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OCTOBER 2008

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Come Learn with Us

SQL Server

[Advanced T-SQL Querying, Programming and Tuning for SQL Server 2000 & 2005](#)

Nov. 3-7, Minneapolis, MN - Itzik Ben-Gan
Dec. 15-19, Beaverton, OR - Itzik Ben-Gan

[Microsoft SQL Server DBA Bootcamp](#)

Nov. 10-14, Dallas, TX - Randy Dyess

[Query and Index Tuning in Microsoft SQL Server 2005 & 2008](#)

Dec. 5, Montreal - Itzik Ben-Gan

[Microsoft SQL Server Performance Tuning Bootcamp](#)

Dec. 8-12, Dallas, TX - Randy Dyess

[Introduction to Transact-SQL for SQL Server 2000 & 2005](#)

Dec. 8-10, Bellevue, WA - Itzik Ben-Gan

[Query Tuning for SQL Server 2000 &](#)

October 2008

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TECH FEATURE

ETL Best Practices by Andreas Schindler

To implement successful OLAP and reporting solutions, it is crucial to have a solid extraction, transformation, and loading (ETL) process. The ETL process extracts data from one or many source systems into a staging area. In the staging area, the process performs transformations to prepare the data for the warehouse. And finally, the process loads the changes into the data warehouse, which your organization can then use for analysis and reporting. This white paper, sponsored by Dell and published by *SQL Server Magazine*, describes the best practices for building a simple, solid, and reliable ETL process that does only what you really need it to do.

[Read this white paper](#)

SPOTLIGHT

Meet One-on-One with Your Favorite Mentor at PASS!

Just give us a call to set up a private 10-minute session with one of our Mentors at the Expo during the PASS Community Summit 2008 in Seattle, Nov. 20-21. Mentors including Itzik Ben-Gan, Peter DeBetta, Randy Dyess, Andrew Kelly, Haidong Ji, Greg Low, Rushabh Mehta, Jessica Moss, Maciej Pilecki, Craig Utley, Erik Veerman, and others will be at the conference and scheduling time in the Solid Quality Mentors booth.

Mentors will be available to hash over that technical problem that has you scratching your head or provide real-world feedback about technologies or solutions you are considering.

Call 813-645-1646 today to set up your private mentoring session.

And don't forget to use our registration discount code, SQM3D, [here](#) to take advantage of these PASS and Solid Quality Mentors promotions, including:

- \$100 discount off the current summit registration rate
- \$500 discount voucher to attend one future Solid Quality Mentors advanced public training course
- Mentoring services discount
- PASS party invitations
- Raffles for great prizes

[Register now](#)

2005

Dec. 11-12, Bellevue, WA - Itzik Ben-Gan

**SQL Server 2005 Integration Services
for Database Professionals**

Dec. 15-18, Beaverton, OR - Mentor TBD

Business Intelligence

SQL Server 2005 Analysis Services

Nov. 10-13, Bellevue, WA - Jason Picker

Solving Business Problems in MDX

Nov. 10-12, Minneapolis, MN - Tim Peterson

**Enterprise ETL with SQL Server 2005
Integration Services**

Nov. 17-20, Bellevue, WA - Peter Myers

**SQL Server 2005 End-to-End
Business Intelligence Workshop**

Dec. 1-5, Beaverton, OR - Mentor TBD

**Microsoft BI Bootcamp: SQL Server
2005, Office System 2007 and
PerformancePoint Server 2007**

Dec. 8-12, Bellevue, WA - Mentor TBD

For more information or to register for these or other courses, see the Solid Quality™ Learning [full course schedule](#).

Need a different date or to schedule any of our courses as a private class at your premises?

Contact info@solidq.com.

Featured Course

Solving Business Problems in MDX

Tim Peterson is bringing this intensive three-day Solid Quality Mentors course to Minneapolis Nov. 10-12. Designed for business intelligence (BI) professionals who want to learn how to write efficient MDX expressions, calculations, and queries for SQL Server 2005 Analysis Services, this course will prepare students to implement the most demanding requirements for a BI project.

After completing this course, students will be able to:

- Understand the basic concepts

TRAINING & MENTORING

Keep Up-to-Date with Our Full Slate of SQL Server 2008 BI Courses

Solid Quality Mentors has added a full slate of SQL Server 2008 business intelligence (BI) courses to its offerings for public and private training, providing the latest information and best practices for the new release of SQL Server:

- [Enterprise ETL with SQL Server 2008 Integration Services](#)
- [SQL Server 2008 Integration Services End-to-End](#)
- [End-to-End Business Intelligence with Microsoft SQL Server 2008](#)
- [Designing and Developing Solutions with SQL Server 2008 Analysis Services](#)
- [Deploying, Operating, and Tuning an Analysis Services 2008 Solution](#)
- [Solving Business Problems in MDX 2008](#)
- [Data Mining with SQL Server 2008](#)
- [SQL Server 2008 Reporting Services Design and Operation](#)
- [SQL Server 2008 Reporting Services Development](#)
- [Microsoft BI Bootcamp: SQL Server 2008, Office System 2007 and PerformancePoint Server 2007](#)

For our other SQL Server 2008 courses, see [Database Courses](#), [Development Courses](#), [Collaboration Courses](#), and [Business Intelligence Courses](#).

