The end of the year is traditionally a time for reflection and planning, this year is no different.

Just as the UNSPSC, the first widely adopted international commodity classification system, it appears that the eOTD™ is well positioned to be widely adopted as the preferred international open technical dictionary. There is clear evidence that the fundamental principles of data quality have taken root and are growing. Data quality is simply data that meets specified requirements. The concepts of a corporate business dictionary and a registry of data requirements are now well recognized cornerstones of the emerging discipline of data governance. The recognition of ISO 22745 as the international standard for open technical dictionaries and data requirements is also growing, as is the recognition of the fundamental principal of ISO 8000. Also being widely discussed, if not implemented, are data provenance and data portability.

What I believe is more important, beyond the recognition of the benefits of quality data in facilitating the identification and resolution of duplicate master data records, are benefits in the form of new products and services made possible by well managed quality data. The most significant is the growing recognition by manufacturers and suppliers. The ability to create and deliver great product and service descriptions improves sales. I expect to see a rapid growth in cataloging at source as more and more suppliers develop the ability to respond automatically to requests for data and buyers include the obligation to provide quality data in their purchase contracts.

(Continued on page 2)
We are starting to see the creation of consistent descriptions across diverse media, this is a clear indication of a data governance program. We are also seeing an increase in the speed in which master data is being reconfigured and reformatted for different applications. Again, this is evidence of centrally managed master data. Of course the SAP MDM (Master Data Management) or Oracle PIM (Product Information Management) systems underlie many of these improvements, but these ERP systems only work efficiently if the quality of the data itself is being managed. Most consultants engaged in ERP implementations are now well aware of the importance of data quality and they can be expected to include ISO 8000 data quality evaluations and ISO 22745 data cleansing in their services; this will help accelerate adoption.

So, what are the next changes and what form will they materialize? Perhaps the next important step will be the appearance of an eOTD designation on electronic or printed data capture forms. This means that the metadata for the data elements is in the public domain and published in the eOTD. An electronic form will have a field that will give the user access to the eOTD definition and will remove much of the frustration, and in theory, it should at least make automated form fill work more efficiently.

A bit further in the future, I expect we will also see the development and publication of eOTD concept equivalences. These are concept mapping solutions that are needed to move data from one application to another or to report on data contained in multiple systems. These equivalences are very important and as a first step, companies will develop their own concept equivalences just as they developed their own terminology. Eventually they will start publishing the equivalences in the eOTD. In the eOTD, organizations that registered the concepts must agree to the concept equivalence before the equivalence can be registered. Therefore, we can only expect to see commonly recognized equivalences appearing in the eOTD and I expect these will appear very slowly.

What is clear, despite its size, is ECCMA has had, and can be expected to continue to have, a remarkable impact on data. As data is at the very core of our ability to communicate information, we should be aware of the responsibility we have in influencing the understanding of the importance of data quality. At times the relevance and importance of our work is difficult for others to understand or appreciate, but the evidence of the positive impact of our work is all around us.

I wish everyone a safe and enjoyable holiday season and above all else, a great new year!

Respectfully submitted,

Peter R. Benson, ECCMA Executive Director
Announcing the eOTD™ Commercial Implementers Forum

ECCMA continues to strive to please all of their members and a very key item was brought to our attention. Previously, the Implementers Forum focused on NATO codification, however we are now expanding the forum into two different meetings. ECCMA will continue to have Implementer Forums focused on NATO codification, but have decided to hold meetings focused on commercial implementations as well. The first meeting of the eOTD™ Commercial Implementers Forum was held on November 15, 2011. This new adjustment had a great response and was happily accepted by a majority of our members (please see the table below for a complete list of forum participants).

The new Commercial Implementers Forum focuses on software and systems that are based off of the eOTD and provides a venue for discussing common problems, resolving issues and developing implementers agreements. It also gives implementers a chance to talk to standards developers and eOTD administrators.

If you are interested in joining the eOTD NATO Implementers Forum or the eOTD Commercial Implementers Forum, please feel free to contact Melissa Hildebrand (Melissa.Hildebrand@eccma.org). You must be an active member of ECCMA to participate in both forums.

