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TECHNOLOGY COMPANIES 2019

Fueling Faster, Smarter,

More Profitable Business Decisions

SEMANTIC ARTS EXISTS TO MAKE THE TRANSITION TO DATA-CENTRIC INFORMATION SYSTEMS POSSIBLE.

Dave McComb, President & Co-founder, **Semantic Arts**

99% of all large companies are caught in what we call the “Application-Centric Quagmire,” which is the opposite of being Data-Centric. The Application-Centric Quagmire exists because when business people or IT leaders perceive a problem, they launch a project to solve it. If the problem involves information (which many projects do) the sponsors decide they need to build, buy or rent (Software as a Service) an application that will solve the problem. In most cases the cure is worse than the disease. Each application “solution” comes with its own data model. These data models are far more complex than they need to be, and more importantly, arbitrarily different than every other data model that has been implemented at the client. No

wonder Systems Integration eats up 40-60% of most firms’ IT budgets.

There is another way. It does not involve implementing yet another application. It is not the next shiny object. It is a discipline, and a different way of thinking about and executing information systems projects. We call it the “Data-Centric Revolution.”

Firms that have become data-centric run their enterprises on a single, simple, extensible and federate-able model of their information. Once the model and the architecture to support it are in place, data-centric firms solve their information system issues with small incremental additions to their core, rather than launching multi-million dollar application projects.

Becoming data-centric is a program, not a project. Semantic

Arts is in the business of guiding firms through the transition. We design the core model for firms, we teach them how to extend it. We design and help clients build out an architecture to support their data-centric-ness, in a way that is compatible with the rest of their architecture. We help clients in the parallel effort of applying model driven (no code) methods of creating application functionality.

At the core of a data-centric enterprise is an ontology. An ontology is semantically defined model of the key concepts that cover the information in a firms information systems. These enterprise ontologies, if well designed, can cover all the information even in a complex enterprise. We have found that even a very large complex firm can be

modeled with fewer than 500 concepts (classes / tables / entities plus properties /attributes).

Semantic Arts was founded in 2000, and for its entire history has focused solely on applying semantic technology to enterprise information systems and architectures. For much of its history Semantic Arts focused on ontology development, but 5 years ago discovered that the transition required far more than good design. Semantic Arts pivoted to helping firms with the implementation and transition to becoming Data-Centric.

Semantic Arts has been growing rapidly for the last several years. Some of our recent clients include Morgan Stanley, Broadridge Financials, Standard & Poor’s, Dun & Bradstreet, Lexis Nexis, Sentara Healthcare, Schneider-Electric, Goldman Sachs and Procter & Gamble. The recent uptick in interest in Enterprise Knowledge Graphs is putting additional wind in our sails and we expect to continue growing at a brisk rate.

Dave McComb is the President and Co-founder of Semantic Arts. His forty-year career in enterprise IT included 12 years at Andersen Consulting (the part that became Accenture), where among other things he led two projects to custom develop and implement complex ERP systems. The next ten-year stretch included co-founding a .com startup, where he designed, built and patented the first fully model driven development environment. When that .com blew up on the IPO launch pad in spring of 2000, he co-founded Semantic Arts. He is a frequent speaker at conferences and the author of three books: Semantics in Business Systems, Software Wasteland and The Data-Centric Revolution.

