



Information Management Foundations



Online Education • Certification • Enterprise Solutions

- Information Management Fundamentals
- Fundamentals of Data Modeling & Metadata Management
- Data Quality Fundamentals
- Data Governance Fundamentals
- Data Integration Fundamentals & Best Practices
- Data Warehousing Fundamentals
- MDM Fundamentals and Best Practice
- Fundamentals of Business Intelligence
- Fundamentals of Predictive Analytics
- Big Data Fundamentals



TABLE OF CONTENTS

➤ OVERVIEW	2
➤ CURRICULA AT-A-GLANCE	3
➤ CERTIFICATION PROGRAMS	4
➤ EDUCATION PROGRAMS	5
➤ ENTERPRISE SOLUTIONS	6-7
➤ COURSE DESCRIPTIONS	8-15
➤ OUR INSTRUCTORS	17-18
➤ OUR CUSTOMERS	19
➤ CONTACT US	20
➤ PRICE LIST	21
➤ ABOUT ELEARNINGCURVE	21

Information Management is a broad and diverse field that encompasses many different disciplines and practices. Effective information management comprises a continuum of people, process, and technical dimensions that range from data collection to decision-making. Considering information in all of its forms from raw data to business analytics, information management practices address architecture, governance, quality, modeling, integration, transformation, visualization, and much more.

Our Information Management Foundations curriculum includes 10 online courses from world leading experts: Andy Hayler, Theresa Kushner, Arkady Maydanchik, Mark Peco, Eric Siegel, Maria Villar, and Dave Wells. Our robust Certified Information Management Professional (CIMP) program builds upon education to certify knowledge and understanding of data quality. Finally, eLearningCurve's Enterprise Program is a flexible, scalable, cost-effective solution for teams and enterprises.

WHAT OUR CUSTOMERS ARE SAYING

"I learned so much out of the courses that I wanted to continue my learning."

I liked CIMP certification a lot. By taking courses I did realize that our approach of data integration was wrong, we did not have the right priorities setup at the beginning and mainly because no one ever thought about data quality and data integration.

I learned so much out of the courses that I wanted to continue my learning even beyond the basic requirement of my current job. I learned a good deal about data management, data quality, foresight needed to embark on data projects and how to integrate business and IT. I am still learning and will continue to learn in this area as this is an upcoming area and more and more companies will be starting their data quality initiative in near future as and when they learn about the sorry state of their data.

Jagmeet Singh, CIMP Ex - Data Modeling & Metadata Management, Data Quality, Data Governance, IM Foundations, MDM USA

CURRICULA AT-A-GLANCE

Full course descriptions begin on page 8.

Information Management Fundamentals

Instructor: Dave Wells

Information Management is a broad and diverse field that encompasses 14 distinct disciplines. Even seasoned IM professionals don't typically have knowledge of and experience in all of the disciplines. This 5.5-hour course provides a high-level view across the entire scope of information management.

Fundamentals of Data Modeling and Metadata Management

Instructors: Arkady Maydanchik and Dave Wells

This 3-hour course provides foundation knowledge about the most commonly used data modeling techniques: entity-relationship modeling and dimensional modeling. A similar foundation is built for metadata management with attention to common metadata purposes and metadata discovery methods.

Data Quality Fundamentals

Instructor: Dave Wells

Data quality is a large and complex field with many dimensions. This 4-hour course provides an overview of the field of data quality with the goal of building strong foundational knowledge, including terminology, concepts, principles, processes, and practices.

Data Governance Fundamentals

Instructors: Theresa Kushner & Maria C. Villar

This 4-hour course provides an overview of the disciplines of governing data, covers the essential components of an enterprise-wide program, and outlines a roadmap to execute a successful data governance program. An extensive case study illustrates data governance concepts, principles, and practices.

Big Data Fundamentals

Instructor: William McKnight and Jake Dolezal

In this 3.5-hour course you will learn the path that big data is on, the obstacles, and the way forward. Learn the players in the technology landscape, the ideal workloads for big data in enterprises, and where big data adds value to an existing enterprise information strategy.

MDM Fundamentals and Best Practice

Instructor: Andy Hayler

This 4-hour course builds upon experiences of those who have implemented MDM. You will learn what MDM is all about - the terminology used, different styles and architectures of MDM, and the best (and worst) practices for MDM programs.

Data Warehousing Fundamentals

Instructor: Mark Peco

This 5-hour course presents a holistic view of data warehousing components, concepts, and definitions. From a systems-thinking perspective, you'll see a framework that describes the building blocks and their interactions to generate real and measurable business value.

Fundamentals of Business Intelligence

Instructor: Andy Hayler

In this 5-hour course you will learn basic terminology, concepts, purpose and capabilities of BI, get introduced to the common challenges and risks encountered in BI implementations, and understand the role of people, information, technology and business objectives in BI success.

Fundamentals of Predictive Analytics

Instructor: Eric Siegel

By learning from your abundant historical data, predictive analytics delivers something beyond standard business reports and sales forecasts: actionable predictions for each customer. This 5-hour online course goes from fundamentals and best practices to hands-on discussion of predictive analytics models and their applications.

Data Integration Fundamentals & Best Practices

Instructor: Dave Wells

This 5-hour course discusses architectures, requirements, methods, roles and activities of data integration that can be applied to achieve successful data integration projects for a variety of applications and circumstances.



