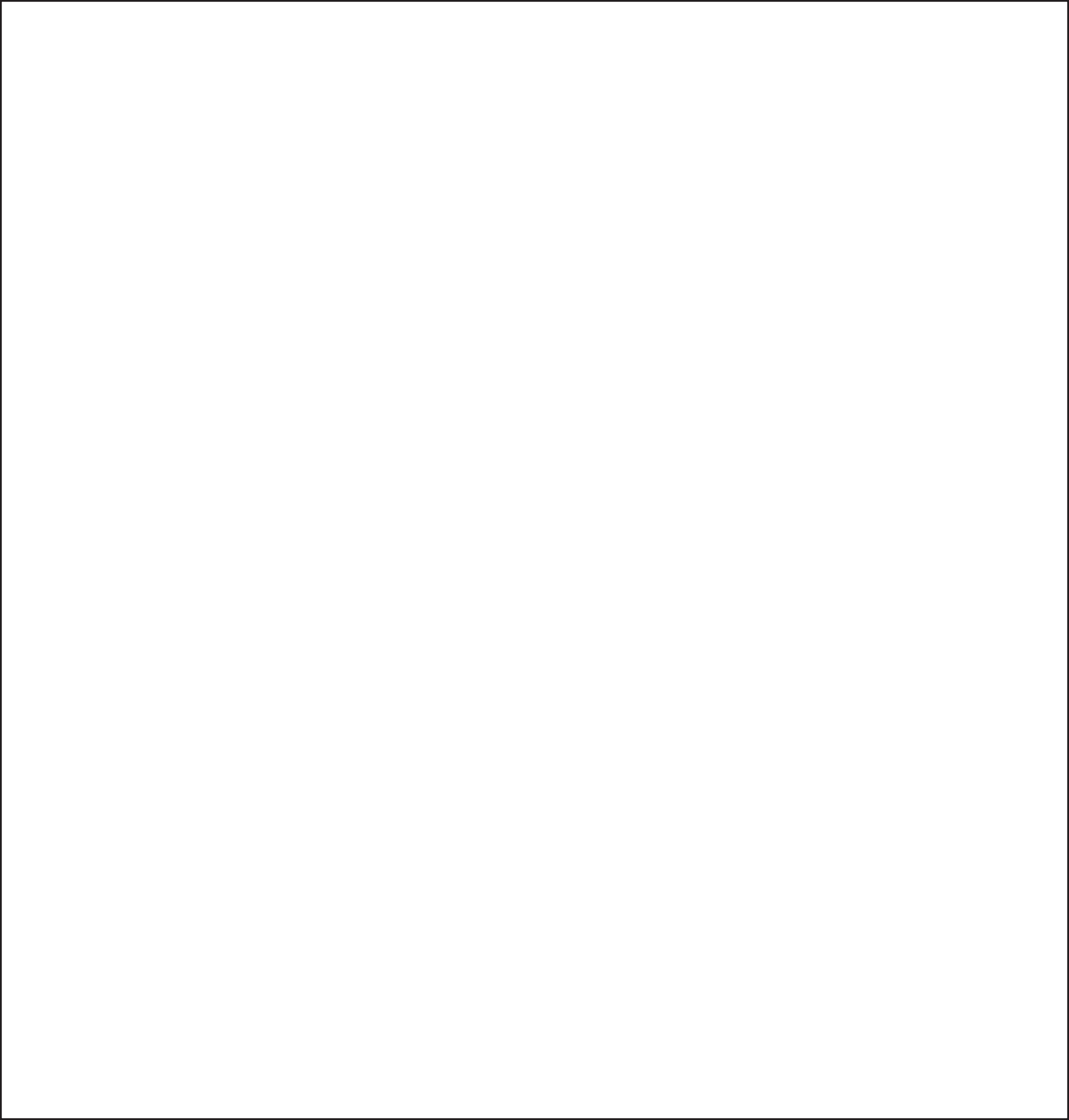


S e m i n a r P r o g r a m

M A R C H - J U N E
T W O T H O U S A N D T E N



TECHNOLOGY
SERVICES
CORPORATION



Technology Transfer is a company specialized in training and in particular in the Information Technology area.

We always believed that training, if aimed at the optimum use of technology to obtain a competitive advantage in Business, is a key strategic element and due to this reason we have been engaged since 1986 in the spreading of the IT culture both in Italy and Europe at the highest level.

Since the beginning we have been convinced that to become an international reference point in the know-how spreading in this sector some fundamental requirements are to be met:

the adequate detections of strategic subjects
the collaboration with the leading world renowned experts
the total independence from vendors

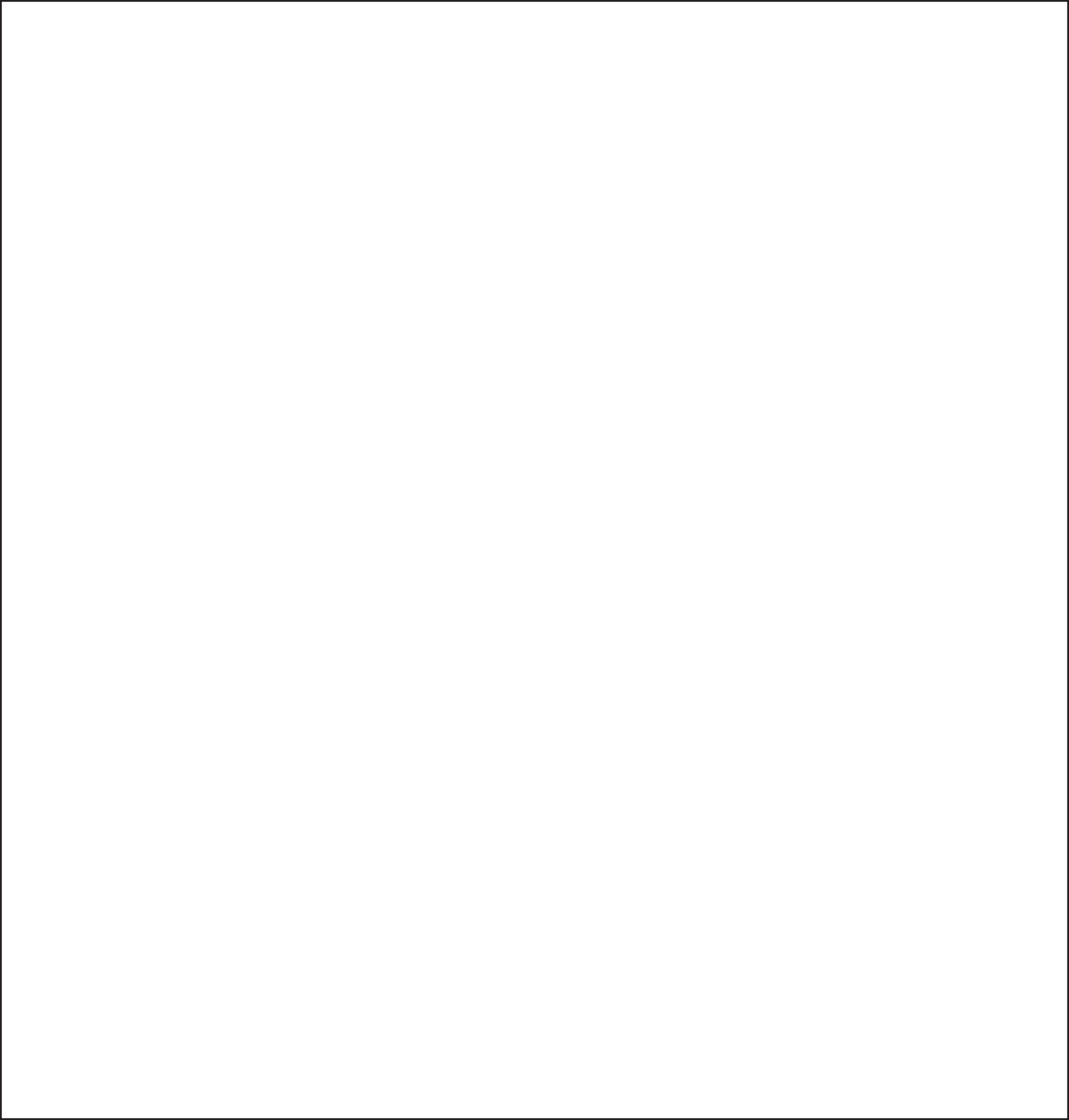
During all these years we have been working with all the world experts who have influenced the IT industry:

- Edgar Codd, the person who invented the relation model
 - Peter Chen, the person who invented empty-relationship model
 - James Martin, the so-called IT 'guru'
 - Ed Yourdon, considered one of the most influential software experts
 - Ralph Kimball, one of the most renowned world experts in the software area
 - Capers Jones, one of the world leading experts of software metrics
 - Larry Constantine, the 'father' of the structured design
 - Thomas McCabe, the software complexity 'father'
 - Chris Date, Database leading expert...
- ...and many others

We are able to precisely measure our efforts: during all these years, thousands of IT professionals of Italian and European companies have chosen us acknowledging we have always provided qualitative, reliable, serious and authoritative services.