<table>
<thead>
<tr>
<th>ECCMA eOTD® Commercial Implementers Forum Members</th>
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<tr>
<td><strong>AURA, s.r.o.</strong></td>
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<td>Ondřej Janák, Petr Kazda, Miroslav Padalik, Stanislav Rejman</td>
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<td><strong>ECCMA</strong></td>
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<tr>
<td>Sheron Koshy, Gerald Radack</td>
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<td><strong>Kontenix</strong></td>
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<td>Gerardo Leal</td>
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<td><strong>Rockwell Automation</strong></td>
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<tr>
<td>Dan Carnahan</td>
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ISO 8000-110:2009 Master Data Quality Manager Course

Prior to the 12th Annual Data Quality Solution Summit, ECCMA held an ISO 8000:110 2009 Master Data Quality Manager certification course on October 25, 2011. The course was divided into two sessions. Mr. Steve Arnett, Retired DLA, gave an introduction to ISO 8000 and the importance of being certified as a Master Data Quality Manager.

The afternoon session was given by Dr. Gerald Radack, Chief Technical Officer of ECCMA. During the afternoon session Dr. Radack began the certification process and assisted attendees along the way. The course successfully certified 6 individuals and their companies (please see photo to the right for a complete list of attendees and their companies).

If you are interested in certification please contact: Melissa Hildebrand at melissa.hildebrand@eccma.org

Please join ECCMA in recognizing Steve Arnett Co-Founder of the eOTD

Steve Arnett, co-founded of the ECCMA Open Technical Dictionary in 1999 and has been a very valuable member of the standards world. This year we wanted to take the time to honor him for his commitment to data quality and ECCMA. He was congratulated for his hardwork and was presented with a plaque at the 2011 ECCMA Summit.
As 2011, comes to a close, the ECCMA Summit provided fresh and innovating perspectives for the upcoming year. This year’s conference was in the beautiful Pocono Mountains at the Chateau Resort and Conference Center. There were plenty of new faces and new presenters that brought essential ideas and innovative solutions to the growing issues in the data quality industry. As in previous years, the roundtable discussions provided a more personal experience with each presenter. The roundtables also gave attendees the opportunity to ask specific questions they may have had.
Linking the knowledge of today with the power of tomorrow

The annual awards dinner was most certainly a magical experience. Attendees enjoyed a unique dining event by Mike and Roberta Streka. Mike made Roberta disappear, pulled flowers out of a hat, created the illusion of chopping an attendee’s head off and wowed us all with his fire breathing ability.

The awards dinner is not only a great way for attendees to interact on a more personal level, but it is also meant to recognize an ECCMA member for their exceptional work with ECCMA and the eOTD. This year ECCMA has awarded Ian Smith, with the 2011 ECCMA Fellowship Award. Mr. Smith has worked for the UK MoD in various departments for almost 20 years. He is currently the chairman of the transformation steering group within the NATO Codification community. In 2007, he took over the international liaison duties for policy and the research and of new processes and initiatives for use in UK NATO Codification, which is where he became involved with ISO 8000. It is because of these practices that we recognize Ian for his superior work and are pleased to present him with this award.
ECCMA would like to thank the following individuals for speaking at this year’s Data Quality Summit:

(From Left to Right):
John Salazar, Intellego; Steve Arnett, Retired DLA; Yinle Zhou, University of Arkansas Little Rock; Dr. John Talburt, University of Arkansas Little Rock

(From Left to Right):
Shaun Thompson, Rolls-Royce PLC; Dan Defend, Yahoo!; Ian Smith, United Kingdom National Codification Bureau; Dan Carnahan, Rockwell Automation

Dr. Gerald Radack, ECCMA

Conference Presentations are available at: www.eccma.org/resources/presentations.php
Thank you to all the attendees of the 12th Annual Data Quality Solutions Summit. We are looking forward to the years to come!

Photos courtesy of ECCMA & Miroslav Padalik
Peter Benson, the Executive Director of ECCMA, made a presentation to an audience from Russian national and commercial agencies covering defense, transportation, energy manufacturing and processing industries. Below is a short synopsis of his presentation on “Data Quality”.

We often use the terms, “data” and “information” interchangeably without really thinking, but if we are to understand what it means to manage the quality of data, then we do need to understand what it is that we are supposed to be managing.