CIMP: Demonstrate Mastery. Achieve Success.

Certification is an important tool for job seekers and for employers seeking to hire the most qualified people. eLearningCurve offers a robust certification program, Certified Information Management Professional (CIMP) that builds upon education to certify knowledge and understanding of information management.

The CIMP – Information Management Foundations designation makes a clear statement that you have learned from the industry leaders and have demonstrated thorough understanding of information management foundations by passing several challenging exams.

For the true experts and standard bearers in the industry we offer the second level of CIMP certification - **CIMP Ex**. To earn the CIMP Ex designation you must demonstrate a combination of great **Expertise**, **Experience**, and **Excellence**.

WHAT SETS CIMP APART?

Rigorous exam system: We go beyond the basics. Rather than testing for knowledge that any industry professional should know, CIMP exams test an in-depth knowledge, comprehensive understanding, and ability to apply various concepts to a problem. You can be proud of your achievement of the CIMP designation, and hiring managers can be sure they are getting a highly knowledgeable employee.

Education to support certification: We believe that the best way to ensure success is to combine meaningful industry experience with thorough academic study. To that end, CIMP exams are aligned with our courses, developed and taught by top industry educators and professionals.

Designed with busy, working professionals in mind: No time-consuming or costly travel is required to complete coursework or to take your CIMP examinations. All courses and exams are available online. All that's required of candidates is an internet connection and the desire to demonstrate mastery of data governance topics and achieve success.

HOW DO I ENROLL?

The most convenient and cost-efficient method to enroll in the CIMP program is with one of our Education Packages (see page 5 for details). Each package includes all courses and exams necessary to earn CIMP or CIMP Ex. Alternatively, you can enroll in courses one at a time.



For more information about CIMP, including customer stories on the Web visit <http://ecm.elearningcurve.com>.

EDUCATION PROGRAMS



Education Program packages allow you to purchase bundles of online information management courses at a significant discount. Whether you are looking for a comprehensive information management education covering all relevant topics, or want to focus on a specific topic or job role, there is a program for you.

CIMP Information Management Foundations Package offers education in fundamentals of various information management disciplines capped off with the Certified Information Management Professional (CIMP) designation in the IM Foundations track. The CIMP credential makes a clear statement that you have learned from the industry leaders and have demonstrated understanding of information management foundations by passing several challenging exams. The program includes five courses chosen from our IM Foundations curriculum. Students, their managers, or program sponsors may pick different course combinations that are most suitable to individual student's roles and needs.

CIMP Ex Information Management Foundations Program ensures thorough understanding of Information Management expected from a true expert. The program includes all eight online training courses from our IM Foundations curriculum. Upon completion of the program you will meet the academic requirements of the highest level of CIMP – CIMP Ex.

We recognize that everyone's needs are unique. If you cannot find a program for you, simply e-mail support@elearningcurve.com and tell us what you are looking for and we will tailor the program for your needs.

ENTERPRISE SOLUTIONS



Today more than ever companies are watching expenses and looking for ways to streamline processes, make training convenient, and create a consistent, scalable learning environment.

eLearningCurve Enterprise is a flexible, convenient, and cost-effective way to train your employees and ensure that all team members have access to the information management foundations training they need when they need it. Whether your team or department work in the same office, or are on the other side of the world from each other, you can train them on time and on budget with eLearningCurve Enterprise.

Why eLearningCurve Enterprise?

- Comprehensive educational solution from a single provider
- Employees can take the courses they need when they need them
- Ensure all team members are trained to the same high standard
- Train employees no matter what their geographic location
- Employ a fully scalable education solution
- Minimize disruption to the business
- Maximize your employee training ROI
- Achieve 100% information comprehension
- Get "live" time with our instructors
- Stretch your training budget
- Get solutions for your specific needs

When you become an Enterprise customer we:

- Work with you to develop educational programs for different roles, positions, teams, departments
- Manage and track enrollment of all students in online classes and CIMP exams
- Track and report educational progress for each student
- Work with you to meet any specific educational needs, including:
 - Organize question and answer meetings (via Webinar) with course instructors for groups of students who complete online courses
 - Organize onsite sessions when appropriate, often for senior management.
 - Prioritize new course development, or customize existing courses, per customer needs
 - Create custom instances of our Learning Management System to reflect customer branding
 - Mount our online courses on the customer's Learning Management System

eLearningCurve Enterprise Benefits

PARTNERSHIP: *Comprehensive educational solution from a single provider.*

eLearningCurve will be your educational "partner-for-life" providing all employees with continuous information management education they need over the course of their careers. You can be sure that all employees, including new hires and transfers, come up to speed quickly and learn from a common state-of-the-art set of courses.

FLEXIBILITY: *Employees can take the courses they need when they need them.*

Educational needs vary from employee to employee and project to project. eLearningCurve's flexible program allows your employees to take the courses they need when they need them to best suit their role, projects, backgrounds or interests.

CONSISTENCY: *Ensure all team members are trained to the same high standard.* Train your existing team, and set up courses for new hires and transfers. Consider CIMP exams to verify that your employees utilize the same methodology, techniques, and terminology.

