDWI In-Depth Education Series offers a broad range of courses focused on the skills and techniques at the heart of successful business intelligence and data warehousing implementations. The individual courses will provide practical education that focuses on business critical topics.

Main Topic: Data Asset Management
April 18th - 20th, 2012 • Prague

Instructor: John O'Brien

Geared to

- Data architects
- Data modelers
- BI program and project managers
- BI/DW system developers
- Database developers

Take the **Early Bird Advantage** before **March 16th, 2012**



Wednesday, April 18th, 2012

09.00 – 17.00

TDWI Data Quality Fundamentals

Managing data quality is among the most vexing of information management issues. Most organizations have persistent and long-standing data quality problems—troubles that grow and propagate with the challenges of data redundancy, purchased applications and databases, legacy databases, multiple data providers and consumers, missing documentation, and uncertainty in defining data quality.

Stepping up to data quality improvement isn't easy. It demands an understanding of quality management principles and practices, and the ability to apply those practices to a complex and continuously changing data resource. Whether your goal is a broad enterprisewide data quality program or a highly targeted data quality project, you must begin by understanding the practices and processes of data quality assessment and improvement. This course is designed specifically to provide that foundational knowledge.

You Will Learn

- Definitions and dimensions of quality
- How to create an actionable definition of data quality
- Typical causes of data quality problems
- Roles, responsibilities, and accountabilities in data quality management
- Roles, uses, and limits of data quality tools and technology
- Processes and techniques for data quality assessment and data quality improvement

Geared To

- Data quality and data governance professionals
- BI/DW managers, architects, designers, and developers
- Data stewards, data architects, and data administrators
- Information systems analysts, designers, and developers
- Anyone with a role in data quality or information systems testing

Thursday, April 19th, 2012

09.00 – 17.00

TDWI Data Governance Fundamentals

Data is a critical resource for every organization. We depend on it every day to keep records, produce reports, deliver information, monitor performance, make decisions, and much more. The data resource is on par with financial and human resources as a core component of doing business, yet data management practices are often quite casual and unstructured. Data governance brings the same level of discipline and structure to data management that is typical when managing financial and human resources.

Building a data governance program is a complex process that focuses people, processes, policies, rules, and regulations on achieving specific goals for a managed data resource. Successful and effective data governance depends on clear goals and well-executed activities that match governance practices to your organization's needs, capabilities, and culture. This course covers the fundamentals of data governance concepts and techniques essential to start a new governance program or evolve an existing program.

You Will Learn

- Definitions and dimensions of data governance
- Key considerations and challenges in building a data governance program
- The practices, roles, skills, and disciplines essential to data governance
- The qualities that make good data stewards and stewardship organizations
- The processes of developing, executing, and sustaining data governance
- Activities, issues, and options when building a data governance program

Geared To

- Data quality and data governance professionals; BI/DW managers, architects, designers, and developers; data stewards; data architects; data administrators; anyone with a role in data governance or data quality management

Friday, April 20th, 2011

09.00 – 17.00

TDWI Master Data Management Fundamentals

Top-performing businesses need high-quality, low-redundancy reference data. You can't manage a supply chain with disparate and unreliable product and customer data, service your customers effectively with inconsistent customer views, or confidently report to stockholders when financial data is in disarray. Master data is important because it is used by many groups and processes throughout the enterprise. It is challenging because it is collected—often redundantly and inconsistently—by many groups and processes.

Master data management (MDM) is the processes of collecting, consolidating, quality-assuring, and distributing master data. MDM tools are abundant and diverse, but technology alone can't solve the problem. The nature of identification, matching, consolidation, conflict resolution, and hierarchy management makes MDM complex and challenging. The right knowledge is an essential element of MDM success.

You Will Learn

- The *what* and *why* of MDM
- Architectural options for MDM: repository, registry, engine, and broker
- Identity management issues and techniques
- Hierarchy management issues and techniques
- MDM considerations for global and multi-national businesses
- The human and organizational aspects of MDM
- The role of data governance in MDM
- Relationships of MDM with BI and data warehousing

Geared To

- MDM program managers, project managers, architects, and implementers;
- BI program managers, project managers, architects, and implementers
- Data warehousing program and project managers, architects, and implementers
- Data and technology architects; data quality professionals