In Outliers: The Story of Success by Malcolm Gladwell, he attributes success to practice, 10,000 hours over ten years to be precise. This is our tenth anniversary year and many of us have accumulated the necessary hours to start to truly understand what is required to achieve quality data. The eOTD along with the international Standards ISO 22745 and ISO 8000 are reflections of our combined experience and while they will always remain a work in progress, they clearly show the way forward.

The ISO 8000-110:2008 certification program continues to grow and we are now seeing the first companies certified applying to renew their certificates. Our goal is to get all ECCMA members certified before our annual conference so if you have not yet completed your certification please work with Melissa and Sheron, I can assure you that you will find it invaluable in understanding how all the pieces fit together and that it will take no more than a few hours to complete. For those unable to complete their MDQM™ certification before the conference Melissa has scheduled a pre conference workshop so you will be able to do it on site.

There has been an enormous amount of development in data quality solutions over this last year and many of the developers and implementers of these solutions will be presenting or demonstrating over the two days. The conference is a unique opportunity to meet data quality solution providers as well as Master Data Quality Managers who lead data quality programs. Finally as this is our tenth anniversary all the present and many of the past ECCMA directors will be in attendance, so it will be a unique opportunity to renew friendships and share views on the future of the association.

Speaking of the future I would like to commend Chris Roberts from DATAForge in taking on the challenge of forming the Automotive Industry Content Standardization Council. This brings the number of our councils to six (AC/135, Natural Resources, Upstream Oil and Gas, Services, Healthcare and Automotive). If you are not already a member of a council or would like to join more than one, please contact Melissa for the emails address of the chair and copy her on your request to join. The Content Standardization Councils are responsible for the development and registration of industry Identification Guides and any associated terminology that is not in the eOTD. While any ECCMA member can register an Identification Guide, only the Content Standardization Councils can add terminology to the eOTD. Finally, Content Standardization Councils have a new responsibility in the development and management of the ECCMA Spend Analysis Classifications or eSACT™. These are cross mapped industry specific classification of eOTD classes. These have been requested by our members who are looking for a more robust industry specific Spend Analysis classification.

eSACT™ the ECCMA Spend Analysis Classification

As the original author of the UNSPSC I am fully aware of its shortcomings and while some of these are due to a lack of knowledge when it was created some have crept in as the classification evolved. The purpose of eSACT™ is to address these shortcomings.

The first issue with the UNSPSC that has plagued it since the beginning is version management and while we did come up with a technical solution in the EGCI it was not well understood and required the use of a lookup table. eSACT™ addresses this by including the version number in the individual classification codes. How the version number is managed by the council is still being discussed but the most likely is that it will only need to be incremented when there is a change to the individual classification code. This will remove the need for the current and audit files making distribution eas-

(Continued on page 2)
The second issue was the intended purpose of the classification. Classifications, by their very nature, use specific and it is rare for a classification to serve more than one purpose well. The UNSPSC was initially designed for spend analysis but at the time it was created, the ecommerce revolution was in full swing and what everyone wanted was a commodity classification that could be used in marketplaces, exchanges and sell side catalogues; essentially a classification that would facilitate search. The UNSPSC was selected by a growing number of catalogues and it rapidly became the de facto standard. So while the UNSPSC remains a good generic sell side classification it became less useful for spend analysis. There may be another good reason for this in that Spend Analysis is by definition industry specific. Not only will the importance of the item in an industry determine the degree of granularity required but where one industry needs to classify an item will be different from another. To solve this problem there will not be one eSAC™ but several, all sharing the same leaf nodes in the eOTD classes but with a different industry prefix and a different hierarchy.