SCALABILITY: *Select an Education Partner who truly understands scalability.*

eLearningCurve Enterprise is 100% scalable. Roll out to a few employees, or your entire organization. If your team or department grows, it's no problem. Our solution can quickly and effortlessly accommodate groups of all sizes, even if they are geographically dispersed.

BREADTH: *Acquire comprehensive education and certification.*

We offer more than just a collection of courses, we offer information management education. Whether its data quality, data governance, MDM or another information management discipline or function we have you covered with a comprehensive set of courses, exams, and certification programs designed to impart knowledge, test understanding, and validate learning.

LOCATION: *Train employees no matter what their geographic location.*

Overcome geographical barriers to training. With eLearningCurve Enterprise you can train your entire team whether they are in the same office, or on the opposite sides of the world. Everyone can access our online courses from any place at any time.

LOGISTICS: *Minimize disruption to the business.*

It's not realistic for an entire department to take time off en masse for training. eLearningCurve's online format allows employees to study from their office or home, allocate full training days, or study an hour a day during lunch breaks.

ROI: *Maximize your employee training ROI.*

No need to worry about paying for flights, hotels and other travel expenses. 100% of what you spend goes towards learning, thus achieving top quality education at a fraction of the cost of in-person training.

RESULTS: *Achieve 100% information comprehension.*

Learn from top industry experts in data quality, data governance, master data management, data modeling, data warehousing, and business intelligence. Study at your own pace, listen to the material many times, and test your knowledge through CIMP certification exams.

SAVINGS: *Stretch your training budget.*

We offer various pricing options including volume discounts, pay-as-you-go model with increasing discounts, and other alternatives. We try to understand your needs and budget constraints, and meet them in the best way possible.

"LIVE" INTERACTION: *Spend time with our instructors.*

Arrange "live" Webinar sessions with the leading experts, practitioners, and educators, or purchase online/onsite training combination packages and get access to our education both online and "live" on-site.

CUSTOMIZATION: *Get solutions for your specific needs.*

Our Learning Management System can be customized to reflect your company's branding or we can mount our courses on your corporate LMS.

COURSE DESCRIPTIONS

Information Management Fundamentals

Instructor: Dave Wells

Duration: 5 hours, 20 minutes

Information Management (IM) is a broad and diverse field that encompasses fourteen distinct disciplines. The abundance of disciplines and the dependencies among them make IM a complex field but one that is rich with opportunities. To understand the full scope of information management you need to know something about topics that range from data modeling to predictive analytics. For those who are just starting and IM career the scope and complexity can be somewhat daunting. Even seasoned IM professionals don't typically have knowledge of and experience in all of the disciplines.

This online training course provides a high-level view across the entire scope of information management: What are the disciplines and how do they fit together.

You will learn to:

- The broad scope of information management including fourteen disciplines
- The dependencies that exist among information management disciplines
- The “what, why, and who” for each of the IM disciplines
- The people, process and technology factors of each IM discipline
- Several roles and opportunities for IM professionals

This course is well suited to anyone who:

- Is interested to learn the basics of information management
- Works in a specific area of information management and needs to learn about related IM disciplines and practices
- Is preparing for in-depth study in one or more areas of IM
- Needs to understand IM to be more effective in business or IT management

Course Outline

About the Course (8 min)

Information Management Overview (25 min)

- Information Management Defined
- The Scope of Information Management

Data Modeling and Metadata Management (63 min)

- Understanding the Data
- Data Modeling
- Metadata Management

Content Management and Enterprise Information Management (59 min)

- Information Supply and Demand
- Content Management
- Enterprise Information Management

Data Quality and Data Governance (57 min)

- Data Utility
- Data Quality
- Data Governance

Data Integration, Data Warehousing, and MDM (60 min)

- Data Resource Consolidation
- Data Integration
- Data Warehousing
- Master Data Management

Business Intelligence, Business Analytics, and Performance Management (34 min)

- Applied Information
- Business Intelligence
- Business Analytics
- Performance Management

Data Mining and Predictive Analytics (14 min)

- Discovery and Inference
- Data Mining and Predictive Analytics
- Information Management Professionals

“Very interesting and informative.”
— Khuloud Hajjiri, Jordan

Fundamentals of Data Modeling and Metadata Management

Instructor: Dave Wells and Arkady Maydanchik
Duration: 3 hours

Every information management professional needs to have some basic knowledge of data modeling and metadata management. You can't manage information effectively without understanding the data meaning, constraints and relationships, and these disciplines provide the essential tools to collect, record, and organize such knowledge.

This online training course is designed to provide foundation knowledge about the most commonly used data modeling techniques: entity-relationship modeling and dimensional data modeling. A similar foundation is built for metadata management with attention to common metadata purposes - classification, description, guidance, and control - as well as metadata discovery methods including applied data profiling.

