



Company Overview

DECEMBER 12, 2007

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COMPANY OVERVIEW

Hub Solution Designs, Inc. partners with large enterprises to develop & execute high impact Master Data Management (MDM) and Data Governance strategies.

Our team members are trusted advisors and thought leaders on MDM and Data Governance. Each person brings more than 20 years of experience using technology to solve business problems in data management and enterprise technology in industries such as high tech, financial services & insurance, retail and health care & life sciences.

Areas of Focus

Hub Solution Designs works closely with both the business and IT teams within the enterprise in the following three areas:

1. **EDUCATION, STRATEGY AND EVALUATION:** initial evangelization & education, strategy development, readiness assessment, business case creation, and software evaluation & selection
2. **PLANNING, ANALYSIS AND DESIGN:** project definition & planning, requirements analysis, functional & technical design, measures design, organization & cultural change management, business process redesign, Data Governance Council & Data Stewardship Team design and formation
3. **EXECUTION:** project management and implementation of MDM solutions, including development oversight, infrastructure & roles, change management, validation & testing, training, deployment & rollout, measurement, integration, ongoing management.

Differentiators

Several guiding principles drive our work with clients and differentiate us from our competitors:

- **OUR TEAM IS FOCUSED EXCLUSIVELY ON MASTER DATA MANAGEMENT:** We focus on MDM and Data Governance only. We don't provide services in other areas. So we understand this fast-changing space, and can bring the latest developments, strategies and best practices to our clients more quickly & reliably than less-focused competitors. And having worked with large consulting firms, we have experience working within the scope of larger projects where MDM and Data Governance are one of several changing areas.
- **WE EXCEL AT EXECUTION:** Our people are detail and results oriented and are accustomed to working side by side with client personnel to drive change. We don't mind getting our hands dirty, and we bring leadership and a sense of urgency that will complement your team.
- **OUR ONLY MISSION IS TO MAKE YOU SUCCESSFUL:** Hub Solution Designs provides the highest quality strategy, design and execution services, to help clients achieve their Single Version of the Truth and drive success in their business, through improvements in people, process, technology and information.

REPRESENTATIVE EXPERIENCE

Master Data Management

The team has successfully completed a number of Master Data Management engagements, from the strategy and evaluation & selection stage through the implementation stage. Examples include:

- **COMPLEX MDM AND DATA GOVERNANCE SOLUTION:** At a \$60 billion global asset-based lending company with 850,000 customers and 32 source systems, developed the initial MDM vision & strategy, evaluated & selected MDM products, and implemented MDM platform using data governance and data stewardship as the organizing principles for a successful implementation in 12 months.
- **MDM AND DATA INTEGRATION SOLUTION:** At a performance management software company with over 25,000 customers and 4,000 employees, developed and delivered a successful Master Data Management implementation, bringing together information from the company's Salesforce.com CRM, Oracle ERP and internally-developed customer service applications.
- **MDM AND DATA GOVERNANCE SOLUTION:** At a leading high tech company with \$10 billion in revenue, provided direction for an enterprise-wide MDM strategy, and integrated content from Dun & Bradstreet into the MDM solution.

TEAM MEMBERS

Dan Power

Dan Power is President of Hub Solution Designs, Inc., a management consulting firm specializing in Master Data Management, Customer Data Integration and Data Governance.

Prior to founding Hub Solution Designs, he was the general manager for Dun & Bradstreet's strategic alliance with Oracle.

Mr. Power has twenty years of experience in enterprise technology, management consulting, strategic alliances, marketing, corporate strategy, project management and entrepreneurship at companies like Deloitte & Touche, CSC, eCredit and Parson Consulting.

He has worked with Oracle's MDM, ERP and CRM platforms for twelve years. He is frequently an invited speaker at technology conferences and has written articles in publications such as DM Review. He regularly advises clients on developing & implementing MDM and CDI strategies.

He has a degree in Entrepreneurial Studies from Babson College in Wellesley, MA.

Tim O'Sullivan

Tim O'Sullivan has more than twenty years of experience in project management, business analysis, process reengineering and enterprise technologies.

His skills include data integration, data warehousing, business process management, enterprise resource planning, customer relationship management, business intelligence and security using technologies from major vendors such as SAP, Oracle, JD Edwards, Microsoft, Cisco and Sun.

Mr. O'Sullivan has worked for leading companies including SAS Institute, Analog Devices and St. Jude Medical, as well as several startups. He has wide experience in the banking, financial services, healthcare, retail and manufacturing industries.

He has degrees in mathematics and engineering from Trinity College Dublin and an MBA from Boston University.

Gaurav Arora

Gaurav Arora brings deep consulting expertise in systems implementation and in tying technology to business benefits. He has managed many full life-cycle projects, helping clients to evaluate, implement, deploy and support new enterprise applications on a large scale.

Prior to joining Hub Solution Designs, he was Director, CRM at Cognos, where he implemented Oracle Customer Data Hub with several spoke systems, including Salesforce.com.

Mr. Arora has twenty years of consulting experience at firms like Price Waterhouse and CSC. He has delivered critical technology projects, including BI, middleware and enterprise applications and has managed numerous mission-critical software development projects. He has been in senior positions at technology companies like CMGI, eCredit.com and Kenexa, and also has significant line experience in sales and finance with Mattel and Kodak.

He has a degree in Electronics and Computer Engineering from the Indian National Institute of Technology and an MBA from the Indian Institute of Management.

Eric Gustafson

Eric Gustafson is a senior consultant on the Hub Solution Designs team. Prior to joining the firm, he was with Dun & Bradstreet, where he provided 35+ years of leadership on matching technology and data integration.

Mr. Gustafson was a frequent consultant to D&B's larger customers, guiding them on data stewardship, data quality, integration with D&B data and automated match decisioning. He is the author/inventor of a U.S. patent on MatchGrade, a system for measuring the quality of entity matching. This critical capability allows full understanding of match tradeoffs and the automation of most matching decisions.

He has over twenty five years of experience in integration technology, working with companies like 3M, AT&T, Cargill, Dell, DHL, FedEx, HP, IBM, Office Depot, Oracle, UPS, Wal-Mart and Xerox.

CONTACT INFORMATION

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