

# Asserted Versioning

presents

## MANAGING TIME IN RELATIONAL DATABASES

You don't need to design **models** or write **code** to **manage time** in Relational Databases  
You need **ASSERTED VERSIONING** and **TRAINING**



**Dr. Tom Johnston**  
Chief Scientist



**Randy Weis**  
Chief Data Architect

### TWO SEMINARS ARE AVAILABLE

#### SEMINAR 1: Temporal Data Management: Practices and Products

**Who Should Attend:** Anyone who wants a comprehensive overview of the major technologies and methodologies used to manage temporal data.

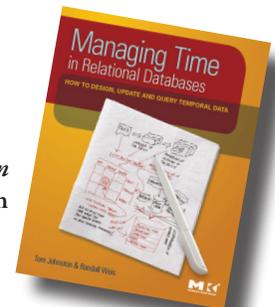
#### SEMINAR 2: Bitemporal Data Management: The Standard and Extended Models

**Who Should Attend:** Anyone who wants to acquire an in-depth understanding of (i) the standard bitemporal model, which is beginning to be supported by DBMS vendors, and also (ii) the extended bitemporal model which supports both retroactive and proactive data maintenance by replacing now-relative transaction time with past, present and future assertion time.

### SEATING IS LIMITED: ENROLL TODAY!

at [www.trainingpage.com/technology/assertedversioning](http://www.trainingpage.com/technology/assertedversioning)  
or call 888-4IT-PAGE (888-448-7243)

Get a SIGNED COPY of our book, *Managing Time in Relational Databases* (Morgan-Kaufmann, 2010) when you attend an Asserted Versioning Seminar.



### Schedule of Public Seminars for 2011\*

*A prospectus of each seminar is found on our website:  
[www.AssertedVersioning.com](http://www.AssertedVersioning.com)*

| SEMINAR                    | Location    | Dates       |
|----------------------------|-------------|-------------|
| Temporal Data Management   | New York    | Jul 18 - 19 |
| Bitemporal Data Management | New York    | Jul 20 - 22 |
| Temporal Data Management   | Denver      | Aug 22 - 23 |
| Bitemporal Data Management | Denver      | Aug 24 - 26 |
| Temporal Data Management   | Atlanta     | Sep 19 - 20 |
| Bitemporal Data Management | Atlanta     | Sep 21 - 23 |
| Temporal Data Management   | Los Angeles | Oct 17 - 18 |
| Bitemporal Data Management | Los Angeles | Oct 19 - 21 |
| Temporal Data Management   | Dallas      | Nov 14 - 15 |
| Bitemporal Data Management | Dallas      | Nov 16 - 18 |
| Temporal Data Management   | Seattle     | Dec 5 - 6   |
| Bitemporal Data Management | Seattle     | Dec 7 - 9   |

\*Private, on-site training utilizing client-specific data is available

### WHAT THE EXPERTS ARE SAYING

#### RICHARD SNODGRASS

*Professor of Computer Science, University of Arizona*

The Asserted Versioning methodology is "...a significant advance in the theory and practice of managing time-varying data."

#### JOE CELKO

*Author of SQL for Smarties, Independent Consultant & Columnist for Intelligent Enterprise, USA*

"You cannot escape temporal data. You need to get over it, sit down and read what Tom and Randy are telling you in this book."

"Tom is the.....only person doing useful work with temporal data. He is one of the people I think is smart."

#### MITCH YELTON

*Director of Knowledge Management, Alere Health*

"Tom Johnston is quite simply the best Data Architect I have ever worked with. His ability to understand business requirements, data integration and OLAP modeling is world class.....He can act as business analyst, data analyst, data modeler and data solution architect all in the same engagement, and to the same level of expertise—exceptional!"

To learn more about Bitemporal Data: visit [www.AssertedVersioning.com](http://www.AssertedVersioning.com)