You will learn:

- The core elements of describing data: meaning, constraints, and relationships
- Common metadata processes, practices, and standards
- The role and application of data profiling in metadata management
- The basics of entity-relationship data modeling
- The basics of dimensional data modeling

This course is geared towards:

- Aspiring data modelers who need to start with the basics
- Data and database analysts and designers
- Data stewards
- Data governance participants and practitioners
- Data quality professionals
- Anyone with a role in information management that includes need to understand the data

Course Outline

About the Course (8 min)

Understanding Data (15 min)

- Views of Data
- Projects Flow
- Describing the Data Meaning
- Describing the Data Constraints
- Describing the Data Relationships
- Describing the Data

Metadata Management (43 min)

- Metadata Defined
- Metadata Purposes
- Metadata Classification
- Metadata Management Processes
- Metadata Organizations
- Metadata Skills and Competencies
- Metadata Architecture
- Metadata Standards
- Metadata Tools and Technologies

Data Modeling (69 min)

- Data Modeling Defined
- Data Modeling Purpose
- Data Modeling and People
- Data Modeling Processes
- Entity-Relationship Modeling
- Supplemental Models/Additional E-R Concepts
- Dimensional Data Modeling

Data Profiling (42 min)

- What is Data Profiling
- Myth and Reality of Data Profiling
- Profiling Techniques
- Profiling Challenges
- Role of Profiling
- People and Technology

“I am *extremely* impressed with both the presentation and content. While the speaking-pace is rather quick, I can always pause and repeat the information.”
—Philip Perucci, USA

Data Quality Fundamentals

Instructor: Dave Wells

Duration: 4 hours

Data quality is a large and complex field with many dimensions. Every data quality practitioner needs a foundation of concepts, principles, and terminology that are common in quality management. Building upon that foundation, they need to understand how quality management concepts and principles are applied to data, as well as the language and terminology that specifically apply to data quality.

This online training course provides an overview of the field of data quality with the goal of building strong foundational knowledge.

You will learn:

- Basic concepts, principles, and practices of quality management
- General quality management terminology
- Data-specific quality management terminology
- How quality management principles are applied to data

This course is geared towards:

- Those getting started in the data quality field
- Individuals preparing for in-depth study of data quality and needs to start with the basics
- People who work with data quality professionals and needs to understand what they do
- Those who need to "speak the data quality language"

Course Outline

About the Course (5 min)

Quality Basics (30 min)

- Quality Basics
- Quality Defined
- Quality and Defects
- Quality Economics

Quality Management (93 min)

- Quality Management Practices
- Quality Management Gurus
- Quality Management Methodologies
- Related Disciplines
- Measurement and Standards

Data Quality Basics (45 min)

- Data Quality Defined
- Data and Purpose
- Dimensions of Data Quality

Data Quality Management (74 min)

- Data Quality Processes
- Data Quality Techniques
- Data Quality Tools and Technology
- Data Quality Projects
- Building-In Data Quality
- Data Quality Organizations

“Clear, well-structured and extremely useful.”

—Tatyana Loctionova, Russia

“I really enjoyed this course... I thought the material was of excellent depth and breadth.”

—Kari Jones, New Zealand.

Data Governance Fundamentals

Instructors: Theresa Kushner & Maria C. Villar
Duration: 4 hours

Data governance is an emerging, cross-functional management program that treats data as an enterprise asset. It includes the collection of policies, standards, processes, people, and technology essential to managing critical data to a set of goals.

Data governance also includes the oversight necessary to ensure compliance and to manage risk. A data governance program can be tailored to match an organization's culture, information maturity, priorities, and sponsorship.

This online training course provides an overview of the disciplines of governing data, covers the essential components of an enterprise-wide program, and outlines a roadmap to execute a successful data governance program. In addition to the extensive overview, the course makes data governance real and tangible by illustrating the concepts, principles, and practices using a case study of data governance in a customer intelligence initiative.

You will learn:

- What data should be governed
- Why data governance is important
- Basic concepts, principles, and practices of a data governance program
- Where and how to start a data governance program
- People and tools that enable a data governance program
- Techniques to measure success of a data governance program
- Governance of big data and cloud applications

This course is geared towards:

- Individuals who implement a data governance program
- Individuals who participate in a data governance program
- Business data stewards
- Information professionals who want to learn about this emerging area

Course Outline

About the Course (7 min)

Introduction to Data Governance (33 min)

- Data Governance 101
- Why Govern Data?
- What Data Should Be Governed?
- Business Drivers for Data Governance

Implementation Fundamentals (78 min)

- Selecting Data and Setting Goals
- Standards, Policies, Processes, People, and Technology
- Managing and Measuring Data Governance

Case Study (63 min)

Data Governance of Emerging Solutions (65 min)

- Big Data
- Cloud Applications

“The course is great and it added an important value to my experience and expertise. Thank You.”

—Rachel Salamani, UAE

“I loved it. The pronunciation was more than excellent.”

**—Juana Janett Alvarez
Corona, Mexico**

MDM Fundamentals and Best Practice

Instructor: Andy Hayler

Duration: 3 hours and 45 minutes

Master Data Management (MDM) needs arise from many different causes - mergers and acquisitions, poor data management practices of the past, legacy systems, ERP and packaged application inconsistencies, and more. MDM is complex and challenging, but it pays great dividends when done well.

The unique challenges of an MDM program are often not apparent even to seasoned data management professionals. The complexities of managing identities, managing hierarchies, and resolving conflicts among disparate data sources make MDM an ambitious undertaking. Add to these complexities the multi-faceted nature of MDM - with human, organizational, architectural, and technological implications - and it becomes clear that knowledge is an essential component of MDM success.