Bringing this together we end up with an eight digit classification where the first two digits represent an industry code and the final two digits the version, leaving a four digit hierarch of group and subgroup. If we use the Federal/NATO supply class as an example we have an instant eSAC™ by adding the Industry code of 01 as the prefix and the version code of 01 as the suffix as follows:

01-53-06-01 Bolts
01-26-10-01 Tires and Tubes, Pneumatic, Except Aircraft
01-26-20-01 Tires and Tubes, Pneumatic, Aircraft
01-26-30-01 Tires, Solid and Cushion

The Natural Resources Content Standardization Council may not have a need for the same level of granularity or may need to distinguish between automotive- large vehicles and conveyor tires so as an example (the NRICSC has yet to create their eSAC™) the following could be their hierarchy:

02-25-06-01 Bolts
02-34-10-01 Tires and Tubes, Pneumatic, Road vehicles and Small trucks
02-34-20-01 Tires and Tubes, Pneumatic, Off road equipment
01-34-30-01 Tires, Solid

If an eOTD class (UNSPSC commodity) is used by more than one industry it would be automatically cross mapped across eSAC™ classifications. In then end we get the best of both worlds a common commodity across industries and industry relevant hierarchies for spend analysis.

It has also been suggested that as companies apply eSAC™ it will become possible to develop industry benchmarks of average spend by class; this would be extremely valuable in helping individual companies identify the strengths and weaknesses in their procurement and inventory management.

**eGORM™ the ECCMA Global Organization Registry**

One of our most significant challenges to date is the development of eGORM™ the ECCMA Global Organization Registry. Those of you who have completed the Master Data Quality Manager (MDQM™) certification program will remember sending a query to a vendor; typically you sent the request to your own email address so that you could respond to the reply. In the heat of completing your certification you probably did not stop to wonder where the response went. The answer is to the organization requesting the information and if you recall you selected ECCMA from the organization registry pop up box, so the reply went to the email address specified in the record for ECCMA (0161-1#OG-000001#1) in the organization registry.

The purpose of the registry was to manage the email point of contact information not only for those that submit terminology to the eOTD but also for those that register Identification Guides. The response to a query is returned to the email address in the ECCMA Organization registry.

To ensure that all ECCMA members can use the Identification Guide registry and the master data query process, Brittany will be working to create records for all ECCMA members. Melissa will be doing the same for non members who apply for certification.

As we worked on the ECCMA Organization Registry, it occurred to a number of our members that the ECCMA Organization Registry had the potential to be used as a shared vendor master and this became eGORM™, the ECCMA Global Organization Registry.

eGORM™ is a big project but we have completed the data model and we are testing data uploads to confirm the model. Our next step will be to begin testing the data validation process where we will be sending registered organizations an email requesting that they verify and validate the information in eGORM™. All ECCMA members can use eGORM™, the process consists in uploading an extract of your vendor master and eGORM will return a unique ECCMA public domain 0161 identifier for every organization, location, address and individual (other than name and gender no other personal information is stored in eGORM™). You can then use the ECCMA Organization identifier to access eGORM and request the current eGORM™ master data record or specific information such as for example the email address for sending an eOTD-q-xml query.
Scope and Pilog are working with ECCMA on building eGOR™ as well as on interfaces to support their own vendor master cleaning applications and services. eGOR™ is available to all members of ECCMA who wish to use it to clean their vendor master and those ECCMA members that offer vendor master applications or services are encouraged to participate in defining the web services interface and provide data to test the eGOR™ model. Those interested should contact Sheron Koshy at Sheron.Koshy@eccma.org.

Respectfully submitted,

Peter R. Benson, ECCMA Executive Director

Press Release – Data Quality Symposium
By Pieter Strydom, for PiLog

The second yearly South African Data Quality symposium, hosted by SABS, Pilog, and Traces of Africa was held on the 23rd and 24th of April 2009, at Valley Lodge, Magaliesburg. During this very successful event, the critical issue of data quality and the impact thereof on business was again highlighted. Delegates presented papers on issues such as data requirements, standards, strategies and implementation pitfalls. Delegates from as far as the United States of America, Middle East, and Russia attended the symposium.

