

The Data Warehousing Seminar 2010

Featuring Mike Hermida

Friday, March 19, 2010 ♦ New York City ♦ Radisson Broadway
 (49 W 32nd Street at Broadway ♦ Herald Square ♦ Minutes from Times Square & Theatre District)

**One-Day In-Depth Tutorial Focusing on the Practical Aspects and Real-World Examples Covering
 Data Architecture, Data Modeling, and DataBase Design for Data Warehousing including
 Best Practices in Technologies and Techniques**

DATA WAREHOUSING ARCHITECTURE AND DESIGN
(Tutorial on Modeling, Database Design and Architecture Techniques)

Mike Hermida, President, K3MP Technologies
 “Popular Seminar Leader and World Leading Expert in Data Warehouse Design”
 (Past Lead Architect on Space Shuttle and Spacelab Programs, and Past Information Manager at IBM)

“This is a Must for any Manager, Technical or Professional Person Who Maintains, Develops, Plans or is Contemplating Projects in the Data Warehousing or Data Management Arena”

“ Mike Hermida is One of the Most Popular, Entertaining and Informative Instructors in the Data Management World”

<http://www.dmforum.org/>
 (a non-profit user group dedicated to advancing the data management and information technology professions)

Full-Day Conference Includes:

Seminar Workbook	Book & IPOD Raffles	Refreshment Breaks	Continental Breakfast
Discounts for Government / Academic, DAMA, Groups of 3 or More (see website for details)			
Come Network with Your Peers and Listen to One of the Highest Regarded Experts in the Industry			

SEMINAR PROGRAM:

SEMINAR TOPICS COVERED		
Alignment with Business Strategy	Data Warehousing Components	E-R vs. Dimensional Modeling
Corporate Data Warehouse vs. ODS	Master Data Management Role	Identifying Trusted Sources of Data
Enterprise Data Model Foundation	Golden Source of Truth	Data Distribution Management
Capturing Useful Metadata	Data and	Federated vs. Centralized

	Component Re-use	
Snowflaking and STAR Schema	Dealing With History Data	Handling Transactions / Activities
Data Governance & Stewardship	Surrogate vs Business Keys	Data Standards / Enforcement
Data Integration / Data Sharing	Data Transform Methods	Data Quality Assessment
Designing / Using Hierarchies	Detail vs Summary Tables	Data Element Evaluations
Data Access Considerations	Data Staging Objectives	Source to Target Mapping Strategies
Working with Materialized Views	Setting Up BI Dashboards	Competencies / Career Paths
Practical Considerations	Management Best Practices	Future Trends & Technologies

WHAT YOU WILL LEARN
When to build Independent Data Marts versus Central Data Warehouses
How to Decide on a Data Warehousing Framework in Your Organization
Does Your Organization Require an Operational Data Store (ODS)
Why E-R and Dimensional Modeling Can Work Together
Interlocking STAR Schemas or Relational Design...Which Is For You
What Design Techniques Maximize Efficiency in Your Warehouse
How to Separate Data Transform and Staging From Presentation
Where to Draw the Line Between Detailed and Summarized Tables
How to Measure Data Quality and It's Impact on the Warehouse
What is the Best Method for Designing and Presenting Metadata
How to Build Resilient Databases that Gracefully Allow Change
Future Trends in Information Technologies

SEMINAR ABSTRACT AND BIOGRAPHY

Data Warehousing has taken hold throughout the business world and is providing great insight into business performance, and timely information to allow decision makers to enhance this performance. There are similarities between designing databases for operational systems and data warehouses, but there are also significant differences. Organizations have skilled technology personnel that have been modeling data and building databases for years in support of the business. How can the current skills of these technologists be leveraged to produce an effective data warehouse? What are the differences between data modeling for a production environment vs. a data warehousing environment? How should historical data be maintained in the data warehouse? What role do ER models and dimensional models play in data warehouse development? Are snowflake schemas appropriate? What database design options facilitate end user access?

This one day seminar will address these questions and others related to designing databases for your data warehouse. Seminar topics include:

- Modeling Business Data for the Warehouse
- Evaluating the Quality of the Data
- Preparing the Data for the Warehouse
- Designing the Data Staging Area
- Maintaining Historical Data

- Star Schema Design (The Kimball Technique)
- Summarizing the Data
- Designing the Database with the End User In Mind

This tutorial highlights all aspects of Data Warehousing and Data Marts from Architecture, Design, Data Modeling to Warehouse Management Roles and Responsibilities, Data Accessing and Reporting. Additional Topics considered include:

1. Data Warehousing Strategy supporting the Business Vision
2. Requirements Gathering and Gap Analysis
3. Information Architecture
4. Source to Target Mapping Strategies
5. Dealing with High Volume Data Warehousing
6. Managing Sub-Type/Super-Types and Hierarchies
7. Data Quality Issues and Data Element Evaluations
8. Identifying Trusted Sources of Information
9. Managing and Controlling Supporting MetaData
10. Integration Schemes and Extract / Transform / Load Methods

Practical approaches and techniques are contained throughout the presentation on the business, technical, and organizational aspects of data warehousing. The seminar format is very interactive with attendee questions encouraged throughout the day, and attendee experiences shared as time permits.

ABOUT MIKE HERMIDA

Mike Hermida held various technical and management positions during a sixteen-year career with IBM. He designed and developed operating systems and access methods for the nation's en-route air traffic control system and ground-based Space Shuttle programs, and was a lead architect for the Spacelab's command and control system. He was also a technical member of the field test team for the rollout of IBM's DB2 database management system. Within IBM he managed a staff responsible for the development of tools and utilities to enhance the DB2 development environment, and also managed a Data Resource Management (DRM) department of data modelers, DBAs, and performance analysts supporting relational and other database systems. On leaving IBM, Mike, with a partner, built and subsequently sold a successful consulting and education firm specializing in relational database and applications design and development. Aside from being the firm's Chief Technology Officer, he was personally responsible for providing technical and management consulting services to key corporate clients. He started the Knauer DB2 User Group in New York City that grew to over one thousand members, and developed and implemented a set of DB2 value added services to support a national DB2 practice. Mike is currently the President of K3MP Technologies, a consulting firm that specializes in information architecture, relational database design and implementation, data warehousing and business intelligence. He spends much of his time developing information architectures for his client base and assessing database systems and data warehouses. Mike has developed and taught numerous seminars and classes and lectured extensively to professional groups both nationally and internationally on data and database management topics, data warehousing, and business intelligence. He is an internationally acclaimed lecturer and instructor.

WHO SHOULD ATTEND

This seminar is intended for business and IT Management, Project Directors, Data Warehousing, Data Architecture or Database Management executives and

staff, IT Managers and technicians responsible for planning, design and implementation, Data Stewards and Custodians, Architects, Metadata personnel, and anyone looking for a clear concise overview of data management and architecture guidelines relating to Data Warehousing.

PRICING FOR THIS SEMINAR

The Data Warehousing Seminar 2010 -- Event Pricing

Attendee Registration Options		Early Fee	Standard Fee
		(before Feb 15)	(Feb 15 after)
Seminar Day (Friday Mar 19) Mike Hermida Seminar	Regular Fee:	\$400	\$500
	Member Discount: (Government / Academic, DAMA or Groups of 3 or More)	\$300	\$400
Non-Attendee CD ROM Only	Regular Fee:	\$250	\$250

Note: Member Rate applies to all Media Sponsor User Groups

REGISTRATION DETAILS:

To Register or for More Details: <http://www.dmforum.org/>
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<http://www.dmforum.org/portal/library/201003SEMINARNYC.pdf>

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