



Whitemarsh

Information Systems Corporation

May 2006

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Website Announcement

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Announcement Topics

April was a month of conferences and meetings. Whitemarsh delivered a talk, *The Death of Programming*, to the Forrester Conference in Las Vegas. Feedback was excellent. There was also an ANSI database standards meeting. New SQL Standards base documents were created and they have now been posted to the website. Whitemarsh was asked to present at DAMA, as a substitute, and presented an abridged version of the Data Interoperability Seminar. Finally, Whitemarsh is instituting a new “short paper” series. A new short paper from this series will be included with each edition of the monthly announcement. For May 2006, this news letter’s short paper is *Managing the Meaning of Data*. The URLs to ‘*The Death of Programming*’ and the ‘*Managing the Meaning of Data*’ papers are mentioned below.

DAMA and the Data Interoperability Presentation

The last week of April was the DAMA conference. Not surprisingly, it was another great conference. Whitemarsh was asked to pinch-hit for a speaker that wasn’t able to show. The two-hour version of the Data Interoperability Strategy seminar was reduced to one-hour. There were about 40 or so persons who attended this last minute change. The feed back was excellent. Suggestions have already been incorporated into revised versions of the Data Interoperability materials.

SQL 200n

There was a two day ANSI SQL meeting in the middle of April. One of the results of the Kobe, Japan meeting was that a new Part for the SQL standard, *History*, is being added to SQL/MM. The U.S. ANSI members objected to this addition, as none of the ISO meeting’s attending H2 members felt that one particular approach to capturing the history of SQL transactions should be made “the” standard. H2 is now tasked with reviewing all History portion submissions, and documenting any problems along with necessary improvements. One of the key issues is whether the History portion must be restricted to a particular application, database, and/or DBMS. Such restrictions are not currently enacted in enterprises, and as such the proposed History standard would force such restrictions on all SQL users. This is obviously unacceptable.



Data Interoperability Workshops

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, which contains a cost and time comparison between the Whitemarsh approach and the industry's traditional approach. The comparison shows that both organizations and 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 now dated, traditional approach. In addition, the Whitemarsh approach leverages past work, delivers more, 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 to reflect the changes in the topical outlines. Also 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.

Whitemarsh continues to receive positive feedback on the Data Interoperability Workshop and Strategy seminar. Upon the conclusion of the recent DAMA Wisconsin's seminar, a questionnaire was given to attendees. It was reported that the great majority of these respondents strongly agreed with the Whitemarsh approach.

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 of the necessary additional support. This being said, Whitemarsh provides a complete data management practice.

Forrester IT Forum 2006: GigaWorld Conference in Las Vegas

At the GigaWorld Conference in Las Vegas, Whitemarsh participated on the panel: *The Death of Programming*. Consistent with the Whitemarsh position, it was posited that CASE/Repository, data driven strategies, including code generators, accomplish approximately 90% of the tedious programming tasks.

Another panelist suggested that the solution to programming was to hire \$300 per hour programmers who are beyond any earthly measure of skills. In response, an audience member asked *what would happen when there are no more such persons available?* No productive answer was put forth.

A third panelist indicated that the solution resided in hiring on MIT and Stanford PhD graduates. But the same question arose, "What happens when all those people are taken?" Again, no productive answer was uncovered. Based on this discussion, it seems that organizations are left having to leverage new ways to work smarter. As has always been Whitemarsh's opinion, this leaves the use of CASE/Repository Data Driven Code Generators.

The URL for obtaining the Forrester slides is www.wiscorp.com/nl/fp.pdf.

Whitemarsh Short Paper Series

With this news letter, Whitemarsh is initiating the release of a series of short papers. Each paper addresses a single topic related to data management. A different paper will be provided with each future news letter. This month's short paper is "Managing the Meaning of Data". The URL for obtaining this paper is: www.wiscorp.com/sp/sp01.pdf.



The portions of the Short Paper Series that have already been identified include:

1. Managing the Meaning of Data

The objective of this paper is to present the Whitemarsh approach to a comprehensive, non-redundant, and integrated semantic definition of data as it is employed in structured databases.

2. Data is Executed Policy

The objective of this paper is to present the Whitemarsh approach to viewing data as executed policy including the processes for constructing the procedures that capture and transform data from one state to the other. An ancillary objective is to show how enterprise policies are reflected in database object classes, which in turn are allocated to enterprise resource life cycle nodes.