The opening address by Mr. S. Zungu (SABS) highlighted the importance of quality Master Data and set the tone for the symposium. Mr. Zungu invited business representatives to join and actively participate in the SABS/ISO technical committees looking after Data Quality. The main speaker, Mr. Peter Benson (CEO – ECCMA) addressed the audience with the topic “Data Quality – An international challenge.” Regardless of continent, country, culture, language or company, data quality remains one of the most underestimated problem areas facing decision makers today. Decisions are made on incorrect data, with dire consequences. Purchases are made on incorrect data, resulting in project delays. Maintenance is performed using incorrect data, resulting in plant stoppages. Master data capturing, cleaning, and maintenance can result in huge cost savings for any corporate environment. The foundation of any master data activities is the data standard that has been utilized. The eOTD and ISO are such standards; it is open and available to anybody. It is based on the latest technologies and most proven models in the world. The way forward in terms of the technical solutions and models was presented with specific focus on how it must fit into company’s master data strategies.

One of the strongest messages that came out of the symposium is the fact that master data acquisition has to take place already at plant erection or extension phases."

(Continued on page 4)
tions start to realize that master data in actual fact has tremendous value and is not only an unnecessary burden. The lack of quality master data on the other hand, can lead to organizations losing a lot of money and not having control over their spend.

Government and Industry have been working totally separate for many years and the time has come for them to take hands in the creation and maintenance of quality master data. Dr. SHF de Jager presented a consolidated model where government and industry can both benefit from the combined efforts that go into the creation and maintenance of quality master data, and still allow for Defence Force requirements for NATO master data.

Some valuable business cases were presented by numerous speakers, highlighting the benefits that can be reaped by departing on this data quality journey. Insights into the master data strategies of different companies were given, with detail of what was done till now and the benefits realized, as well as the roadmap forward and the potential benefits. One of the success stories presented was the implementation of a single corporate catalogue in a multi-lingual environment. Two presentations were made addressing the importance of quality master data in the e-tendering process.

In his closing address Dr. SHF de Jager (Chairperson SABS TC184) indicated the worldwide trend in realizing the importance of data quality, and a drive to the improvement thereof. Ensuring that a structured approach is followed, has resulted in international co-operation between several governing bodies and specifically between the SABS and ECCMA through ISO TC 184/SC 4.

Pieter Strydom – PiLog April 2009

ISO 8000—Discussion on Data versus Information

By Peter Benson, Project Leader for ISO 8000 (data quality)

Rational for Data Quality Standards
Assets can be grouped into real or intellectual property, intellectual property is information. As there can be no information without data representation, the quality of data is determinant in the ability to preserve and transfer intellectual property.

Data Portability
A characteristic of data is its portability from one system to another. Syntax and semantic encoding determine the practical and legal portability of data. ISO 8000 defines the standards for the declaration of syntax and semantic encoding; this allows users to determine the limitations of data portability. By requesting data that is compliant with ISO 8000, users are able to manage data portability and protect their intellectual property assets.

Fitness for purpose
A characteristic of data is the degree to which it meets user requirements. ISO 8000 defines the standards for the declaration of the conformance to stated data requirements; this allows users to request data that meets their requirements and to determine if the data meets these requirements.

Difference between Data and Information
Understanding the difference between data and information is as important to understanding and improving data quality. Definitive definitions for data, information, knowledge and wisdom are elusive as are definitive definitions of fact and truth.

(Continued on page 5)
The Rock (1934) a poem by T. S. Eliot (1888-1965) contains the following lines:

“Where is the wisdom we have lost in knowledge?
Where is the knowledge we have lost in information?”

This is believed to be the origin of the hierarchy of wisdom-knowledge-information to which data is commonly added to create the pyramid displayed in Figure 1.

The General Definition of Information

The ISO 9000 definition of information as “meaningful data” comes from the General Definition of Information which states that:

“x” is an instance of information, understood as semantic content, if and only if:

- “x” consists of one or more data;
- the data in “x” are well-formed;
- the well-formed data in “x” are meaningful.

The General Definition of Information presupposes or requires a definition of data. Luciano Floridi in Semantic Conceptions of Information (2005) provides a definition of datum as: “a putative fact regarding some difference or lack of uniformity within some context.” A shortened definition of datum is “a disruption in a continuum.”

