From the Executive Director

It is that time of the year again when we look back at how far we have come and make plans for the year ahead. What a great year 2012 was for ECCMA. Our membership continues to grow and with that, we will continue to improve our membership programs and benefits to better serve our members.

Over the past year, we have improved and streamlined the ECCMA ISO 8000-110:2009 Master Data Quality Manager™ Certification into a monthly webinar that has made it easier for individuals to attend and participate. It has definitely made our friends from outside the U.S. very happy. The webinar provides an overview of ISO 8000 and the information needed to start using it to improve the quality of one’s company’s data. Upon completion of the webinar, individuals can apply for certification as an ISO 8000-110 Master Data Quality Manager and complete an online test to receive the certificate. This can all be finalized in one day.

Interest in ISO 8000 and ISO 22745 continues to grow. Companies are recognizing that the starting point for data quality and data governance is a corporate dictionary, followed closely by a corporate data requirement registry. ECCMA’s role as manager of the eOTD®, and its overall use as a concept mapping tool, is also gaining recognition. Because of this rising interest in corporate dictionaries, the ECCMA Corporate Dictionary Manager (eCDM™) was established and development is growing fast. The eCDM is a tool that leverages the eOTD and the ECCMA data Requirements Registry (eDRR™), as well as, the development of the new ECCMA Description Rendering Guide Registry (eDGR™).

ECCMA is developing Memorandums of Understanding (MoU) and hope to introduce them to various industry associations. With these MoU’s we will assist associations with the development of their terminology and data requirements, as well as, cross link our websites.

In October, ECCMA hosted the 13th Annual Data Quality Solutions Summit in Santa Barbara. Comments and reviews confirm that it was indeed an amazing event. Melissa is to be congratulated as she was responsible for planning the event from start to finish. The success of the Summit is encouraging many of the participants (who are not already members) to become involved with ECCMA. It also encouraged current members to take advantage of their current (Continued on page 2)
benefits and how they will positively effect their company. I believe we can expect a similar success next year with an increase in both ECCMA membership and Summit attendance. I would highly recommend that you plan to attend next year’s Summit scheduled for October 22-24, 2013. More information will be posted on our website soon.

Probably the most exciting development in 2013 will be the conversion of the eOTD-d-XML format into ISO 22745-45; the new international standard for the representation of rules for rendering descriptions from master data. This development will complete the ISO 22745 series, as not only the international standard for cataloging, but also the international standard for requesting and exchanging master data. ISO 22745-45 will provide a standard for representing the description rules necessary to convert (render) master data into textual descriptions. This is a critical step in ERP systems and the last step in standardizing the cataloging and data cleansing processes. One of ECCMA’s goals is to develop and promote standards to improve the quality and reduce the cost of cataloging and data cleansing. It is now generally accepted that successful cataloging and data cleansing starts with a dictionary and data requirements (templates). Most companies now understand the importance of maintaining these important assets independently from any contractor or software application. What was missing was a standard way to represent the description rules used in creating the descriptions that were the final output of the master data cleansing project. Without the description rules it is not possible to leverage the investment in master data cleansing to improve the new item creation process. In many companies this remained a manual process or they were locked-in to using a specific software application. The conversion of eOTD-d-XML into ISO 22745-45 as an international standard for representing rendering guides solves this last problem and will make it possible for companies to add application neutral description rules to their corporate dictionary and corporate data requirements as specified deliverables in contracting for data cleansing. With this in mind, the eCDM is being upgraded to include the ability to create and manage ISO 22745-45 description rules. ECCMA is also adding a new ECCMA Rendering Guide Registry (eRGR™) as a shared member resource to the eOTD, eDRR and eGOR registries.

Last, but not least, Dr. Gerald Radack, Mr. Sheron Koshy and I are being asked to undertake consulting assignments for ECCMA members in the field of data quality and data governance. These assignments can be simple strategy overviews, to in-depth project plans for the development and maintenance of quality master data in complex distributed or centralized multilingual environments. Members who have an interest in consulting projects should contact Vicky.Falcone@ECCMA.org.

Despite its size, ECCMA can be expected to continue to have, a remarkable impact on the data quality and data governance industry. We will continue to satisfy the needs of our members to the fullest in 2013.

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

Respectfully submitted

Peter R. Benson, ECCMA Executive Director
Prior to ECCMA’s 13th Annual Data Quality Solution Summit, ECCMA held an ISO 8000:110-2009 Master Data Quality Manager certification course. ISO 8000 is the new international standard for data quality and its purpose is to make it easier to tell the difference between those companies and software applications that can deliver quality data and those that cannot. The certification course provided an overview of ISO 8000 and gave attendees the information needed to start using it to improve the quality of their company’s data. The course was divided into two sessions. Mr. Steven Arnett, Chief, Codification Services at the NATO Support Agency, gave an overview of ISO 8000 and showed the importance of being an ISO 8000 Master Data Quality Manager. The afternoon session was instructed by, Mr. Peter R. Benson, Executive Director of ECCMA. During his session, Mr. Benson began the certification process and assisted attendees along the way to becoming certified. This course in Santa Barbara successfully certified 8 individuals, as well as, their companies.