TECHNOLOGY TRANSFER: TO INVEST IN KNOW-HOW





Abn Amro Bank	Global Value Services
Accenture	Guccio Gucci
Alenia Aeronautica	Hellenic Bank
Alitalia	Hewlett Packard
Amdahl	Ibm
Banca d'Italia	Illy Caffè
Banca del Gottardo	Intesa Sanpaolo
Banca Nazionale del Lavoro	Kraft
Banco de Portugal	Kuwait Petroleum
Barilla	Mercedes Benz Italia
Bayer Healthcare	New York University
Benetton	Norwegian Telecom
British Aerospace	Pepsiamericas
Bull	Philip Morris Europe
B-Source Sa	Pirelli
Caixa General de Depositos	Polska Telefonica
Cap Gemini Ernst Young	Poste Italiane
Deutsche Bank	Saudi Telecom
Eds	Siemens Informatica
Engineering	Società des Bourses Francais
Eni	Sybase France
Ericsson	Swisscom Mobile
Esso	Telecom Italia
Euler Hermes Siac	Telefonica de Espana
European Commission	Unicredit
European Investment Bank	Union Bank of Estonia
Fao	Union Bank of Finland
Ferrari	United Nations
Generale de Banque	Vodafone Omnitel
Glaxosmithkline	Wind

SOME OF OUR CLIENTS



MARCH-JUNE 2010

SCHEDULE
March-June 2010

TITLE	SPEAKER	LOCATION	DATE	EURO
Enterprise Business Integration	Mike Ferguson	Rome	March 22-23	1200
Using BI, BAM and Event Processing for Business Optimization	Mike Ferguson	Rome	March 24-25	1200
Data Modeling Masterclass	Steve Hoberman	Rome	March 29-30	1200
Information Quality Management	Larry English	Rome	April 7-9	1500
Mastering the Requirements Process	Suzanne Robertson	Rome	April 12-14	1500
BI ² : from Business Intelligence to Enterprise IT Integration	Barry Devlin	Rome	April 15-16	1200
CISSP™ Preparation Class	Clement Dupuis	Rome	April 19-23	2000
SOA: Architecture, Governance, Standards, and Technologies	Max Dolgicer	Rome	April 19-21	1500
Modeling, designing and implementing SOA applications	Max Dolgicer	Rome	April 22-23	1200
Extreme Scoping™: Agile Approach to Data Warehousing and Business Intelligence	Larissa Moss	Rome	April 26-27	1200
Show me the numbers: Designing Tables and Graphs to Enlighten	Stephen Few	Rome	April 28	700
Data Visualization for Discovery and Analysis: Simple Graphing Techniques for Analyzing Quantitative Business Data	Stephen Few	Rome	April 29	700
Dashboard Design for immediate Insight	Stephen Few	Rome	April 30	700
The Corporate Strategy for Information Technology	Chris Potts	Rome	May 3-4	1200
Extreme Project Management Workshop	Rob Thomsett	Rome	May 5-7	1500
Building the Textual Data Warehouse	Bill Inmon	Rome	May 10-11	1200

TITLE	SPEAKER	LOCATION	DATE	EURO
International SOA Conference 2010	Multispeaker	Rome	May 12-14	1600
Enterprise Data Governance and Master Data Management	Mike Ferguson	Rome	May 17-19	1500
Enterprise 2.0	Ed Yourdon	Rome	May 20-21	1200
Business Process Management	Roger Burlton	Rome	May 24-25	1200
Business Process: Modeling, Analysis, and Design	Roger Burlton	Rome	May 26-27	1200
Business Rules and Decisioning Masterclass	Ronald Ross	Rome	May 27-28	1200
Major Web Attacks and How to Defeat Them	Ken van Wyk	Rome	June 7-9	1500
Optimizing Enterprise Data Warehouse Design Utilizing Dimensional Normal Form	Michael Schmitz	Rome	June 7-9	1500
ETL for the Data Warehouse: a Template-Driven approach	Michael Schmitz	Rome	June 10-11	1200
Enterprise Architecture	John Zachman	Rome	June 14-15	1200
Innovative Software Testing Approaches	Randy Rice	Rome	June 14-15	1200
Software Test Automation	Randy Rice	Rome	June 16-17	1200
Designing Web 2.0 Applications	Jim Hobart	Rome	June 16-18	1500
Managing High Risk Projects: a Software Process Improvement Workshop	Gary Gack	Rome	June 21-22	1200
Guiding SOA evolution through Governance: from SOA 101 to Virtualization to Cloud Computing	Gerhard Bayer	Rome	June 23-25	1500
International Data Warehousing and Business Intelligence Summit 2010	Multispeaker	Rome	June 23-25	1600

SCHEDULE
March-June 2010

ENTERPRISE BUSINESS INTEGRATION

In today's Business climate, many companies are trying to widen margins by reducing operational costs while at the same time becoming more Agile and Intelligent in Business operations. In addition they want to become more responsive to Business events and more flexible in their ability to quickly change in response to competitive pressures. To do this requires that companies improve the efficiency and automation of their Operational Business Processes through Enterprise Business Integration and on-demand Intelligence. Four levels of Integration are needed to create the Agile Process Centric Intelligent Business. These are User Interface Integration, Business Process Integration, Application Integration and on-demand Data Integration. This in-depth two-day seminar discusses the Business benefits that can be obtained from Business Integration and then focuses on the architecture options, the technologies and a methodology on how to integrate Business operations and also leverage Business Intelligence on-demand in operations to create the Intelligent Business. Attendees will learn how to justify the Business benefits of Enterprise Integration, create an Enterprise Architecture and then bring the architecture to life using common integration infrastructure technologies to join up Business operations. They will learn about the components of Business Integration including standardising integration interfaces using Web Services, using Metadata integration technologies to create a shared Business vocabulary, on-demand Data Integration using Enterprise Information Integration (EII) technologies, Business Process Management technologies, Business Activity Monitoring (BAM), on-demand Business Intelligence and Enterprise Portal technologies. In addition attendees will learn what technologies to use, how to select and how to integrate these products into an end-to-end integration technology framework based on integrated shared Metadata.

MIKE FERGUSON

He is Managing Director of Intelligent Business Strategies Limited, a leading Information Technology analyst and consulting company. As an analyst and consultant he specializes in database systems, Business Intelligence, Enterprise Application Integration, Corporate and e-Business Portals, Customer Relationship Management and Supply Chain Intelligent Business solutions. With over 29 years of IT experience, Mr. Ferguson has consulted for dozens of companies, spoken at events all over the world and written numerous articles. Formerly he was a principal and co-founder of Codd and Date UK and a chief architect at NCR on the Teradata DBMS.

Rome March 22-23, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



This two-day seminar is intended for Business sponsors, Data Warehousing Managers, IT Architects who have built a Data Warehousing system and now need to exploit the Business Intelligence (BI) in every day Business operations. It provides a roadmap and methodology to creating the Real-Time Intelligent Enterprise by using new technologies to monitor Business events in Real-Time, automatically analyse data to produce actionable intelligence and trigger alerts, recommendations and actions as part of the Operational Business Processes.

The seminar takes an in-depth look at the technologies that support BI integration and in particular the seminar looks at:

- Automated Real-Time closed loop processing
- Real-Time event driven data capture using XML messaging
- On-demand analysis servers
- Rules engines and live recommendations
- BI Web Services
- Guided analysis
- Enterprise alerting
- Dashboards and Scorecards
- Integration of BI Web Services, reports, cubes, models, tools and analytic applications into Portals for personalised Information delivery
- Integrating BI Web Services into Business Processes using Business Process Automation

He is Managing Director of Intelligent Business Strategies Limited, a leading Information Technology analyst and consulting company. As an analyst and consultant he specializes in database systems, Business Intelligence, Enterprise Application Integration, Corporate and e-Business Portals, Customer Relationship Management and Supply Chain Intelligent Business solutions. With over 27 years of IT experience, Mr. Ferguson has consulted for dozens of companies, spoken at events all over the world and written numerous articles. Formerly he was a principal and co-founder of Codd and Date UK and a chief architect at NCR on the Teradata DBMS.

USING BI, BAM AND EVENT PROCESSING FOR BUSINESS OPTIMIZATION

MIKE FERGUSON

Rome March 24-25, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



MARCH-JUNE 2010

DATA MODELING MASTERCLASS
Sharpen Your Data Modeling Skills!

Do you already know data modeling basics and want more? Take the Masterclass! You will first apply a **Best Practices Approach** to building and validating data models through the Data Model Scorecard™, a tool for improving Data Model quality. Next we focus on a collection of intermediate and advanced modeling techniques, including advanced normalization and Enterprise Data Modeling. The final section contains guidelines used to gain consistency across our Data Models in areas such as in abstraction and whether to Star Schema or Snowflake.

You will learn:

- How to apply the Data Model Scorecard™
- Advanced normalization rules and limitations of the logical Data Model
- A value-driven approach to building the Enterprise Data Model
- Techniques for converting a logical into a physical design
- Factors to consider in deciding whether to Star Schema or Snowflake
- Three key questions to ask yourself before you abstract
- When to use a surrogate key

Each participant will receive a copy of all presentation material and a copy of the 2nd edition of the book “**Data Modeling Made Simple**”, by Steve Hoberman.

STEVE HOBERMAN

He is a world-recognized innovator and thought-leader in the field of Data Modeling. He has worked as a Business Intelligence and Data Management practitioner and trainer since 1990, and is a popular and frequent presenter at industry conferences, both nationally and internationally. Mr. Hoberman is a columnist and frequent contributor to industry publications, as well as the author of “**Data Modeler’s Workbench, Data Modeling for the Business**”, and “**Data Modeling Made Simple**”. He is the founder of the Design Challenges group and inventor of the Data Model Scorecard™.

Rome March 29-30, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



INFORMATION QUALITY MANAGEMENT

Poor information quality costs organizations ten to twenty percent of total sales or revenue in the form of process failure and “information scrap and rework.” These costs are real and direct costs equivalent to manufacturing scrap and rework. Lost and missed opportunity costs as a result of poor information quality can be even greater than that. You learn the quality principles that must be applied to both Business processes and information systems processes to achieve effective Business performance. You learn how to measure and improve Information Quality to reclaim the lost profits of poor quality information. This course provides guidelines for implementing a Total Information Quality Management (TIQM) environment to create a “Center of Excellence” and sustain an Information Quality environment for Business effectiveness. W. Edwards Deming’s 14 Points of Quality provide the basis for defining an information Quality Management environment. You learn management techniques for implementing sustainable information quality improvement. Illustrations show leading-edge Best Practices that result in Business effectiveness and competitive advantage.

