



REGISTER TODAY: [WWW.AFEI.ORG](http://WWW.AFEI.ORG)

# *SMART DATA & ENTERPRISE PERFORMANCE OPTIMIZATION STRATEGY*

*A half-day seminar addressing  
new priorities and exploring new  
trends and directions affecting  
government and commercial  
enterprise performance*

*“There is no higher order  
executive responsibility  
than optimizing enterprise  
performance. There is no more  
powerful catalyst for change and  
improvement than smart data,”  
James A. George, author, Smart  
Data, Enterprise Performance  
Optimization Strategy*

**JULY 27, 2009** ▶ NOON - 5 PM (LUNCH INCLUDED)

**AFEI HEADQUARTERS** ▶ ARLINGTON, VA ▶ \$75 PER PERSON

A Proud Affiliate Of



## FACILITATED BY James A. George

Jim is principal of his own consulting practice and has been an executive of large consulting firms and Fortune 500 companies, including having published computer and manufacturing trade journals for the American Broadcasting Companies. His clients include many systems integrators and NDIA and AFEI member companies. He developed the Service-Oriented Enterprise paradigm for the Department of Defense and was program manager for the first application of ISO 10303 Product Life Cycle Support Standard Aviation Maintenance Application Protocol for the H60 Helicopter Program, and Program Manager for the JSF Single Point of Entry.

## James A. Rodger

James is a Professor of Management Information Systems and Decision Sciences, at Indiana University of Pennsylvania (IUP). Dr. Rodger has published over 50 refereed articles in journals such as Annals of Operations Research, Communications of ACM, Computers & Operations Research, Decision Support Systems, Expert Systems with Applications, IEEE Transactions on Software Engineering, International Journal of Human-Computer Studies as well as several other journals.

## About the Seminar

Enterprise executives, both government and commercial, face a complex world and a global economy that is in trouble. In this environment they want the ability to plan, decide, solve problems, make sense, and predict with greater speed and confidence. Being able to access and leverage data is central to this ability.

While much attention is given to improving infrastructure for processing data and communicating globally, insufficient attention is given to improving the data itself: quality, characteristics, exchange, and management and security.

This seminar addresses how strategic focus can be given to data and will lead executives and their enterprises to more precise solutions and optimized performance. It explores the underpinning for optimizing enterprise performance and more effective information technology using smart data concepts.

The Smart Data concept:

- is a response to consumer, constituent, or investor-driven demand for higher enterprise performance by using quality data to manage more effectively
- makes data smart through data engineering
- makes enterprises more resilient by adopting smart data strategy
- makes infrastructure more responsive by employing smart data technology in an enterprise context.

Major societal trends are at work that are catalyzing the national imperative for a better approach to information and data:

- A deep and global economic crisis with restructuring of information-dependent sectors
- Advancing network-centric information paradigms such as SOA, Virtualization, Cloud Computing, Social Media, and Semantic Web
- Emerging national policies and initiatives that are information dependent such as healthcare reform, climate change, energy self-sufficiency and alternative fuels

## Purpose

The purpose of this seminar is to introduce the concepts of smart data and to systematically address emerging information technology trends. The seminar is intended to impart to attendees current resilience and agility thinking in the context of enterprise performance optimization for both government and business. Attendees will depart with an understanding of approaches to harnessing the latent power of information in ways that expand enterprise capabilities.

## Register Today!

Register online at [www.afei.org](http://www.afei.org) for the \$75 half day workshop.

JULY 27, 2009 ► NOON - 5 PM (LUNCH INCLUDED)

AFEI HEADQUARTERS ► ARLINGTON, VA ► \$75 PER PERSON

## What is Smart Data?

Excerpts from the book:

“Smart data is data that has been invested with explicit semantic content through formalization of metadata (by definition, characterization or modeling process). The term is intended to be broad in that “smartness” is a measurable quantity by degree, not a state of being. In other words, there are degrees of rigor, precision, accuracy, structure and abstraction to which data can be formally described. It is intentionally broad in the sense that it applies to “data” being the grist that is crunched by applications, and to metadata, models (data, business process, and others), metamodels, and even SOA contracts.’

‘Smart data is the product of a rigorous and published process that describes actionable information flowing across the enterprise. Actionable information includes data that is descriptive of events, phenomena, materials, processes, procedures, actions, applications, structures, relationships, or the data itself. The more structured the descriptive process, the more that data is reduced to descriptive relationships among fundamental abstract elements and the smarter the data.’

## Why Attend

By attending this half-day seminar you will become familiar with emerging trends in authoritative data strategies that will enhance enterprise performance through end-to-end optimization; provide the foundation for more timely, responsive enterprise decision making; and increase agility and resilience while being more responsive to change, all while lowering ownership cost of information.

## Seminar Agenda

- I. Introduction of the Smart Data Paradigm
  - Enterprise Performance Optimization Context
  - Interoperability Technology
  - Data Aligned Methods and Algorithms
- II. Enterprise Performance Optimization
  - The Service-oriented Enterprise
    - o Smart Data
    - o Smart Grid
    - o Smart Services
    - o SOA
  - Virtualization
  - Cloud Computing and SaaS
  - Social Media
  - Identity and Privacy
  - Security
- III. Evolving Roles
  - Chief Performance Officer (CPO)
  - Chief Technology Officer (CTO)
  - Chief Information Officer (CIO)
  - Chief Information Security Officer (CISO)
- IV. Emerging Trends and Practices

## Who Should Attend

- Representatives from CxO organizations that are struggling with enterprise IT effectiveness in an evolving information paradigm
- Government offices chartered with making IT policy or who implement systems that deliver mission-critical information
- Senior executives responsible for enterprise improvement and transformation
- Thought leaders who are contributing to the evolution of enterprise information
- Portfolio and program managers
- Functional area managers
- Researchers in information science