The combination of the general definition of information and the definition of datum leads to the following conclusions:

- Information can consist of different types of data
- There can be no information without data representation

The Mathematical Theory of Communication

The mathematical theory of communication was developed by C. E. Shannon in 1948 as a means to answer two fundamental problems: the ultimate level of data compression and the ultimate rate of data transmission. The theory created a diagram of a general communication system detailed in Figure 2.

![Figure 2: Schematic diagram of a general communication system (C.E. Shannon 1948)](image)
A modification of this schematic provides a general schematic of an information transfer system where data is the carrier of information as illustrated in Figure 3.

ISO 8000- A Standard for Data Quality

ISO 9000 defines quality as the “degree to which a set of inherent characteristics fulfils requirements.” The purpose of data quality is to ensure that the information received, is the same information at the source. There are three processes that come within the scope of ISO 8000; the translation of information into data, the data transfer and the translation of data into information.

In a note to the definition of quality ISO 9000, it explains that “inherent” as opposed to “assigned” means existing in something as a permanent characteristic. The characteristics of data that determine its quality must therefore be inherent; they must exist in the data itself. While the date or time a record was created would be an inherent characteristic of the data, timeliness would not be a characteristic of data as it is “assigned” to the data. Timeliness would however be a characteristic of information.

ISO 9000 further defines requirement as the “need or expectation that is stated, generally implied or obligatory,” data quality can only therefore be measured by comparison to a data requirements statement.

References


ISO 9000:2005(E)

Automotive Industry Content Standardization Council (AICSC)

DATAForge LLC has requested that ECCMA form an Automotive Industry Content Standardization Council and Christopher Roberts of DATAForge has agreed to chair the council. Content Standardization Councils are responsible for the development and registration of generic industry Identification Guides. Their first step is ensuring that the eOTD contains the necessary concepts and terminology. As a content standardization council they are authorized to add the concepts and terminology they need to the eOTD if they can not identify an existing source.

The purpose of the eOTD is to issue public domain concept identifiers and to map concepts and terminology from multiple sources and across multiple domains. If the terminology is in the public domain then anyone can provide the council with a copy and request that it is added to the eOTD. The council works with our R&D office to create the upload format, we also contact the original publisher to ensure that the references are correct and we ask if they would like to add specific hyperlinks. The original publishers see significant benefit in having their terminology listed in the eOTD and the hyperlink is how the eOTD promotes the source of the terminology. In cases where the terminology is proprietary we contact the publisher before including the terminology in the eOTD. In the rare instances where permission is denied then it is the responsibility of the council to develop the necessary terms and definitions needed.

If you use a published classification, dictionary of lexicon or if you have developed your own and would like it included in the eOTD, please advise Chris.

Chris will work to maintain the website (www.aicsc.org). If anyone would like to join the council, please contact Chris at chris.roberts@dataforge.com.
ECCMA would like to recognize PiLog for graciously hosting the complimentary ISO 8000-110:2008 MDQM™ Briefings along the east coast from June 2-10, 2009. A special thank you to Salomon de Jager, Pieter Strydom and Krysten Wolf for their assistance in organizing these briefings.

“...I am beginning to consider how to incorporate more formal data quality methods and tools into my consulting practice.”
-Ken Keefer, Keefer Consulting Inc.

ECCMA Membership

Considering joining ECCMA but need to go beyond the typical intangible of participating in the development of international standards such as recognized leadership, good corporate citizenship, and networking? ECCMA strives to provide its members with tangible benefits tailored to their requirements, just a few are listed below:

- Assistance in creating the eOTD Identification Guides
- Ability to submit up to 1,000 descriptions per member per year for coding files to the eOTD
- Overall access to Member's Area with advanced cataloging tools
- ECCMA Member Directory provides the ability to post company logo, description of company and services, point of contact and hyperlink to company website
- Use the ECCMA managed email distribution list to promote eOTD related products and services

For more information please visit www.eccma.org/Membership.php.

ISO 8000-110:2008 Certification

Customer data, membership data, supplier data, shareholder data, employee data, asset data, inventory data, plant and machinery data, – basically data that describes individuals, organizations, location, goods or services, everything you must know in order to manage an efficient business – this is your Master Data, your “fundamental” business asset.