Data is the physical representation of information. You can easily change the quality of data. For example, I can crumple or tear a sheet of paper just as I can delete a file. By diminishing or destroying the physical form I can change its quality.

Even if the quality of the data is good, the information may not be. For example, the information may not be useful to you (relevant), or just not useful at this moment in time (timely) or you may not believe it to be true. What is important to remember is that the data never changed, only your “opinion” of the information the data represented.

Clearly data and information are different concepts and because they are different, they will have different characteristics that determine their quality.

Data is critically important to everything we do and even more today than it was before. Data is our new reality. If data is important, then the quality of the data should be important as well, especially as we know that the quality of the information depends on the quality of the data it is derived from.

But what is quality? ISO 9000 defines “Quality” as the “degree to which a set of inherent characteristics fulfils requirements”. According to this definition you cannot measure quality if you do not have a requirement, so what is a requirement? A requirement is something we need or want, as long as we can define our requirement we can use it to evaluate the “quality” of the products or services. Of course defining requirements is not always that easy. As any procurement officer will tell you - if the delivered goods or services meet the specified requirements (the specification) the bill gets paid, if not, there are discussions about the “degree to which” the requirements are met. As a consumer you instinctively know what requirements you expect suppliers to meet, however, there lies a challenge, what may not be meet your requirement or quality to you, may meet someone else’s requirement.

If data is the representation of information and quality data is when the data meets data requirements, where exactly do standards fit into the picture? We could look up the word “quality” in a dictionary and we would have found several definitions and what is important is not which is the right definition, but a way to tell those we work with which definition we are using. Standards allow us to do this. A standard is very different document from an article or even a text book, which may have one or more authors. The authors of a standard are not listed because a standard does not represent the “opinion” of the author it represents the “consensus” of experts. In this respect standards are very similar to laws. Laws are passed by a ma-
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Majority of lawmakers; standards are published when there is a consensus of the experts on the subject. Just like laws, standards are designed to be referenced. If you say that your data is ISO 8000 compliant you are stating that your data complies with the specification contained in the standard, standards are their own specification. Just as you can have, “sweet, creamy, non-salted butter made of pasteurized cream. In accordance with GOST standard - Price FCA warehouse in Belarus -3,99 USD/kg, subject to final confirmation”, you can also specify in your purchase order, “The Contractor shall supply identification and characteristic data in accordance with ISO 8000-110:2009 on any of the selected items covered in his contract.” This is the purpose of standards, to allow trading partners to communicate unambiguously.

We all know that standards are useful, as we have seen they improve interoperability, but as in everything it often helps to understand the motivation for standards. Both ISO 22745 and ISO 8000 were initially proposed by the US Department of Defense, specifically the Defense Logistics Agency (DLA). The agency contracts for goods and services on behalf of the armed forces and it is responsible for controlling costs which requires that it knows what it is buying. The DLA was simply looking for a faster, better and cheaper way to catalog and they found it. According to the latest NATO study the new ISO 8000 cataloging process has the potential to save up to “75% of the annual codification budget; if all transactions were completed in ISO 22745 format and contract changes were applied.”

Of course the benefits of improving the cataloging process are not just of interest to the military, they apply to all buyers; the larger the buyer the greater the savings. As buyers realize the benefit of contracting for ISO 8000 quality data it is the suppliers and manufacturers that need to be able to create quality data just as they create quality goods and services.

Another benefit to ISO 8000 quality data that concerns not only buyers and sellers, but everyone in a personal capacity is data portability. ISO 8000 quality data is data that meets requirements, but it is also portable data and this may in the end be the most important contribution ISO 8000 makes.

Those of us over 50 years old may be old enough to remember a time when a computer came as a single unit (a screen, keyboard, printer and processor with its disk drives and software), a complete bundled package. This package was so tightly bundled that you could not replace any part of it, everything worked as supplied out of the box, no configuration necessary. You could not plug in a different screen or printer and you could not run anything except the installed software - basic. It was actually less than basic, as basic a programming language was not yet invented and most certainly would not run on the computer you had spent your hard earned money on. What made the difference were operating systems. Rudimentary applications created an operating environment which coordinated all the pieces of a computer system. You still had to manually configure them, but it was possible to mix and match peripherals and build your own software application. This was the first separation of hardware from software. One day you will tell your children that when you were young, data was bound to the software that was used to collect and store it. This was before the most amazing feat of pure magic - ISO 8000. It created portable data, data that could be read and used by any software application.