Upon completion of this seminar, you will be able to:

- Define information quality and its three components
- Identify information customer-supplier relationships
- Describe categories of Information Quality tools and how to use them
- Describe how to measure information definition quality
- Identify how to measure information (content) quality
- Describe how to measure costs of poor quality information
- Describe how to reengineer and correct data and implement audits and controls for data transformation and movement
- Conduct an “Information Quality Process Improvement” initiative
- Describe how to conduct an “Information Quality Maturity” assessment and gap analysis
- Describe how to organize and manage an Information Quality environment
- Describe best practices for Information Quality Management

President and Principal of Information Impact International Inc., he is an internationally recognised speaker, teacher, consultant and author in information technologies, methodologies and information management. He specialises in analysing trends for effective implementation of IM and he is actively involved in all aspects of IM, including planning, organisation, modeling and methodology implementation. Mr. English has provided advisory services and educational seminars widely across North America, Europe and Australia.

LARRY ENGLISH

Rome April 7-9, 2010

Euro 1500

The attendance fee includes documentation, working lunch and coffee breaks



MARCH-JUNE 2010

MASTERING THE REQUIREMENTS PROCESS

People use software, but other people build that software. There's the problem. Solving it means understanding the actual work of the Business users and what they need in order to do it. And then the resulting requirements need to be communicated to system builders, customers and suppliers. Requirements analysts need a process that provides a structure for organizing the requirements. However the requirements process needs to be flexible enough to suit each particular situation. This seminar teaches you that process. Since the first version of the Volere process and template was released, it has been adopted and adapted to improve the requirements of thousands of organizations all over the world. The Volere requirements specification template, links the functional, non-functional and constraint Business requirements to the requirements models and connects them to the design specification. This seminar has indispensable information for Business analysts, requirements engineers, systems managers, project leaders, consultants, systems analysts and planners.

This material applies to all stakeholders: users and customers will benefit from learning how to participate in this multi-disciplinary approach. It is for anybody who has a responsibility to deliver the right products-the ones that get used.

The seminar focuses on:

- A process for gathering the correct requirements
- Methods of eliciting requirements from all the stakeholders
- Ways of knowing when your solution precisely matches what the user needs
- The ability to write a complete and unambiguous requirements specification
- Improved relationships between developers, customers and suppliers

SUZANNE ROBERTSON

The delegates will also receive a copy of the book "**Mastering the Requirements Process**" by Suzanne and James Robertson.

She is a principal and founder of the Atlantic Systems Guild. Mrs. Robertson is co-author with James Robertson of: "**Complete Systems Analysis: the Workbook, the Textbook, the Answers**", "**Requirements-Led Project Management: discovering David's Slingshot**" and "**Mastering the Requirements Process**". Current work includes research and consulting on stakeholders and all aspects of requirements. The product of this research is *Volere*, a complete requirements process and template for assessing requirements quality and for specifying requirements. In her consulting work Mrs. Robertson audits requirements specifications to identify costly errors and omissions early in the process, she also helps organisations to improve their requirements processes. She is editor of the Requirements column in IEEE Software magazine.

Rome April 12-14, 2010

Euro 1500

The attendance fee includes documentation, working lunch and coffee breaks



The original Data Warehouse architecture of the 1980s separated “decision support” from day-to-day business operations. This supported Decision-Making needs at the time and was easily implemented on then emerging technologies, such as relational databases. However, today’s Business needs fully integrated processes, closely linking information and activities from all areas of the Enterprise. Decision-Making and Action-Taking are tightly bound. Business cycles are dramatically shorter and span company boundaries. So far, Enterprise IT, including Business Intelligence, has responded slowly and incoherently. Business Integrated Insight (BI²) is a new architecture that reintegrates all Decision-Making and Action-Taking into the overall processes of the Business. Starting from the Data Warehouse, it incorporates a variety of technological advances, such as SOA, distributed access, Web technologies, Content Management and specialised relational databases. BI² thus provides a comprehensive structure for the full Enterprise IT integration demanded by modern Businesses. In addition, it directly addresses the current Data Warehousing issues, such as operational BI, executive Decision-Support, comprehensive information discovery and innovation, and Enterprise-Wide Decision Management. And, although novel, BI² is designed as an evolution from current Data Warehouse, operational and collaborative technologies.

What you will learn:

- The technical rationale and Business need for a new architectural approach
- Structure and components of the BI² architecture
- The possibilities and challenges of new database technologies
- The role of SOA in ETL and Metadata delivery
- Pros and cons of federated access to information
- Integration of unstructured content and structured data
- Positioning and using Web and Enterprise 2.0 in support of Decision-Making
- The importance of user context and roles in decision processes
- Practical steps to move from your current Data Warehouse architecture to BI²

He is among the foremost worldwide authorities on Business insight and Data Warehousing. He is a widely respected consultant, lecturer and author of the book, **“Data Warehouse – from Architecture to Implementation”**. Mr. Devlin’s current interest extends to a fully integrated business, covering informational, operational and collaborative environments to offer an holistic experience of the Business through IT. He is founder and principal of 9sight Consulting, specializing in the human, organizational and IT implications and design of deep Business Insight solutions, working with leading analysts and vendors in BI and beyond.

Rome April 15-16, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks

BI² ***From Business Intelligence to Enterprise IT Integration***

BARRY DEVLIN



MARCH-JUNE 2010

**CISSP™
Preparation Class**

Easy to understand CISSP™ prep curriculum with intense (daily) online quizzes ensure you master the 10 domains *and* successfully pass the CISSP™ exam the first time". 95% Pass the first time, The SU CISSP™ Prep class effectively prepares information security professionals to pass the rigorous six-hour Certified Information Systems Security Professional (CISSP™) examination. This SU CISSP™ Prep program offers each student a zero-distraction, fully-immersed CISSP™ CBK training and certification experience that employs accelerated learning techniques to minimize time-to-proficiency while maximizing retention.

- You are taught by CISSP Master Clement Dupuis, the father of the www.cccure.org Website
- More CISSP's pass the first time they take the exam
- Accelerated learning techniques to focus on long term information retention
- Multiple daily quizzes - approved www.cccure.org vendor
- Guarantees the highest quality of education and customer satisfaction

The CISSP exam covers the CBK, which is broken down into the ten domains listed next:

1. Information Security and Risk Management
2. Access Control
3. Cryptography
4. Physical (Environmental) Security
5. Security Architecture and Design
6. Application Security
7. Telecommunications and Network Security domain address
8. Legal, Regulations, Compliance, and Investigations domain addresses
9. Business Continuity & Disaster Recovery Planning
10. Operations Security

CLEMENT DUPUIS

He is Senior Security Evangelist and Security Curriculum Manager Security University and Owner and Maintainers of the CISSP Open Study Guides web site at www.cccure.org. For 20 years, he served as a communication and IT Security specialist in the Canadian Department of National Defense (DND). He also achieved the milestone of having built the first LAN and WAN ever deployed in an army operational unit. In the early 1990s, he supported NATO operations in Somalia and Rwanda, being one of the few people in the world who could build and support complex computer/satellite communication systems from scratch under the most austere conditions ever experienced by troops overseas. He very actively participated in the development of the first version of the CISSP and GSEC course materials for the SANS Institute. He is one of the companies most popular, most successful and often-requested instructors, which is due as much to his dry sense of humor and unassuming manner as to his extensive insights and experience.

Rome April 19-23, 2010

Euro 2,000

The attendance fee includes documentation, working lunch and coffee breaks



SOA has rapidly seized the momentum and center stage because it is seen as the key for Enterprises to achieve Business agility, improved quality of service, lowered total cost of ownership and to align Business with technology. SOA represents a unique and rare opportunity to bring IT and Business together. However, this opportunity implies an evolution and often an organizational change, especially in the role of IT within the organization and in the way IT and Business work together. This seminar starts with examples of popular Business strategies, explains how SOA can enable them and foster a better alignment between Business requirements and IT deliverables. It gives you insight into the key organizational challenges that IT managers face with the adoption of SOA and how to master them through efficient governance. Next, the seminar discusses the key standards that one should consider when implementing services and it outlines the important aspects of Enterprise Architecture that have to be addressed in order to make SOA projects successful. This includes defining a loosely coupled architecture and proper separation into service layers, as well as a comparison of conventional Web Services based and RESTful architectures. The seminar then drills down into the major aspects of application architecture, for example how SOA enables new types of clients, the characteristics of orchestration, application, and infrastructure services, and it maps standards to the layers of the application architecture. Furthermore, the seminar will help you understand how SOA can be applied to integration initiatives within your company, in particular through Service Oriented Integration (SOI). In this context the concept of the Enterprise Service Bus (ESB) is introduced. The seminar concludes with an overview of today's predominant platforms for building and deploying new Business applications (Java EE and .NET, as well as Open Source tools), examining these platforms in terms of their support for SOA. In particular, the delegates will:

- Learn how SOA can facilitate the alignment of IT with your Business
- Identify the challenges and benefits of developing an Enterprise Architecture
- Define a roadmap for creating an application architecture that conforms with SOA Best Practices
- Learn how IT culture has to change to successfully adopt the new style of architecture
- Understand how Web Services and other standards can be used to implement a SOA
- Discover the role of Java EE, .NET, and Open Source tools in a Service Oriented Architecture
- Learn how Enterprise Service Buses (ESB) can enable and facilitate integration of applications within your Enterprise and across a B2B value chain
- Understand the key elements of a Service Oriented Software Development Life Cycle

He is an internationally recognized expert, Technical Director and Principal at International System Group, (ISG) Inc., a leading consulting firm that specializes in design, development and integration of large-scale distributed applications using leading edge Middleware technologies. Mr. Dolgicer is a contributing editor for Application Development Trends magazine and recognized speaker, instructor and lecturer. Mr. Dolgicer has more than 29 years of management and technical experience in development and support of Business applications, software products and systems internals. Mr. Dolgicer's academic background includes a Master in Computer Science from Technion, Israel Institute of Technology.

