

Strategic Insights Announces Issuance of a U.S. Patent for a Novel Data Integration

Methodology

New Patent Reinforces Company's Innovation and Commitment to Developing New Data Integration

Methods

Princeton, N.J., December 21, 2010 — Today, Strategic Insights announced that the United States Patent and Trademark Office (PTO) has issued US Patent No. 7,979,475 to inventor Robert Mack who is the president of Strategic Insights. The patent entitled “**Coherent data identification method and apparatus for database table development**” details a novel data integration method that is the single standard for the design and development of data integration friendly databases.

Current database designs produce isolated heterogeneous databases. Integrating the data sets from multiple isolated heterogeneous databases is very difficult because they lack both metadata commonality and master data commonality that is the basis of any data integration effort.

This patent is used to add both metadata commonality and master data commonality to any database. Any database that has been enhanced with metadata commonality and master data commonality now possess the commonality that is the basis of data integration. Any database that has been so enhanced now becomes a part of a network of integrated databases.

Based upon this intellectual property, the Data ReintegrationTM methodology has been developed as the alternative to the “after-the-database design” data integration methods currently prevalent in the information technology industry.

This is the second successful patent authored by Dr. Mack and he has also authored two more patents that are currently pending. “This patent is an example of the innovation that is provided by Strategic Insights,” adds Dr. Mack. “It exemplifies our ability to address customer challenges in novel ways and to develop innovative solutions for the benefit of our customers.” For more information you may contact Strategic Insights, Inc. at info@strins.com.

About Strategic Insights

In 1994, Strategic Insights was incorporated in New Jersey. Since then, we have provided consulting services to many fortune 500 companies. Dr. Robert Mack, the president of Strategic Insights, has been working on data

related issues for 30 years. For the past 21 years, his focus has been upon developing data warehouse environments and data integration architectures for over a dozen clients.

Since 2006, we have been working on an alternative to the current data integration methods. Our first discovery was that current database design methods needed to be improved to support data integration friendly database development. It was the database designs that caused data isolation. In other words, we are currently spending millions of dollars per year to integrate data that never should have been isolation by prior art database design methods.

Later, an examination of large sets of metadata and of data revealed that our universe of data is finite. As such, we characterized the boundary of our universe of data. This became very important as the boundary data entities developed are required to anchor all data models relative to each other. Another discovery followed. We discovered that data models may now be linked together by special entity relationships we named them commonality relationships. A commonality relationship is a relationship between two or more identical data entities in two or more data models. This is the first entity relationship that joins data entities across data models. Now, any data model may be anchored relative to every other data model and linked together via commonality relationships. Each so enhanced data model now becomes a part of an integrated network of data models. Once the data model integration was achieved, the discoveries of how to integrate database was relatively simple. Now, each enhanced database may become a member in the single network of integrated databases.

Perhaps the best visualization of what occurs with the Data Reintegration methodology is that each database is simply recast with metadata and master data commonality that is shared with other databases. The entire metadata and master data of the database is recast to a standard defined by our methodology. Instead of taking week, months and years to integrate a few databases together, the Data Reintegration methodology may be used to integrate a database into the network of integrated databases in several days. Instead of copying and transforming and loading every data element from multiple heterogeneous databases into yet more heterogeneous databases, we merely enhance the master data of the database to be integrated. The Data Reintegration methodology represents a revolutionary change in the data integration industry.

So, Strategic Insights, Inc. has undergone several changes in the past 17 years. With the development of the Data Reintegration methodology, we are aiming to transform the entire data integration industry. This is a very exciting time for us. Please visit our website at www.strins.com for more information.

Data Reintegration is a trademark of Strategic Insights, Inc.