This online training course builds upon experiences of those who have implemented MDM. You will learn the terminology used, the different styles and architectures of MDM, and the best (and worst) practices for MDM programs.

You will learn:

- The concepts and terminology of MDM
- The architectural options for MDM implementation
- The elements and activities of building an MDM business case
- Best (and worst) practices for MDM
- The important role of related disciplines such as data governance and data quality

This course is geared towards:

- All individuals who are planning for or actively involved in an MDM program of work

Course Outline

About the Course (6 min)

Introduction (38 min)

- What is Master Data Management?
- What Is Master Data?
- Sources of Master Data
- Poor Master Data Consequences
- Why is Master Data Management So Difficult?
- Types of Master Data Managed

Best Practice (75 min)

- The Business Case for MDM
- MDM in Action
- MDM Potholes
- Best Practices Review

Architecture and Technology (94 min)

- MDM Architectures
- Data Governance
- Data Quality

Conclusions (16 min)

“The MDM Fundamentals & Best Practice course is an excellent introduction course to MDM. It provides a good overview of what to expect when embarking into a MDM project, including the vendor selection, data governance and data quality aspect of MDM.”

— Nicole Carriere, Canada

Data Warehousing Fundamentals

Instructor: Mark Peco

Duration: 5 hours, 30 minutes

The primary purpose of data warehousing is to put raw data into an "analyzable state" and deliver data and information that is useful, relevant and accessible. Though data warehousing is a mature discipline, it continues to develop driven by new perspectives, innovative ideas, evolving technology and competitive business pressures.

There are many concepts and components to be understood, integrated, and collectively implemented for data warehousing success. Many organizations fail to understand and embrace the full breadth of these components – how they interact and how they change over time. Lack of understanding brings confusion, misalignment, and failure to realize full value from data warehousing investments.

This online training course presents a holistic view of data warehousing components, concepts, and definitions

You will learn:

- Data Warehousing concepts and terminology
- The purpose and capabilities of successful Data Warehousing and its roles in creating business value
- Roles and essential components of five critical sub-systems.
- How the sub-systems interact to constitute a complete and cohesive Data Warehousing system
- The common challenges and risks inherent in Data Warehousing

This course is geared towards:

- DW teams who need to build a common foundation of concepts and terminology
- DW program & project managers
- Data warehouse architects
- Data warehouse designers and developers
- DW maintenance and support specialists
- Business and Data SMEs with data warehousing project roles and responsibilities
- Data Management Analysts
- Anyone who is new to data warehousing
- Anyone with an interest in understanding the capabilities, opportunities and challenges of data warehousing

Course Outline

About the Course (8 min)

Introduction to Data Warehousing (67 min)

- Fundamental Ideas
- Architecture Considerations
- Systems View of Data Warehousing
- Data Warehousing System Review

Data Acquisition and Refinement (62 min)

- Exploration & Discovery System
- Refining & Integration System
- Transportation System

Data Provisioning and Retention (45 min)

- Storage & Packaging System
- Technology System
- Inventory System

Information Delivery and Consumption (35 min)

- Usage System
- Delivery System
- Content Quality System

Building and Development (58 min)

- Participation System
- Construction System
- Asset & Process Quality System

Leadership and Control (34 min)

- Stakeholder System
- Governance System

Putting the Pieces Together (24 min)

- Perspective & Alignment
- Data Warehousing System
- Course Summary

“It was a very interesting course, what we were looking for...helpful.”

– Daniel Vigil, El Salvador

“Excellent material.”

– Sule Alp

Fundamentals of Business Intelligence

Instructor: Mark Peco

Duration: 5 hours

The term Business Intelligence is not well understood in the industry and is used inconsistently by many IT and business professionals alike. Although the term was defined in the mid 1990's, the meaning of Business Intelligence continues to evolve as practitioners learn more about its capabilities and challenges.

This online training course introduces a “holistic” view of Business Intelligence and presents it as a complex system composed of many sub-systems that must be aligned and work together to produce the desired business results. The real success of BI within an organization can only be achieved if a holistic understanding is developed that shapes how the various components are designed and implemented.

You will learn:

- Business Intelligence concepts and terminology
- The purpose and capabilities of successful Business Intelligence and how value is actually generated within organizations
- How people, information, technology and business objectives are all critical components of BI success
- The common challenges and risks encountered in BI implementations
- How to utilize Systems Thinking concepts to describe Business Intelligence holistically and how it depends on the integration of many different types of components that must work together

This course is geared towards:

- Business Managers and Executives
- Technology Managers and Executives
- Business Analysts
- Business Measurement and Performance Analysts
- IT Analysts and Developers
- Data Management Analysts
- Technology and Business Architects
- BI Program Managers and Team Members
- Anyone with an interest in understanding the capabilities, opportunities and challenges offered by Business Intelligence

Course Outline

About the Course (9 min)

Introductory Concepts (73 min)

- Definitions
- System
- Architecture
- Systems View of Business Intelligence

Generating Business Value (52 min)

- Introduction
- The Business System
- The Decision Making System
- The Participation System
- The Work Execution System

Monitoring and Learning (96 min)

- Introduction
- The Information System
- The Measurement System
- The Analytics System
- The Technology System

Leadership and Control (29 min)

- Introduction
- The Stakeholder System
- The Governance System

Putting the Pieces Together (34 min)

- The Business Intelligence System
- Summary

“It really got me thinking about the 40,000 foot view of how BI needs to be considered where I work. I was likely going to make the #1 mistake of focusing in on the technology, skills, and capabilities before making the business case properly. This course helped me reframe my approach.”

