In preparing to deliver a training course in Canada on ISO 8000 and Managing a Data Cleansing Project, I came across an interesting quote I had included in a previous presentation. It was from an Oracle press release dated November 12, 2010, and was titled, “Oracle Research Reveals £1bn Cost of Fragmented Supply Chains.” In the press release Andrew Spence, Oracle’s supply chain business development director, makes the following statement:

“Companies have spent 30 or 40 years applying lean principles to their manufacturing processes to ensure smooth, efficient and uninterrupted production. Yet they have overlooked the importance of a smooth, uninterrupted flow of information. When held in separate spreadsheets, databases and emails, information cannot be shared openly and easily. You cannot automate decision making but you can certainly automate the gathering and presenting of information.

The information management for many supply chains doesn’t reflect the way organizations operate today. Companies are working with systems set up and designed for an environment where a lot of the work is done within one company, rather than the vast network of suppliers, designers and partners companies that is the reality of the modern business. People are using spreadsheets and email to bring together disparate planning systems instead of a system that matches the 21st Century requirement for

(Continued on page 2)
collaboration across the supply chain. The commercial impact of such inefficient ways of working is clear to see and can be mitigated with modern IT systems leveraging the power of the internet."

While I have to agree with the findings of the research, I have to disagree with Andrew on his conclusion, to say nothing of the spelling of the term organization which hints at the true nature of the challenge. The issue is not an IT issue and his assertion reminds me of the early days of computerization when the expectation was that you could solve a mess by computerizing it, when in fact adding a computer to the mix only made the mess grow even bigger and the faster the system the faster the mess grows. The real solution is in solving the ambiguity of communications. We experience it every day and jokingly I have labeled it the "everyone knows" syndrome.

A very recent example was last weekend our old washing machine finally died and not gracefully by simply refusing to turn on, but instead by failing to recognize the fill level and overflowing dirty water everywhere. Out with the old and in with the new, I had no idea it had been so many years since we changed our washing machine. The new washer is great; it was not cheap, but it certainly does a better job. It looks like a big empty bucket with holes in it, there is no agitator column, and it uses almost no water or soap. We chose the one with a glass top so we can watch the action as it tries to figure out the weight of the clothes and how best to get them clean - absolutely amazing! We are shocked by the difference in our clothes, it is as if we are pulling new clothes out of the washer. The washer came with minimal instructions and no explanation of the button labels. Perhaps it is better not to interfere with the true expert and let the machine get on with its work, but I am curious by nature and I am intrigued by the temperature labels; hot, warm, cold. I understand the labels, however what is, "tap cold"? What could it possibly mean? I searched the manual, nothing, presumably everyone in the washing machine industry knows what it means. Of course I Goggled, "LG tap cold" and apparently I am not the only one who was curious as many customers actually called the LG help desk to find out what they mean by, "tap cold" and the answer according to LG is: "cold" is approximately 70 degrees and may use some hot water. Tap cold, is just as it sounds, it uses only the cold tap line (i.e. no hot water is mixed in). My Google search actually came back with over 5,000 results dating back to over two years. Possibly an explanation in the manual would have been useful. To conclude, it is not always an IT issue, but it may be about the simple technology of being able to look up the definition of an attribute or a controlled value.
Perhaps LG could reduce the frustration of their customers and their customer support cost by publishing the definition of “tap cold” in the eOTD, as well as, all the other labels on all their washing machines in all languages, now that would be a great solution. That is exactly what the ECCMA Corporate Dictionary Manager (eCDM) is all about.

The eCDM is truly a unique application that our CTO, Gerald Radack and President of ECCMA India, Sheron Koshy, as well as, ECCMA members are developing and improving and are congratulated for their excellent work. The development of the eCDM is a turning point for ECCMA allowing it to fulfill its mission of enameling the unambiguous exchange of information through better quality data. If Members would like to test it for themselves, you can access it from the ECCMA home page using your existing username and password. There are also scheduled eCDM training sessions and the eCDM developments are discussed in the monthly conference calls during the eOTD implementer’s forum.