Rome April 19-21, 2010

Euro 1500

The attendance fee includes documentation, working lunch and coffee breaks

SOA **Architecture, Governance,** **Standards and Technologies**

MAX DOLGICER



MARCH-JUNE 2010

**MODELING, DESIGNING AND
IMPLEMENTING SOA
APPLICATIONS**

After a brief introduction of Service Oriented Architecture the seminar discusses the guidance that typical Enterprise architectures provide, and it compares today's two mainstream approaches to SOA, namely conventional Web Services based architectures and RESTful architectures. It moves on to the more detailed application architecture, starting with the relationship of different types of clients to the services they consume, the separation of services into three distinct layers (orchestration, application, and infrastructure services layer), and it gives a quick overview how a variety of standards can be mapped to the elements of the application architecture. The seminar then addresses how a typical Object Oriented application development methodology can be modified in order to derive a methodology that is suitable for implementing services. A Case Study is used for a detailed illustration of the modeling and design of a SOA-based B2B gateway. It includes the design of service interfaces, the encapsulation of a legacy system, the definition of schemas that are broken down into reusable components, the development of Business processes, and a walk-through of the complete B2B gateway architecture.

In particular, the delegates will:

- See the key aspects of a Service-Oriented Architecture for development and integration of your application portfolio
- Be able to define practical guidelines that can help different project teams make the best architecture and design choices
- Understand how a Service Oriented software development lifecycle is different from its Object Oriented predecessors
- Learn about proper service layering and design for reusability
- Gain insight into Schema componentization

MAX DOLGICER

He is an internationally recognized expert, Technical Director and Principal at International System Group, (ISG) Inc., a leading consulting firm that specializes in design, development and integration of large-scale distributed applications using leading edge Middleware technologies. Mr. Dolgicer is a contributing editor for Application Development Trends magazine and recognized speaker, instructor and lecturer. Mr. Dolgicer has more than 29 years of management and technical experience in development and support of Business applications, software products and systems internals. Mr. Dolgicer's academic background includes a Master in Computer Science from Technion, Israel Institute of Technology.

Rome April 22-23, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



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 meta data, collectively architected (designed) databases, and so on. Today’s popular agile methodologies do not take any of these additional DW-specific complexities and interdependencies into account. However, the presenter’s 7-step Extreme Scoping™ approach does. In this seminar you will learn:

- Why the traditional approach does not work for DW/BI
- General principles of agile development
- Agile BI versus agile DW
- What works and what doesn’t for DW projects
- How to organize agile DW/BI project teams
- Extreme Scoping™ 7-step planning process
- How to scale Extreme Scoping™ to the DW/BI program level

She is founder and president of Method Focus Inc. She has 30 years of IT experience, with a focus on Data Warehousing and Data Management for the past 23 years. She is a world-renowned speaker and lecturer on the topics of Data Warehousing, Business Intelligence, Master Data Management, Project Management, Development Methodologies, Data Governance, Data Modeling, Data Integration, and Data Quality. Ms. 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 book “**Extreme Scoping™: An Agile Approach to DW & BI**”.

EXTREME SCOPING™
Agile Approach
to Data Warehousing
and Business Intelligence

LARISSA MOSS

Rome April 26-27, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



MARCH-JUNE 2010

15

SHOW ME THE NUMBERS
Designing Tables and Graphs
to Enlighten

The ability to design effective visual displays of data is not intuitive; it requires a set of visual design skills that must be learned. Based on his recent book, *Show Me the Numbers: Designing Tables and Graphs to Enlighten*, Stephen Few introduces the Best Practices in data presentation in this workshop. No information is more important to a Business than quantitative information—the numbers that measure performance, identify opportunities, and forecast the future. Most quantitative information is presented as tables and graphs. Unfortunately, most tables and graphs used in Business today are poorly designed—often to the point of misinformation. Why? Because almost no one who produces them, including specialists such as financial analysts and other report developers, have been trained in effective table and graph design. You can become an exception to this norm. This course provides practical instruction in table and graph design developed specifically for the needs of Business. It will alleviate countless hours of confusion and frustration. Following Stephen Few's clear precepts, communicated through examples of what works, what doesn't and why, you will learn to design tables and graphs that present data clearly and drive your message home.

The delegates will also receive a copy of the book “**Show Me the Numbers: Designing Tables and Graphs to Enlighten**” by Stephen Few.

STEPHEN FEW

He has more than 20 years of experience as an innovator, consultant, and educator in Information Technology (IT). Most of this time he has specialized in the fields of Data Warehousing (a.k.a. *Business Intelligence* and *Decision Support*) and Information Design. Today, as principal of the consultancy Perceptual Edge, Mr. Few focuses on the design and use of Business information for effective analysis and communication. Today, from his office at Perceptual Edge in Berkeley, California, Mr. Few provides consulting and training services, writes frequent articles for magazines such as *DM Review*, *Intelligent Enterprise* and *Business Intelligence Journal*, speaks at conferences such as those organized by The Data Warehousing Institute (TDWI) and DCI, teaches in the MBA program at the Haas School of Business at the University of California in Berkeley. Mr. Few, a leader in the field of data visualization, author of the books “**Show Me the Numbers: Designing Tables and Graphs to Enlighten**” and “**Information Dashboard Design**”.

Rome April 28, 2010

Euro 700

The attendance fee includes documentation, working lunch and coffee breaks



Probably as much as 90% of all Business data analysis can be done using simple graphing techniques to discern meaningful Patterns in the data. Plenty of existing resources already teach the skills and practices involved in doing sophisticated statistical and financial analysis to support the mere 10% of Business data analysis that requires those specialized skills, but where are the resources that teach the skills needed by the rest of us? Even though these skills are simple and easy to learn and apply with the right help, very few people involved in analyzing Business data know them. This workshop provides a solution. This course is intended for all those whose work requires them to make sense of quantitative Business data. This audience is much broader than financial analysts, or even analysts by any name; it provides practical skills that are useful to managers at all levels and to anyone interested in keeping a keen eye on the Business. Anyone who uses Excel or any of the many other Business productivity tools used for data access, analysis and reporting, will learn how to use them productively, perhaps for the first time.

You will learn to:

- Recognize those visual characteristics of the data that are meaningful
- Perform those visual analysis techniques that are most appropriate for each type of data (time series, distributions, correlations, etc.)
- How to navigate efficiently through the data
- How to avoid the pitfalls to data analysis that exist in many of the software products
- How to apply the findings of information visualization research to the analysis of Business data

The delegates will also receive a copy of the book “**Now you see it: Simple Graphing Techniques for Quantitative Analysis**” by Stephen Few.

He has more than 20 years of experience as an innovator, consultant, and educator in Information Technology (IT). Most of this time he has specialized in the fields of Data Warehousing (a.k.a. *Business Intelligence* and *Decision Support*) and Information Design. Today, as principal of the consultancy Perceptual Edge, Mr. Few focuses on the design and use of Business information for effective analysis and communication. Today, from his office at Perceptual Edge in Berkeley, California, Mr. Few provides consulting and training services, writes frequent articles for magazines such as *DM Review*, *Intelligent Enterprise* and *Business Intelligence Journal*, speaks at conferences such as those organized by The Data Warehousing Institute (TDWI) and DCI, teaches in the MBA program at the Haas School of Business at the University of California in Berkeley. Mr. Few, a leader in the field of data visualization, author of the books “**Show Me the Numbers: Designing Tables and Graphs to Enlighten**” and “**Information Dashboard Design**.”

Rome April 29, 2010

Euro 700

The attendance fee includes documentation, working lunch and coffee breaks

**DATA VISUALIZATION FOR
DISCOVERY AND ANALYSIS**
*Simple Graphing Techniques
for Analyzing Quantitative
Business Data*

STEPHEN FEW



MARCH-JUNE 2010

DASHBOARD DESIGN FOR IMMEDIATE INSIGHT

Dashboards have become a popular means to present critical Business information at a glance, but few do so effectively. Huge investments are made in Information Technology to produce actionable information, only to have it robbed of meaning at the very last stage of the process: the presentation of insights to those responsible for making decisions. When designed well, Dashboards engage the power of visual perception to communicate a dense collection of information in an instant with exceptional clarity. This can only be achieved, however, by applying visual design skills that address the unique design challenges of Dashboards. These skills are not intuitive; they must be learned.

You will learn to:

- Recognize the common problems in Dashboard design
- Match your message to the right means of display
- Avoid clutter and arrange data in a way that communicates clearly and at a glance

The delegates will also receive a copy of the new book “**Information Dashboard Design**” by Stephen Few.

STEPHEN FEW

He has more than 20 years of experience as an innovator, consultant, and educator in Information Technology (IT). Most of this time he has specialized in the fields of Data Warehousing (a.k.a. *Business Intelligence* and *Decision Support*) and Information Design. Today, as principal of the consultancy Perceptual Edge, Mr. Few focuses on the design and use of Business information for effective analysis and communication. Today, from his office at Perceptual Edge in Berkeley, California, Mr. Few provides consulting and training services, writes frequent articles for magazines such as *DM Review*, *Intelligent Enterprise* and *Business Intelligence Journal*, speaks at conferences such as those organized by The Data Warehousing Institute (TDWI) and DCI, teaches in the MBA program at the Haas School of Business at the University of California in Berkeley. Mr. Few, a leader in the field of data visualization, author of the books “**Show Me the Numbers: Designing Tables and Graphs to Enlighten**” and “**Information Dashboard Design**”.

Rome April 30, 2010

Euro 700

The attendance fee includes documentation, working lunch and coffee breaks



Why a Corporate Strategy for IT – What’s in it for You?

