

# Strategic IT Training for IT Professionals and Managers

Public seminars & In-House Training 2008-2009, London

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## Enterprise Architecture Series

### Zachman Enterprise Architecture Part 1: Framework Fundamentals

7-8 October 2008, 24-25 February 2009, London

John Zachman  
£995 + VAT

**Learning Objectives** • 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 • Differentiation of Enterprise Architecture from Systems Implementation • A strategy for reducing "time-to-market" for systems implementations to virtually zero • Some pragmatic approaches for implementing Enterprise-wide strategies • Strategy for integration beyond jurisdiction (Interoperability) • Architectural Principles for meeting enterprise requirements • A list of resources to facilitate architectural work  
**Seminar & Workshop Outline:** • Business drivers for Enterprise Architecture (EA) • The Zachman Framework • Architecture versus Implementation • Enterprise Architecture: Implementation Practicalities • Four Frameworks for Knowledge Management • Simplifying the Enterprise • Reducing I/S "Time-to-market" • Federated Architecture • Conclusions

### Zachman Enterprise Architecture Part 2: Implementation Strategies

9-10 October 2008, 26-27 February 2009, London

Stan Locke  
£995 + VAT

**Learning Objectives** • Use the framework as a tool for thinking about business and technology • Implications for integration when making enterprise design decisions • Understand the underlying framework constructs of fractals and other frameworks • Select appropriate implementation strategies • How implementation composites can be assembled from primitive cell elements • Review framework implementations  
**Seminar & Workshop Outline** • Zachman – Fundamentally Business • Business – Driving Quality • Mitigation of Business Change • Engaging Executive Management • Business Enterprise Architecture Approaches • Architecture Reference Models • Beyond 'Silver Bullets' to Business Imperatives • Deriving Service Oriented Architectures • Pragmatic Enterprise Architecture

### Service Oriented Architecture in Business: From Business to Solution

29-30 September 2008, 26-27 February 2009, London

Eva Wohlén & Lars Mårtensson  
£995 + VAT

**Learning Objectives** • Spread the knowledge of how SOA is implemented based on business requirements • Optimize the number of services • Make sure that information is captured in only ONE service and then reused • Focus on the processes which are critical in the business • Orchestrate your business critical processes for each customer or for each product • Explain what SOA means for your business  
**Seminar & Workshop Outline** • Introduction to SOA and EA (Enterprise Architecture) • Process orientation and the process map • Information modelling • The EA process • The critical processes in the process map • Object groups • Identify services and service interfaces • Meta model for SOA • IT as an enabler • Orchestration of processes • Conclusion and Summary

### Service Oriented Architectures: Technology, Products & Best Practices

13-14 October 2008, 2-3 March 2009, London

Rick van der Lans  
2 Days - £995 + VAT  
1 Day - £645 + VAT

Delegates have the option to attend Day 1 or Day 2 only  
**Learning Objectives** • Day 1 • Learn how an organisation could benefit from SOA • Learn how different technologies are needed to develop SOA • Understand what the differences are between SOA-related technologies and other older integrations solutions • Learn how an Enterprise Service Bus speeds up the development of SOA • Day 2 • Learn how to design SOA • Avoid well known pitfalls • Learn from real life experiences and understand the best practices for designing services and interfaces • Learn about the different service layers that make up a loosely coupled SOA  
**Seminar & Workshop Outline** • Day 1 – SOA: Technology & Products • Advantages and disadvantages of SOA • Overview of basic standards • Orchestration of services • The Enterprise Services Bus • SOA Governance • The future of SOAs and enterprise services buses  
• Day 2 – Guidelines & Best Practices for Designing SOAs • Designing service interfaces and transformations • Designing basic service • Designing composite services • Generic services • Designing transactions in SOA • General design guidelines for SOA

## IT Strategy & Management Series

### The Corporate Strategy for IT

25-26 November 2008, 23-24 March 2009, London

Chris Potts  
£995 + VAT

**Learning Objectives** • The promise, principles and tactics of the ultimate Corporate Strategy for IT • Exploring and changing the corporate investment culture, as it applies to IT • Investing in business change and IT • Using Enterprise Architecture to drive business innovation • The 'expert IT customer' management model  
**Seminar & Workshop Outline** • IT market watch: is this the end of 'IT Strategy'? • Case study - The promise of the Corporate Strategy for IT • The IT value chain • The Corporate Strategy for IT - Rapidly formulating a strategy that is meaningful and memorable; Maximising the strategy's contribution and influence • Integrating IT with corporate and business strategies • Investing in business change and IT • Using Enterprise Architecture (EA) to drive business innovation • "Expert IT Customer" management model • Sourcing strategy • IT market watch revisited

