



# Whitemarsh Information Systems Corporation

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## Greetings:

This letter is a business proposal to secure a one-day Data Interoperability Strategy seminar. This seminar exists in three forms: half-day, full-day, and “for managers.”

Your organization pays only Whitemarsh’s travel, hotel and per diem. In a recent delivery of the all-day version of the seminar, the attendees *strongly agreed* with the Whitemarsh approach 77% of the time. They *agreed* with the Whitemarsh approach 21% of the time, and disagreed with the approach only 2% of the time. That’s essentially a 98% agreement or better with the Whitemarsh approach to data interoperability.

The goal of our coming for “expenses” is to convince your organization, via the seminar that the approach is sound. Our investment is the time and effort to create and deliver the seminar. Your investment is your staff’s time and our expenses. Should you be convinced, Whitemarsh will return 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 Interoperability 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-



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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](http://www.wiscorp.com/data_interoperability_workshop.html)

Who is Whitemarsh? Please go to the Whitemarsh website, [www.wiscorp.com](http://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](http://www.wiscorp.com)). Whitemarsh has presented at numerous Data Management Association ([www.dama.org](http://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.

The Data Interoperability Strategy seminar details the approach in two levels of detail, half day and full day. There is also the Data Interoperability Strategy for Managers seminar which presents the same overall strategy but concentrates on how much this will cost, how long it will take, and whether the Whitemarsh approach is better than the traditional approach. ***Not only is the Whitemarsh approach better, it is very significantly better. It cost less, actually more than 10x less. It takes significantly less time and accomplishes much more. There is no down-side to the approach.***

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:



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- 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](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. If 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"



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