Developments in IT and the world economy have changed the paradigm for corporate IT people and the strategies they lead. Consumers and business managers are increasingly confident at exploiting technology in ways that they value. Meanwhile, executives remain determined to constrain IT spending, not always certain of what they get in return. The economic climate makes it even more important to understand the links between value creation and IT costs.

The Corporate Strategy for IT harnesses the energy of Business-led strategies for exploiting IT, to create maximum total value. It also makes transparent the linkages between Business decisions and IT costs - often with some very surprising results.

What This Seminar Will Give You

This seminar provides a proven framework for deeply integrating IT with corporate and Business strategies, exploring the impact on investments, operating costs, Enterprise Architecture, organisation, and sourcing.

Taking a strategic business perspective of IT, the seminar reviews where the IT market currently stands. What does this mean for existing and new investments in IT, for IT organisations and the people they work with?

Many delegates who have already attended this seminar find that it permanently changes their understanding of what Corporate Strategies for IT are all about.

He is a Corporate Strategist who specialises in investing in change and exploiting IT, and a CIO futurist. He works with CIOs and their executive colleagues in industry-leading companies around the world, helping them formulate and execute their next-generation Corporate Strategy for IT. He has been called “a World-Leading Specialist in IT Strategies” and “the World’s Leading Thinker on IT Investments”. Mr. Potts has more than 20 years’ experience in corporate, Business and IT strategies, investing in change, Enterprise Architecture, hands-on Business Management and IT delivery. His hallmark techniques, including one-page strategies, investment culture diagnoses, inverted investment portfolios, ‘true’ Enterprise Architectures and expert IT customer operating models, have been used by companies around the world. He has published numerous articles on Corporate Strategies for IT, the CIO’s destiny, investment management, Enterprise Architecture, and Business value. He is also the author of the business novel “**frulTion: Creating the Ultimate Corporate Strategy for Information Technology**” (Technics Publications, USA, 2008).

CHRIS POTTS

Rome May 3-4, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



MARCH-JUNE 2010

EXTREME PROJECT MANAGEMENT WORKSHOP

In a recent advertisement for Microsoft Project, a Project Manager is shown *alone* in a high-tech room looking at 20 computer screens on a wall with project plans, tracking reports and other project information produced by Microsoft Project. The caption reads "Excellent". The project is going to plan. In the client-driven, Internet-speed world of contemporary world of new Business, nothing could be further from reality than the Microsoft advertisement. With the evolution of XP (Extreme Programming and Lite or Agile Methodologies), the need for appropriate Project Management techniques to support the radical development approaches involved in Extreme projects has become critical. Traditional Project Management focused "downwards" to the technical *content* of the project. In other words, the Project Manager focused on issues such as schedule, deliverables, costs and so on (the Microsoft advertisement). Extreme Project Management balances the internal focus on the content with an external focus on the *context* of the project. Simply, what used to be done with the project team is now shared fully with the project stakeholders. In addition, the broader context issues such as Business impact, Change Management, Business drivers, benefits realisation, organizational politics, communication, relationship and expectation Management are the main focus of the new Project Manager. In a recent US survey, Robert Charette reported that Project Managers were struggling to cope with the changing Business environment. Challenges facing Project Managers include:

- Lack of budget or time to establish stable processes in highly compressed schedules
- The need for innovative new solutions to Business initiatives
- Insufficient planning
- Redundant work caused by sudden changes in priorities
- Too many dependencies with other projects
- Competition for resources with other projects
- Slow decision making

In this highly-provocative and challenging Masterclass, Extreme Project Management will be explored. The workshop will provide a forum for experienced Project Managers to come to grips with the new world of Project Management.

Each student will receive a copy of Thomsett's book "**Radical Project Management**".

ROB THOMSETT

He joined computing in 1968 and has been consulting and educating in the area of Project Management, teams and quality since 1974. In 1981, he was contracted by YOURDON Inc. in New York to present seminars in the U.S. and U.K. based on his book "**People and Project Management**". Mr. Thomsett is also a member of the Editorial Board of the prestigious *Cutter Journal* with Ed Yourdon, Tom DeMarco, Bill Curtis, Capers Jones, Kent Beck. His second book is "**Third Wave Project Management**". He is also on the Industry Advisory Board of the I.E.E.E. and the Strategic Advisory Panel for the University of Sydney's Graduate Project Management Program with experts such as Sandy Hollway, Sydney Olympics and Peter Scott, CEO, MLC. His latest book is "**Radical Project Management**".

Rome May 5-7, 2010

Euro 1500

The attendance fee includes documentation, working lunch and coffee breaks



For years corporate decisions have been made on the basis of the data found in transaction based systems. Transaction oriented data fits well with standard database management systems because database management systems structure data in a repetitive manner, where each occurrence of data has the same structure as each other occurrence of data in a table. But there is another viable and important source of data in the corporation. That source of data is the information found in the form of text. There are many forms of text in the corporation – emails, spreadsheets, contracts, warranties, medical and health-care information, and so forth. Because text is not repetitive it does not fit easily and well with standard database management systems.

But now there is textual ETL and the ability to build databases and Data Warehouses that contain textual information. When textual data is able to be transformed so that the text fits inside a standard database management system, whole new opportunities for analysis and Decision Making are created.

This two day lecture/workshop is about what is required to create the textual, unstructured data warehouse. The first day is lecture and the second day is a hands on workshop.

He is a world-renowned expert, speaker and author on Data Warehousing, is widely recognized as the “*father of Data Warehousing*”. He is creator of the **Corporate Information Factory** and more recently, creator of the **Government Information Factory**. He has over 35 years of experience in database technology management and Data Warehouse design, and he is known globally for his seminars on developing Data Warehouses. He has been a keynote speaker for many major computing association and many industry conferences, seminars, and tradeshow. As an author, Mr. Inmon has written more than 650 articles on a variety of topics about building, using, and maintaining the Data Warehouse and the Corporate Information Factory. His works have been published in major computing journals including Data Management Review and The Business Intelligence Network where he continues to be a featured columnist. He has written 46 books, many of which have been translated into nine languages; one has sold over one-half million copies.

BUILDING THE TEXTUAL DATA WAREHOUSE

BILL INMON

Rome May 10-11, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



MARCH-JUNE 2010

**INTERNATIONAL SOA
CONFERENCE 2010
Making SOA Work**

Technology Transfer's International SOA Conference 2010 will answer key questions on how to navigate the road ahead of your current SOA. A lineup of experienced practitioners will present on topics that are crucial for any organization that wants to move beyond small scale projects and apply SOA across projects, across the Enterprise, extend it to the cloud and to Business partners. Join us when we discuss:

- Is SOA the Holy Grail that will finally allow us to align Business and IT? We will look at the transition from a Business Architecture to a SOA and how they can be linked together
- While the numbers of failed SOA projects are still high it is important to arm yourself with hard facts before you meet your Business sponsors. ROI calculations can convince even the most skeptical CFO
- Moving from a grass roots approach for building services to an Enterprise strategy requires understanding the SOA maturity level of your organization, defining a Roadmap for the evolution of SOA to the next level, and employing the right Governance to the implementation of your Roadmap
- REST-based architectures seem to compete with the traditional approaches to building a SOA – but do they really, or is it just another flavor, and how do you decide when to use what?
- Web 2.0 continues to be one of the hottest topics in IT. It is more than a pretty face for services; and we must understand its implications on how we architect services
- Services have started to proliferate throughout your organization – how do you put a structured integration approach in place before your SOA spins out of control like we have witnessed with point-to-point integration “quick fixes”?
- Enterprise Service Buses can be an essential tool to integrate and virtualize your services, but they should not be confused with an architecture blueprint
- Most companies are using server virtualization to consolidate hardware and save cost; however, this is typically driven by data center operations and not in line with the SOA that Enterprise architects are concerned with – but it should be, and cloud computing is the next step that has to fit under the SOA umbrella
- Security – while often an afterthought, it becomes more critical in a SOA environment
- Business Process Management (BPM) has a synergy with SOA that can provide the needed flexibility to make alignment of Business and IT a reality

MULTISPEAKER

The chairman will be **Max Dolgicer**.

Rome May 12-14, 2010

Euro 1600

The attendance fee includes documentation, working lunch and coffee breaks



This seminar is designed to help companies formally define and manage their data. It explores the whole area of Enterprise Data Management including how to establish an Enterprise Data Architecture, Data Integration and Master Data Management technologies and opening up access to information by enabling Information As A Services (IAAS) that can be consumed by Portals, processes and applications.

This class covers the following main points:

- An introduction to Enterprise Data Management
- Establishing a data architecture and competency centre for the Enterprise
- Enterprise Metadata Management
- Business data standardisation using a shared Business vocabulary
- Metadata discovery, Metadata mapping and Metadata Integration
- Generating data integration services from common Metadata
- Integration of common Metadata with Data Modelling and Data Integration tools
- Moving to Enterprise Data Quality and Data Quality Services
- Enterprise Data Integration - EII, ETL, data synchronisation and data replication
- The data integration technology marketplace
- Unstructured Data Integration and Enterprise Content Management
- Service Oriented on-demand integration of structured and unstructured data
- Using Data Integration technologies for Event-Driven Data Integration, on-demand Data Federation, data migration, data consolidation, data synchronisation and Master Data Management
- Master Data Management approaches – Registry approach vs Master Data Integration vs Enterprise MDM
- MDM Technologies available in the marketplace
- The Integration of MDM and Business Intelligence
- Integration of MDM and operational processes
- Leveraging Data Integration and MDM in a Service Oriented Architecture (SOA)
- Sharing access to Master Data via Master Data Services
- Master Data Event Management

He is Managing Director of Intelligent Business Strategies Limited, a leading Information Technology analyst and consulting company. As an analyst and consultant he specializes in database systems, Business Intelligence, Enterprise Application Integration, Corporate and e-Business Portals, Customer Relationship Management and Supply Chain Intelligent Business solutions. With over 29 years of IT experience, Mr. Ferguson has consulted for dozens of companies, spoken at events all over the world and written numerous articles. Formerly he was a principal and co-founder of Codd and Date UK and a chief architect at NCR on the Teradata DBMS.

