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2009 February 23-25, 2009
Hilton Americas, Houston, Texas

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CHAIRMAN'S MESSAGE



"Putting Information Back in IT"

David Adam of BP, and a daratechPLANT Advisory Board member, suggested the theme of "Putting Information Back in IT". I thought this nicely defined one of the key objectives of the conference. We are witnessing an evolution in technologies, but this has not necessarily been matched by having fit-for-purpose information being delivered for each of the business processes. One does not immediately lead to the other.

Wikipedia offers the analysis, "The biggest asset of companies today is their information--represented by people, experience, know-how, innovations (patents, copyrights, trade secrets)--and for a market operator to be able to compete, he or she must have a strong information infrastructure, at the heart of which lies the information technology infrastructure. Thus the study of information systems focuses on why and how technology can be put into best use to serve the information flow within an organization."

One only has to look at the evolution of Web 2.0 technologies and the explosion of social networks (YouTube, Facebook, MySpace, etc.) as an example of putting the "I" back in "IT". The applications themselves are not complicated, but the delivery of information is so effective that it has swept to a worldwide audience. Imagine if the information on projects were delivered in such an intuitive way as to be easily searchable and anyone (not necessarily native English speakers) could find a full array of project information. We need to constantly re-consider the opportunities afforded us in the area of collaboration.

"Putting information back in to IT" was also reinforced with the announcement by Bentley Systems (a Platinum sponsor) and Autodesk (a Platinum sponsor) that they have agreed to collaborate. The press release described the objective "to expand interoperability between their portfolios of architectural, engineering, and construction (AEC) software. Autodesk and Bentley will

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HIGHLIGHTS

VIP Technology Briefings: A new service offered by the daratechPLANT Advisory Board. The conference will provide escorted tours to the Platinum Sponsors' booths, allowing for a 20-minute dedicated presentation; this is a unique opportunity to the attendees to receive a comprehensive, semi-personal, briefing in a group setting. The groups will be kept to 30-people and we will schedule as many briefings as registration dictates. Don't forget to register now and sign up for a **VIP Technology Briefing** today.

exchange software libraries, including Autodesk RealDWG, to improve the ability to read and write the companies' respective DWG and DGN formats in mixed environments with greater fidelity". Remarkably, these two traditional competitors see the ability to deliver information across platforms (even competitive ones) leads to enhancing their own system value.

So as we consider IT innovations on projects and from vendors, the first statement should be "Show Me the Information!"

Joseph Morray, Jr.

Chairman 2009 daratechPLANT Advisory Board
(President, Trinity Technologies Corp.)

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CONTACT INFO

Kim Arellano
832-242-1969 x 313 kima@tradefairgroup.com

Julien DuPont
214-358-5359
juliend@tradefairgroup.com

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