Whitemarsh Information Systems Corporation

2008 Althea Lane ●Bowie, Maryland 20716
Voice: 301-249-1142 ● Fax: 301-249-8955
Email: Whitemarsh@wiscorp.com ●Web: www.wiscorp.com

Greetings Corporate Client:

This letter is a business proposal to secure a one-day Data Interoperability Strategy seminar, with optional one-week Data Interoperability workshop.

For the one-day Data Interoperability Strategy seminar, your organization pays only Whitemarsh's travel, hotel and per diem. Then, having garnered sufficient demand, Whitemarsh returns to deliver a week-long Data Interoperability Workshop. The fee for the Data Interoperability Workshop is $15,000 plus travel expenses. Whitemarsh offers significant discounts for additional Whitemarsh materials sales and follow-on consulting.

This proposal is both Win-Win and low risk. Additionally, your organization will be able to put this knowledge to immediate use on some of your more vexing data interoperability problems. For example:

A VP demands a consolidated customer sales report across product lines across different divisions. He wants it by the end of the week. Energetically you dig into the request just to discover that a sale is defined differently across the different products and across the divisions. Some have it as gross, some net before taxes, some after taxes. Worse yet, there are codes everywhere. Some have the same code name but there are different value sets with different meanings. Worse even still, you find that some record average daily sales, some by the sale, and some others you just cannot figure out. Of course the VP also wants it consolidated by customer. Right, what's a customer?

Now you know the domain of the Data Interoperabilty workshop. Data interoperability does not merely mean adding sales from one division and product line to another? Rather, it entails discerning if these sales amounts are for the same type of sales (i.e., gross vs net) with the same granularity (individual invoice, by salesman, product or organizational unit), precision (precise numbers, rounded, or averaged), and collection synchronization (i.e., daily, weekly, or real time)? That's understanding-based data interoperability. Until you have understanding-based data interoperability you won't really have a good consolidated sales report to show the VP. A complete description of our Data Interoperability Workshop is available from:

http://www.wiscorp.com/data_interoperability_workshop.html

Who is Whitemarsh? Please go to the Whitemarsh website, www.wiscorp.com, and see for yourself. Data Management is Whitemarsh's speciality. Whitemarsh offers many courses, workshops, books, papers, and software.

Whitemarsh's SQL materials are referenced from websites and Universities throughout the world (just google www.wiscorp.com). Whitemarsh has presented at numerous Data Management Association (www.dama.org) meetings in Washington, D.C., Philadelphia, New Jersey, New York, Minneapolis, St. Louis, and Sacramento. Over the past six years Whitemarsh has repeatedly presented at DAMA International, WRAD 2000, and AFCEA-West conferences.

The Whitemarsh Data Interoperability Strategy is much more than theory. It is based on 40+ years of data management experience, a million dollars of private R&D, and $750K of Government funds that further detailed, refined, and proved its validity, comprehensiveness, and effectiveness.

Whitemarsh's week-long workshop actually achieves data interoperability. There is a maximum attendance of 15. Whitemarsh brings a server and five lap-tops. Attendees work in five teams of three. Alternatively, Whitemarsh can install the Metabase Software System and operate the class through your network.

At the end of the week, attendees will have learned and proven to themselves that they can immediately embark on a program of achieving understanding-based data interoperability. The attendee teams will have built a common data schema from five distinct legacy system schemas, and will have built an information system that demonstrates legacy system based shared data.

Each attendee takes home:

• Workshops training materials: Each of the two course books contain about 250 pages
• The completed workshop case study that has been built during the week

Your organization also receives:

• A ten concurrent-user license to the CASE/Repository system, Metabase. That's a $6,000 value.

• A "Small ISD" membership allowing attendees to download the many Whitemarsh materials from the website. That's a $2,500 value.

Attendees return with all they need to immediately establish a data management program, and start to build an understanding-based data interoperability environment.

If at a later time your company wishes to upgrade the CASE/Repository system to a greater multi-user count, they are granted a credit of $4,000 towards that upgrade.

I would like you to consider this proposal. For more information, please visit the website at http://wiscorp.com/diw_contact.html and fill out a Data Interoperability Strategy interest form. A Whitemarsh representative will contact you to arrange for the Data Interoperability Strategy seminar. I f you have any questions, please call Whitemarsh at 1-301-249-1142. This is a real opportunity to advance the cause of data management in our organizations.

Regards,

Michael M. Gorman

P.S.

If any of your employees are associated with Universities, Whitemarsh provides a complete set of books, courses, workshops, papers, and software to both instructors and students. The instructor needs only register and pay an administrative fee of $25. The registration is good for that course for a school semester. It can be renewed for a different semester. To see how many Universities employ or reference our materials, just google wiscorp.com along with ".edu"