



Whitemarsh Information Systems Corporation

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Greetings DAMA Officer:

This letter is a business proposal for your Chapter. Whitemarsh proposes a one-day Data Interoperability Strategy seminar followed up by a one-week Data Interoperability Workshop.

For delivering the Whitemarsh one-day Data Interoperability Strategy, your Chapter pays only for travel, hotel and per diem. Your Chapter's meeting fee should more than cover that. Then, if there is sufficient demand, Whitemarsh returns to deliver the week-long Data Interoperability Workshop. Our fee for the Workshop is \$15,000 plus travel expenses. If you charge \$1500 per attendee for that workshop, then given 15 attendees, your Chapter would make about \$4500.

We believe this proposal to be Win-Win, low risk and a solid fund raiser. This proposal is built around the following scenario.

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?

Well, now you know the domain of the Data Interoperability workshop. By data interoperability we don't mean, can you merely add sales from one division and product line to another? But rather discern if these sales amounts 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



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DAMA Chapter Business Proposal for Data Interoperability

Ok, just who is Whitemarsh? Well, you may be acquainted with our data management materials from the Whitemarsh website, www.wiscorp.com. Data Management has been our speciality since 1981. 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 and '.edu'). Whitemarsh has presented at numerous DAMA chapters including 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, the WRAD 2000 conference, and more recently at AFCEA-West.

Our 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 has been engineered to be as short as one-hour, a half-day, or a full day. The presentation length we deliver is yours to decide. The differences in length relate to the detail of material presented. Attendees return to their member companies with a highly engineered strategy for understanding-based data interoperability that is time-tested and proven to work. ***This is Win Number One.***

After our DAMA meeting presentation is complete, having garnered sufficient interest, Whitemarsh returns and delivers a week-long workshop that actually teaches how to achieve data interoperability. This workshop has a maximum attendance of 15. We bring our server and five lap-tops. Attendees work in five teams of three.

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 workshop attendee takes home the following:

- Workshops training materials: Two course books of about 250 pages each
- A fully operational single-user CASE/Repository system valued at \$750
- A full year's access to Whitemarsh's data management materials, valued at \$100
- The completed workshop case study that is built during the week

If there are two or more workshop attendees from the same organization, these attendees are entitled to a special version of the multi-user CASE/Repository system. This multi-user version will be equal to either four or ten concurrent users, depending upon the quantity of attendees from this organization.

If at a later time the attendee's company wishes to upgrade the CASE/Repository system to a greater multi-user count, they are granted a per-attendee credit of \$500 towards that upgrade.



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Attendees return to their corporate site with all the knowledge and materials necessary to immediately establish a data management program and begin building an understanding-based data interoperability environment. ***This is Win Number Two.***

To recap the finances of this proposal, we come to one of your chapter meetings and present the Data Interoperability Strategy seminar. Our fees are just transportation, lodging and a per-diem expense. For example, we recently presented to the Philadelphia Chapter and the total cost was less than \$300.

The DAMA Chapter fee for the Data Interoperability Workshop is \$15,000. Your Chapter provides the facility and all refreshments. Our fee for travel, hotel, and per diem is extra, with a fixed maximum for these costs being discovered prior to any agreement.

Upon viewing the Whitmarsh website, you will find that our published price, per attendee, is \$2295. An early-bird discount would reduce that to a fee of \$2045. Our per attendee DAMA Chapter based workshop fee (assuming a maximum of \$3000 for travel, hotel and per-diem) would be \$1200. That is about a 40% discount. If your chapter chooses to charge a fee greater than \$1200, say \$1500, your Chapter keeps \$4500 as a fund-raiser. That represents ***Win Number Three.***

In short, we believe this to be a win-win proposal. Please call me with any questions. I believe that this scenario represents an opportunity for us all to advance the cause of data management in our organizations. It also represents an opportunity to make DAMA a source of very valuable data management material for your members.

Regards,

Michael M. Gorman.

P.S.

If any of your Chapter members are associated with Universities, we provide our 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” For some of your members, that’s ***Win Number Four.***



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