— Sean Keesler, USA

Fundamentals of Predictive Analytics

Instructor: Eric Siegel

Duration: 5 hours

Business metrics do a great job summarizing the past. But if you want to predict how customers will respond in the future, there is one place to turn -- predictive analytics. By learning from your abundant historical data, predictive analytics delivers something beyond standard business reports and sales forecasts: actionable predictions for each customer. These predictions encompass all channels, both online and off, foreseeing which customers will buy, click, respond, convert or cancel. If you predict it, you own it.

The customer predictions generated by predictive analytics deliver more relevant content to each customer, improving response rates, click rates, buying behavior, retention and overall profit. For online applications such as e-marketing and customer care recommendations, predictive analytics acts in real-time, dynamically selecting the ad, web content or cross-sell product each visitor is most likely to click on or respond to, according to that visitor's profile.

This online training course goes from fundamentals and best practices to hands-on discussion of predictive analytics models and their applications.

You will learn:

- Applications: Business, marketing and web problems solved with predictive analytics
- The techniques, tips and pointers you need in order to run a successful predictive analytics and data mining initiative
- How to strategically position and tactically deploy predictive analytics and data mining at your company
- How to bridge the prevalent gap between technical understanding and practical use
- How a predictive model works, how it's created and what it looks like
- Evaluation: How well a predictive model works and how much revenue it generates
- Detailed case studies that demonstrate predictive analytics in action and make the concepts concrete
- Two tool demonstrations showing how predictive analytics really works

This course is geared towards:

- Managers. Project leaders, directors, CXOs, vice presidents, investors and decision makers of any kind involved with analytics, direct marketing or online marketing activities.
- Marketers. Personnel running or supporting direct marketing, response modeling, or online marketing who wish to improve response rates and increase campaign ROI for retention, up-sell and cross-sell.
- Technology experts. Analysts, data scientists, BI directors, developers, DBAs, data warehousing professionals, web analysts, and consultants who wish to extend their expertise to predictive analytics.

Course Outline

About the Course (10 min)

Introduction (56 min)

- Introduction to Predictive Analytics
- How It Works?
- Decision Trees
- Response Modeling

Applications and Data Requirements (76 min)

- Applications
- Attrition Modeling Examples
- Data Preparation

Predictive Modeling Methods (68 min)

- More on Decision Trees
- Other Modeling Methods
- Methods Comparison

Management and Deployment (63 min)

- Project Management
- Killer Application: Content Selection
- Case Study: Targeting Ads

Software Demonstrations (24 min)

“Predictive analytics is a deep subject and this course is a very good introduction.”
— Cecilia Izquierdo, Mexico

Data Integration Fundamentals & Best Practices

Instructor: Dave Wells

Duration: 5 hours

Integrated data is at the heart of many business and technical disciplines today. Data warehousing, operational data integration, and master data management focus on integration as a key part of managing data as an asset. Business intelligence, performance management, and business analytics depend on integrated data to meet business requirements for management and decision-making information. Legacy system replacement, ERP implementation, and application integration all have integrated data dependencies. Integration is important, but it is challenging to understand data sources, select and apply integration techniques, and design and deliver integrated databases.

This online training course discusses architectures, requirements, methods, roles and activities of data integration that can be applied to achieve successful data integration projects for a variety of applications and circumstances.

You will learn:

- Fundamental concepts, principles, and terminology of data integration
- Common methods of data integration with attention to techniques, timing, and integration process automation
- How to perform the essential steps of data integration including requirements definition, data capture, data transformation, and data delivery
- Data integration techniques and technologies including ETL, ELT, virtualization, and federation
- Techniques for source-to-target mapping and data transformation
- Roles, purpose, and variations of data integration architecture including architectural constructs for data warehousing, master data management, and operational data integration
- Business and technical roles, responsibilities, knowledge, and skills that are central to data integration projects and processes

This course is geared towards:

- Data integration architects, designers, and developers
- Business intelligence practitioners, project managers, and architects

- Data warehousing practitioners, project managers, and architects
- MDM practitioners, project managers, and architects
- ERP implementers and system integrators
- Business subject experts and data subject experts with roles in data integration projects and processes

Course Outline

About the Course (5min)

Data Integration Concepts (44 min)

- Data Integration Defined
- Data Integration Dependent Programs
- Data Integration Projects

Data Integration Methods (49 min)

- Data Integration Techniques
- Data Integration Frequency
- Data Integration Systems
- Data Integration Challenges
- Data Integration Activities

Understanding Data (61 min)

- Identifying Data Sources
- Profiling Data
- Qualifying Data Sources
- Documenting Data Sources

Integrating Data (78 min)

- Integration Requirements
- Data Capture
- Data Transformation
- Data Delivery

Data Integration Architecture (37 min)

- Architecture Concepts
- Data Warehousing Architecture
- MDM Architecture
- Operational Data Integration Architecture

Roles & Responsibilities (28 min)

- Knowledge and Skills
- Understanding the Data
- Getting the Data
- Transforming the Data
- Delivering the Data
- Using the Data

Big Data Fundamentals

Instructor: William McKnight & Jake Dolezal

Duration: 3.5 hours

Big data has gone mainstream. It reaches well beyond the initial group of Silicon Valley “new economy” tech companies and the new media companies that helped launch the industry. The big data adoption landscape has expanded to include automakers, big finance, big insurance companies, telecommunications, healthcare companies and big retailers. Big data is past the hype phase and adoption is accelerating, but success is not a given and challenges remain.