Performance Tuning & Optimization Service Offerings: Get the Biggest Bang for Your Buck

Solid Quality Mentors' Performance Tuning & Optimization (PTO) Service Offerings quickly identify the root cause of current or future application performance issues. We review opportunities for immediate performance improvements and implement them when appropriate. We have a PTO service offering for whatever your needs:

- **SQL Server Performance Tuning & Optimization:** Provides identification of root causes of performance issues within a specific application and/or SQL Server instance as well as recommended solutions.
- **SQL Server Analysis Services (SSAS) Performance Tuning & Optimization:** Provides assessment of and recommendations for SSAS environments to achieve optimal performance.
- **.NET Performance Tuning & Optimization:** Provides application code-specific assessment of and recommendations for using best practices and automated tools.
- **Hardware Expansion Assessment:** Measure twice, cut once. We identify opportunities for improving application performance before a purchase of new or additional hardware. If you still need hardware, we provide specific recommendations.

Solid Quality Mentors brings world-class talent to you when your circumstances require the best. And with more than 500 customers, there is little our Mentors haven't done for clients and couldn't do for you.

For more information, see our [Service Offerings Web page](#) or email info@solidq.com.

Think Private™ to Maximize Your Training Investment

Private training is not only for large organizations that have a lot of students ready to take the same course at the same time in their own training facility. Solid Quality Mentors' highly valued training, provided by the top technologists and communicators in their field, is surprisingly affordable for as few as two or three students.

of MDX, such as members, tuples, and sets

- Write SELECT statements to query data
- Understand what a calculated member is and where to create it
- Understand how and when to use all major MDX functions
- Use set-based logic to break down a calculation from a business requirement and then express it in MDX ("think in MDX")
- Understand the behavior of advanced concepts and features, such as solve order, subselects, and auto-exists
- Write MDX queries for use in SQL Server Reporting Services
- Write MDX expressions for security roles, KPIs, and Actions
- Write scoped assignments in a cube's MDX Script and understand how these assignments can affect the rest of the cube

For more information about this course, including future dates, see the course schedule in this issue or [click here](#).

Events

Don't Leave Your Desk: Visit Solid Quality Mentors at SSWUG.org SQL Server Virtual Conference

Solid Quality Mentors is exhibiting at the 3rd annual SSWUG.org SQL Server Virtual Conference, Nov. 5-7. The conference is designed to bring useful technical sessions to your desktop, letting you interact with speakers and exhibitors in a lively forum where your questions will be answered during presentations or post-session.

Registration for the 3-day event is \$100. But you can enter "VIPVC2510" in the VIP Code area of the registration page to receive \$25 off each registration until Oct. 25.

Private classes can maximize your investment when you weigh the time, money, and value allocated to a training experience focused exclusively on your team and your specific learning needs within the time frame you need. So Think Private™ for all your training needs--large or small!

For more information, [click here](#).

CUSTOMER TESTIMONIAL

"We interviewed other partners, and they just didn't stack up," one partner notes. "Solid Quality Mentors' breadth of knowledge and experience is unreal. You should make your headline read, 'Been there, done that.'"

GET TO KNOW OUR MENTORS

Sony Roundhill: PerformancePoint Enables Agility

Solid Quality Mentors' Sony Jose Roundhill has been working with SQL Server database technology since 1998 and with SQL Server OLAP solutions since 2000. An accomplished data warehouse, ETL, and OLAP architect, he has several successful SQL Server data warehouse implementations and OLAP solutions to his credit. Sony's expertise includes business requirements gathering, source systems analysis, data warehouse design, ETL design and development using SQL Server Integration Services (SSIS), and complex OLAP cube design using SQL Server Analysis Services (SSAS). Sony was part of the team that designed and implemented the overall ETL system at Barnes and Noble and then modified it to meet the needs of a model implementation for Project REAL.



Recently, Sony has also collaborated in the development effort of Microsoft Office PerformancePoint Server (PPS) 2007. He was part of the internal implementation team of PPS 2007 at Microsoft, providing regular feedback to the development team at Microsoft and influencing the product design itself. He has also delivered several successful proof-of-concept PPS implementations preceding the product's RTM.

Sony is a contributing author of *Business Intelligence with Microsoft Office PerformancePoint Server 2007*, published by McGraw-Hill Osborne. He also regularly teaches classes on the Microsoft business intelligence (BI) stack and gives presentations about new technologies and methodologies at the local Microsoft Database Forum in Atlanta, where he resides. Clients seek him out for his SQL Server solutions delivery and mentoring skills.

Solid Quality™ News recently talked to Sony about the projects and technologies he's excited about.

[Read the interview](#)

Meet other members of the **[Solid Quality Mentors team](#)**

HOT LINKS

[New Book: Microsoft SQL Server 2008: T-SQL Fundamentals, by Itzik Ben-Gan](#)

Mentors Speaking at SQL Server 2008 Roadshow

Solid Quality Mentors' Douglas McDowell and Kevin Boles will be speaking at the upcoming Microsoft SQL Server 2008 Roadshow events in Philadelphia (November 12) and Atlanta (November 13), respectively. The Roadshow brings half-day training to cities across the US, focusing on security and database management, what's new in business intelligence (BI) with SQL Server 2008, and how to best put the new release to use at your company. The events start Oct. 21 and run through Nov. 13.

Register for the [Philadelphia](#) show or for the [Atlanta](#) show. To register for other shows, search for SQL Server 2008 Roadshow at the In-Person Events link on the Microsoft Worldwide Events Home page.

[Webcast: Randy Dyess on "SQL Server 2005 Clustering"](#)

[White Paper: "Microsoft SQL Server: The Evolution from SQL Server 7.0 to SQL Server 2008"](#)

[Blog: Chris Love's Professional ASP.NET: "New Things in .NET 3.5 SP1-Moving Hidden Fields to the Bottom of the Page"](#)

[Greg Low's SQL Down Under Podcast: Microsoft Strategist Miha Kralj on the Future of IT](#)