

Come learn the Extreme Scoping™ - the fastest & proven method to build DW/BI projects

Trainer

- ◆ Larissa T Moss (USA)

Date

- ◆ 14th- 15th November 2011

Venue

- ◆ Four Seasons Hotel, Singapore

Duration

- ◆ 2 days



SPECIAL BONUS !!

First 3 participants to register, will get a Free Book 'BI Roadmap' by Larissa Moss worth SGD 70

Extreme Scoping™: An Agile Approach to Enterprise Data Warehousing and Business Intelligence

Course Overview



There is unanimous agreement among *agile* authors, experts, and practitioners that *agile* development works for building small stand-alone systems, including front-end BI applications. However, there is considerable disagreement among the experts whether *agile* can work for large, complex systems like an enterprise data warehouse, which requires an enterprise perspective for activities like data standardization, data integration, enterprise data modeling, business rules ratification, coordinated ETL data staging, common metadata, collectively architected databases, and so on. Today's popular *agile* methodologies were not designed to address any of these additional DW/BI-specific complexities and interdependencies. The Extreme Scoping™ approach presented in this seminar is specifically designed for enterprise data warehouse projects because it merges *agile* principles with a robust DW/BI methodology.

Who Should Attend?

- ◆ Project Managers, Team Leaders
- ◆ Architects, Developers, Designers
- ◆ Business IT & Business Users

What Will You Learn?

This course is designed to answer the following:

- ◆ How to build your DW and BI applications using software releases
- ◆ How to use the Extreme Scoping™ approach to plan and manage your project
- ◆ How to organize and empower your project teams

Extreme Scoping™: An Agile Approach to Enterprise Data Warehousing and Business Intelligence

Trainer's Profile



Larissa Moss is founder and president of Method Focus Inc., a company specializing in enterprise data warehousing (EDW) and business intelligence (BI). During her 30 years of IT experience, her focus has been on data management, project and program management, and methodologies. She speaks regularly at TDWI, DAMA, DQ, Cutter, and Teradata Partners conferences in the US and Europe on the topics of data warehousing, business intelligence, master data management, agile project management, EDW/BI methodologies, enterprise information architecture, data governance, and data quality.

Larissa Moss is widely published. In 1991, she self-published her first methodology RSDM 2000, Relational System Development Methodology, Volumes I & II. Since then, she co-authored the books Data Warehouse Project Management, Impossible Data Warehouse Situations, Business Intelligence Roadmap, and Data Strategy.

She is currently working on her fifth book Extreme Scoping: An Agile Approach to EDW/BI. She has published dozens of articles in DM Review, Teradata Magazine, TDWI Journal of Data Warehousing, TDWI Flash Point, Cutter IT Journal, and EIMI Magazine (www.eiminstitute.org). Her white papers include Organizational and Cultural Barriers to Business Intelligence, Developing BI Decision-Support Applications: Not Business As Usual, Data Quality is Not Optional, and The Importance of Data Modeling as a Foundation for Business Insight.

Her present and past associations include Teradata 3rd Party Influencers, the IBM Gold Group, the Cutter Consortium (BI Practice), The Data Warehousing Institute (TDWI), Data Management Association (DAMA) Los Angeles Chapter, the Relational Institute, and Codd & Date Consulting Group. She was a part-time faculty member at the Extended University of California Polytechnic University Pomona, and has been lecturing for TDWI, the Cutter Consortium, MIS Training Institute, Digital Consulting Inc. and Professional Education Strategies Group, Inc.

Her former clients include Fortune 500 companies, such as Security Pacific National Bank (now Bank of America), DOB Bank (Norway), Blue Cross Blue Shield Insurance, IF Insurance, VGH Insurance (Germany), Akbank (Turkey), TIAA-CREF Financial Services, Bull Consulting Services, US Department of Defense, Option One Mortgage Corporation, Department of Education, Honolulu HI, Ford Corporation, NIKE Corporation, American Century Investments, Ernst & Young Consulting, Home Savings of America, Bank of California, Great Western Bank and Aetna Casualty & Surety Co.

Partial List of Clients



Extreme Scoping™: An Agile Approach to Enterprise Data Warehousing and Business Intelligence

Course Content

Why traditional project management does not work on DW/BI projects

- ◇ Business Intelligence (BI)
- ◇ Data Warehouse (DW) role in BI
- ◇ From Chaos to architecture
- ◇ Uncoordinated traditional development method
- ◇ Waterfall methodologies
- ◇ Industrial-age mental model
- ◇ The time trap
- ◇ Proliferation of redundancy

Software release concept and agile principles

- ◇ Information-Age mental model
- ◇ Coordinated cross-organizational development method
- ◇ Spiral (iterative) methodologies
- ◇ Software release concept
- ◇ Agile development methodologies
- ◇ Principles of agile development
- ◇ Can agile be used for BI?
- ◇ Can agile be used for DW?
- ◇ Agile principles that work for DW projects
- ◇ Agile principles that don't work for DW projects
- ◇ Extreme Scoping™ release guidelines