As a follow on from the publication of the very popular white paper, “Managing a Data Cleansing Project,” ECCMA has been asked to combine training for ISO 8000 Master Data Quality Manager (MDQM) Certification with a course that covers data cleansing, for companies who are planning data cleansing projects and is suitable for project managers, as well as, data managers. ECCMA will offer independent vendor, material and service master data cleansing scoping studies upon request. These studies consist of the analysis of vendor and material master data in conjunction with purchase order transactions. The study is designed to assist with establishing data cleansing priorities, as well as, quality benchmarks and recommended methodology.

Last, but definitely not least, is the ECCMA Annual Data Quality Solutions Summit being held from October 23rd - 25th. Melissa has arranged an amazing agenda with exciting presentations on data quality, data governance and case studies from leading experts in the field. The Summit will be a unique opportunity to share practical experiences and compare notes on related projects. Personally, I am truly looking forward to seeing many of the members and friends of ECCMA. Together, we can remember our past challenges and celebrate our achievements, while discussing the exciting opportunities ahead will be one of the highlights of this year.

Respectfully Submitted,

[Signature]

For more information on the eCDM, please visit: www.eccma.org/eCDM.
The **13th Annual Data Quality Solutions Summit** will be bigger and better than ever. Plan ahead now to attend this unique event as this is the ONLY summit to feature the international standard for data quality.

**Reasons to Attend**
- Meet top leading expert speakers
- Best price out there
- Plenty of networking opportunities
- Learn benefits of ISO 8000 & 22745
- Become ISO 8000 Certified
- Build long term relationships

### Check Out These Great Prices for Entire Summit!

<table>
<thead>
<tr>
<th>Registration Type</th>
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<tr>
<td>Non-Member Registration</td>
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<tr>
<td>Student Registration</td>
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<td>Associate Member Registration</td>
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Price includes all meals, welcome reception, 3 course dinner, and of course the summit! Not to mention FREE Wi-Fi and shuttle to/from airport!

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In Brazil, Standardization is Necessary!
By: Mr. Valdir dos Santos Rocha, Technical Supervisor, Integra Tecnologia e Serviços

Standardization activities are increasing in importance, especially with regards to meeting fiscal requirements; which are very complex in Brazil. Standards can simplify the communication within the globalized marketplace and can enable commercial exchanges through the Internet.

The success of the descriptive standardization of materials and services depends on the utilization of the worldwide methodology that is supported by the information system able to manage the items creation process.

The economic benefits obtained at short, medium and long deadlines are huge. These benefits are obtained by the companies which adopt descriptive standardization in their management policies as a continuous process. Some of these benefits include: stock levels reduction (through elimination of duplicates), similarity identification, elimination of useless and inactive items, cost reduction of emergency purchases, operational purchases, cost reduction and storing cost reduction.

However, we should not ignore the unmeasured costs. The set of information provided by the Sanitation and Materials Register Standardization Project allows the stock managers to adopt preventive measures to avoid ruptures and, as consequence, avoid financial losses, idle machinery, production delays and non-compliance of delivery deadlines.

Established in 1999, Integra Tecnologia e Serviços is located in Porto Alegre/RS/Brazil. Integra specializes in standardization activities and have developed a 100% Web based solution – KLASSMATT (www.klassmatt.com.br). This solution was developed based on Federal Supply, aiming at the Descriptive Standardization of Materials and Services management.

Klassmatt uses the most advanced concepts in terms of descriptive standardization and offer comfortable interface and a high degree of users interactivity, that can easily be integrated to all ERP’s.

The system uses metadata (valid names and technical data) to assemble the item descriptions. This process guarantees that all catalogue items will be described exactly the same way by only using the approved terms, regardless of who would be labeling the item.

The following companies have chosen the Klassmatt solution: VALE, Grupo Marfrig, Grupo CIMPOR (first international case in Alexandria, Egypt), Galvão Engenharia, Grupo EBX, ESAB, Takata-Petri, Marcosa, Wilson Sons, and Grupo Bemis (Dixie-Toga).

