

WellGEO RegRep

*The industrial-strength platform
for Geographic Information
Management*

Executive Summary

- Geographical Information (GI) applications are poised for hyper-growth but inhibited by inability to bridge content across diverse information systems
- WellGEO enables seamless and secure discovery and sharing of information between heterogeneous systems within and across enterprises
- WellGEO can be the “system of record” to easily manage all types of GI and business content in a location-aware manner
- WellGEO is agile, extensible and flexible
- WellGEO is built upon open standards and is rapidly evolving to meet growing customer requirements for GI management
- Wellfleet Software is a thought leader in federated GI management standards and technologies

Agenda

- Today's unprecedented opportunity
- WellGEO solution and architecture
- Why Wellfleet Software?

Commercial use of GI applications is in hyper-growth

Public Health and Safety

“By the end of 2009, 90% of all state and local government public safety organizations in North America will either use or be supported by geographic information systems.”

Gartner

Mobile Phones

“More than 50% of US cell phone users would like to be able to use mobile maps.”

AOL Pew Survey

Similar growth is underway in global positioning systems, defense, logistics & supply chain management, marketing, urban planning, climate analysis, emergency management, etc.

An explosion of innovation is imminent!

- Publicly accessible GI is growing rapidly
- Advancements in wifi, cellular, GPS and PDA technologies is giving rise to Location Based Services
- “Mashups” of business data and GI from heterogeneous systems is bringing about the next generation of innovation and opportunities
- GI coupled with semantic web technologies is enabling new inference-based analytical capabilities that integrate complex business and geo-spatial information
 - 2 plus 2 is making much more than 4

...but one barrier stands in the way

- Information systems are often closed silos and their information is not interoperable
 - Information accessed via proprietary APIs
 - Information represented in proprietary formats
 - Information formats use different vocabulary terms to represent the same concept
- The result is lost opportunity and increase in total cost of ownership

The path to seamless information interoperability

- Open standards for content definition, spatial and temporal tagging, discovery and access
- Governance of content, metadata and services
 - Need a “system of record” that can enforce organization policies
- Harmonization of content using standard vocabularies and ontologies
- Distributed search across diverse systems
- Federated identity and policy management
 - Secure access to content within and across firewall

WellGEO RegRep is the solution

- WellGEO delivers seamless and secure platform for storing, sharing, harmonizing and managing spatially-tagged content
- WellGEO enables federated information management using open standards
- WellGEO is agile and can be tailored quickly to fit the specific business needs of any organization