### Achieving Business/IT Alignment in Practice

27-28 November 2008, London

Peter Hinssen  
£995 + VAT

**Learning Objectives** • Alignment models and mechanisms for improving the relationship between business and IT • Organisational concepts and impact towards alignment: what works and what does not? • How to turn an IT governance framework into a mechanism for trust • Transforming communication into marketing from IT towards the business: how to put this into practice? • Building a lasting relationship towards management and towards the board • How to build a "new deal" between Business and IT, and how to maintain it  
**Seminar & Workshop Outline** • Introduction: a Short History of Alignment • Models for Strategic Alignment between Business & IT • The relationship between IT Alignment & IT Governance • The organisational aspects of IT Alignment • The communication & partnership aspects of IT Alignment • Building IT Alignment through Enterprise Architecture • Achieving IT Alignment in practice

### Working with the Business: Consulting Skills for Data and IT Professionals

2-3 December 2008, London

Graeme Simson  
£995 + VAT

**Learning Objectives** • A deeper understanding of consulting relationships – and how to make them work • Practical techniques for establishing expectations – checklists and questions • A set of practices to keep assignments on track • Techniques for dealing with problems and difficult clients • Practical approaches to writing reports and delivering presentations  
**Seminar & Workshop Outline** • Understanding consulting • Setting expectations • Delivering services • Deliverables and closure

## Data Management Series

### Successful Master Data Management **NEW**

15-16 September 2008

Malcolm Chisholm  
£995 + VAT

**Learning Objectives** • What Master Data is, what Master Data Management is, and why both are vital • The components of an MDM programme, and how to build a business case to get an MDM programme adopted • The technical aspects of MDM, including architecture, design, technology, and product categories • The aspects of data governance that are needed to make MDM work, and how to implement them • The infrastructure and services needed for MDM, from metadata management to production support  
**Seminar & Workshop Outline** • Definition of Master Data and its subcategories with special emphasis on the unique management tasks for each of these subcategories • An overview of the services that are required in MDM and the processes and supporting infrastructure required to implement them • The role of architecture in managing Master Data. In particular the different styles of hubs and MDM products will be reviewed • The structure of Master Data and the metadata that is closely associated with it. Semantic management for reference data, and management of hidden subtypes in transaction structure data will be covered • The need for data governance in MDM, how to implement these facets of data governance, and getting organizational buy-in for governance.

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- MDM as a programme as opposed to MDM as a project, and how to plan to deliver MDM services for the long run
- How to undertake source data analysis and how to produce a map of the data landscape, especially capturing Master Data producers and consumers
- How vendors are addressing MDM needs and the categories of vendor products
- How to build a business plan to present MDM as worthy of investment. This will focus both on justification and developing an initial plan for MDM rollout
- Production implementation, process control, production support, change management, and other activities related to running MDM in production
- Details of import and integration into an MDM hub. The structure of the staging an integration areas. The tasks that have to be carried out in the import process
- Tactics for data integration. Data quality screening and logging, and the usage of business rules engines.
- Supporting informational systems for operational and data quality metadata
- MDM and Information Knowledge Management
- Risks and issues in MDM

### DW 2.0: Next Generation of Data Warehousing

Bill Inmon

2-3 December 2008, London

£995 + VAT

**Learning Objectives** • What the architecture for the future of data warehousing looks like • How metadata fits into DW 2.0 • Levels of data of DW 2.0 – interactive, integrated, near line, archival • How unstructured data can be gathered and integrated into a data warehouse • The flow of data from outside of DW 2.0, into DW 2.0 and out of DW 2.0 • Why data warehouses do not have to cost a huge amount of money, even when they contain a lot of data and have lots of users • The fundamental transformation of data that takes place as data passes through ETL processing • The role of new data warehouse technologies such as Talend, Dataupia, Sea Tab, Kalido, and others • The migration path from existing 1st generation data warehouses to DW 2.0 • Issues of database design in different parts of the DW 2.0 environment • Issues of building a data warehouse on a fluid foundation that can be changed as business requirements change

**Seminar Outline** • A brief word about the past • An introduction to DW 2.0 • DW 2.0 architecture • Data warehouse performance • Data marts • Data warehouse exploration facility • The fluid foundation – making sure that changes to business requirements do not hamstrung the development and maintenance efforts • ETL and transformation processing • The granularity manager • Data modeling throughout the DW 2.0 environment • The metadata infrastructure • Integrating Unstructured data • The near line extension • The exploration facility • Archival sector • The unstructured database • Methodology throughout the DW 2.0 environment

