

Enterprise Systems Integration

Date: March 5, 2004, 9:00 a.m.- 4:00 p.m.

Location: Darden School (Room 50), Charlottesville, VA

Synopsis:

This program will explore the possibilities and challenges of integrating information systems both within and across enterprises. The morning will feature presentations by two CIOs that are responsible for the largest public and private sector integration initiatives ever attempted. First, Steve Cooper, CIO of the Department of Homeland Security, will describe the challenges of integrating information across numerous databases and governmental agencies. Dana Deasy will then discuss the challenges inherent to integrating the thousands of disparate systems necessary to run the variety of business units that make up Tyco International. In the afternoon session we will focus on the *architecture* behind enterprise systems integration featuring presentations by Paul Strassmann, former CIO of the Department of Defense, NASA, and Xerox Corporation, and and Walt Smith, Chief Architect of the Federal Reserve.

Agenda

9:00 - 10:00 a.m.	Continental Breakfast
10:00 - 11:00 a.m.	Steve Cooper , CIO, Department of Homeland Security
11:15 - 12:15 p.m.	Dana Deasy , CIO, Tyco International, Inc.
12:15 - 1:15 p.m.	Lunch
1:15 - 2:15 p.m.	Paul Strassmann , CIO Hall-of-Famer
2:30 - 3:30 p.m.	Walt Smith , Chief Architect, Federal Reserve
3:30 - 4:00 p.m.	Reception

Speakers:

Steven I. Cooper

Mr. Cooper was appointed by President Bush to be the first CIO of the Department of Homeland Security in February, 2003. He and his team have responsibility for the information technology assets supporting 190,000 federal employees of the 22 agencies now comprising the new department. They will also continue efforts focused on integrating new and existing sources of essential homeland security information via proven and emerging technologies and in full compliance with our broader values of privacy, civil liberties, and openness.

Mr. Cooper was appointed in March 2002 as a Special Assistant to the President for Homeland Security and served as Senior Director for Information Integration in the

White House Office of Homeland Security. In this role, Mr. Cooper launched the development of the National Enterprise Architecture for Homeland Security to address information integration within the federal government and the sharing of homeland security information with state, local, and relevant private sector entities. He fostered partnerships with state and local government and the private sector to assist federal, state, and local initiatives focused on the sharing of law enforcement, public health, and emergency services information. With James Flyzik, Senior Advisor to the Homeland Security Director and former CIO of the Treasury Department, he provided the input for Information Sharing and Systems to the National Strategy for Homeland Security.

Prior to federal government service, Mr. Cooper spent more than twenty years in the private sector as an Information Technology professional, most recently as CIO, Corporate Staffs, and Executive Director, Strategic Information Delivery, for Corning, Inc. in Corning, NY. Previously, he served as Director, Information Technology for Eli Lilly & Company in Indianapolis, IN. Mr. Cooper held several senior level technical and management positions with CSC, MAXIMA, and CACI prior to forming his own consulting organization, Strategic Information Concepts.

His primary areas of expertise lie in Information Integration, Strategic Information Delivery, Information Technology Architecture, Enterprise Application Integration, Application Development, Information Technology Metrics and Value Assessment, and Process Architecture and Reengineering.

Mr. Cooper holds a BA degree from Ohio Wesleyan University, and has held professional certification as a Certified Computer Professional (CCP) from the Institute for the Certification of Computer Professionals (ICCP). He also served in the Naval Air Reserve during the Vietnam conflict. He has been married for thirty years, and his wife, Suzanne, and he have four daughters.

Dana S. Deasy

Dana S. Deasy is the Senior Vice President, Chief Information Officer of Tyco International (US) Inc.

Mr. Deasy joined Tyco in August 2003. He is responsible for developing overall global information technology strategy as well as for implementing technology to improve Tyco's competitive position globally. He reports to CEO and Chairman Edward Breen.

Most recently, Mr. Deasy was Vice President and Chief Information Officer of the Americas at Siemens Corporation. Prior to joining Siemens, he was the Chief Information Officer of General Motors Locomotive Group. He also previously served as the Director of Information Systems for Invetech Company and held a number of

positions at Rockwell Space Systems Division, ultimately achieving the position of Director of Information Management supporting Rockwell's Space Shuttle program.

