



# The Certification Course for DW2.0



## Bill Inmon Biography

**Bill Inmon** is considered the "father of the data warehouse" and co-creator of the Corporate Information Factory (CIF). He has over twenty-eight years of experience in database technology management and data warehouse design. He is known globally for his seminars on developing data warehouses and has been a keynote speaker for every major computing association and many industry conferences, seminars, and tradeshows. As an author, Bill has written about a variety of topics on the building, usage, and maintenance of the data warehouse and the Corporate Information Factory. More than 500 of his articles have been published in major computer journals such as Datamation, ComputerWorld, and Byte Magazine. Bill is currently a columnist with Data Management Review and has been since its inception. He has published thirty-nine books; twenty-one have been book club selections with publishers such as Prentice-Hall, John Wiley, and QED.

### WHY DW2.0™ ?

Data warehousing began in the mid 1980's. By 1990 the first book on data warehousing had been written and seminars were just beginning. Soon thereafter data marts, ODS, DSS applications and a whole host of other extensions to the data warehouse began to appear.

At the same time, technology began to appear that made data warehousing commercially viable. There was the extension of DBMS to start to be able to handle very large volumes of data. There was a drop in disk storage prices. There was the advent of new forms of storage such as near line storage. There were the Business Intelligence vendors. In short, the world of data warehouse went from a theoretical possibility to a burgeoning reality in a few short years.

From a thought leadership perspective, something unusual began to happen. Consulting firms were building data warehouses that really weren't data warehouses. Some vendors began to talk about real-time data warehouses and active data warehouses when no such thing existed as part of data warehousing. Some conferences which focused on data warehousing, held many presentations on solutions that were not data warehousing. In those presentations the concept of a data warehouse was changed from what a data warehouse really was to a form of data warehousing that was simply not valid. Yet these non data warehouse structures were called data warehouses. And finally even consultants issued reports that measured the size of data warehouses that included all sorts of databases that were not remotely data warehouses.

In a word, the thought leadership, that once had been very clear surrounding data warehouses, turned very murky. People were using any old notion of data warehousing or something resembling data warehousing to sell their products and services whether the notion was proper or not.

*Into this Sea of Confusion comes DW2.0™*



DW 2.0™ The Next Generation of Data Warehousing  
is the trademarked term of Bill Inmon

## DW2.0™ Certification Curriculum

DW2.0™ is the architecture of the next generation of data warehousing. It is a statement of what a data warehouse should be and the vision that Bill Inmon has for the future of data warehousing.

The **three day course** is for architects who lead their organizations into the future by using a sound architectural framework. **Presented by Bill Inmon on day one, and Derek Strauss and Genia Neushloss of Gavroshe USA, Inc. [1] on days two and three.**

A certification exam will be offered on day three of the training. Upon completion of the certification exam, the attendee will be placed on the Bill Inmon web site as having completed the certification process.

### Day 1 – Bill Inmon

#### DW2.0™ Certification Training – Topics Covered

Some of the more prominent features of DW 2.0™ include the recognition of the life cycle of data within the data warehouse; inclusion of unstructured data along with structured data inside the data warehouse; inclusion of metadata as a tightly integrated part of the data warehouse matching of unstructured data to structured data; ability to seamlessly handle massive amounts of data; as well as other features that will be discussed during the training.

The DW 2.0™ architecture sectors; interactive sector; integrated sector; near line sector; archival sector.

Unstructured data in the DW 2.0™ environment

- ▶ Linking unstructured data to structured data
- ▶ Integrating text
- ▶ Near line storage
- ▶ Archival storage
- ▶ ETL and EII
- ▶ Exploration processing
- ▶ Critical success factors
- ▶ Methodology
- ▶ Improving performance
- ▶ Virtual Operational Data Store, and more

[1] Derek Strauss and Genia Neushloss of Gavroshe USA, Inc., are DW 2.0™ certified trainers. Gavroshe USA, Inc., is an Inmon Consulting Collaborative Partner

**Days 2 and 3**  
**(Strauss & Neushloss)**  
**DW2.0™ Certification Training**  
**Topics Covered**

# The Certification Course for DW2.0



**In alphabetical order:**

Archival  
Atomic derived data  
Business metadata  
Critical success factors  
Data quality and ETL processing  
Data warehouse  
Data warehouse build or buy  
Data warehouse granularity  
Data warehouse maturity  
Data quality  
Data base design approaches across DW 2.0  
Data mart/data warehouse  
Drill down processing  
Data warehouse monitoring  
Data warehouse performance  
ETL  
Evolution of CRM  
Exploration warehouse  
Federated data warehouse  
Global data warehouse  
Improving performance in the dw environment  
Managing performance in the dw environment  
Methodology  
Near line storage  
Quality control in the dw environment  
Return on investment  
Service level agreements  
Staging area  
Users of the dw – farmers, explorers, tourists  
Virtual operational data store

**At the end of Day 3 of the course there will be a written exam (Up to 2 hours will be allocated for the exam.)**



## Derek Strauss

Founder, CEO and a Principal Consultant of Gavroshe USA, Inc. He has 25 years of IT industry experience, 16 years of which were in the Information Resource Management (IRM) and Business Intelligence/ Data Warehousing fields. He established Data Resource Management, Architecture and IRM Functions in several large Corporations using the Zachman Framework as a basis.



Derek established and managed numerous enterprise programs and initiatives in the areas of Business Intelligence, Data Warehousing and Data Quality Improvement. Bill Inmon's Corporate Information Factory and John Zachman's Enterprise Architecture Framework have been the foundational cornerstones of his work. He is an active member of DAMA (The Data Management Association) and TDWI (The Data Warehouse Institute) and is currently serving as VP of Programs for SW Ohio DAMA.

Derek is a Specialist Workshop Facilitator for all levels (clerical to Board-level) of workshops. Has spoken at several local and international conferences on Data Warehousing issues, including seminars in Europe and Africa. He has also traveled and spoken with Bill Inmon.

## Education/Training

BSc (Honors), University of Witwatersrand, Johannesburg, South Africa  
Zachman Framework for Enterprise Architecture, John Zachman  
Certified Government Information Factory Architect, Bill Inmon.  
Certified DW2.0 Architect and Trainer

## Genia Neushloss

The Co-Founder and a Principal Consultant of Gavroshe USA, Inc. She has strong managerial and technical background spanning over 30 years of professional experience in insurance, finance, manufacturing, mining and telecommunications industries.



Genia has developed and conducted training courses in JAD/JRP Facilitation and Systems Reengineering. She is co-developer of a method-set for Systems Reengineering. She has 16 years specialization in planning, analyzing, designing and building Data Warehouses. She is a member of DAMA. Genia has presented before audiences in Europe, USA and Africa.

## Education/Training

- Degree in Economics & Planning of Industry from Leningrad (St. Petersburg) Politechnical Institute.
- Certified Government Information Factory Architect, Bill Inmon.
- Zachman Framework for Enterprise Architecture, John Zachman.
- Certified DW2.0 Architect and Trainer

Inmon Consulting - Collaborative Partner  
Certified DW 2.0 Architects



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