ISO 8000’s first requirement is data must have syntax (a recognized file format). The second requirement is data should be “semantically” encoded. These two requirements create portable data. Now, you ask why should you care, because, it depends on your requirements. In most cases we want to be free to choose the best software applications available, including those that have not been invented and we do not want our current software vendors to claim that they are a joint owner of our data. Data quality brings with it transparency and perhaps this is bigger issue, can our fragile system cope with high octane quality data?
Who’s Who?

Welcome New Members

Cargotec Corporation

Cargotec improves the efficiency of cargo flows on land and at sea – wherever cargo is on the move. Cargotec’s daughter brands Hiab, Kalmar and MacGregor are recognised leaders in cargo and load handling solutions around the world. Cargotec’s global network is positioned close to customers and offers extensive services that ensure the continuous, reliable and sustainable performance of equipment.

Cargotec’s technology leadership is based on close co-operation with the customers. Our R&D is the forerunner of innovative solutions that take environmental considerations into account. We care for the safety of the environment as well as the people using our products.

We are determined to grow our business by customer focus, and segmentation will guide our business development in the future. In addition to customer focus, we expect to achieve growth by expanding our presence and offering especially in the emerging markets and in the service business. Cargotec will also be further developed to a more efficient world-class company and we will improve our ways of working through aligned processes and increasing internal clarity.

To learn more visit: http://www.cargotec.com.

John Deere and Company

Since its founding in 1837, John Deere has seen a great many changes in its business, its products, its services. Change always comes with opportunity. And Deere has always been ready and willing to embrace it. Yet, through it all, John Deere is still dedicated to those who are linked to the land – farmers and ranchers, landowners, builders, and loggers. And Deere has never outgrown, nor forgotten, its founder's original core values. Those values determine the way we work, the quality we offer, and the unsurpassed treatment you get as a customer, investor, employee.

To learn more visit: http://www.deere.com.
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Get Involved in

ECCMA Membership

Charter Membership
Full Membership
Associate Membership

U.S. TAG Membership

TC184 TAG Membership
TC 184 / SC 4 TAG Membership
TC 184 / SC 5 TAG Membership

*For more information about ECCMA Membership please contact, Krysten Wolf at krysten.wolf@eccma.org.

*For more information about U.S. TAG Membership please contact, Melissa Hildebrand at melissa.hildebrand@eccma.org.

For the latest updates from ECCMA please visit the following sites:

ECCMA Open Forum:
www.linkedin.com/groups/ECCMA-Electronic-Commerce-Code-Management

ISO 8000 Certified Master Data Quality Managers:
www.linkedin.com/groups/ISO8000-Certified-Master-Data-Quality-Managers

Tweet us:
twitter.com/ECCMA
Who’s Who?  

Renewed Members

Anglo Operations Ltd.

We are one of the world’s largest mining companies. Our portfolio of high-quality mining assets and natural resources spans bulk commodities – iron ore and manganese, metallurgical coal and thermal coal; base metals – copper and nickel; and precious metals and minerals – in which it is a global leader in both platinum and diamonds. We operate in Africa, Europe, South and North America, Australia and Asia.

To learn more visit: [http://www.angloamerican.com](http://www.angloamerican.com).

AURA s.r.o.

AURA is focused on development and implementation of information systems for military and civilian logistics. AURA provides comprehensive services in the area of NATO Codification.

Some of the services AURA offers are:

- Codification according to the standards of the NATO Codification System (NCS). AURA is a certified Codification Agency
- MC CATALOGUE - a tool for easy and user-friendly material codification according to the NCS for National Codification Bureaus, codification agencies and defense industry
- MCC eOTD® - a tool for eOTD® and ISO 8000 compliant codification
- Codification of services
- Classification according to CPA, CPV, UNSPSC, eOTD®
- Data cleaning

To learn more visit: [http://www.aura.cz](http://www.aura.cz).

DISA

To learn more visit: [http://www.disa.mil/](http://www.disa.mil/).
Who’s Who?  