Your ability to control, manage and protect your data will be one of your greatest strengths in the years ahead.

- Invest one day to become certified as an ISO 8000-110:2008 Master Data Quality Manager and learn what it takes to take control of your data
- Look for ISO 8000-110:2008 certified software applications, it’s your guarantee that your data will remain your legal property
- Look for ISO 8000-110:2008 certified data service providers, your guarantee to quality master data

For more information, certificates available and to find out who is certified please visit www.eccma.org/iso8000home.php.
11th International Symposium on Codification

By George Bond, United Kingdom National Codification Bureau (UK NCB)

The next International Symposium on Codification is being held in Edinburgh, Scotland from May 25th thru 27th, 2010. This Symposium—which is being hosted by the United Kingdom National Codification Bureau on behalf of the NATO Group of Directors of Codification (Allied Committee 135) – is the 11th in a series of such events which are held approximately every 4 to 5 years.

The NATO Codification System (NCS) is the most comprehensive Codification and Cataloguing system in the world. Its database now contains over 16 Million NATO Stock Numbers and it is used by 60 nations around the world. The NCS provides a common "language of logistics" enhancing effectiveness in our armed forces, reducing costs and enabling interoperability for both national and coalition operations.

ECCMA and AC 135 have a long-standing agreement to co-operate and develop procedures, processes and tools to leverage the data behind the NCS and to exploit the new technologies for data exchange. This has resulted in close co-operation over recent years on the use of the eOTD for Codification purposes as well as close interest and involvement of AC 135 in ISO22745 and 8000 developments. This will be strongly reflected in the Symposium Programme where under the broad sub-theme of “Master Data Management” all of these initiatives will be presented and discussed in depth.

The Symposium will have a strong focus on Defense and Industry Partnerships, how we jointly provide the business processes and tools to meet the needs of the Global Support Chain and will also look at future challenges and opportunities. A lively social programme is also planned starting with a Welcome Reception in Edinburgh Castle, and will close with traditional Scottish Ceilidh on the last night and will also offer a range of tours and excursions for partners.

Further details are available at the Symposium web-site - www.codification2010.org – or by e-mail to george.bond@codification2010.org.

eOTD Meets the NATO Codification System

ESG sets a new mark in the modernization of the NATO cataloguing system with the new eOTD module for N-CORE NG

The 7th N-CORE User Meeting, 22-23 April 2009

For the seventh consecutive year, N-CORE users and prospective customers from a total of 14 countries met from 22 to 23 April in Munich to find out about the newest developments concerning the ESG solution N-CORE and the NATO Codification System (NCS). With a total of 32 participants this year a new record was reached, a testament to the great interest in N-CORE and the close relationship between ESG and its customers.

The meeting began with a welcome speech from ESG’s CEO, Gerhard Schempp. The deputy head of the ESG business division IT and Communication, Dr. Jörg Ziegkowski, then welcomed the participants and outlined the aim and the motto of the meeting: “Modernization of the NATO Codification System – NCS and ECCMA Open Technical Dictionary – eOTD.” The main focus of the meeting was therefore also eOTD in connection with N-CORE NG. In addition, an overview was given of the possibilities of integrating systems from industry into a codification process that is as automated as possible. During the two days of the meeting current N-CORE projects were introduced and new developments and function extensions of N-CORE NG were presented. The new eOTD module in (Continued on page 9)
particular received a great response from the meeting participants.

After more than 50 years the NATO cataloguing system has become old and needs modernizing. Therefore a modernization workgroup has been set up by the Allied Committee 135 and ESG was invited to participate in the next meeting. Besides the simplification of the system, another goal of the modernization is the convergence and harmonization of the cataloguing system to industrial standards. One essential component to reach this goal is the ECCMA Open Technical Dictionary (eOTD) based on the standards ISO 22745 and ISO 8000.

