

Data Modelling Masterclass

Sharpen Your Data Modelling Skills

Steve Hoberman

17-18 February 2010,
22-23 September 2010, London

Fee £1095 + VAT
Group Booking & Series
Discounts Available

Overview

Do you already know data modelling basics and want more? Take the Master Class! You will first apply a best practices approach to building and validating data models through the Data Model Scorecard™, a tool for validating data model quality. Next we focus on a collection of intermediate and advanced modelling techniques, including advanced normalization and enterprise data modelling. 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.

Learning Objectives

- 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

Seminar & Workshop Outline

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 modelling 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 meta data with the data

Intermediate and Advanced Data Modelling Techniques

We will explore a number of modelling techniques to sharpen your data modelling skills.

Techniques including:

- Useful templates for capturing and validating business requirements
- Rapidly reaching Fifth Normal Form (5NF)
- Business rule limitations on the data model

- How organizations leverage industry data models
- A value-driven approach to building the enterprise data model
- Top Down vs. Bottom Up vs. Hybrid techniques

Data Modelling Guidelines

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

- Guidelines on converting subtypes in the physical
- When to use each type of Slowly Changing Dimension
- 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

Audience

This course is for anyone who already knows modelling fundamentals and is seeking more advanced techniques. Roles include:

- Data Modeller
- Data Architect
- Data Analyst
- Data Manager
- Enterprise Architect
- Information Architect
- Solutions Architect
- Applications Architect
- IT Consultant
- Business Analyst
- Project Manager
- Programme Manager
- Developer
- Senior Designer
- Data Administrator
- Database Administrator
- Data Quality Manager
- Data Steward

Seminar Pre-requisite

Data Modelling Fundamentals or similar training or a working knowledge of data modelling. You need to have an understanding of data modelling concepts and components.

Special Features

- Attendees receive a copy of Steve Hoberman's classic book, **Data Modeler's Workbench**.

Data Management Series

Data Modelling Fundamentals
15-16 February 2010,
20-21 September 2010, London

Data Modelling Masterclass
17-18 February 2010,
22-23 September 2010, London

Information Quality
Improvement
12-14 April 2010, London

DW 2.0: Data Warehouse for
the Next Generation
29-30 April 2010, London

Series Discounts

Attend more than one course in this series and you will be entitled to the following discounts:

2nd course	10%
3rd course	15%
4th course	20%
5th course	25%

Group Booking Discounts

If 5 delegates from the same organisation register at the same time for the same or various seminars, then the 5th delegate is free. We regret that this offer cannot be used in conjunction with the Series Discount.

'Steve was enthusiastic, very knowledgeable, humorous and a great instructor.'

Jacqueline Tomlinson, Data Analyst, The Pension Protection Fund

'Excellent speaker. Used various examples. Good stuff.'

Adebukonla Onabadejo, NSPIR Custody System Analyst, National Policing Improvement Agency

Presenter



Steve Hoberman is a world recognized innovator and thought leader in the field of data modelling. He is a popular and frequent presenter at industry conferences and is a columnist and frequent contributor to industry publications, as well as the author of the book, *Data Modeller's Workbench*. He is the founder of the Design Challenges group and inventor of the Data Model Scorecard™.

In-House Training

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Registration Information

Registration Fees:

Full payment or a purchase order is due prior to the event. Payment may be made in Sterling (£) or Euros. If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment. All delegates must add VAT (15%) to their total event fees. VAT may be reclaimed by delegates from the tax authorities after the event.

GROUP DISCOUNTS: For every 4 people from one company who register for the same event, at the same time, a 5th delegate may attend FREE! Please Note: We cannot offer any other published discounts / offers to those taking advantage of this group discount.

The registration fee includes the lectures, documentation, refreshment breaks and lunch on each day of the event. The cost of hotel accommodation is not included in the event fee.

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Seminar Timetables

08.30 – 09.00 Registration (first day only) 09.00 – 12.30 Event

12.30 – 13.30 Lunch 13.30 – 17.00 Event

Mailing Information

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