Renewed Members

ESG  
Elektroniksystem und Logistik GmbH

ESG’s business unit "IT Solutions for Material Management" has developed the Online Cataloguing System N-CORE, a web-based application for use in NCBs, fully compliant with ACoDp-1. N-CORE, which is currently being used in 13 countries worldwide, can easily be customized to meet non-standard customer requirements.

In addition to the N-CORE system, our Material Management Team provides the following services:

- System analysis of legacy systems
- Data cleansing
- Data migration
- Process analysis and reorganization
- Integration of major ERP systems (certified standard interface to SAP R/3)
- Training for software usage and administration
- NCS training in cooperation with the German NCB
- Consulting concerning the NATO Codification System and related subjects

To learn more visit: [http://www.esg.de/en/](http://www.esg.de/en/).

Hofincons & Co. LLC

Hofincons Group is specialized in Industrial Asset Management Services, related to Plant Maintenance (Asset Management for Technical Integrity and Process Safety), MRO Materials & Spare Parts Management, and IT Embedded Solutions. Our vision is to provide technology driven Enterprise Asset Management (EAM) Services with unswerving commitment to our Customers by adopting innovative and high technology in cost-effective Asset Management Services. Hofincons Group companies are ISO9001:2008 and OSHAS18001:2007 certified, And OPAL (Oman Society for Petroleum Services) CVC & HSE certified member.

To learn more, visit: [http://www.hofinconsroup.com/](http://www.hofinconsroup.com/).
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Who’s Who?

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ASSOCIATE MEMBER

IBM

To learn more visit: http://www.ibm.com.

ASSOCIATE MEMBER

KEEL Solution

Keel Solution offers consultancy and software products to companies that own and operate large technical installations. Offshore companies are losing vast amounts of knowledge every day. Keel solution offer tools and services to capture, utilize and share knowledge. It combines the knowledge and data in existing technical and business applications with collaborative software such as blogs and wikis, and it is specifically designed for the workflow and procedures in the offshore industry. We offer consultancy and software products to companies that own or operate large technical installations. We have in-depth knowledge of the offshore industry combined with unique web-based tools for data registration complying with internationally recognized standards.

To learn more visit: http://keelsolution.com.

ASSOCIATE MEMBER

KONTENIX

Kontenix is a Mexican company that offers Master Data Quality Services and Software solutions.

Kontenix offers:

- Basic spend analysis
- Enhanced spend analysis
- Improves the quality of material, service or vendor master date
- Data cleaning
- Cataloging

To learn more visit: http://www.kontenix.com.
Who’s Who?

Renewed Members

**Lehigh University**

Lehigh is a premier residential research university, ranked in the top tier of national research universities each year. We are a coeducational, nondenominational, private university that offers a distinct academic environment of undergraduate and graduate students from across the globe.

To learn more visit: [http://www.lehigh.edu](http://www.lehigh.edu).

**Oniqua Pty Ltd.**

Data cleansing is a vital process for organizations upgrading, changing or implementing Enterprise Resource Planning (ERP) or Enterprise Asset Management (EAM) systems. Finding the internal resources for the job can be time-consuming and ultimately more costly than outsourcing to the right experts for the job. With over 20 years of experience, Oniqua has clearly defined practices and methodologies, quality assurance processes and exceptional project management capabilities to suit your master data requirements. Oniqua’s content teams routinely provide catalog standardization and enrichment services to customers throughout the world.

To learn more visit: [http://www.oniqua.com/](http://www.oniqua.com/).

**TenderPro**

Tender.Pro is an e-procurement system on b2b market. Company Tender.Pro has been working since 2002. Extensive experience has allowed developers to create a service useful for suppliers and customers. From easy search through a huge catalog of products, through price lists through and procurement notices to the service of various types of biddings – it is all available to clients systems along with professional support team Tender.Pro.

To learn more visit: [http://www.tender.pro/](http://www.tender.pro/).
Announcing the
13th Annual Data Quality Solutions Summit
October 23rd - 25th, 2012
California, USA

Announcing the
ISO TC 184 / SC 4 Meeting
November 11th - 15th, 2012
Miami, Florida USA

*Please check the website for more information. Information will be available soon.

Wishing Everyone a Happy and Prosperous New Year!
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!

ISO 8000-110:2008 standard is available for purchase at ANSI eStandards Store!