With their new affiliation with ECCMA, Integra intends to initiate the ISO 8000 Certification Process, which will qualify the KLASSMATT solution to provide even more quality services in Brazil and other countries.
Achieving International Data Quality
By: Holger Wandt, Principal Advisor, Human Inference

As a result of the increasing importance of data and information quality, issues and initiatives such as the value of a single customer view, data integration, fraud prevention, operational risk management compliance and anti-terrorism have become boardroom themes. As a result, high quality customer data has become the prerequisite for successful business decisions. In order to reach the intended data quality level, a lot of money is being invested in solutions for input control, file merging, data enrichment and duplicate identification.

But do these investments guarantee high quality data and information? For example, are the data quality tools and processes equipped for the inevitable internationalization of our business community?

Natural language
Why do we know that William Johnson International Logistics Ltd and W. Johnson Int. Transport Co. are probably different names for the same company? How do we determine that Leonard is a given name in Leonard Peters and a surname in Leonard & Peters?

Interpretation of contact data has several levels of complexity. Therefore, correct automated interpretation and processing of data requires specific expertise.

It starts with the country-specific interpretation of customer data. To answer the question, "what is what, in a name?" people will use their knowledge of language and culture to interpret the data they will encounter in daily life.

Correct, automated interpretation of contact data needs to imitate this natural language processing ability. This means that an extensive knowledge dictionary must be built, containing relevant information on the components names consist of. Furthermore, grammar is needed to take care of issues such as context rules, ambiguity checks, structure recognition, semantic associations and probability estimates. The software solution can then decide what is the most probable signification of a word in a database record. This is the basis for all data quality processes.

Think global, act local
Apparently, a lot of companies doing business abroad often seem to forget that they are dealing with a large variety of languages, names, address conventions and other culturally embedded business rules and habits. If we take a look at European contact data diversity, here are a couple of examples:

The names Haddad, Hernández, Le Fèvre, Smid, Ferreiro, Schmidt, Kuznetsov en Kovács are

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Linking the knowledge of today with the power of tomorrow

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illustrative for the variety of names in Europe. These names all mean “Smith” in different countries. Naturally, there is a large variety of names in the US as well, but the rules and habits concerning structure, storage, exchange and representation are far more intricate in the various European countries. Think of the use of patronymics (Sergei Ivanovich Golubev and Olga Ivanovna Golubeva), prefix sorting and different significations for similar name components.

An even greater challenge lies in the interpretation and processing of European postal addresses. The variety in address components and the differences in order and formatting of these components are extraordinary.

Naturally, there are many more data and information quality aspects to consider when crossing the border. Think of multiple languages, character sets, privacy issues, and different currency and date notation. Companies working with international data are highly dependent on understanding name specifics, address conventions, languages, code pages, culture, habits, business rules and legislation.

In my presentation for the 2012 ECCMA Data Quality Solutions Summit, I will address natural language processing methods and international name and address specifics. Furthermore, I will show some examples of the application of the insights with regard to international data quality.

Human Inference

Human Inference is the European thought leader in managing customer data using language and culture specific technologies. Our solutions and expertise allow enterprises to manage the quality of their customer data assets and create a single customer view. For our 250+ customers we enable improved customer intimacy, operational excellence and successful regulatory compliance. Next to the headquarters in Arnhem in the Netherlands, Human Inference has offices and partnerships in Germany, Denmark, Belgium and Switzerland.
Self Service Master Data - Points to Consider

By: Stacie Hall and Mary Klein, Enterprise Architects, Intel

Stacie Hall and Mary Klein from Intel Corporation will be presenting topics to consider when determining business and architectural approaches for maintaining Master Data.

One of the most important aspects to master data is the requirement for a governance methodology and process to be employed. Governance is not exciting, but necessary, if long term data quality is desired. Business requirements drive architectural approach options and must be understood before progressing with architecture. Evaluation points to utilize when considering whether to build, buy, or lease (SaaS) an application to maintain each master data subject area will be discussed. Data classification and security are two areas that require greater attention to ensure a viable capability is architected.

For their presentation in October, two business use cases will be presented. One use case focuses on Supplier Master Data, with an in-house configured Third Party Application central system of record and Software as a Service (SaaS) portal to allow Suppliers to interactively maintain their own master data. The other use case covers Customer Master Data with an in-house configured Third Party Application central system of record that harmonizes input from multiple applications with portals.