MIKE FERGUSON

Rome May 17-19, 2010

Euro 1500

The attendance fee includes documentation, working lunch and coffee breaks



MARCH-JUNE 2010

ENTERPRISE 2.0
Business/IT adoption of
Collaborative Computing, Web
2.0, and Social Networks

A new wave of computing tools and applications – illustrated by examples ranging from Wikipedia to MySpace to blogs – has grown in popularity during the past five years, and is now reaching “mainstream” status in some parts of society. More important, it is now being investigated and adopted by CIO’s and senior executive in large, pragmatic Business organizations as a way of reaching new markets, increasing revenues and profits, increasing productivity and effectiveness of its employees, and many other benefits. “Enterprise 2.0” is the term now used to describe Business-Oriented adoption and implementation of technologies, Business strategies and cultural practices that were originally focused on informal networking activities among consumers, students, and teenagers. But most organizations believe that the technologies of Enterprise 2.0 are less important than the Business strategies that need to be reexamined and updated. How can Enterprise 2.0 help us find new markets and customers? How can it help us find new products and services to offer *existing* customers? How can we find ways to increase collaboration between our employees, customers, suppliers, and other citizens – using, for example, strategies like “crowd-sourcing” — rather than operating entirely within a fortified firewall barrier? And how can we improve the effectiveness of communications with our customers, so we can spend more time *listening* to them, and less time *preaching* at them? Enterprise 2.0 is a “strategic” issue: it requires senior corporate executives – including the CIO and senior IT Managers – to rethink basic assumptions about their Business, their customers, their suppliers, their work-force, their revenue models, and the day-to-day processes by which they carry out their Business. This seminar is designed to help attendees understand the importance and impact of Enterprise 2.0 from both a Business and technology viewpoint.

ED YOURDON

A veteran of the IT industry for nearly 45 years, Ed Yourdon has been deeply involved in the Internet revolution since it began in the mid-1990s; he has served on Boards of Directors and technical advisory boards for numerous high-tech startup companies in the U.S. and India. He has been involved in Enterprise 2.0 since its beginnings in the 2002-2003 period, and he currently consults, lectures, and writes about various aspects of the new technologies. Mr. Yourdon will summarize the technologies, identify the strategic issues facing IT managers and senior executives today. He is an internationally-recognized computer consultant, as well as the author of more than two dozen books, including: “*Byte Wars*”, “*Managing High-Intensity Internet Projects*”, “*Death March*”, “*Rise and Resurrection of the American Programmer*”, and “*Decline and Fall of the American Programmer*”. His latest book, “*Outsource: competing in the global productivity race*”, discusses both current and future trends in offshore outsourcing, and provides practical strategies for individuals, small Businesses, and the nation to cope with this unstoppable tidal wave. According to the December 1999 issue of “*Crosstalk: The Journal of Defense Software Engineering*”, Ed Yourdon is one of the ten most influential men and women in the software field. In June 1997, he was inducted into the Computer Hall of Fame, along with such notables as Charles Babbage, Seymour Cray, James Martin, Grace Hopper, Gerald Weinberg, and Bill Gates.

Rome May 20-21, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



BUSINESS PROCESS MANAGEMENT

Almost every organization around the globe is now moving beyond processes as solely a way of synchronizing change and is attempting to transform the way their Enterprise plans, manages, monitors and aligns capabilities and motivation using a Process-Managed baseline. The bad news is that most organizations have little ability to make it happen in a consistent or reliable way and most managers do not really understand what it will take to succeed. This seminar provides a comprehensive examination of the state of the art in Enterprise-level Business Process Management (BPM). It addresses innovations in ways of managing processes as assets of the Enterprise. It focuses on maintaining the critical role that processes play in the alignment of the strategic objectives of the organization with what people do every day. It is geared to those with or without process experience seeking to learn a set of pragmatic practices packaged into a reusable BPM way of working strategically and tactically. The facilitated workshop sessions are highly interactive and ensure experience-sharing with other delegates. Built on lessons learnt, both good and bad, from real companies, this seminar provides you practices to deal with the real and tough challenges you will face. Delegates will benefit from the experience and wisdom of the world leader on the topic. Roger Burlton's book, "**Business Process Management: Profiting from Success**" will also be provided to all who attend.

ROGER BURLTON

He is a founder of the Process Renewal Group. He is considered an industry leader, recognized internationally for his pioneering contributions in Business Process Management since 1991. Roger has conceived and chaired several high profile BPM conferences in North and South America, Europe, Middle East and Australia including Knowledge and Process Management Europe and the BPM Conferences for Shared Insights in the US. Mr. Burlton's highly acclaimed book "**Business Process Management: Profiting from Process**" is regarded as the reference book for process Professionals who want to conduct process architecture initiatives, process renewal projects as well as those who wish to entrench process governance across the Enterprise.

Rome May 24-25, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



MARCH-JUNE 2010

**BUSINESS PROCESS
Modeling, Analysis and Design**

This seminar delivers the foundational skills and techniques required to analyze and improve existing processes. It focuses on identifying opportunities for process change and presents the Analysis, Modeling and Design techniques and tools required to improve performance. Participants will learn to scope specific processes using graphical models to document results. And, they will learn how to define measurement techniques for evaluating outcomes. They will also learn how to model As-Is and To-Be process workflows using industry standard notations. The class is organized around a Case Study that will be developed by attendees working in teams along with the instructor. The approach is practical and Business oriented and attendees will be able to immediately apply what they learn within their own organization. It naturally follows on from the lessons in the preceding class "*Business Process Management*" to provide a complete methodology.

Learning Objectives:

- Discover how to appropriately analyze and scope a Business Process problem
- Create Scoping Charts and core-BPMN Process flow diagrams
- Be able to select and apply the proper tools and techniques to model, analyze, manage, measure and improve processes
- Apply creative thinking approaches and design techniques to process improvement
- Develop critical measures for evaluating Business Process Performance
- Learn how to develop and apply testing, and validating methods to new process designs

ROGER BURLTON

He is a founder of the Process Renewal Group. He is considered an industry leader, recognized internationally for his pioneering contributions in Business Process Management since 1991. Roger has conceived and chaired several high profile BPM conferences in North and South America, Europe, Middle East and Australia including Knowledge and Process Management Europe and the BPM Conferences for Shared Insights in the US. Mr. Burlton's highly acclaimed book "**Business Process Management: Profiting from Process**" is regarded as the reference book for process Professionals who want to conduct process architecture initiatives, process renewal projects as well as those who wish to entrench process governance across the Enterprise.

Rome May 26-27, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



If your processes don't always produce the correct or consistent results, then you probably have a decisioning problem. You need the right techniques to fix these decisioning problems - process models, use cases, data models and other Business analysis tools just don't do the job. Decisions are day-to-day, minute-to-minute decisions in running the Business. Generally, the decisions are made within some Business process, which might or might not be formally organized by a model. The important thing about these operational decisions is that they are highly repetitive - they might be taking place hundreds or thousands of times per day, per hour, or even per minute. They are predictable and fairly well structured in terms of the kinds of outcomes they produce. You want such decisions to be consistent and traceable across platforms, channels and organizational units. Business Rules are the criteria for making these decisions. Business Rules should be treated as a first-class requirement so they can be validated, managed and changed as easily and as quickly as possible. For that, you need to know how to express Business Rules, and organize them into decision tables wherever possible. This seminar gives you the essential insights you need to achieve order-of-magnitude improvements in your company's capacity to manage decisions. The result is simpler, smarter process models and a huge boost in Business agility. Learn applied techniques from the recognized world leader in the field.

Learning Objectives:

- Conduct smarter, more effective Business analysis
- Identify and analyze decisions in Business processes
- Capture Business Rules
- Write clear, Business-friendly rule statements
- Create robust decision tables
- Identify anomalies in decision logic and correct them early
- Perform concept analysis and develop a structured Business vocabulary
- Develop a pragmatic Rule Management approach

All delegates will receive a free copy of Ron Ross's book "**Business Rule Concepts**" (3rd Ed.), 2009.

He is recognized internationally as the "*father of Business Rules.*" He is active in seminars, consulting services, publications, and methodology. He serves as Executive Editor of www.BRCommunity.com and its flagship publication, Business Rules Journal, and as Chair of the Business Rule Forum conference. He is a sought-after speaker at events world-wide. Mr. Ross is the author of eight professional books, including "**Business Rule Concepts**" (2009) and "**Principles of the Business Rule Approach**", Addison-Wesley (2003). He has a Masters in information science and over 35 years experience in the industry.

Rome May 27-28, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks

BUSINESS RULES AND DECISIONING How to Make Your Business and Its Processes Truly Agile

RONALD ROSS



MARCH-JUNE 2010

27

MAJOR WEB ATTACKS AND HOW TO DEFEAT THEM

This course teaches the students how to develop secure Web applications in today's complex internetworked environment. Students will receive a deep and thorough understanding of the most prevalent and dangerous security defects in today's applications. Additionally, they will learn practical and actionable guidelines on how to remediate against these common defects in Java/J2EE and how to test for them in their own applications.

This class starts with a description of the security problems faced by today's software developer, as well as a detailed description of the Open Web Application Security Project's (OWASP) "Top 10" security defects. These defects are studied in instructor-lead sessions as well as in hands-on lab exercises in which each student learns how to actually exploit the defects to "break into" a real Web application. (The labs are performed in safe test environments.)

Remediation techniques and strategies are then studied for each defect. Practical guidelines on how to integrate secure development practices into the software development process are then presented and discussed.

