

TECHNOLOGY TRANSFER PRESENTS

# STEVE HOBBERMAN

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## DATA MODELING MASTERCLASS

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### Sharpen Your Data Modeling Skills!

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**MARCH 29-30, 2010**  
VISCONTI PALACE HOTEL - VIA FEDERICO CESI, 37  
ROME (ITALY)



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www.technologytransfer.it

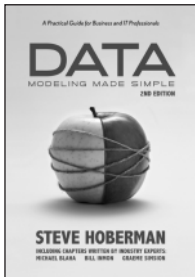
## ABOUT THIS SEMINAR

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 the logical into an 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

### DOCUMENTATION



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

## OUTLINE

### 1. Overview to the Data Model Scorecard®

The Scorecard is a set of ten categories for validating a Data Model. We will explore Best Practices from both the perspectives of the modeler and reviewer, and you will be provided with a template for use on your current projects. Each of the following categories heavily impacts the usefulness and longevity of the model, and will be discussed accompanied by many examples:

- Understanding subject area, logical, and physical Data Models
- Ensuring the model captures the requirements
- Validating model scope
- Applying acceptable modeling principles
- Determining the optimal use of generic concepts
- Using consistent naming standards
- Arranging the model for maximum understanding
- Writing clear, correct, and consistent definitions
- Matching the model with the Enterprise
- Comparing the Metadata with the data

### 2. Intermediate and Advanced Data Modeling Techniques

We will explore a number of modeling techniques to sharpen your Data Modeling skills. Techniques including:

- Useful templates for capturing and validating Business requirements
- Rapidly reaching Fifth Normal Form (5NF)

- Business rule limitations on the Data Model
- A value-driven approach to building the Enterprise Data Model

### 3. Data Modeling Guidelines

We will end the course by discussing a series of modeling guidelines, in areas such as:

- Guidelines on converting subtypes in the physical
- 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

### WHO SHOULD ATTEND

- Analysts
- Architects
- Data Modelers
- Database Administrators
- Developers
- Project Managers
- Testers

## INFORMATION

<p><b>PARTICIPATION FEE</b></p> <p>€ 1200</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p><b>VENUE</b></p> <p>Visconti Palace Hotel Via Federico Cesi, 37 Rome (Italy)</p> <p><b>SEMINAR TIMETABLE</b></p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p><b>HOW TO REGISTER</b></p> <p>You must send the registration form with the receipt of the payment to: <b>TECHNOLOGY TRANSFER S.r.l.</b> Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p><b>within</b> <b>March 15, 2010</b></p> <p><b>PAYMENT</b></p> <p>Wire transfer to: Technology Transfer S.r.l. Banca Intesa Sanpaolo S.p.A. Agenzia 6787 di Roma Iban Code: IT 34 Y 03069 05039 048890270110</p>	<p><b>GENERAL CONDITIONS</b></p> <p><b>GROUP DISCOUNT</b></p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p><b>EARLY REGISTRATION</b></p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p><b>CANCELLATION POLICY</b></p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p><b>CANCELLATION LIABILITY</b></p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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Via Federico Cesi, 37  
Rome (Italy)

Registration fee:  
€ 1200

*If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.*

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## SPEAKER

**Steve Hoberman** 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. Steve 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®.