Please come enjoy Mary and Stacie’s presentation on Thursday, October 25th at the 13th Annual DQS².

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eCDM Complimentary Training

The ECCMA Corporate Dictionary Manager (eCDM™) is a cloud application that allows ECCMA members to create and manage their corporate dictionary as a subset of the eOTD®, as well as, contribute new concepts and terminology to the eOTD. ECCMA is offering one (1) hour introductory webinars to the eCDM. The webinars will consist of an overview and brief tutorial on the functions of the eCDM. To register, please contact, Krysten Wolf (krysten.wolf@eccma.org) or you may download a training form at www.eccma.org/eCDM/. Once the form is processed, all participants will be contacted directly with the date and time of the webinar*. Suggested dates and times will be accepted.

*We strive to be fair and adjust to the needs of the individuals and companies interested in receiving training and will take into consideration available dates and times if requested.
What are Business Artifacts?

By: Dr. Jianwen Su, Computer Science Professor, University of California

The “Big Data Report” by MGI hints at a significant productivity growth enabled by analyzing a huge amount of data being collected by and available to enterprises. However, in many cases the productivity gain can only be achieved through changing how their businesses (i.e., processes) are conducted. This is not a small problem. Not long ago, the city office for managing real estate properties in Hangzhou, China (with a population of 8 million) had to ditch their first workflow management system right after the initial installation partially due to the system’s inability to adapt to changes of government policies. Difficulties to change business processes can be found in many organizations, institutions, and businesses. A key cause to the difficulties is that business process models often over-emphasize work activities and pay little or no attention to the data being manipulated and generated by the processes. The term “business artifact” refers to the data and records generated during the execution of a business process. The recent artifact-centric business process modeling approach “thinks” data first and “welds” activities and control flow nicely around data. In the last 5 years, this approach has received a rapidly growing interest from both research and development communities in business process management (BPM); it holds a promise in dealing with many difficulties including process change.

Key concepts of the design approach and current state of research activities will be discussed in the presentation, “Business Artifacts: A Data-Centric Approach to Business Process Modeling and Management” by Dr. Jianwen Su. Dr. Su is a Computer Science Professor at the University of California, Santa Barbara, whose research areas include data and process management. Please come enjoy Dr. Su’s stimulating presentation on Thursday, October 25th during the 13th Annual DQS².
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DON’T MISS YOUR OPPORTUNITY!

The agenda for the 13th Annual Data Quality Solutions Summit is available at www.eccma.org/2012eccmasummit/agenda.php. Don’t miss this exclusive opportunity to see some of the leading presenters in the data quality industry. For more information on the Summit registration, please visit: www.eccma.org/2012eccmasummit/register.php

SPEAKERS FOR THE 2012 DQS²

Liliendahl Ltd.  |  Global Data Excellence  |  IRS  |  Human Inference  |  Melissa Data
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Oracle  |  Global Dietary Compliance  |  Microsoft  |  Servio  |  Salesforce.com
NSPA  |  Rockwell Automation  |  IAIDQ  |  Unv. of CA  |  Loma Linda Univ.
Data Quality: The Journey at IRS Research, Analysis and Statistics (RAS)

By: Robin Rappaport, Senior Operations Research Analyst, IRS

In January 2005, I embarked on a journey to help with strategies and initiatives to improve the quality and delivery of data and information services to the Internal Revenue Service (IRS) Research community. A discussion paper entitled, “Using the Compliance Data Warehouse (CDW) to Improve Data Quality for Research” was written by the Director, Research Databases in March 2005. By the end of September, the value of data quality was proven and my position became permanent.

A presentation made by the Director, Research Databases entitled, “The State of Research Data in 2005” took a look back showing how research analysts previously received their data. In the 1980’s, data on the mainframe was accessed with SAS or FORTRAN, or through a Request for Information Services (RIS) process. In the 1990’s, Local Area Networks (LAN) allowed samples or small data sets to be downloaded and analyzed on PCs. Between 1995 and 1996, the Compliance Research Information System (CRIS) was created allowing for PC based analysis of sample data. Between 1996 and 1997, the Compliance Data Warehouse was created for server or PC based analysis of population data.