Congratulations to Kraig Sauter of KAYGEN, Inc. who was one attendee who became ISO 8000-110:2009 certified prior to the Summit.

To register to be ISO 8000-110:2009 Master Data Quality Manager Certified, please visit:

www.eccma.org/iso8000/iso8000register.php
As we bring 2012, to a close, the 13th Annual ECCMA Data Quality Solutions Summit (DQS^2) provided some new and revolutionizing perspectives for the new year. This year’s Summit was held in Santa Barbara, on California’s beautiful coastline. Santa Barbara lies between the rising Santa Ynez Mountains and the Pacific Ocean. There were many new faces and intellectual speakers that brought new and fresh ideas to the data quality field. Speakers also offered insight to how companies are implementing data quality and how to be successful in maintaining quality information from an entry level to intermediate. For a complete list of Speakers from DQS^2 and their presentations, please visit: [www.eccma.org/resources/presentations.php](http://www.eccma.org/resources/presentations.php).

Jim Hart from SAS captivated audiences with his views on data governance and master data management.

Ina Felsheim, of SAP, presented her, “Step-By-Step Guidelines for Building an Information Governance”. There were quite a few laughs during this presentation!
The Annual Fellow Membership Awards Dinner, turned out to be quite a lucky night for some. All attendees enjoyed a delicious three course meal followed by an exciting casino themed evening. Everyone was given $200 in fake money to wager in black jack or craps. Tom Carlock, of Dun and Bradstreet, turned out to be luckier than the rest and won a free three day, two night stay in Las Vegas. Others walked away with fun and lasting memories.

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 ECCMA members for their exceptional work throughout the year. This year, ECCMA awarded, Mr. Dan Carnahan of Rockwell Automation for his esteemed work within the data quality industry and continuous advancements in the standards industry. Mr. Carnahan was unable to attend this year’s Summit, but was kind enough to send a letter in response to receiving this award:

Dear ECCMA,

Please accept my apology for missing the conference this year. I have enjoyed the conference the last 2 years and wish you all a successful conference; I will miss the opportunity to be there due to other commitments.

I am pleased and honored to be selected for this award. ECCMA’s leadership in developing and setting standards for Data Quality are key in reducing the ambiguity and improving the quality of information, especially as more information is transacted every day. Data quality affects all aspects of our lives, whether it is in such diverse areas as healthcare, banking, or manufacturing. For my company, data quality standards are becoming more important as industry becomes more regulated, we need to have data quality standards that provide consistency, reduce costs for compliance, and improve our response to customer’s needs. Emerging standards for the digital enterprise and factory will drive the need for consistent representation and specification of data requirements. ECCMA’s work and leadership in developing data quality standards is greatly appreciated.

Thank you again for honoring me with this award.

Best regards,

Dan Carnahan
Linking the knowledge of today with the power of tomorrow

Thanks You

2012 SPEAKERS

Alexander Edelstein, Servio; Peter Benson, ECCMA; Dan Myers, Farmers Insurance; Mary Klein, Intel; Stacie Hall, Intel; Michael Scofield, Loma Linda University; Steven Arnett, NATO Support Agency (NSPA); C. Lwanga Yonke, IAIDQ; Nigel Turner, Trillium Software; Narayan Bhardwaj, Salesforce.com

Missing from the photo: Dr. Anne Giraud, Firmenich; Benny Verhaeghe, Collibra; Jianwen Su, University of California at Santa Barbara

TO VIEW PRESENTATIONS FROM DQS² VISIT:

eccma.org/resources/presentations.php

For more information on Speaking or Sponsoring in 2013 please contact:
melissa.hildebrand@eccma.org

December 2012–ECCMA Newsletter
The Outstanding Commitment Award was for the first time presented to one of ECCMA’s esteemed members and recognizes their long standing commitment and support to the association. This year’s recipient was, Jennifer Jones of XSB. XSB has been a member of ECCMA since 2000.

XSB, Inc. recognizes ECCMA’s certification program for Master Data Quality Managers as an important element in improving global product data interoperability. Product Content and Data Management (PCDM) is the key to successful eCommerce. XSB (www.xsb.com) provides robust, scalable software that is critical for managing parts data used in the supply chain. XSB technology combines advanced automated tools for data acquisition, classification and cleaning to rapidly aggregate and transform internal and web data for component parts into a uniform, accurate, rich and semantically consistent Master Data File (MDF) that is actionable across the enterprise. Once parts information is uniformly described, it is possible to automatically analyze product data, efficiently search for parts and reason about product interchangeability or the impact of regulations. The result is a significant improvement in product selection, design, pricing, inventory and obsolescence management.

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**THANK YOU TO ALL THE ATTENDEES OF THE 13TH ANNUAL ECCMA DQS²!**
Who’s Who?