Henriette Schromm, the responsible senior software engineer and Alexander Auen, the responsible project manager, first presented the theoretical background. This included an explanation of the eOTD concept, a short description of the standards ISO 22745 and ISO 8000 and ended with a presentation of the connection between eOTD and the NCS.

The biggest advantage of using eOTD in connection with the NCS is expected to be the automatic takeover of description data for the cataloguing of materials. At present, the technical documentation is provided in paper form or as a PDF file by the manufacturer to the codifier in a national codification office (NCB). From these documents he must filter out the relevant technical description data which are important for him and transfer them by hand into the cataloguing system. This is time-consuming and prone to errors. In the future, with the application of eOTD, the codifier can request certain characteristic data electronically from the industry. The machine-readable response is also sent back electronically by the manufacturer. The time-consuming search for the desired characteristic data in the documentation and the error-prone manual transmission to the N-CORE system will thus become history.

The climax of the presentation was the demonstration of the cataloguing process with integrated eOTD process with the
help of the developed module. The listeners were able to see for themselves how greatly simplified cataloguing will run in future. The production of the needed xml files and the problem-free import of the results into the codification process lead to significant time saving. Even i-xml identification guides are generated in seconds.

This impression was underlined by a comment from Ian Smith, the responsible eOTD project manager at the British NCB. He has dealt for several years with this subject and has already carried out some test runs with other tools: "For what Henriette and Alexander have demonstrated here in 10 minutes, I took five hours without this software!" He also praised the new eOTD module, which he had already been able to test in advance.

With a presentation on electronic data interchange in the automotive industry given by Karl Förstle from ESG, the connection between the NCS and civil industry was shown. The audience was shown the differences between industrial and military data exchange and possible ways for integration during the modernization process.

The presentation “Data Exchange and Data Sharing – from Syntax to Semantic” by Professor Dr. Andreas Karcher from the University of the Bundeswehr covered the range from the ancient NCS technology to the future. It gave the audience an impression of what will be possible for the modernization of the NCS, particularly in the field of automated data exchange.

The discussions following the meeting showed that ESG has perfectly met the needs of the NCBs by introducing the new eOTD module and integrating it into the codification process of N-CORE NG. Thus N-CORE NG is the only commercial codification system to offer the integration of eOTD into the codification process of the NATO codification system.

The module is available as an integrated part of the codification system, as a stand-alone module or via the Internet. The module can therefore also be used separately by industry. There it can be applied to collect the data requested by the NCB and to send it back, formatted in accordance with ISO 22745.
The N-CORE NG System
(NATO Codification System Repository Next Generation)

N-CORE NG is the worldwide leading commercial solution for the codification of military material. It supports all the functions of a NATO Codification Bureau (NCB) and all connected agencies that are required by the NATO Codification System (NCS). The functions and data formats are fully compliant with the rules and procedures of the "NATO Manual on Codification ACoDP-1". The user has access to all required codes and data elements with pertinent definitions in the selected language. N-CORE is designed for processing large data volumes and a large number of concurrent users (up to 1000). The number of users and the data volume are only limited by the used hardware capability.

N-CORE offers a maximum of flexibility and open connectivity to existing software applications such as SAP R/3 (MM). N-CORE NG is developed as a web-based 4-tier architecture with a browser as thin client.

N-CORE offers full-scale support of functionality as defined in ACoDP-1. It increases productivity and data quality of codification work by using menu-driven processes and integrated data elements. This is strongly enhanced by the automatic generation, checking and processing of transactions for practicable data interchange of items of supply.

Additional benefits include:
- Standardization by using uniform identification and classification attributes
- Avoidance of expensive multiple stocks
- Country specific menu and data language
- Self-maintaining data base
- Integration of NMCRL raw data
- Certified interface to ERP-system SAP R/3
- Full integrated or standalone eOTD module
- PKI support

N-CORE & N-CORE NG | Copyright © 1997–2008 ESG GmbH | www.ncore.esg.eu
October 27 – 29, 2009 (Tuesday - Thursday) in Bethlehem, Pennsylvania

Conference Overview
Electronic Commerce Code Management Association (ECCMA) is having its 10th Annual Conference right where its office sits in Bethlehem, Pennsylvania. The annual ECCMA conference is very important to ECCMA because it gives them the opportunity to meet face to face with the members, colleagues and friends in this industry. It in turn gives attendees the opportunity to meet and network at a more personal level with other companies with the same interests. We would like to sincerely invite all those interested to join us at this year’s conference, as our primary goal is to help and improve the development and implementation of Master Data Quality!