The CDW is an analytical data environment that is specifically designed to support research activities in the IRS. It is managed and administered by RAS. The CDW environment includes:

- **Data:** Taxpayer-level data from over 18 different legacy systems, including Master File, Returns Transaction File, Information Returns, case management systems, and third-party data. Total database storage is 460 terabyte. Total disk storage is 1.2 petabyte. CDW is the largest database in the IRS. There are over 41,000 unique data elements (columns) with over 550,000 attributes across over 1,600 tables from 32 key data sources. Data sources are added regularly;

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- **Metadata**: Web-based metadata and dynamic data profiling for all databases, including definitions, lookup tables, cross-references, and other artifacts for over 31,000 data elements (columns); Over 400 Data Alerts; Average daily website queries: 1,200;

- **Tools**: Software licenses for SQL clients, SAS, SAS Enterprise Miner/Text Miner, Hyperion Intelligence, ArcGIS, and support for any ODBC- or JDBC-compliant application;

- **Computing**: Server-based computing environment for remote processing of complex and high-volume jobs; flexible storage management solutions for both temporary and permanent user files;

- **Training and Support**: In-house training for SQL and Hyperion; group rate solutions for SAS and ArcGIS; and general support for data, tools and account management services;

- **Security**: FISMA Certification & Accreditation, Online 5081 Authorization, TIN Masking, Database Audits, System Logging, and other Security Controls.

It was not until 2005, that the need for a Data Quality Initiative was recognized. When I present the Data Quality Initiative for IRS Research Databases, I start by answering the question, “Why?” Researchers recognize that data is fundamental to research. Research findings and conclusions are only as good as the data. Good research requires quality data. The source of the six Data Quality (DQ) dimensions that CDW aims to address is the Federal Committee on Survey Methodology; Gordon Brackstone, “Managing Data Quality in a Statistical Agency”, *Survey Methodology*, December 1999.

Robin will be presenting at the 13th Annual Data Quality Solutions Summit on Wednesday, October 24th.

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**ISO 8000 Data Quality Certification Workshop**

**October 23, 2012 • Santa Barbara, CA**

A One Day ISO 8000 Training Workshop followed by Certification Instructed by Dr. Gerald Radack.

**To Register:**

Implementing ISO Standards 22745 and 8000 for Government/Industry Data Exchange

By: Steven Arnett, Chief, Codification Services, NATO Support Agency (NSPA)

The NATO Codification System (NCS) is the official program under which spare parts and other items needed in military supply systems are uniformly named, described, classified and assigned NATO Stock Numbers (NSNs). These stock numbers and item descriptions are published in supply catalogs and repair parts lists and are used as the key identifiers within logistic information systems. The NCS is a common supply language that operates effectively in a multilingual environment. It facilitates interoperability, minimizes duplication (both within nations and between nations), permits interchangeability and maximizes logistics support in the most economical manner possible. The NCS is based on the idea of Item of Supply — each NSN represents a concept of an item based on its form, fit and function. Many suppliers may be able to provide the items. The example of a truck tire below illustrates what that means; it shows how a number of different items from different suppliers can meet the need for a particular tire. It also shows how a single NSN can be used by a number of different military services and nations.
The NCS is managed by NATO Allied Committee 135 (AC/135) and is used officially by 64 nations. The NCS contains about 17 million NSNs, and 2.7 million suppliers are registered within it and have been assigned NATO Commercial and Governmental Entity (NCAGE) codes. You can learn more about the NCS at www.nato.int/codification.

For a number of years, AC/135 has been working with ECCMA, ISO Technical Committee 184/Subcommittee 4 and other stakeholders on the development of ISO Standards 22745 and 8000. AC/135 has recently been working with BAE Industries and Rockwell Automation, among other companies, on demonstration projects designed to implement the automated exchange of product data between government and industry using those standards. The projects are called Supplier Sourced Codification (SSC). The results thus far have been promising. During the last phase of the project, codifiers using SSC methodology were able to create fully described NSNs on average in 10 minutes, compared to a 50 minutes average using the current process. The project also proved that SSC can significantly increase the quality of NSN data, as well as benefit suppliers that organize their product data using SSC principles.

