



## Whitemarsh Information Systems Corporation

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Greetings:

I want to thank you for attending the Data Interoperability Strategy seminar. The student reviews were compelling. It is clear that the approach has merit. Not only did you agree, but your fellow attendees did too. In fact, 70% strongly agreed with the approach and 29% agreed. That is 99% agreement. We have attached a copy of the questions and the enumerations of the “percent” over the past Data Interoperability Strategy seminars. You can take this to your management to show them that this has wide acceptance.

So what is the next step? This email-letter proposes the following: Whitemarsh comes to your facility for a period of two days and presents the Data Interoperability Strategy seminar to your technical staff. We recommend that attendees include data management professionals such as data administrators, database administrators, and data modelers and also IT system architects, IT project managers, systems analysts, and programmers. The whole team.

On day-two we present our Data Interoperability Strategy for Managers seminar to management. Without their understanding and support any real effort in data interoperability is difficult to budget, execute, and sustain. The Data Interoperability Strategy for Managers seminar is just two hours. So, we recommend that we deliver it twice. This gives us plenty of time to address questions and to formulate solutions, strategies, and next-steps.

The next step is execution planning. This involves the Data Interoperability Workshop, and thereafter actual data interoperability project budgeting, planning, and execution. All the materials already exist. The Whitemarsh metabase system can be installed immediately, or your existing repository or your ETL environment can be extended. Our prices are reasonable, and our staff is expertly trained.

So what are the costs? For this next step, the all-day Data Interoperability Strategy seminar and two deliveries of the Data Interoperability Strategy for Managers is just \$4,000. If you then invite us back for additional Data Interoperability work we credit the entire \$4,000 against those bills. This credit is good at a 100% level for 45 days after we leave. 75% between 46 and 60 days; 50% between 61 and 90 days, and 25% between 91 and 120 days.

We believe that this is win-win. You get valuable material at every step of the way. Our prices are reasonable and are materials are based on already fire-tested and proved strategies. No theory or experiments here.

We hope you will give our proposal consideration. We will be in contact in several days to find out what we have to do to start this next very valuable step on the road to Data Interoperability.

Regards,

Michael M. Gorman