



Whitemarsh
Information Systems Corporation

April 2006
www.wiscorp.com
Website Announcement

Whitemarsh Information Systems Corporation
2008 Althea Lane
Bowie, Maryland 20716
Tele: 301-249-1142
Email: mmgorman@wiscorp.com
Web: www.wiscorp.com

Tables of Contents

Announcement Topics	1
SQL 200n	2
Data Interoperability Workshops	2
Forrester IT Forum 2006: GigaWorld Conference in Las Vegas	3



Announcement Topics

March was a month of confirmation and validation. Whitemarsh delivered the Data Interoperability Strategy seminar to the Wisconsin DAMA Chapter. Feedback was excellent. Results showed that attendees *strongly agreed* with the Whitemarsh approach 77% of the time, *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 with the Whitemarsh approach to data interoperability.

This confirms the research and improvements done to the Whitemarsh materials while associated with the Office of the CIO at the U.S. Army during 2003 and 2004, and the application of lessons learned that Whitemarsh added to the materials and Metabase during 2005. These were validated during the AFCEA (Navy) conference in January 2006. This completes the confirmation of the approach by both Industry and Government.

If you would like Whitemarsh to present this validated and confirmed approach to achieving data interoperability please see [Wiscorp.com](http://www.wiscorp.com) for details.

March also included the creation of a large white-paper that provides a strategy and approach for creating a data interoperability infrastructure for the Modeling and Simulation community. The white paper also involved managing the adoption of canonical data models, such as the C2IEDM (Command and Control Information Exchange Data Model) throughout U.S. and NATO communities. Material from this large white paper is being employed in a number of academic papers. Stay tuned for paper titles and conference announcements.

An article was also created for the April issue of TDAN (www.tdan.com) regarding the evolution (1960s through today) of information technology bindings and interfaces that enables Data Interoperability Strategy. The article shows that service oriented architectures (SOA) are not something new, but rather the next step in a natural evolution. The paper also clearly shows that without a robust and comprehensive metadata infrastructure, SOAs cannot possibly succeed.

March then continued with a number of presentations. First Whitemarsh presented the history of data management to a graduate school computer science class at George Washington University. Then Whitemarsh delivered a Data Management Maturity Model presentation to the New Jersey DAMA chapter. New Jersey DAMA's very positive review of that presentation was included in last month's announcement. Finally rounding out the month was the Data Interoperability Strategy presentation delivered to the DAMA Wisconsin chapter.

A two hour version of the Data Interoperability Strategy seminar has been created for delivery in Toronto and Chicago. Created also is the Data Interoperability Strategy for Managers presentation containing a cost and time comparison between the Whitemarsh approach and the industry's traditional approach. The comparison shows that organizations and/or communities of interest will definitively benefit by adopting this common-sense, high-leverage, and very tunable approach to engineering data interoperability.



The Whitemarsh approach is more than 10 times faster than the traditional approach. In addition, the Whitemarsh approach delivers more, leverages past work, and engineers a metadata database that can be queried, reported, updated, and evolved. There is no down-side to the Whitemarsh approach. It is simply faster, better, dramatically cheaper, and lowers risk.

The Data Interoperability brochures have been re-posted reflecting the changes in the topical outlines. Also now posted are the outlines for the two-hour version and the management version. The URLs for these documents are:

Data Interoperability Strategy Seminar_Whole day at <http://www.wiscorp.com/bp/disstb.pdf>
Data Interoperability Strategy Seminar_Management at <http://www.wiscorp.com/bp/disstmb.pdf>
Data Interoperability Strategy Seminar_Two hours at <http://www.wiscorp.com/bp/disst2b.pdf>
Data Interoperability Workshop at <http://www.wiscorp.com/bp/diwtb.pdf>

Whitemarsh will be delivering the Data Interoperability Strategy seminar to audiences around the country over the next several months. For more information, please check the website at: Wiscorp.com. If you would like Whitemarsh to come to your group or organization, contact Whitemarsh at Whitemarsh@Wiscorp.com to request a seminar.

SQL 200n

There will be an ANSI SQL meeting in the middle of April. The results of the Kobe, Japan meeting will be reported with the May announcement. The March ANSI SQL meeting mainly focused on reviewing international proposals while providing the Kobe meeting's delegates the instructions necessary to cast the proper votes on technical papers.

Data Interoperability Workshops

Whitemarsh continues to receive positive feedback on the Data Interoperability Workshop and Strategy seminar. Five Data Interoperability Strategy seminars have already been scheduled for this Spring. We have completed one at DAMA Wisconsin. Attending the meeting were database experts from about 20 different companies.

Upon the conclusion of DAMA Wisconsin's seminar, a questionnaire was given to meeting attendees. The evaluation results were very gratifying. All the questions were very content specific with the answer options being: Strongly Agree, Agree, Disagree, or Strongly



April 2006 Announcement for Whitemarsh on Database Website
www.wiscorp.com

Disagree. About 190 out of the 240 answers (15 questions x 16 questionnaires) were in the Strongly Agree category.

Now, can that *Strongly Agree* be translated into action? In support of *taking action*, Whitemarsh has created a new presentation, the Data Interoperability Strategy for Managers. This presentation follows the same general outline as the other presentations, but in lieu of technical detail, the manager's presentation focuses on the key management issue: *Can Data Interoperability be achieved in a practical time frame, with costs at or less than that of the traditional approach?* The Data Interoperability Strategy for Managers' cost and time analysis delivers an emphatic **YES!** Further, compared to traditional development practices, the Whitemarsh approach is dramatically less expensive, produces more data interoperability infrastructure, leverages past accomplishments into a comprehensive metadata repository, and enables the cost effective creation of an information systems plan that can be evolved and maintained from year to year. In short, the Whitemarsh approach *produces* data interoperability.

What the Whitemarsh approach accomplishes is giving the "data people" the proper set of tools and environment to do their work. With these tools the data people can take a pro-active role in creating results that are produced earlier with lower cost and lower risk. The Data Interoperability series of seminars and workshops provide all the necessary details, tools, and work techniques. Whitemarsh's extensive library of methodologies, white-papers, books, presentations, courses, workshops, seminars, and of course the Metabase Software System provide all the additional support. This being said, Whitemarsh provides a complete data management practice.

If you or your organization would like further information, please email us at Whitemarsh@Wiscorp.com. You can then take action to schedule a Data Interoperability Strategy seminar for your organization, or community of interest.

Forrester IT Forum 2006: GigaWorld Conference in Las Vegas

Whitemarsh is participating on the panel, *The Death of Programming*, at the Forrester IT Forum 2006: *Giga World*. Whitemarsh's main theme is fourfold:

- Data Driven Development
- Model Driven Development (General, Functional, Technique)
- Highly Engineered, Critical Path Metadata Repositories, and
- Code Generators

With the above, one can ELIMINATE 90% of the tedious, boring and error prone programming activities. This allows your staff to perform like top-flight experts. If the "data people" take



April 2006 Announcement for Whitemarsh on Database Website
www.wiscorp.com

over the first and third areas, expanding their responsibilities to include Enterprise Architectures and Information Systems Plans, then the "data people" cannot then be considered optional or expendable.