This informative technical general session is full of the “need to know” for anyone involved in an enterprise data landscape. Learn from experienced enterprise information strategists with real project experience about the path that big data is on, the obstacles along the path, and how to confidently join the big data revolution. Learn the players in the technology landscape and the ideal workloads for big data in enterprises. Learn where big data adds value to an existing enterprise information strategy and how to get the projects started and dropping the “not in production” label.

This 3.5-hour online course addresses the technical community as well as the user community, providing guidance on how to penetrate and benefit the enterprise. This practical session will help you make the most of big data and make the best choices to ensure information remains an unparalleled corporate asset.

You will learn:

- A workable definition of big data so you know it when you see it
- Drivers for big data
- Big data in the enterprise
- The Hadoop framework for analytical big data
- NoSQL and operational big data
- An overall information architecture with big data

This course is geared towards:

- Business and Data Analysts
- BI Architects and BI Developers
- Data Architects
- Data Integrators
- Analytics Developers and Consumers
- Anyone who needs to understand the business and technical implications of Big Data

Course Outline

About the Course (8 min)

Big Data Definition (34 mins)

- Big Data Introduction
- Big Data Technology
- Enablers for Big Data

Big Data Drivers (28 mins)

- Value Density of Data
- Before Data was Big...
- Once Big Data Grew, Value was Realized
- Data is too Valuable to Discard
- Data is too Valuable to Ignore
- Focus Before Big Data
- Focus After Big Data
- Performance/Workload Optimization
- Cost of Storage
- Other Cost Drivers
- Analytic Need
- Implication for IT Skills

Big Data in the Enterprise (21 mins)

- The Great Database Thaw
- Data Access in the Modern Enterprise
- Marz’s Lambda Architecture
- Row vs. Columnar Stores
- In-Memory
- Big Data & Analytics
- Leveraging Hadoop for Analytics

Hadoop Ecosystem (40 mins)

- Hadoop Overview
- Hadoop Distributions
- Hadoop Framework

NoSQL (31 mins)

- NoSQL “Schemaless” Data Modeling
- NoSQL Heartburn
- Key-Value Stores
- Document Oriented Database
- Graph Oriented Database
- Stream Processing Engines
- NewSQL

Enterprise Architecture with Big Data (45 mins)

- Modern Components of Information Architecture
- ETL with Big Data Systems
- Analytic Patterns with Hadoop
- Where Do We go from Here?

OUR INSTRUCTORS

Jake Dolezal

Jake Dolezal has over 16-years' experience in the Information Management field with expertise in business intelligence, analytics, data warehousing, statistics, data modeling and integration, data visualization, master data management, and data quality. Jake has experience across a broad array of industries, including: healthcare, education, government, manufacturing, engineering, hospitality and gaming. He is also the author of the book *I Survived Stats: A Less Frustrating Approach to Help Students Survive and Pass a Statistics Course* (forthcoming).

Andy Hayler

Andy Hayler is one of the world's foremost experts on master data management. Andy founded Kalido, which under his leadership was the fastest growing business intelligence vendor in the world in 2001. Andy was the only European named in Red Herring's "Top 10 Innovators of 2002". Kalido was a pioneer in modern data warehousing and master data management. He is now founder and CEO of The Information Difference, a boutique analyst and market research firm, advising corporations, venture capital firms and software companies. He is a regular keynote speaker at international conferences on master data management, data governance and data quality.

Theresa Kushner

Theresa Kushner is presently the Vice President of Enterprise Information Management for VMware, Palo Alto. She joined in October 2012 to help the fast growing software company develop a firm data foundation on which to build their future business. Before joining VMware she was the Director of Customer Intelligence within the Strategic Marketing organization of Cisco Systems.

Arkady Maydanchik

For more than 20 years, Arkady Maydanchik has been a recognized leader and innovator in the fields of data quality and information integration. As a practitioner, author and educator he has been involved in some of the most challenging projects industry has seen. These projects were often the result of major corporate mergers and the need to consolidate and integrate databases of enormous variety and complexity. Arkady's client list includes such household names as Dun & Bradstreet, Hewitt Associates, Kimberly Clark, Raytheon, Sprint, Verizon, and Xerox.

William McKnight

William is president of McKnight Consulting Group, which includes service lines of Master Data Management, IT assessment, Big Data, Columnar Databases, Data Warehousing, and Business Intelligence. He functions as Strategist, Lead Enterprise Information Architect, and Program Manager for sites worldwide.

Mark Peco

Mark Peco is an experienced consultant, educator, practitioner and manager in the fields of Business Intelligence and Process Improvement. He provides vision and leadership to projects operating and creating solutions at the intersection of Business and Technology. Mark is actively involved with clients working in the areas of Strategy Development, Process Improvement, Data Management and Business Intelligence.