Here are a few ways to broaden your exposure:

Exhibit: Reserve a standard booth for Wednesday and have the opportunity to lead a workshop including a 45 minute presentation on Thursday. When you register to exhibit it includes reception, breaks, all meals and one registered attendee. Get Yours Today!

Sponsor: A great way to stand out with recognition in the program booklet, signs with company logo on it, acknowledgement in ECCMA’s newsletter and much more.

Exhibit Details
An exhibitor will be given a standard exhibit booth on Wednesday October 28th and the opportunity to present a 45 minute workshop on Thursday October 29th.

By Exhibiting you are given:
1. One complimentary attendee registration
2. Attendee networking functions in the Exhibit Hall
3. Acknowledgement in our Conference Program (this is given to all attendees) including company logo, description and contact information
4. Recognition in our bi-monthly newsletter that is sent to everyone in our database
5. Exhibitor ribbon displayed on every attendee’s badge from the company exhibiting
6. Company logo and description added to the ECCMA website
7. Company recognition through a 45 minute presentation

Exhibitor Fees (if you reserve your booth prior to July 31, 2009):
- ECCMA Member: $1,190 USD
- Non ECCMA Member: $1,650 USD

Sponsorship Details
If your company is interested in sponsoring, we are offering the following:
1. Acknowledgment in email blasts about conference that goes to our database of 50,000 contacts
2. Acknowledgment in the ECCMA Newsletter
3. Company logo and description added to the ECCMA website
4. Signage at the registration desk
5. Signage at the entrance of the room to which you are sponsoring the food or event
6. Acknowledgement in Conference Program (this is given to all attendees) including company logo and description
7. Sponsor ribbon displayed on every attendee’s badge from the company sponsoring

(Continued on page 13)
Accommodation Details
Historic Hotel Bethlehem
437 Main Street
Bethlehem, Pennsylvania 18018 USA
Reservations: +1-800-607-2384
Local Telephone: +1-610-625-5000
Website: www.hotelbethlehem.com

Receive a discount of $149.00 USD (reg. price $179.00) on your guest room when you mention the ECCMA Conference. Simply call +1-800-607-2384 to receive the discounted group rate. The Historic Hotel Bethlehem also offers a free 10 minute shuttle ride to/from the Lehigh Valley International Airport (ABE – www.lvi.org) 6:00am-11:00pm daily. Simply call the hotel at +1-610-625-5000 to have them arrange this service for you.

Individuals are to make their own hotel reservations, however if you would like ECCMA to book a room for you, please email conference@eccma.org. To receive the discounted group rate, reservations should be made no later than September 26, 2009 (cutoff Date) or until the block of rooms have been filled. The discounted group rate is only available by calling the hotel and excludes online reservations.

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ECCMA Member Profile

Alan Snow, Director at DAMA Southern Africa

Years in Data Quality: 15 years

Other Professional Organizations with which you are involved:
DAMA International, IAIDQ

Q: Describe your career path. How did you get to where you are today?
I was an IBM Systems Programmer who got involved on a data warehouse project, and decided to specialize on Data Quality Management. I then took a break from IT and became a Business Process Engineer (trying to make industrial processes in factories more efficient). The experience of these two disciplines (BPE and DQM) enriched my understanding of how important Quality is in the world of information management. Two years ago I formed my own Data Quality Management company (Infoblueprint) with two partners in South Africa.

Q: What about your particular career path do you find is of most value in your role as a cataloger?
Understanding the need for data/information quality by understanding that unless the data quality is good, the business application will not perform well.

Q: What is the biggest challenge catalogers face today?
Getting the data to a reliable state, understanding what needs to be done to retain high quality data and getting others to ‘buy-in’ to the quality data message.