Mr. Deasy holds an undergraduate degree from National University and a graduate degree from the University of Southern California. He currently resides in New Jersey with his wife and son.

Tyco International Ltd. is a diversified manufacturing and service company. Tyco is the world's largest manufacturer and servicer of electrical and electronic components; the world's largest designer, manufacturer, installer and servicer of undersea telecommunications systems; the world's largest manufacturer, installer and provider of fire protection systems and electronic security services and the world's largest manufacturer of specialty valves. Tyco also holds strong leadership positions in medical device products, and plastics and adhesives. Tyco operates in more than 100 countries and had fiscal 2002 revenues from continuing operations of approximately \$36 billion.

Paul A. Strassmann

Mr. Strassmann's career includes service as chief information systems executive (1956-1978; 1990-1993, and 2002-2003), vice-president of strategic planning for office automation (1978-1985), information systems advisor (1986 to date).

Mr. Strassmann is president of [The Information Economics Press](#). He serves on the Board of Editors of the Information Economics Journal, on the Board of Visitors, [School of Information Studies](#) at the Syracuse University, member of the [InfraGard](#) organization for the Nation Infrastructure Protection, the Board of Directors of the [Armed Forces Communications and Electronics Association](#) and member of the Advisory Council of the [International Executive Service Corps](#). He is on the Boards of Directors of [Meta Software](#), [Alinean](#), and [Trio Security](#) corporations.

His monthly commentaries about I.T. investments have appeared in [Computerworld](#) magazine since 1994 and have been syndicated for worldwide distribution. Strassmann holds registered U.S. trademarks for Return-on-Management®, Information Productivity® and Knowledge Capital®.

After serving as an advisor to the Deputy Secretary of Defense since 1990 he was appointed in 1991 to a newly created position of Director of Defense Information, reporting to the Assistant Secretary of Defense for Command, Control, Communications and Intelligence. He was responsible for organizing and managing the corporate information management (CIM) program across the **Department of Defense** which included a \$35 billion cost reduction and business engineering program of the defense information infrastructure. Strassmann had direct policy and budgetary oversight for information technology expenditures of over \$10 billion per

annum. He is a 1993 recipient of the **Defense Medal for Distinguished Public Service** - the Defense Department's highest civilian recognition.

In 2002 he was recalled to government service as the acting Chief Information Executive of the **National Aeronautics and Space Administration**, with direct responsibility and accountability for the NASA computing and telecommunication information infrastructure. After completing his assignments in 2003 he retired from government service after receiving the **NASA Exceptional Service Medal** for improving the I.T. architecture, security, and services.

Strassmann joined **Xerox** in 1969 as director of administration and information systems with worldwide responsibility for all internal Xerox computer activities. From 1972 to 1976 he served as general manager of its Information Services Division which included all central computer operations, telecommunications networks, administrative services, software development and management consulting services. He introduced major innovations in global telecommunication management. From 1976 to 1978 he was corporate director responsible for world-wide computer, telecommunications and administrative functions. He was key contributor to shaping business Xerox strategy for office automation. He developed new methods for evaluating the productivity of computer investments.

Until his retirement from Xerox he served as vice president of strategic planning for the Information Products Group, with responsibility for strategic investments, acquisitions and product plans involving the corporation's world-wide electronic businesses. After his retirement he became author, lecturer and consultant to firms such as **AT&T, Citicorp, Digital Equipment, General Electric, General Motors, IBM, Shell Oil, Sun Microsystems**, and **Texas Instruments**, as well as visiting professor at the **U.S. Military Academy at West Point**, the **University of Connecticut** and the **Imperial College**, in London, England. His public involvement includes presentations to the **Senate**, the **House of Representatives**, the **Board of Governors of the Federal Reserve**, the **British House of Commons**, and the **USSR Council of Ministers**.

Prior to joining Xerox, Strassmann held the job of Corporate Information Officer for the **General Foods Corporation** and afterwards as the Chief Information Systems executive for the **Kraft Corporation** from 1960 through 1969. His involvement with computers dates back to 1954 when he designed a method for scheduling toll collection personnel on the basis of punch card toll receipts. He earned an engineering degree from the **Cooper Union**, New York, and a master's degree in industrial management from the **Massachusetts Institute of Technology**, Cambridge, MA.