KEN VAN WYK

He is an internationally recognized information security expert and author of the O'Reilly and Associates books, "**Incident Response and Secure Coding**". In addition to providing consulting and training services through his company, *KRvW Associates, LLC*, he currently holds numerous positions: as a monthly columnist for on-line security Portal, eSecurityPlanet and a Visiting Scientist at Carnegie Mellon University's Software Engineering Institute. Mr. van Wyk has 20+ years experience as an IT Security practitioner in the academic, military, and commercial sectors. Mr. van Wyk also served a two-year elected position as a member of the Steering Committee for the Forum of Incident Response and Security Teams (FIRST) organization. At the Software Engineering Institute of Carnegie Mellon University, Mr. van Wyk was one of the founders of the Computer Emergency Response Team (CERT®).

Rome June 7-9, 2010

Euro 1500

The attendance fee includes documentation, working lunch and coffee breaks



Dimensional Normal Form is a new approach to Data Warehouse Data Architecture which combines the strengths of both the normalized and the dimensional design paradigms to provide usable, flexible, scalable, and high performing schemas for the Enterprise Data Warehouse. Dimensional Normal Form allows an Enterprise Data Warehouse to be constructed a Data Mart at a time without requiring an intermediate Data Warehouse. While this sounds like the Kimball approach it is differentiated by its completely normalized ETL dimensions and its methods for tracking dimension history and differentiating contextual from detail or audit history. This seminar fully covers design techniques for Data Warehousing and BI solutions based on the Dimensional Normal Form Data Architecture and discusses the pros and cons of the many design decisions that must be made. History considerations are discussed in detail along with their impact on schema design. Various schema design examples are presented and discussed. The seminar participants will also be given design exercises will have their solutions analyzed and discussed by the group. The seminar will also present contrasting Data Warehouse architectures and discuss the variations in physical design that are required for different Data Warehousing environments. The following seminar on Template-Driven ETL will show how to build, populate and maintain the schemas built following the Dimensional Normal Form Data Architecture.

He specializes in high performance Data Warehousing solutions. He has in-depth experience utilizing efficient, scalable techniques whether dealing with large-scale Data Warehouses or small-scale, platform constrained Data Mart implementations. After establishing a career in database management systems and working for Software AG and IBM he began specializing in Data Warehousing in 1987 with Teradata. He subsequently worked for Red Brick and Informix and served as Director of Data Warehousing for Oracles' Mid-Market Solutions Group. After establishing a successful independent consultancy he worked Knightsbridge Solutions and HP's Information Management practice. He is most recently acted as the Lead DW/BI Architect for Nike building a new Enterprise Data Warehouse based on Informatica and Teradata. He is currently the principal and owner of Database Performance LLC. His experience with different systems, architectures, and methodologies has enabled him to evolve a unique approach to Data Warehousing utilizing best of breed components and methods. He has written several articles on his approach and has co-authored one book. He actively works on Data Warehouse implementations and teaches design and implementation classes internationally.

**OPTIMIZING ENTERPRISE
DATA WAREHOUSE DESIGN
UTILIZING DIMENSIONAL
NORMAL FORM**

MICHAEL SCHMITZ

Rome June 7-9, 2010

Euro 1500

The attendance fee includes documentation, working lunch and coffee breaks



MARCH-JUNE 2010

ETL FOR THE DATA WAREHOUSE
A Template-Driven approach

Extract, transformation, and load process development (ETL) typically accounts for more than half of the work on a Data Warehouse project. Although complex and challenging a rigorous ETL process ensures data quality and currency thus ensuring Data Warehouse credibility and usefulness. The good news is that using a standardized approach along with proven techniques and templates can exponentially lessen the amount of effort required and can ensure data quality, scalability and performance. This class gives a broad overview of ETL processing for the Data Warehouse and delves into the in-depth issues and considerations involved. The class looks at the increasing need for Real-Time data feeds to the Warehouse and discusses the various methods to meet these needs. It specifically presents and teaches a Template-Driven approach which quickens development speed and provides completeness. These templates are demonstrated with working Informatica/Oracle code, but can and have been adapted for other ETL tools and database platforms. They are also applicable for hand-coded efforts. CD's containing the code will be distributed to all class attendees.

Benefits of attending:

- Gain a thorough understanding of the critical ETL development issues
- Understand current main-stream ETL architectural approaches
- Learn in-depth techniques for addressing common development issues including how to develop near Real-Time data feeds
- Be introduced to using standardized maintenance templates and learn how to apply them to your particular environment
- Take back working code to jump start your ETL development efforts

MICHAEL SCHMITZ

He specializes in high performance Data Warehousing solutions. He has in-depth experience utilizing efficient, scalable techniques whether dealing with large-scale Data Warehouses or small-scale, platform constrained Data Mart implementations. After establishing a career in database management systems and working for Software AG and IBM he began specializing in Data Warehousing in 1987 with Teradata. He subsequently worked for Red Brick and Informix and served as Director of Data Warehousing for Oracles' Mid-Market Solutions Group. After establishing a successful independent consultancy he worked Knightsbridge Solutions and HP's Information Management practice. He is most recently acted as the Lead DW/BI Architect for Nike building a new Enterprise Data Warehouse based on Informatica and Teradata. He is currently the principal and owner of Database Performance LLC. His experience with different systems, architectures, and methodologies has enabled him to evolve a unique approach to Data Warehousing utilizing best of breed components and methods. He has written several articles on his approach and has co-authored one book. He actively works on Data Warehouse implementations and teaches design and implementation classes internationally.

Rome June 10-11, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



Just as the futurists have been predicting for many years, the Information revolution has become a reality. Technology has penetrated every aspect of the Enterprise and its exploitation has impacted the very structure of many industries. The world has become a global, electronic marketplace. Enterprises are beginning to perceive the significance of process... process that knows no organisational boundaries, inside or outside of the Enterprise itself. Organisational hierarchies are becoming obsolete as power is clearly shifting from the top to the bottom and then beyond the Enterprise. Technology innovation proceeds at blinding rates. Enterprises are under heavy stress as global economies begin to react to the early phases of the Information age. Enterprise Architecture is fundamental for enabling an Enterprise to assimilate internal changes in response to the external dynamics and uncertainties of the Information age environment. It not only constitutes a baseline for managing change, but also provides the mechanism by which the reality of the Enterprise and its systems can be aligned with Management intentions.

What the participant will take away:

- A sense of urgency for aggressively pursuing Enterprise Architecture
- A comprehensive definition (description) of Enterprise Architecture
- A “language” (that is, a framework) for improving Enterprise communications about Architecture issues
- An understanding of basic Enterprise “physics” - laws of nature that govern Enterprise Implementations
- An understanding of Enterprise “Engineering Design” principles
- A strategy for reducing “time-to-market” for systems implementations to virtually zero
- Some pragmatic approaches for implementing Enterprise-wide strategies
- Issues for inclusion in an Enterprise Architecture strategy
- Architectural principles for meeting Enterprise requirements
- A list of resources to facilitate architectural work

He is the originator of the “**Framework for Enterprise Architecture**” which has received broad acceptance around the world as an integrative framework, or “periodic table” of descriptive representations for Enterprises. He is not only known for this work on Enterprise Architecture, but he is also known for his early contributions to IBM’s Information Strategy methodology as well as to their Executive team planning techniques. Mr. Zachman retired from IBM in 1990, having served them for 26 years. He is Chief Executive Officer of the Zachman Institute for Framework Advancement (ZIFA), an organization dedicated to advancing the conceptual and implementation states of the art in Enterprise Architecture. He also operates his own education and consulting Business, Zachman International.

JOHN ZACHMAN

Rome June 14-15, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



MARCH-JUNE 2010

INNOVATIVE SOFTWARE TESTING APPROACHES

This workshop is designed for software developers and testers that want to learn new and innovative ways to perform software testing. The topics covered in this workshop are appropriate for any level of testing knowledge and experience, from foundation to advanced levels.

This workshop is 40% lecture and 60% interactive labs where you will be able to practice with others the techniques covered in the lectures.

In this workshop you will see added value to your testing efforts by learning how to:

- Prioritize your Testing based on three views of risk - project, technical and Business
- Get the most testing from the most compact set of test cases
- Identify the root causes of problems and correct them so they are not repeated
- Perform regression Testing so it does not become overwhelming
- Developers can perform unit Testing so that more defects can be found early in a project
- Design tests based on a variety of sources - Business and user scenarios, requirements, use cases and design models
- Implement test automation in new and creative ways

RANDY RICE

He is a leading author, speaker and consultant in the field of software Testing and software quality. Mr. Rice, a Certified Software Quality Analyst, Certified Software Tester, Certified Software Test Manager and an ASTQB Certified Tester – Foundation Level (CTFL), has worked with organizations worldwide to improve the quality of their information systems and optimize their Testing processes. Mr. Rice is a member of the American Software Testing Qualifications Board and has been published by the *Journal of the Quality Assurance Institute*, *Crosstalk*, *Client/Server Computing*, *Powersoft Applications Developer* and *Enterprise Systems Journal*. He is a regular speaker at international conferences on software Testing in North America and Europe, and is also publisher of *The Software Quality Advisor*. He is co-author with William E. Perry of the books: **“Surviving the Top Ten Challenges of Software Testing”** and **“Testing Dirty Systems”**. Mr. Rice served as Chair of the Quality Assurance Institute’s International Software Testing Conference and was a founding member of the Certified Software Test Engineer (CSTE) certification program. He also serves on the board of directors for the American Software Testing Qualifications Board (ASTQB).

