

## Why SQLskills Immersion Events are Worthwhile



To SQL Team Management,

We realize that a multi-day training course is a big investment in time and money for your team members, but it's one of the best ways to keep your team trained on the latest SQL Server techniques, keep them aware of technical gotchas and problems with the myriad SQL Server features, and most of all, keep them motivated to do the best possible job working on your company's SQL Servers.

In this letter, we present some information to help you justify the investment of sending one or more of your team members to a SQLskills Immersion Event.

Firstly, SQLskills.com is the premier provider of SQL Server training in the world – we've trained hundreds of SQL Server professionals from renowned industry experts to involuntary DBAs.

*So the SQLskills Immersion Event on Internals and Performance was amazing. It was hands down the best training I have ever been on. My complaint with most of the Microsoft instructor-led training that I have taken is that the instructors often know what is in the book they are reading from but little else. I am not saying that Microsoft's training is no good but being from such a small center we may not get the best instructors. With Paul and Kimberly they knew everything and then some. There wasn't a question you could throw at them that they could not answer. If you can manage to go on this training you will not be disappointed.*

**Darcy Dupuis (@DarcyDupuis)**

*I have been a SQL Server DBA for over 16 years, and over the years I have attended many Microsoft Certified SQL Server Training classes, third-party training classes, one-day seminars, and more conferences than I can keep track of. This is on top of a lot of self-study and on-the-job experience. While I have learned a lot over the years, the learning has been fragmented, meaning that it has been hard for me to put everything into perspective.*

*The main reason I wanted to attend the SQL Server Immersion training was to help me review what I have learned in the past, to learn SQL Server at a deeper level, and get all this information in a concentrated form so that I could view it more holistically. This past week has met my expectations very well. While I was familiar with about 80% or so of the content, reviewing it as a whole has not only helped me to remember what I already know, but to help put many things into a better perspective than the fragmented knowledge I already had.*

**Brad McGehee (@BradMcGehee)**

We focus on teaching real-world knowledge that your team members can immediately put into practice to benefit your company. We want to make sure that they're getting relevant, current information so all our instructors are full-time SQL Server consultants who work with SQL Server every day, at a wide variety of clients, and they know how to convey information so your team members can absorb it. Our classes are full of examples and anecdotes, with lots of demos that your team members will bring back to the office to help cross-train other team members.

*Best training I have ever had – in any technical field. Very deep – but presented in a way that is easily understood. Thank you! I have several specific takeaways that are going to have an immediate input on my job. Finally, great hotel and great food – this helps get the most out of training.*

**Luke Newport (@newportl)**

Secondly, we like to let our past students speak to the quality and usefulness of the classes they attended. Over 80% of our former students surveyed (within 6 months of attending class) said that they could do their job

<http://www.SQLskills.com>

better, saved time and saved company resources. They also said that they accessed their course training resources on a weekly basis since training.

Here are some of the verbatim comments we received:

**Question: Have you been able to implement anything?**

- *Tons! So far almost every server has been able to benefit in some way. I kept a running list during the class and at the end I had over 60 direct tasks to do or check on.*
- *I have been able to apply my training in index and log file internals to improve the speed of our database applications. The first week back from class I was able to identify and fix 3 incorrectly configured databases using my knowledge gained in the class.*
- *Yes, I've been able to implement a number of things since returning from the training class. We're in the process of developing a number of new features and I've been able to go back to the developers with very specific performance and size numbers based on their (bad) design and be able to back up my recommendations with data. I've been able to share the knowledge I've gained with our other DBA as well as some of the development and support staff that work with SQL directly. I've also started a project to update our customer recommendations for configuring and maintaining their SQL servers (we ship an application that runs on SQL, so our customers have to maintain their own installations).*
- *I did a complete overhaul of 300+ indexes. Many were completely duplicated and therefore eliminated. Others were questionable.*
- *We perform a huge amount of reporting on relational tables. I was able to improve the performance of a 13 month rolling report from 2 minutes to 9 seconds (as well as numerous others). We don't have SLA's (but we're working on them now), but the improvement gets the report under the end user pain threshold. I had avoided indexed views before, but they are like a godsend.*
- *Mostly implemented better indexing strategies.*

**Question: How much time have you saved daily?**

- *1-2 [hours daily]. Better streamlining on the dev side!*
- *8 or more. No, really! Many of our daily/weekly tasks which used to take up quite a bit of my time have since been automated directly as a result of my new skills acquired at SQLskills.*
- *2-4. The time savings are hard to determine. The confidence I have going into some of these development discussions has shortened the amount of discussion time required. Another aspect is that the performance gains on some of our reports affects all of our customers, so there are time savings being distributed to over 3000 clients.*
- *2 to 4 hours [daily].*
- *6-8. I was able to implement many time saving options in my daily mart load that also benefited end user reporting once the load is complete. Talk about bang for your buck!*
- *8 or more. Still going through systems. But I'm amazed at how effective my changes have been.*
- *2-4. We haven't implemented any major changes to our processes other than indexing but that's been huge on its own.*
- *8 or more. I've saved a lot of time. Our prior DBA used to say "it's not a memory problem" and now I've proved it...it's been great, with re-indexing and creating new indexes finding and removing duplicate indexes, we gained an advantage of faster running queries, and longer up time for the server.*

**Question: How much of a performance improvement have you seen?**

(This was a multiple choice question)

- The LARGE majority of answers came in at: 10-20% improvement and the second most selected response was 20% or more.

We also asked attendees to quantify their knowledge and comfort level on a scale of 1-9 before and after attending the course:

- Before attending the course: average 4.75
- After attending the course: average 7.36
- This represents a 55% improvement in subject knowledge and comfort level

We have a few links that explain quite of few complements/benefits about our courses here:

- [What a week for our first Immersion Event on Internals and Performance](#)
- [Our February Immersion Event in Dallas, TX - What did the attendees think?](#)
- [Our February Immersion Event in Dallas, TX - Final Wrap-up](#)
- [My name is Kyle, and I've got SQLskills](#)

And finally, back in 2012 there was a great article published that defines the biggest reason that talented employees often quit their jobs – they're not learning or receiving training! [This Is the Biggest Reason Talented Young Employees Quit Their Jobs](#)

If you have any questions at all about SQLskills or SQLskills Immersion Events, we'll be happy to answer them for you. Please send email to one of the two owners of the company:

- Kimberly L. Tripp: [kimberly@SQLskills.com](mailto:kimberly@SQLskills.com)
- Paul S. Randal: [paul@sqlskills.com](mailto:paul@sqlskills.com)

You can also read more about our company and our team here: <http://www.sqlskills.com/about/>

We look forward to meeting your team members at one of our events!



*Kimberly*



*Paul*