Welcome New Members

Associate Member

Consumers Energy

Consumers Energy provides electric service to 1.8 million customers and serves 275 cities and villages in 61 counties. Principal cities served are Battle Creek, Bay City, Cadillac, Flint, Grand Rapids, Jackson, Kalamazoo, Midland, Muskegon and Saginaw. The Company operates 12 coal-fired and two oil-fired generating plants, 13 hydroelectric plants, a pumped storage generating plant, and several combustion-turbine plants that produce electricity when needed during peak demand periods. The utility also purchases power from several sources, such as the Palisades nuclear plant, the gas-fired Midland Cogeneration Venture, the nation’s first conversion of an idled nuclear plant. Consumers Energy provides natural gas service for heating and other uses to more than 1.7 million customers in 44 of the 68 counties in Michigan’s Lower Peninsula. It serves an area that includes 215 cities and villages. Among the principal cities served are Bay City, Flint, Jackson, Kalamazoo, Lansing, Macomb, Midland, Royal Oak, Saginaw and Warren. More than one-half of the utility’s gas customers are in metro Detroit.

To learn more visit: www.consumersenergy.com.

Associate Member
eBabEx
eBabEx aggregates, cleans and transforms product data into high-quality images and rich content for global brands, distributors and Internet retailers.

Associate Member

MasterDataOnline

MDO by Prospecta Software, founded in 2002, is a specialist SAP product development company and SAP Independent Software Vendor (ISV) is a product used by SAP customers worldwide to help organizations maintain clean and consistent master data in SAP by easily allowing business users to create information with standardized business rules, workflows and approval processes. Prospecta Software has been in the industry for over a decade and has been pioneer in providing complementary solutions services and products in the SAP Ecosystem. The MDO suite of solutions encompasses supply chain and enterprise asset management processes to enable businesses to leverage their SAP investment. The MDO Solution Suite includes: MDO Governance, MDO Supplier Management, MDO Procurement, MDO Sales and Services, MDO Business Process Management, MDO Clarity & MDO Trading Hub. MDO offers SAP customers a competitive fit for purpose solution alternative to MDM and SRM in a single integrated solution offering.

To learn more visit: www.masteringdataonline.com.
Who’s Who? Welcome New Members

Associate Member
Melissa Data

Since 1985, Melissa Data has provided scalable data quality and data integration solutions to cleanse, standardize, consolidate, enrich, and update contact data. Melissa Data APIs, Cloud Services and Batch Services empower organizations worldwide to keep customer data clean, merge/purge duplicate records, plus match and correlate verified contact information from multiple sources to authenticate a single identity and provide a trusted view of critical information assets. Free trials are available at www.melissadata.com, or call 1-800-MELISSA.

To learn more visit: www.melissadata.com.

Associate Member
Richard Handloff
Consultant

Associate Member
ShaGa, Inc.

JOIN ECCMA TODAY

Associate Membership  Full Membership  Charter Membership

VISIT www.eccma.org/membership/membership.php FOR A LIST OF BENEFITS!
Who’s Who? Renewed Members

**Full Member**

**Anglo American**

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

**Full Member**

**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.

AURA offers: 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, Codification of services and Data cleaning.

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

**Full Member**

**Cargotec Corporation**

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

**Associate Member**

**ESG**

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 and consulting concerning the NATO Codification System and related subjects.

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

**Associate Member**

**Franklin Empire**
Franklin Empire Inc. is a family owned electrical distributor providing electrical components for new construction, renovation and the maintenance of industrial plants, residential and commercial buildings, and automation systems for manufacturing processes. Based in Montreal since the early 40’s, its legacy dates over 100 years old. It’s Quebec city and Montreal manufacturing plants are recognized for their custom made automation systems, control panels, power factor correction panels and industrial heaters. It’s Alma and Quebec city plants are renowned for the repair of electronic equipment, motors, generators and other turning machines.
To learn more visit: [www.feinc.com](http://www.feinc.com).

**Associate Member**

**Infoplus Technologies**
Infoplus Technologies is a leading materials management and industrial asset Management service provider with extensive experience in their respective fields of specialization. Infoplus provides services for oil and gas, refineries, petrochemicals, chemicals and fertilizers, power and utilities, iron and steel, cement, pharmaceutical, food and beverage, EPC companies etc.
To learn more visit: [www.infoplusltd.co.uk](http://www.infoplusltd.co.uk).

**Associate Member**

**Kingshir Technology Solutions**
Kingshir Technology Solutions (P) Ltd provides affordable, accurate, reliable, standard compliant solutions for managing Master Data across the organization. Kingshir provides solutions for master data management in the areas of Materials, Assets, Vendor, Services, HR and other Masters that are required by an organization, through its life cycle.
To learn more visit: [www.kingshir.com](http://www.kingshir.com).

**Full Member**

**SAP**
To learn more visit: [www.sap.com](http://www.sap.com).

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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.


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 Article Due By: January 21, 2013
Next Release Date: February 4, 2013