He is author of over 250 articles on information management and information worker productivity. His 1985 book [Information Payoff: The Transformation of Work in the Electronic Age](#) is now in its 10th printing, and appears in Japanese, Russian, Italian, and Brazilian translations. His 1990 book, [The Business Value of Computers](#), now

translated into Japanese, shows result of his research on the relation between information technology and profitability of firms. His 1993 book, [The Politics of Information Management](#) offers guidelines on organization of the information function for greatest effectiveness. A companion volume, [The Irreverent Dictionary of Information Politics](#) reflects on the inconsistencies in information management practices. His 1997 book, [The Squandered Computer](#), offers specific recommendations on how to obtain better value from investments in information technologies, and was Amazon.com's #1 best selling book on information management in 1998. His latest book, [Information Productivity - Assessing the Information Management Costs of U.S. Industrial Corporations](#) includes an information productivity ranking of 1,585 U.S. firms. Strassmann has published research studies on the web. The first seven studies are now appearing at [The InfoEconomics Press Digital Bookstore](#).

Strassmann was chairman of the committee on information workers for the **White House Conference on Productivity** and served on the Department of Defense **Federal Advisory Board for Information Management**, the **Army Science Board**, and the **Defense Science Board**. He is a life member of the **Data Processing Management Association**, fellow of the **British Computer Society**, and senior member of the **Institute of Electrical and Electronic Engineers**. He authored the code of conduct for data processing professionals, was recipient of the 1992 Award for Achievement by the **Association for Federal Information Resource Management**, received the 1992 International Industry Award for advancing the adoption of Open Systems, the 1996 **Excellence Award for Business Engineering**, and was named to the **CIO Hall of Fame** in 1997 by CIO Magazine as one of the twelve most influential CIOs of the last decade. In 2000, he was cited by the Assistant Secretary of Defense for Command, Control and Intelligence for his pioneering work as one of the executives responsible for advancing the cause of U.S. information superiority.

Strassmann served in a guerilla combat unit of the Czechoslovak Army from 1944 to the end of the war in 1945.

Walt Smith

From 1982 to 1988, Mr. Smith served honorably in the U.S. Navy, where he excelled in the demanding field of aviation electronics, and was decorated for his leadership. Upon his discharge, Mr. Smith began a lifelong quest for higher education that has included studies at the epci Computer Institute and the University of Maryland. Beginning his professional career in 1989 as a computer support technician, he rose through the ranks of several Fortune 500 companies, including Reynolds Metals Company, Philip Morris, USA, and Capital One Financial to emerge as a recognized leader and visionary in the IT industry. He has more recently been a principle at two entrepreneurial start-ups, where he provided technology vision and architecture, as well as managing the day to day operations of IT infrastructure. He

currently serves as the Chief Architect for the Federal Reserve System, a position that gives him broad insight into today's most pressing IT and business process issues.

A few of Mr. Smith's experience includes:

- Chief Technology Officer of iPipe, Inc., a regional provider of Internet content, services, and advertising.
- Senior Vice President of Engineering at iXL, Inc., a global Internet Strategy consulting firm formerly located in Atlanta, Ga. There he was a leader in software architecture, systems planning, and technology evaluation. During his tenure at iXL, he applied for a process patent for an operational data capture and storage process.
- Founding principle and Director of Information Technology for Tekna, Inc., a southeastern region consulting firm specializing in Java-based application development.
- Chief Architect for Federal Reserve Information Technology, providing program direction, IT strategy, and technology vision for the Enterprise Architecture program within the Federal Reserve System.

Mr. Smith has authored many articles for trade and press publications, including authoring a monthly column for Innsbrook Today, a local business circular in Richmond, VA. He is a frequent contributor of quotes and editorials to major IT trade publications.

Mr. Smith has been invited to speak at such prestigious venues as Oracle Open World 2000, The Georgia Institute of Technology, and the Information Manager's Forum.

Mr. Smith is a long-time member of the World Wide Institute of Software Architects and a former board member of the E-Business Forum, a peer group of technology executives.

When he is not working, Mr. Smith enjoys raising his two children, creating hardwood furniture, writing fiction, tinkering with computers and electronics, weightlifting and distance running. He is also a voracious reader of all sorts of writings, and a horrible guitarist.