

TECHNOLOGY TRANSFER PRESENTS

# LARISSA MOSS

---

**EXTREME SCOPING™**

---

**Agile Approach**

---

**to Data Warehousing**

---

**and Business Intelligence**

---

**APRIL 26-27, 2010**  
RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231  
ROME (ITALY)



info@technologytransfer.it  
www.technologytransfer.it

## ABOUT THIS SEMINAR

As you are managing your BI/DW project, you draw upon your past experience as a Project Manager. But to your dismay, you find that in spite of your experience, your BI/DW project is unusually difficult to manage. The requirements appear to be a “moving target.” Communication between staff members takes too long. Assigning tasks in a traditional way seems to result in too much rework. Using a traditional methodology does not work. To top it all off, the Business users are pressuring you for quick deliverables (90 days or less) while they are still “fine-tuning” their requirements. As the project team scrambles to meet those expectations, data standardization is skipped, testing is cut short, documentation is not done, and quality is compromised. The end result is often an independent Data Mart – always accompanied by the promise to clean it up later and to consolidate it with the other silo Data Marts (and Data Warehouses), which regrettably rarely happens. Sound familiar? So, how can you “have your cake and eat it too?” In other words, how can you build an integrated DW with quality and still deliver BI solutions in 90 days? You have to set aside some of the traditional Project Management disciplines and try a new approach. In this course, you will learn about spiral methodologies and “Extreme Scoping,” a development method based on software releases.

### 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

### WHO SHOULD ATTEND

- Project Managers
- Project Leads
- BI/DW Project Team Members
- Business Managers
- Users participating on BI/DW projects

<p><b>1. Why traditional Project Management does not work on BI/DW Projects</b></p> <ul style="list-style-type: none"> <li>• From data chaos to data architecture</li> <li>• DW role in BI</li> <li>• Traditional development method</li> <li>• Waterfall methodologies</li> <li>• Industrial-Age mental model</li> <li>• The time trap</li> <li>• What's different about BI/DW projects</li> </ul> <p><b>2. Common BI/DW failures and PM challenges</b></p> <ul style="list-style-type: none"> <li>• Common BI/DW failures</li> <li>• Project Management challenges</li> <li>• Information-Age mental model</li> <li>• Cross-organizational development</li> <li>• Fundamental changes</li> </ul> <p><b>3. Software release concept with self-organizing Project Teams</b></p> <ul style="list-style-type: none"> <li>• Iterative development</li> <li>• Software release concept</li> <li>• Software release guidelines</li> <li>• Parallel development tracks</li> <li>• Team organization</li> <li>• Project team structure</li> <li>• Project team staffing</li> <li>• Core team roles</li> <li>• Extended team roles</li> </ul> <p><b>4. Different Project Planning Process</b></p> <ul style="list-style-type: none"> <li>• Software release planning</li> <li>• Use of methodology and "scouting" <ul style="list-style-type: none"> <li>- "Extreme Scoping"</li> <li>- Weekly milestones</li> <li>- Assignment of parallel activities</li> <li>- Micro plan for managing</li> <li>- Macro plan for reporting</li> </ul> </li> <li>• Project dynamics</li> </ul>	<p><b>5. BI Roadmap Spiral Methodology</b></p> <ul style="list-style-type: none"> <li>• Engineering stages</li> <li>• BI/DW development steps: <ul style="list-style-type: none"> <li>- Business Case assessment</li> <li>- Enterprise infrastructure evaluation</li> <li>- Project Planning</li> <li>- Requirements definition</li> <li>- Data analysis</li> <li>- Application prototyping</li> <li>- Meta Data Repository (MDR) analysis</li> <li>- Database Design</li> <li>- ETL Design</li> <li>- MDR Design</li> <li>- ETL development</li> <li>- Application development</li> <li>- Data Mining</li> <li>- MDR development</li> <li>- Implementation</li> <li>- Release evaluation</li> </ul> </li> <li>• Business Integration activities</li> <li>• Flexible entry and exit points</li> <li>• Case Study (example)</li> </ul> <p><b>6. BI Program Management</b></p> <ul style="list-style-type: none"> <li>• Project versus program</li> <li>• Core competencies</li> <li>• Enterprise Infrastructure Management</li> <li>• Enterprise Information Management</li> <li>• Enterprise Meta Data Management</li> <li>• BI application portfolio Management</li> <li>• BI steering committee</li> <li>• BI Program Manager</li> </ul>	<p><b>7. Best Practices/Critical Success factors</b></p> <ul style="list-style-type: none"> <li>• BI Maturity model</li> <li>• Best Practices</li> <li>• Critical success factors</li> <li>• Common BI/DW failures mitigated</li> <li>• Project Management challenges mitigated</li> </ul> <p><b>8. Organizational culture change</b></p> <ul style="list-style-type: none"> <li>• Organizational impact</li> <li>• Inevitable culture shift</li> <li>• New charge-back policy</li> <li>• New incentive policy</li> <li>• New Leadership</li> </ul>
--	--	---

## 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>Residenza di Ripetta Via di Ripetta, 231 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>April 12, 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>
--	--	--

**LARISSA MOSS**  
**EXTREME SCOPING™**  
**Agile Approach**  
**to Data Warehousing**  
**and Business Intelligence**

April 26-27, 2010  
Residenza di Ripetta  
Via di Ripetta, 231  
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.*

first name .....

surname .....

job title .....

organisation .....

address .....

postcode .....

city .....

country .....

telephone .....

fax .....

e-mail .....



Stamp and signature

Send your registration form with the receipt of the payment to:  
**Technology Transfer S.r.l.**  
Piazza Cavour, 3 - 00193 Rome (Italy)  
Tel. +39-06-6832227 - Fax +39-06-6871102  
info@technologytransfer.it  
www.technologytransfer.it



## SPEAKER

**Larissa Moss** is president of Method Focus Inc., a company specializing in improving the quality of Business information systems. She has 28 years of IT experience, with a focus on data integration for the past 20 years. She frequently speaks at conferences worldwide on the topics of Data Warehousing, Business Intelligence, Master Data Management, Project Management, Development Methodologies, and other information asset Management topics, such as Enterprise Architecture, Data Integration, and Information 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**". Her articles are frequently published in *DM Review*, *Teradata Magazine*, *Cutter IT Journal*, *TDWI Journal of Data Warehousing*, *TDWI Flash Point* and *EIMInsight Magazine*. Her white papers include *Organizational and Cultural Barriers to Business Intelligence*, *Developing BI Decision-Support Applications: Not Business As Usual*, *Data Quality is Not Optional*, and *The Importance of Data Modeling as a Foundation for Business Insight*. Ms. Moss' present and past associations include Friends of NCR-Teradata, the IBM Gold Group, the Cutter Consortium, DAMA Los Angeles Chapter, the Relational Institute, and Codd & Date Consulting Group. She was a part-time faculty member at the Extended University of California Polytechnic University Pomona, and has been lecturing for TDWI, DCI, IRM UK, PESG, MIS Training Institute, and the Cutter Consortium.