



## The Inaugural Canonical Model Management Forum March 8<sup>th</sup> - 9<sup>th</sup> 2010



Hosted by the U.S. Internal Revenue Service  
CSC Maryland Technology Center (MTC) Room 12A02  
7900 Harkins Road Lanham, MD 20706



Sponsored by digitalML

### Overview:

This two day forum is aimed at Architects and Senior Management to share experiences and learn about developing and rolling out Canonical Models in their Enterprise. You will have the opportunity to hear from a variety of organizations that span many different sectors but share a surprisingly common set of challenges. Each session will be supported by a panel of guest presenters with real world experience in large Government and Fortune 1000 size organizations. In addition there will be plenty of opportunity to network with your fellow attendees to pick up best practices and learn what pitfalls to avoid.

You will get the chance to see the latest release of igniteXML, and to influence the future roadmap as well as the chance to have one-on-one meetings with the digitalML team to understand further how some of the new capabilities of igniteXML could best work for your enterprise.

Attendance is free of charge. We are limited on places so please register quickly to avoid disappointment.

RSVP to John Bogard  
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### Agenda:

**Day One** Monday March 8<sup>th</sup>

9:30 Arrivals and Coffee

10:00 Welcome and Introductions:

- Dan Chaddock, Director of Enterprise Data Management for the IRS
- Jeremy Sindall, CEO for digitalML



10:15 What a Canonical Model is and the rationale for adopting one:

Group discussion to follow presentations by:

- Rob Mikula, Principal Software Systems Engineer for MITRE
- Joe Boehm, Lead Architect, Property & Casualty Group for Nationwide Insurance
- Bruce Byrnes, Senior Consultant for digitalXML (formerly Canonical Manager for Wachovia)

11:15 Break

11:45 Getting to a Canonical Model

Questions and discussion to follow user experiences:

- John Triplett, Senior Data Engineer for the IRS Enterprise Data Management Office - Normalizing existing data and schema assets to create a reusable Canonical Model
- Cathy Pokorny, Senior IT Business Consultant P&C Technology for Hartford Financial Services – Using an industry standard like ACORD as the basis for your Canonical Model
- Brian Otten, Information Architect - GMR Technology Architecture and Strategy for Bank of America / Merrill Lynch – Using data models and industry standards as the basis for your Canonical Model
- Sol Saran, Senior Architect for Pivotal Solutions, Inc. at the IRS

1:00 Lunch and Networking

2:00 Canonical models as the basis of a semantic repository through overlaying vocabularies, taxonomies and business process models.

Group discussion to follow presentations by:

- Paul Smeaton-Russell, Information Architect – GMR Technology Architecture and Strategy for Bank of America / Merrill Lynch
- Joseph Paulchell, Application Architect – Technology and Architecture for CapitalOne

3:15 Break

3:45 Demonstration and discussion of igniteXML

- Bruce Byrnes, Senior Consultant for digitalXML

5:00 Session Close

6:30 Dinner and Networking evening hosted by digitalXML – Four Points by Sheraton New Carrollton



**Day Two** Tuesday March 9th

9:30 Arrivals and Coffee

10:00 Industry Direction

- Mike Gilpin, Vice President Research Director for Forrester Research

10:45 Break

11:00 How to get buy-in to your Canonical Model strategy

A group discussion led by:

- David Hagen, Senior Architect, CTO Office for Hartford Financial Services
- Todd Everett, Lead Architect for Nationwide Insurance

12:30 Lunch and Networking

2:00 The integrated vision from digitalML

An interactive discussion of Canonical Model Management and Adoption; what digitalML is seeing from its customers; how Canonical Model Management and Adoption fits into the Enterprise Integration and Service Oriented Architecture ecosystem;

igniteXML customer forum.

- Jeremy Sindall, CEO for digitalML
- Rogan Hounsell-Roberts, Product Manager for digitalML
- Andy Medlicott, Head of Engineering for digitalML
- Bruce Byrnes, Senior Consultant for digitalML

4:00 Forum Close

**Meeting Location Information:**

U.S. Internal Revenue Service

CSC Maryland Technology Center (MTC) Room 12A02

7900 Harkins Road Lanham, MD 20706

**Travel and Accommodations:**

Please make your own hotel reservations.

We have arranged a special Forum room rate of \$129.00 plus tax including full buffet breakfast at the Four Points by Sheraton in New Carrollton, Maryland. Please contact the hotel for reservations and reference digitalML. A shuttle will be provided from the hotel to the Forum.



Four Points by Sheraton New Carrollton +1 (301) 459-6700

<http://www.starwoodhotels.com/fourpoints/property/overview/index.html?propertyID=1779>

### **Directions**

The IRS is approximately 12 miles NE of Washington, DC; 14 miles NE of Reagan National Airport; 24 miles SE of Baltimore Thurgood Marshall Airport; and 40 miles E of Dulles International Airport.

The New Carrollton station on the Orange Metro line is about a ten minute walk to the building.