Extreme Scoping™ 7-Steps planning process

- ◇ Data Owner (Business)
- ◇ Speculation and scouting
- ◇ Sixteen DW/BI development steps
- ◇ Business integration activities

- ◇ Extreme scoping applied (software releases)
 - BDTP Balance™
 - Team organization
 - Project team structure & staffing
 - Core team roles
 - Development track team roles
 - Extended team roles
- ◇ Planning the first software release
 - Work breakdown structure
 - DW/BI development step activities
- ◇ Weekly milestones
 - State of the project
 - Project partitioning
- ◇ Parallel development tracks and assignments
 - Parallel development activities
 - Roles and responsibilities
- ◇ Daily management of project (micro)
- ◇ Weekly reporting to management (macro)
- ◇ Planning the next software release

Business Intelligence program management

- ◇ Implementation Roadmap
- ◇ Project vs. Program
- ◇ Core competencies
 - Enterprise infrastructure management
 - Enterprise information management
 - Enterprise meta-data management
- ◇ BI application portfolio management
- ◇ BI steering committee
- ◇ BI program manager
- ◇ TDWI BI maturity model

Testimonials

“ Larissa provides a practical, no non-sense approach to agile development for Data Warehouse and Business Intelligence projects. She has years of industry experience and willingly shares the lessons learned and techniques developed over that time. Extreme Scoping is easy to understand and implement. Larissa explains why to go agile and how to do it through a mythology that makes sense. And Larissa's sense of humour makes learning from her fun as well as informative! ”

Kasi Anderson

Blue Cross Blue Shield of Minnesota

“ Larissa Moss is a teacher at heart. She thrives on helping others learn the skills needed to perform at the highest level. Her unique combination of high-energy presentation and pragmatic experience makes learning a pleasure and every class a growth opportunity. Larissa's Extreme Scoping approach to agile BI is practical and proven in real-world projects. Throughout my tenure as TDWI's education director I knew that I could always count on Larissa to bring energy, enthusiasm, and new ideas to our conferences. Today she brings the same kind of leadership to the BI community as a whole ”

Dave Wells, former director of education of TDWI (The Data Warehousing Institute,

Extreme Scoping™: An Agile Approach to Enterprise Data Warehousing and Business Intelligence

DATE: 14TH-15TH NOVEMBER 2011

VENUE: FOUR SEASONS HOTEL, SINGAPORE

Delegates

Name _____
 Job Title _____
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 E-Mail _____

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 E-Mail _____

Organization

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Authorization (This form is invalid without a signature)

Name _____
 Job Title _____
 Signature _____
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Registration Form

Please complete this form immediately and fax back to:
Fax: +603 7880-6755

Contact Us

Name: Behlul Shaljani
Tel: + 603 – 7880-9894 **Fax:** + 603 - 7880-6755
Email: behlul@kbase.com | **Website:** www.kbase.com

Payment Details

Payment is required within 5 days upon receipt of the invoice.

i. Bank transfer: Knowledge Discovery (M) Sdn Bhd

Bank: **Al-Rajhi Bank Subang Jaya Branch**
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Swift Code: **RJHIMYKL**
 All payments must be received prior to the event date

Credit Card: VISA Mastercard (Please Circle)

Name on the Card: _____

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Card Verification Code: _____

(Last 3 numbers below the magnetic bar at the back of the Card)

Expiry date: _____

Signature: _____

NOTE: Please send a copy (front & back) of your credit card as well

Confirmation details

Joining details confirming your participation will be sent, once a registration has been received. After receiving payment a receipt will be issued. For hotel bookings please contact Mr. Behlul @+603 7880-0755 and quote K-Base' event to take advantage of the corporate rate

Event Venue

Hotel Name: Four Seasons Hotel, Singapore
Hotel Address: 190 Orchard Boulevard, Singapore
Tel No: +65 6734 1110

For hotel accommodation reservations, please contact the hotel directly. Please note that hotel rooms are available on a first come first serve basis.

Cancellations/Substitutions

Substitutions are welcome at any time. Please notify us at least 2 working days prior to the event. All cancellations will carry a 10% cancellation fee, once a registration form is received. All cancellations must be in writing by fax or e-mail at least 7 working days before the event date. Cancellations with less than 7 working days prior to the event date carry a 100% liability. However, course materials will still be couriered to you.

| Workshop | Regular Fee per delegate | Silver Offer (5% Off - Book & Pay before MERDEKA) | Group Fees (3 delegates or above) |
|--|--------------------------|--|--------------------------------------|
| Extreme Scoping™: - An Agile Approach to Enterprise DW & BI | SGD 2,995 | SGD 2,845 | SGD 2,695 |

GOLD OFFER: (5% off + 1 free copy of Larissa's book - Book & Pay before 31 Aug) = SGD 2,845