### Unstructured Data: Creating The Analytical Environment **NEW**

Bill Inmon

4-5 December 2008, London

£995 + VAT

**Learning Objectives** • Recognize the difference between search processing and textual analytics • How to create a data warehouse that contains textual data • What is required to turn textual data into data that is fit for a data warehouse • What internal and external taxonomies are and why they are important • What synonym concatenation is and why it is important • What homographic resolution is and why it is important • What semi structured data is and how it has to be handled • How to integrate the textual integrated data to a data warehouse data model • What stop words, stems, and standardized data elements are and how to handle them • How to create a foundation that can be analyzed by standard BI tools • How to scale the integration process • How to read and interpret semi structured data • How to create proximity variables (and why proximity variables are so important) • How to integrate textual data with visualization • Understand the difference between textual discovery and textual analytics

**Seminar & Workshop Outline** • Introduction • Search versus Analysis • Types of Unstructured Data • Types of Textual Data • The Unstructured Data Base • Integrating Simple Unstructured Data • Integrating Semi Structured Data • Linking Unstructured and Structured • Visualization • Other Miscellaneous Topics

### Data Modelling Fundamentals

Steve Hoberman

23-24 September 2008, 16-17 February 2009, London

£995 + VAT

**Learning Objectives** • Data modelling concepts and terminology • How to read a data model • Steps to building a subject area model • Logical data modelling techniques of normalisation, abstraction and dimensionality • Physical data modelling techniques of denormalisation, partitioning, views and indexing

**Seminar & Workshop Outline** • Modelling Basics • Subject Area Modelling • Logical Data Modelling • Physical Data Modelling

### Data Modelling Masterclass

Steve Hoberman

25-26 September 2008, 18-19 February 2009, London

£995 + VAT

**Learning Objectives** • How to apply the Data Model Scorecard • Advanced normalisation rules and limitations of the logical data model • A value-driven approach to building the enterprise data model • Techniques for converting the 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

**Seminar & Workshop Outline** • Overview to the Data Model Scorecard • Intermediate and Advanced Data Modelling Techniques • Data Modelling Guidelines

## Business & Systems Analysis Series

### Business Process Modelling, Analysis and Design

Kathy Long

3-5 December 2008, 11-13 March 2009, London

£1395 + VAT

**Learning Objectives** • The importance of properly managing the "people" aspect of process redesign • Critical Success Factors for process improvement • Practical process modeling and analysis and design techniques • How to avoid creeping project scope and analysis paralysis • The recommended tools currently available • Tips and Techniques for avoiding common pitfalls in process improvement projects

**Seminar & Workshop Outline** • Introduction to Business Process Management • Define Process Project • Capturing Process Knowledge • Modeling Current Process • Measuring Processes • Analyzing Processes • Creating New Processes • Designing New Processes • Validating New Processes • Selection of Tools

### Mastering the Requirements Process

Suzanne Robertson

15-17 September 2008, 24-26 February 2009, London

£1395 + VAT

**Learning Objectives** • Determine your client's needs – exactly • Write requirements that are complete, traceable, and testable • Precisely define the scope of the project • Discover the stakeholders and keep them involved • Get the requirements quickly, and incrementally • Use up-to-date techniques such as storyboarding and e-collaboration

**Seminar & Workshop Outline** • The Requirements Process • Project Blast-Off • Trawling for Requirements • Functional Requirements • Non-functional Requirement • Managing Your Requirements • The Quality Gateway • Prototyping and scenarios • Your Requirements Process

### Business Rules

Ronald Ross

18-19 September 2008, 19-20 February 2009, London

£995 + VAT

**Learning Objectives** • Achieving true agility • Business rule methodologies and tools • Modernizing operational decisioning • Fitting business rules into your project environment ... and into your organization • How to organize and manage your rules • Roles and responsibilities • Pitfalls, lessons learned and best practices • The latest trends • Establishing business rule and decision management • Rethinking governance and compliance

**Seminar Outline** • Fundamentals of Business Rules • The Spectrum of Business Guidance • Business Rule Analysis • Business Rules, Business Processes, and Business Strategy • Cost-Benefit • Business Rules and Requirements • Developing Business Vocabularies • From Rule Management to Business Governance • What Business Problems Business Rules Address • Retooling for Business Rules • Rule Technology and Its Use • Getting Down to Action

## IRM UK Conferences, London

- Business Process Management Conference Europe 2008, 29 September – 1 October 2008
- Data Management & Information Quality Conference Europe 2008, 3-6 November 2008
- Data Governance Conference Europe 2009, 2-4 February 2009

## IRM UK In-House Training

**IRM UK can present all our public seminars exclusively to your organization.** Running a course in-house gives you the following benefits:

- Tailor the course to your organisation's specific needs
- Case studies and problem solving will be about your organisation – the course presenter is, in fact, your consultant for the day
- Train a large group of people without having to pay for their travel and living expenses
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- You can receive vital training without having to leave your office
- Cost savings for multiple delegates, compared to using public courses

E-mail [jeanette.hall@irmuk.co.uk](mailto:jeanette.hall@irmuk.co.uk) with your in-house IT Management training requirements

**Booking code (Please quote when registering) WBD**

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