



Whitemarsh

Information Systems Corporation

June 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
Data Interoperability Strategy Seminars	1
Data Interoperability Workshops	1
Data Interoperability Strategy Seminars Exit Survey and Results	2
SQL 200n	4
Whitemarsh Short Paper Series	5



Announcement Topics

May was a month of conferences and meetings. Whitemarsh delivered the Data Interoperability Seminar in Toronto and Dallas. A survey is taken at the end of each seminar. This newsletter publishes some of the names of the companies that have attended, the survey questions, and the results of the surveys. There's a trend: it's all good. If your organization has not signed up for one of these presentations, then according to previous attendees you're missing out on a good strategy for data interoperability.

There was also an ANSI database standards meeting. Whitemarsh is asking for all news letter readers to assist in the review of a very critical new part to the SQL standard.

Finally, Whitemarsh has published a new short paper: "Data is Executed Policy." This is a must read for serious executives and IT professionals responsible for coherent interoperability.

Data Interoperability Strategy Seminars

Whitemarsh presented the Data Interoperability Survey twice last month. The first presentation was to the IRMAC (Information Resource Management Association of Canada) Toronto chapter. There were about 40 persons attending. The questions were great as was the feedback.

Whitemarsh also presented to the Computer Associates users group in Dallas, TX. This is the second presentation to a CA users group. The interaction was lively, questions were thought provoking, and the feedback was very encouraging.

Data Interoperability Workshops

There are now three versions of the Data Interoperability Strategy seminar: A one hour version, a two hour version, and a full day. There is also 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.



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

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>

For more information, please check the website at: www.Wiscorp.com. If you would like to know more about how Whitemarsh can come to your group or organization, contact Whitemarsh at Whitemarsh@Wiscorp.com to request a seminar.

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 more quickly with lower cost and lower risk. The Data Interoperability series of seminars and workshops provides 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.

Data Interoperability Strategy Seminars Exit Survey and Results

At the end of every data interoperability strategy seminar attendees fill out a survey. The results help us understand the industry’s needs in regards to the Whitemarsh approach. The table that follows contains the survey. In each cell is the percentage of those responding that Strongly Agreed, Agreed, Disagreed, or Strongly Disagreed. Following this is a cursory list of some of the companies that have attended the seminar. If your company name is not there then you should contact Whitemarsh at Whitemarsh@wiscorp.com and request a seminar.



June 2006 Announcement for Whitemarsh on Database Website

www.wiscorp.com

Results of the Questionnaire Given to Attendees of the Data Interoperability Strategy Seminar (Numbers Are in Percent)				
Question	Strongly Agree	Agree	Disagree	Strongly Disagree
Organizations would benefit from a comprehensive data management program including courses, methodologies, workshops, etc.	66	31	3	0
Organizations would benefit if databases (not DBMS) had consistent semantics for names for table columns across schemas.	80	17	0	3
Organizations would benefit from automatic Data Element, Attribute and Column naming and abbreviations built with consensus based word lists and phrases (taxonomies).	65	35	0	0
Organizations would benefit from automatic Data Element, Attribute and Column definitions derived from contexts, value domains, etc.	69	39	2	0
Organizations would benefit if databases (not DBMS) had consistent semantics for value domains.	75	22	3	0
Semantics should be inheritable from ISO 11179 Data elements to attributes, and from attributes to columns.	42	53	5	0
There is value in having data model templates that can be used in defining column collections within tables.	61	39	0	0
XML Schemas should be generated from a foundation of well designed and integrated data models.	63	33	4	0
Organizations would benefit from metadata repositories that support metadata integration and non-redundancy across projects, departments, etc. That is, define-once and use many-times.	87	13	0	0
Organizations would benefit from metadata repositories that are part of the everyday work process rather than a post implementation documentation effort.	90	10	3	0
End-users would benefit if they had access to metadata repositories for names, definitions, and the like.	83	14	0	0
Organizations would benefit from metadata repositories if the repositories could capture, report and support update of analysis and design work products in an integrated non-redundant manner.	70	30	0	0
Project quality and work-speed would likely benefit if supported by comprehensive metadata repositories.	75	25	0	0
Organizations would benefit from metadata management strategies supported by both bottom-up reverse engineering, and top-down new database (not DBMS) manufacturing.	53	47	0	0



American Airlines	Hudson Bay Company
American Family Insurance	IESO (Independent Electric System Operator, Ontario Canada)
Bank of Montreal	Kohls Department Stores
Blue Cross	Landsend
BTE Corporation	RBC Capital Markets
Burlington Northern Santa Fe	Royal Bank of Canada
Canadian Tire	Science Applications International Corporation
Cap Gemini Energy	Sigma Systems
ChartWell	Southwest Airlines
Chevron Texaco	Sprint
CIBC	U.S. Department of Homeland Security Customs and Border Protection
Cingular Wireless	Wall-Street Consulting
Circuit City	Washington [State] Courts
CitiFinancial	Wisconsin Physicians Service Insurance Corporation
CitiGroup	Wisconsin Education Association Trust
CUNA Mutual Group	Wisconsin DOT
DOFASCO (Canadian Steel Corporation)	
Economical Insurance	
Essential Futures	
Federal Express	
Great Lakes Higher Education Loan Services	

SQL 200n

There was a two day ANSI SQL meeting at the end of May. The key item from this meeting, *History*, is a new document Part for the SQL standard. As stated in the previous newsletter, the U.S. ANSI members objected to this addition, but because none of the other ISO meeting's attendees objected, the document is now a Committee Draft (CD). The CD was then immediately submitted for a CD Ballot. The ballot has been started and will conclude by the end of August.

A quick read of the proposed document places severe restrictions on the history that you must capture as follows:

1. History is NOT to be captured for any application in particular.
2. History is NOT to be captured for any single business transaction nor any collection of transactions.
3. History is NOT to be collected across multiple types of hardware on which an application may run.



4. History is NOT to be collected across databases operating under different operating systems.
5. History is NOT to be collected across multiple databases (not DBMSs).
6. History is NOT to be collected across multiple DBMSs.
7. History is NOT to be collected for a subset of columns of any given table, but on WHOLE rows only.

In short, the document restricts the capture of history to merely whole rows of tables within one database of a single DBMS on a single instance of hardware under a single operating system.

With this newsletter, Whitemarsh implores you to participate in the review. The document is located at: www.wiscorp.com/sql/history.zip The key questions are:

1. Does items 1-7 above fairly characterize the capturing of history in your professional experience? That is, these restrictions are reasonable.
2. If not, then please cite one or more applications of history and the items (1-7) that cannot hold true for your history usage
3. If not, then if you HAD to use a History facility described above (if items 1-7 were imposed on you), what would the impact on your application (1-Severe, 2-Moderate, 3-No effect).

Please take time to read the document. Also, please take the time to respond to the above request. Now is the time for you to get involved with the ISO/ANSI database language process. Your experience can have a positive effect on this decision. Please help.

Whitemarsh Short Paper Series

This month's short paper is titled "Data Is Executed Policy". The URL for obtaining this paper is: www.wiscorp.com/sp/sp02.pdf. 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, which then enables integration, non-redundancy, conflict resolution, and information systems plans.