3. Managing Data Names, Abbreviations, and Definitions

The objective of this paper is to present the Whitemarsh approach to creating data names through the use of semantic hierarchies such that this results in a comprehensive, non-redundant, and integrated semantic definition of data, as it is employed in structured databases. This objective is furthered by explaining the Whitemarsh approach for automatic abbreviations and definitions.

4. Managing Conceptual Models of Data

The objective of this paper is to present the Whitemarsh approach to creating data models of policy-based concepts that exist across the enterprise. An ancillary objective is showing how these data models of policy-based concepts are employed to create database schemas in structured databases.

5. Managing Database Schemas

The objective of this paper is to present the Whitemarsh approach for managing collections of database schemas. The paper explores how the use of conceptual models of data, integrated and



non-redundant data element semantics, and enterprise-wide value domains aids the management of these database schema collections.

6. Managing the Database Design Process

The objective of this paper is to present the Whitemarsh approach to a comprehensive, efficient, and effective process of creating database design through mission, database domain, and localized entity-relationship modeling, ultimately leading to database table specification. An ancillary objective is showing how to determine database object classes, and the attribution of database tables that comprise the database objects.

7. Managing Value Domains

The objective of this paper is to present the Whitemarsh approach to value domain management. Not only included in this paper is an approach for enterprise-wide definition and management of reference data, but also included is a series of value management and mapping techniques.

8. Enterprise Architectures

The objective of this paper is to present the Whitemarsh approach to the creation of architectures that should exist across the enterprise ensuring the integration of data, semantics, and policy. An ancillary objective shown is how these organizational architectures are integrated with other classes of metadata within the Whitemarsh Knowledge Worker environment.

9. Managing Resource Life Cycles

The objective of this paper is to present the Whitemarsh approach to the Ron Ross exposition of enterprise resources, their life cycles, and the intersection of these resources. This is done in support of the definition of a necessary lattice-work upon which an information systems plan can be constructed and managed.

10. Engineering and Managing Information Systems Plans



The objective of this paper is to present the Whitemarsh approach to the practical and efficient creation of information systems plan collections. The paper explains how these collections can be managed, re-engineered, re-prioritized, and recast as technology and business needs evolve.

11. Manufacturing Project Plans

The objective of this paper is to present the Whitemarsh approach to engineering project plans. The approach includes the use of standardized work breakdown structure collections, earned-value proven metrics, and the management of these plans in a comprehensive metadata repository, additionally supporting earned value based reports.

12. Using Function Points for Database Project Estimates

This paper's objective is presenting Whitemarsh's approach to the definition of function points pertaining to database applications. The paper includes the process of counting function points, as well as the transformation of these function point counts into an estimating strategy driven by database schema tables.

13. Project Metrics

The objective of this paper is to present the Whitemarsh approach to the construction of project metrics through the use of work breakdown structures and defined deliverables accomplishment reporting.

14. Earned Value Reporting

The objective of this paper is to present the Whitemarsh approach to constructing, producing, and employing earned value reports in the accomplishment of database projects.



15. Reverse Engineering Legacy Data Models

The objective of this paper is to present the Whitemarsh approach to capturing and analyzing collections of legacy database schemas. A further objective is the exposition of the strategy to the construction of either union or intersection based database schemas in support of creating organization-wide data architectures, or shared data across these legacy schemas.

16. Forward Engineering New Data Models

The objective of this paper is to present the Whitemarsh approach to the manufacturing of new database schemas from policy-based concept data models. An ancillary objective is to show how manufactured data models support enterprise-wide data semantics.

17. Managing Database Objects

The objective of this paper is to present the Whitemarsh approach to the creation of database object classes, including the key components in creating these classes. An ancillary objective is showing the level of support provided by database object classes relating to the SQL/2003 standard.

18. Manufacturing SQL Views

The objective of this paper is to present the Whitemarsh approach to the creation of SQL views. This paper includes the creation of supporting constraint clauses, view-based columns, rename clauses, joins, and nested select clauses.

19. Manufacturing XML Schemas

This paper's objective is to present the Whitemarsh approach to creating XML schemas based on database schemas. A secondary objective is showing an approach to mapping XML schemas to database schema columns.



20. Managing XSLTs

The objective of this paper is to present the Whitemarsh approach to the creation of XML based schema transformations derived from already mapped database schema based XML schemas.