Eric Siegel

Eric Siegel, Ph.D., is a seasoned consultant in data mining and analytics, an acclaimed industry instructor, and an award-winning teacher of graduate-level courses in these areas. Dr. Siegel is the acclaimed instructor of an in-person training workshop that served as the basis to form his eLearningCurve online course, "Fundamentals of Predictive Analytics". He has published over 20 papers and articles in data mining research and computer science education and has served on 10 conference program committees.

Maria C. Villar

Maria C. Villar is a leader, consultant and writer in the field of enterprise information management, IT management and software development. She has held senior executive positions in both the technology and financial sector. Maria holds a bachelor in Computer Science and graduate degrees in Management Information Systems and Business Administration. Maria has guest lectured on the topic of IT and information management in leading universities, industry conferences and Fortune 500 companies across the country.

Dave Wells

Dave Wells is a consultant, teacher, and practitioner in the field of information management. He brings to every endeavor a unique and balanced perspective about the relationships of business and technology. This perspective —refined through a career of more than thirty-five years that encompassed both business and technical roles— helps to align business and information technology in the most effective ways. Dave is a frequent contributor to trade publications and is a co-author of the book *BI Strategy: How to Create and Document*. He also speaks at a variety of industry events.

OUR CUSTOMERS

E-LearningCurve has over 2,500 students in 70+ countries around the globe. Our enterprise customers include numerous Fortune 500 and Global 1,000 companies as well as governmental institutions in various countries.



CUSTOMER STORIES

“I would highly recommend this package for anyone who is new to the world of IM.”

The CIMP Ex IM Foundations package has proven to be an excellent introduction to the fundamentals of all areas of information management. The courses are well structured, provide a good depth of knowledge, and are clearly presented by individuals with strong backgrounds in the subjects. Courses are presented in a mix of theory and real world examples which facilitates understanding. The exams accurately reflected the materials presented in each course, in well described and easy to follow questions.

I would highly recommend this package for anyone who is new to the world of IM, who finds themselves involved in projects related to IM, or for any organization who want to introduce the concepts of IM to their employees. The knowledge gained from these courses would be beneficial to anyone who wanted to contribute to an IM program or project.

James Doyle, CIMP Ex - IM Foundations, Canada

“I am now embarking for the second level of CIMP – CIMP Ex...”

Just received my CIMP certification in Data Governance from eLearningCurve. I am now embarking for the second level of CIMP – CIMP Ex, as these courses triggered my learning appetite and will be very useful in my next career path. The fact you can take these classes at anytime from anywhere are very helpful to fit into busy agendas. I would highly recommend eLearningCurve to anyone looking for a greater understanding of the data profession.

Rita Van Gorp, CIMP Ex - IM Foundations, CIMP - Data Governance, Belgium

CONTACT US

Director, Enterprise Solutions: Arkady Maydanchik
arkadym@elearningcurve.com

Director, Marketing: Michelle Johnson
mjohnson@elearningcurve.com

Director, Education: Dave Wells
dwells@infocentric.org

Director, Technology: Varya Belyaevskaya
varka@elearningcurve.com

Customer Support:
support@elearningcurve.com

Phone: 1-630-242-1659

Mailing Address: 305 Midwest Club Parkway, Oak Brook IL, 60523, USA



RESELLERS

Denmark
Right Training

Contact:
Jan Sørensen
+45 31 45 04 99
jms@righttraining.dk

South Africa and sub-Saharan Africa
Master Data

Contact:
Gary Allemann
+27 11 485 4856
gary@masterdata.co.za

IM FOUNDATIONS COURSE PRICING

Education Packages	Price
CIMP Information Management Foundations Package	\$1,995.00
CIMP Ex Information Management Foundations Package	\$2,995.00

Individual Courses

Information Management Fundamentals.....	\$530.00
Fundamentals of Data Modeling & Metadata Mgmt.....	\$295.00
Data Integration Fundamentals & Best Practices.....	\$500.00
Data Quality Fundamentals.....	\$400.00
Data Governance Fundamentals.....	\$410.00
MDM Fundamentals and Best Practice.....	\$380.00
Data Warehousing Fundamentals.....	\$550.00
Fundamentals of Business Intelligence.....	\$560.00
Fundamentals of Predictive Analytics.....	\$500.00
Data Integration Fundamentals.....	\$500.00

Exams

CIMP Exam for each course.....	\$80.00
--------------------------------	---------

Enterprise Discounts

We offer discounts to Enterprise customers who purchase in bulk. Please contact us for more information.

About eLearningCurve

eLearningCurve offers comprehensive online education programs in various disciplines of information management. With eLearningCurve, you can take the courses you need when you need them from any place at any time. Study at your own pace, listen to the material many times, and test your knowledge through online exams to ensure maximum information comprehension and retention.

eLearningCurve also offers two robust certification programs: CIMP & CDS. Certified Information Management Professional (CIMP) builds upon education to certify knowledge and understanding of information management. Certified Data Steward (CDS) is a role-based certification designed for the fast growing data stewardship profession.

Finally, eLearningCurve's Enterprise Program is a flexible, scalable, cost-effective solution for teams and enterprises.