Rome June 14-15, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



This course focuses on the basics of Software Test Automation and expands on those topics to learn some of the deeper issues of Test Automation. This course is not specific to any particular tool set but does include hands-on exercises using free and cheap test tools. The main objective of this course is to help you understand the landscape of Software Test Automation and how to make Test Automation a reality in your organization. You will learn the top challenges of Test Automation and which approaches are the best ones for your situation, how to establish your own Test Automation organization, and how to design software with Test Automation in mind. You will also learn many of the lessons of Test Automation by performing exercises using sample Test Automation tools on sample applications. You will leave the course with your own Test Automation strategy and plan for implementing it.

In particular you will learn:

- The purpose and value of automating software tests
- The common challenges and pitfalls of Test Automation and how to overcome them
- How to automate structural testing
- How to automate functional testing with modern approaches
- How Test Automation frameworks can be used to streamline Test Automation
- How to design tests that can be readily automated
- The deeper issues of creating Test Automation
- The Test Automation tools on the market
- Which tools are free or inexpensive
- How to make Test Automation a reality in your organization
- How to measure the benefits and value of Test Automation

He is a leading author, speaker and consultant in the field of software Testing and software quality. Mr. Rice, a Certified Software Quality Analyst, Certified Software Tester, Certified Software Test Manager and an ASTQB Certified Tester – Foundation Level (CTFL), has worked with organizations worldwide to improve the quality of their information systems and optimize their Testing processes. Mr. Rice is a member of the American Software Testing Qualifications Board and has been published by the *Journal of the Quality Assurance Institute*, *Crosstalk*, *Client/Server Computing*, *Powersoft Applications Developer* and *Enterprise Systems Journal*. He is a regular speaker at international conferences on software Testing in North America and Europe, and is also publisher of *The Software Quality Advisor*. He is co-author with William E. Perry of the books: “**Surviving the Top Ten Challenges of Software Testing**” and “**Testing Dirty Systems**”. Mr. Rice served as Chair of the Quality Assurance Institute’s International Software Testing Conference and was a founding member of the Certified Software Test Engineer (CSTE) certification program. He also serves on the board of directors for the American Software Testing Qualifications Board (ASTQB).

RANDY RICE

Rome June 16-17, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



MARCH-JUNE 2010

**DESIGNING WEB 2.0
APPLICATIONS**
*Design strategies for
next-generation
Web applications*

The convergence of Windows and the Web is upon us. Google Maps, Gmail, Flickr and a variety of new Ajax and Rich Internet applications have begun to legitimize moving beyond HTML to deliver interactive applications that deliver the best of the Web and the best of the desktop application experience. We will show how these techniques are changing the way designers think about their application designs. You will learn how Web 2.0 applications are using new interaction techniques to replace existing Client Server and windows applications without sacrificing user productivity. Plus, you'll see the usability challenges introduced when these new interaction techniques are implemented.

Attendees will learn how to:

- Learn how Ajax and Web2.0 applications will transform Websites
- Design next generation applications to leverage Web Services
- Design rich, interactive navigation styles
- Develop effective Web 2.0 design Patterns
- Design interactive mapping applications
- Design fast, efficient transactional Web 2.0 applications
- Integrate RSS Feeds to enhance your content
- Leverage Data Warehouses with Web 2.0 designs

JAMES HOBART

He is an internationally recognized "User Interface Design" consultant based in California, USA. He specializes in the design and development of large-scale, high-volume Client/Server applications. He is an expert in GUI design for transaction processing systems and strategies for migration from character-based systems to GUI and Web-based technologies. Mr. Hobart has over 20 years of software development experience and over 10 years of GUI application design experience. Jim Hobart is President of Classic System Solutions Inc.

Rome June 16-18, 2010

Euro 1500

The attendance fee includes documentation, working lunch and coffee breaks



This course is designed for individuals and teams seeking to reduce software project risk, improve delivered quality, and increase productivity and efficiency. Industry data clearly indicate larger projects, the primary focus of this Workshop, carry significantly greater risk of failure and experience large cost and schedule overruns. We will examine root causes and discuss how those causes relate to participant organizations. Participants in this highly interactive hands-on Workshop will participate in a series of exercises that result in a self-assessment vis-à-vis proven Best Practices related to principal risks. With the self-assessment as context additional exercises will produce an Action Plan tailored to each participant's situation. In particular each participant will develop an analysis of alternative defect containment strategies using models and benchmark data provided. Finding and fixing defects typically accounts for 50-70% of total software cost. These models demonstrate how a typical software organization can reduce these costs by 50% or more while reducing delivered defects by up to 75% - results best in class groups realize today.

What You Will Learn:

- Key process and product metrics and benchmarks
- Primary root causes and costs of failures (cancellations), cost and schedule overruns, and features not delivered
- Sizing and estimating Best Practices
- Project planning and tracking Best Practices
- Defect Containment strategies and Best Practices
- How to predict and measure defect containment
- How to model (forecast) the productivity and quality impact of alternative defect containment and prevention strategies
- How to build a Business Case for Software Process Improvement
- How to formulate an improvement strategy
- How to monitor "Cost of Quality" (value-added vs. non-value-added effort)
- Deployment recommendations and pitfalls – Focus on *Performance*, not *Compliance*

He is a Senior Software and IT Professional with more than forty years experience in the Software area. He is currently President of the Process-Fusion.net, an American consulting and coaching company on Software and Project Management and Business Process Improvement. Founder and Manager of Six Sigma Advantage up to 2006. In the past he has worked for Information Technology Effectiveness, Howard Rubin Associates, ASG Management Systems, RMS Technologies. He is a world-renowned speaker and author of the book: "**Managing the Blackhole: a General Managers Guide to Software and IT Projects**".

Rome June 21-22, 2010

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks

MANAGING HIGH RISK PROJECTS *A Software Process Improvement Workshop* *"Better, Faster, Cheaper"*

GARY GACK



MARCH-JUNE 2010

**GUIDING SOA EVOLUTION
THROUGH GOVERNANCE
From SOA 101 to Virtualization
to Cloud Computing**

The evolution of how companies employ SOA can be broken down into three phases: the initial phase focuses on migrating from previous approaches like component based applications to services and the best practices around building services. Once a company has completed initial SOA projects, the number of deployed services increases such that the key question no longer is how to build services, but rather how to efficiently govern the development and operation of services on an Enterprise scale. The focus of a second phase SOA shifts to reusability, securing how a growing number of clients access the services, assuring that Service Level Agreements (SLAs) are met, etc. Service virtualization plays a key role in this phase, which provides a decoupling of clients and services and replaces non-business logic in services with configuration in middleware that acts as intermediaries, like Enterprise Service Buses and SOA Appliances. While enterprise architects focus on SOA, the data center and operations managers have server virtualization on their agenda as a top priority to increase efficiency and reduce cost. These two efforts have not been treated synergistically by most companies, but they should. The provisioning of virtual servers should be done using a SOA based service infrastructure paradigm and the business services should automatically be mapped onto infrastructure resources in order to implement on-demand resource provisioning to better meet SLAs. This approach to the second phase in the SOA evolution positions a company for a natural progression into phase three, where services move into the cloud. Regardless whether we move to an enterprise cloud or one that is hosted by an external provider, everything we have learned and implemented in the first two phases of SOA applies – even more so, since issues like security and integration become more complex in the cloud and SOA Governance plays an even bigger role. This seminar walks you through the three phases of evolving SOA and how to use a maturity model to build your SOA Roadmap. It then discusses how SOA Governance relates to business, IT, and Enterprise Architecture (EA) governance; it details what comprises SOA Governance, provides insights into current standards, vendor approaches and technologies, and closes with a case study that illustrates some of the governance principles and how to measure success.

GERHARD BAYER

He is a Senior Consultant of International Systems Group, Inc. (ISG), a leading consulting firm that specializes in IT Strategy and development and integration of large-scale distributed applications using Service-Oriented Architectures. His work includes design of architectures for Service Oriented Integration and e-Business application development, as well as development of ISG's comprehensive SOA training curriculum. Mr. Bayer holds a MS degree in Physics and a BS degree in Computer Science.

Rome June 23-25, 2010

Euro 1500

The attendance fee includes documentation, working lunch and coffee breaks



Economic pressures are forcing companies to become more innovative while also trying to reduce costs. In this tough climate, the Information-Driven Business is key to success. However, information is growing at a phenomenal rate with many companies now talking about supporting and managing petabyte data systems. In parallel with these issues, the rate of change in information-related technologies and products continues unabated. Vendor consolidation and failures, and the emergence of lower-cost solutions and new deployments models such as Open Source and Cloud Computing make developing a flexible IT strategy for Business Intelligence and Data Warehousing a daunting task. This conference examines the latest state of the art in Business Intelligence, Data Warehousing and Data Management and takes a detailed look at the key technologies that will be driving Next Generation Systems that support the Information-Driven Business.

Topics that will be covered include:

- Business Intelligence and Data Warehousing: Industry Status Report
- The Convergence of Business Intelligence and Collaborative Computing
- BI and Data Warehousing in Private and Public Clouds
- Next Generation Data Warehouse and Data Management Solutions
- Comparing the Vendors: IBM, Microsoft, Oracle, SAP or Perhaps Someone Else
- Open Source Solutions: Ready for Prime Time?
- Business Analytics and Unstructured Data
- Data Mining and Predictive Analytics: Tools, Techniques and Case Studies
- Operational BI and Data Integration: Ten Mistakes to Avoid
- Advances in Data Visualization for Information Workers
- Developing a Flexible and Cost-Effective BI Tools Strategy

Merv Adrian, Mike Ferguson, Rick van der Lans, Jos van Dongen, Colin White

The Chairman will be **Colin White**.

**INTERNATIONAL SUMMIT
ON DATA WAREHOUSING AND
BUSINESS INTELLIGENCE 2010
Technologies, Techniques
and Tools for Next Generation
Systems**

MULTISPEAKER

Rome June 23-25, 2010

Euro 1600

The attendance fee includes documentation, working lunch and coffee breaks



MARCH-JUNE 2010



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