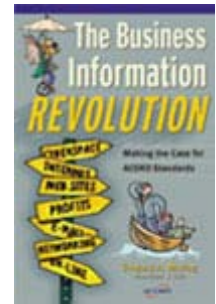


The Business Information Revolution

Making the Case for ACORD Standards

By Gregory A. Maciag, President and CEO, ACORD

The Business Information Revolution examines the importance of standards and their crucial role in remaining competitive in today's connected society. He draws upon his many years in the insurance industry and with data standards to help readers understand not only what standards are, but how they are essential for your overall enterprise architecture.



In his book, Gregory A. Maciag, President & CEO of ACORD, stresses the vital role data standards play in today's world, a world in which data is a key to survival and success. Through standards, organizations gain the competitive advantage by making it easier to communicate, both internally and externally.

These are concepts Mr. Maciag has often discussed in presentations around the world. Standards are both a business and IT issue and the need to bridge the digital divide. This book is fuller, broader discussion of those concepts.



"Data standards have become a key business enabler, not merely an IT tool," said Maciag. "It is incumbent upon all of us to strengthen the IT business relationship to promote a better understanding of standards."

The Business Information Revolution examines standards in their various forms, including the basis of US standard railroad gauge being traced back to the width of a roman horse's hind quarters. Maciag shows readers how from those times to today, standards are essential to achieving success and gaining the competitive edge.

An important element of the book, as its subtitle Making the Case for ACORD Standards implies, is the significance of ACORD data standards within the insurance and adjacent industries. This includes the pivotal role of standards as part of a business infrastructure and strategic planning.

"An essential part of a good business standards strategy is vision and the ability to cultivate understanding and support from everyone in an organization. And that takes time and persistence," Maciag added.

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