During my presentation at the 13th Annual Data Quality Solutions Summit in Santa Barbara, I will show in detail how those results were achieved and describe the way forward as AC/135 moves toward permanently implementing ISO 22745 and 8000 into its processes.
Crossing the Atlantic to Crossing the Chasm

By: Nigel Turner, VP Information Management Strategy, Trillium Software

I am looking forward to speaking at this year’s ECCMA Data Quality Summit. To do so, I will be flying across the Atlantic (as I live in the UK) to talk about crossing a chasm. In this era of Big Data and Cloud Computing many organizations recognize the strategic benefits of building and sustaining high data quality. However, strategic approaches to data quality improvement and the data governance processes needed to ensure they are sustained require a radically different approach to tackling data quality. Enterprise wide data quality is not just different in terms of scale from application centred approaches; it requires a qualitatively different way of viewing and dealing with data.

Many organizations, however, find that moving from application to enterprise centric data quality and data governance is a difficult and complex challenge; and it can be. There is a chasm to be crossed and this can seem as wide as the Atlantic Ocean.

Nevertheless there is good news. The chasm can be bridged and my session at DQS will focus on how it can be done. I will draw heavily on my experience at my previous company, British Telecommunications (BT) PLC, where I initiated and ran an enterprise wide data quality improvement program. Throughout my presentation I will relate how BT recognized the need for a company-wide approach to tackle their data quality challenges and how they went about it. The end results (which I will share) showed it was well worth doing. I’ll also relate the story, “warts and all” (to quote the great Englishman, Oliver Cromwell) by highlighting mistakes made along the way and what lessons they hold for others embarking on a similar journey.

Experience Nigel Turner’s riveting presentation at the 13th Annual Data Quality Solutions Summit on Wednesday, October 24th.

Nigel Turner is VP of Strategic Information Management at Trillium Software. His role is to help current and potential Trillium Software clients start, expand and accelerate their enterprise data quality initiatives. Nigel has published several papers on data management and is a regular invited speaker at Information Management events. He is also a part time lecturer at Cardiff University in the UK where he teaches data management.
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PMCA is an international non-profit trade association of confectionery manufacturers and companies in related industries with membership worldwide.

Founded in 1907 as the Pennsylvania Manufacturing Confectioners’ Association by candy manufacturers located in the Commonwealth of Pennsylvania, PMCA, as it is now known, today boasts more than 390 members worldwide.

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DAMA Southern Africa is a vendor independent, not for profit, professional association of data and information management practitioners. Our primary objective is to “promote the understanding and practice of managing information and data as key business assets” in Southern Africa. Membership is available for corporates, individuals and students. We are dedicated to advancing the concepts and practices of information and data management.

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

To learn more visit: www.disa.mil.
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FRESH International

Fresh is an information technology research and development organization, based in Switzerland, working on automated computational methods for matching disorganized material descriptions to purified and organized data.

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September 2012– ECCMA Newsletter
PARTsolutions® LLC is a leading provider of PLM solutions for next generation 3D part catalog management and hosting, delivering solutions since 1992. For large manufacturers, the PARTsolutions product suite provides centralized 3D standard part catalogs making it easy for global design teams to find, reuse, and control standard and proprietary 3D parts. Visit www.part solutions.com to download the 3D Part Catalog Management white paper from CIMdata, titled “A PLM Strategy to Reduce Direct Material Costs.” For component manufacturers, the PARTsolutions product suite provides web hosting of 3D part catalogs to increase lead generation, and to ensure that components get “designed in” to OEM products. The PARTsolutions CAD-Native advantage provides support of over 85 native and neutral CAD and graphics formats to meet the needs of the multi-CAD supply chain. The PARTsolutions product suite maximizes support of reuse and standardization initiatives to deliver measurable business growth through maximizing standard part reuse to get products to market faster with reduced cost.

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XSB, Inc. is a privately held Product Content and Data Management (PCDM) technology company. XSB's automated data management solutions transform unstructured jargon-rich data into information that is rich, structured, precise and timely; we call this Coherent data. Coherent Data is the backbone of any organization; it is highly structured, readily queriable, and integrated across the entire enterprise.

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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.

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