Q: What is most rewarding about your job?
Helping a company to ‘see the light’ and adopt sound data quality management practices.

Q: Favorite outside interests?
Big sports fan and enjoy good wining and dining.

Contact DAMA:
DAMA South Africa
PO Box 6043
Birchleigh 1621
South Africa
www.dama.org.za
ECCMA would like to welcome a few new members who have recently joined!

**Bay Area Rapid Transit District (BART)**

BART is in the process of implementing an integrated system for maintenance, inventory, purchasing, supplier relationship management and a supply chain analysis utilizing Maximo.

To learn more visit www.bart.gov.

**DAMA Southern Africa**

DAMA is the Data Management Association (DAMA) for Southern Africa.

To learn more visit www.dama.org.za.

**Prospecta Software**

Prospecta Software was established in 2002 with the primary objective to build solutions that complement large ERP systems and provide niche SAP Professional Services. Prospecta Head Quartered at Sydney, Australia with offices in Canada, USA, Germany and India. We value our clients and establish long term working relationships based on integrity and collaboration.

To learn more visit www.prospectasoftware.com.

**SAP, Inc.**

To learn more visit www.sap.com.

**TenderPro**

To learn more visit www.tender.pro.

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Who’s Who?

Griha Software Technologies Pvt Ltd

Grihasoft is one of India’s leading product data services company. Grihasoft provides data classification, cleansing and enrichment services in MRO, Healthcare and Life Sciences Domains. To learn more visit www.grihasoft.com.

Moduletik Oy

Moduletik is a well-established Finnish software company, founded in 1989. Moduletik develops and sells PDM solutions, data harmonization and consulting services.

Moduletik’s Aton PDM is a comprehensive solution which is suitable for the management and utilization of information created during R&D and manufacturing, including the processes and documentation related to this information. With the help of Aton PDM companies can make their operation more efficient both locally and globally, improve the quality, as well as save time and resources.

Aton CodeMaster is a tool for data clean-up and harmonization. With CodeMaster you can collect the data from different sources and then clean it up, enrich, standardize, combine and harmonize. It is a multi-user tool and handles easily large volumes of data. There are advanced search and modification tools. It is easy to export cleaned and harmonized data from CodeMaster into any system.

To learn more visit www.moduletik.com.

Silver Creek Systems, Inc.

Software development. Pioneer & leader in product data solutions enabling automation of complex data services for reliable product data integration across the information supply chain.

To learn more visit www.silvercreeksystems.com.

Wesco Distribution, Inc.

WESCO Distribution, Inc. is the operating arm of WESCO International, an industry leading Fortune 500 distributor of MRO (maintenance, repair, and operating) products, construction products, and advanced integrated supply procurement outsourcing services.

Headquartered in Pittsburgh, Pennsylvania, WESCO operates more than 370 full-service branches throughout North America and around the world. Major markets served by WESCO include commercial and industrial construction, industrial process and discrete manufacturers, large industrial OEMs (original equipment manufacturers), electric utilities, data communications, and retail/commercial power and lighting controls.

To learn more visit www.wesco.com.

West Virginia University

To learn more visit www.wvu.edu.

A Special “Thanks” To All Of Our Members

“We thank you for your support and participation in ECCMA and will continue to strive to fulfill your needs as a member of the association!”
ECCMA Newsletter

About ECCMA

Formed in April 1999, the Electronic Commerce Code Management Association has brought together thousands of experts from around the world and provides them a means of working together in the fair, open and extremely fast environment of the Internet to build and maintain the global, open standard dictionaries that are used to unambiguously label information. The existence of these dictionaries of labels allows information to be passed from one computer system to another without losing meaning.

Upcoming Newsletter Issue

If you are a member of ECCMA in good standing, we invite you to submit articles for our viewers to read. It can be anything in the data quality industry, cataloging projects or interesting news and tips you’d like to share with our fellow members and audience. If you are interested please send an email to editor@eccma.org. Thank You!

Next Issue Date | Next Closing Date
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August 24, 2009 | August 3, 2009