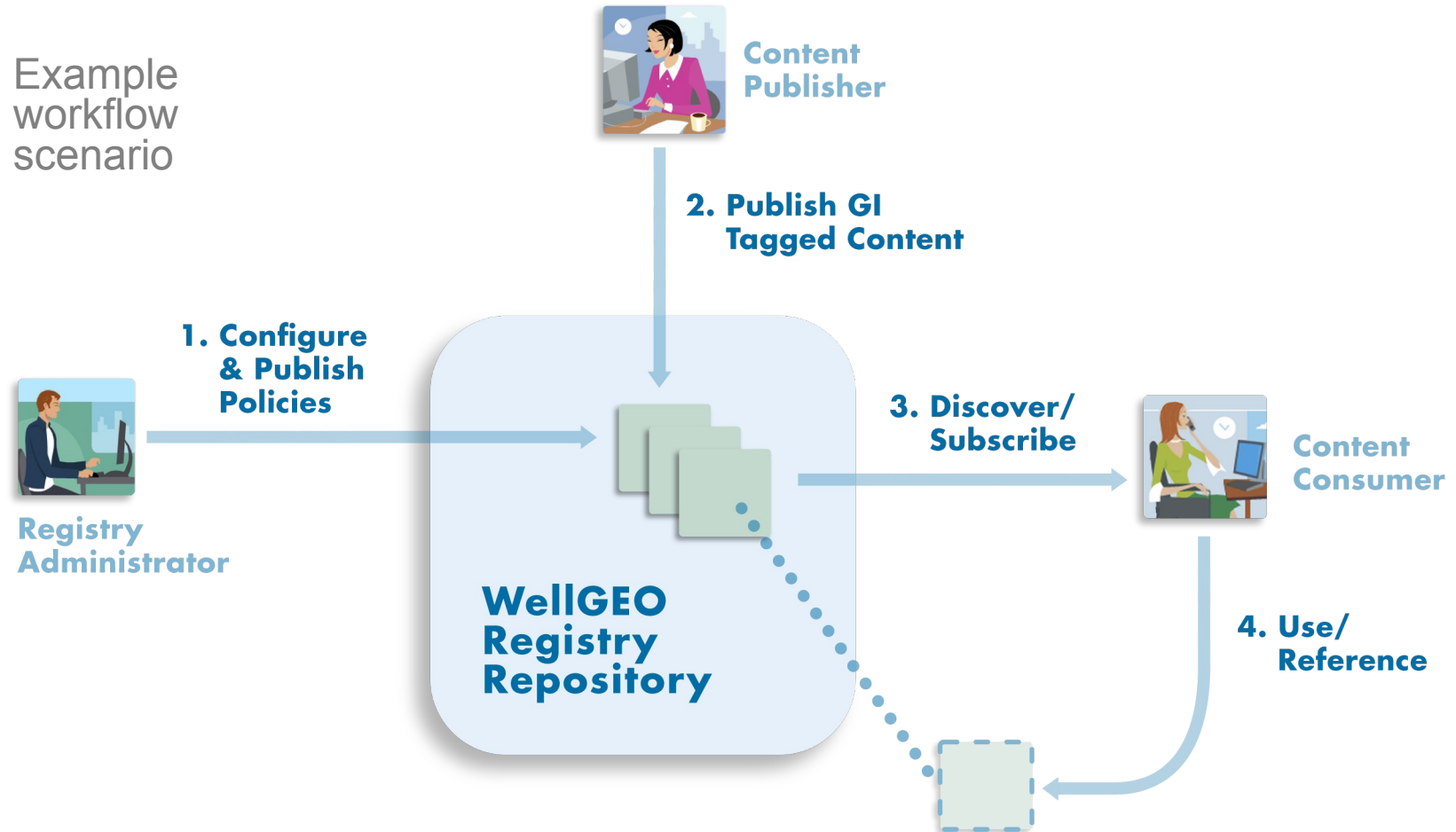
An industrial strength platform

- WellGEO RegRep
 - Is a Registry and Repository specialized for GI
 - Manages GI services, datasets and content
 - Its extensible repository manages all types of GI and non-GI content
 - Its registry manages standardized meta data describing the content within its repository or in external repositories
 - Serves as a “system of record” that makes GI resources discoverable and better-governed
 - Makes GI resource easily discoverable through powerful yet flexible queries specialized to deployment specific needs
 - Built using open OGC, OASIS, W3C and Java standards to enable seamless and secure data interchange within and across enterprises
 - Integrates well with existing IT infrastructure wherever it is deployed

Unlimited use cases

- Catalog of GI and other services
- Catalog of GI datasets and their relationship to services
- Catalog of logistical data and their inter-relationships
- Repository of XML Schema, WSDL, BPEL, XSLT, Policies...
- Ontology repository supporting semantic harmonization of GI
- Catalog of spatial tagged information made discoverable using spatial searches
- Flights plans, personnel, assets, resources, schedules
- ...

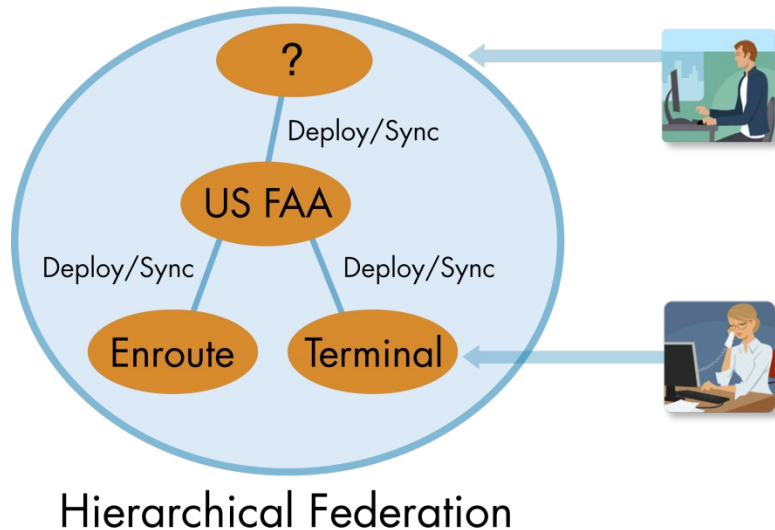
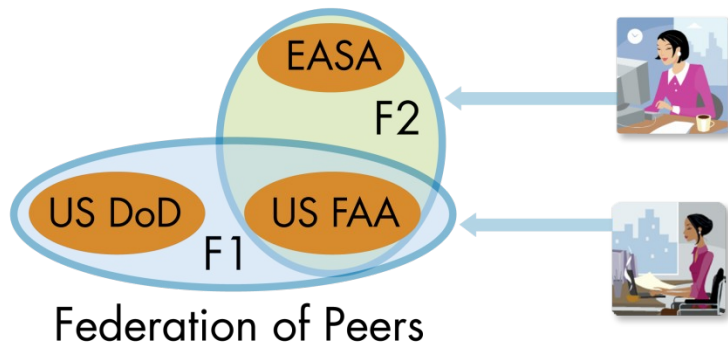
WellGEO support for Publish and Subscribe workflow



WellGEO support for full lifecycle management



WellGEO enables Federated Information Management

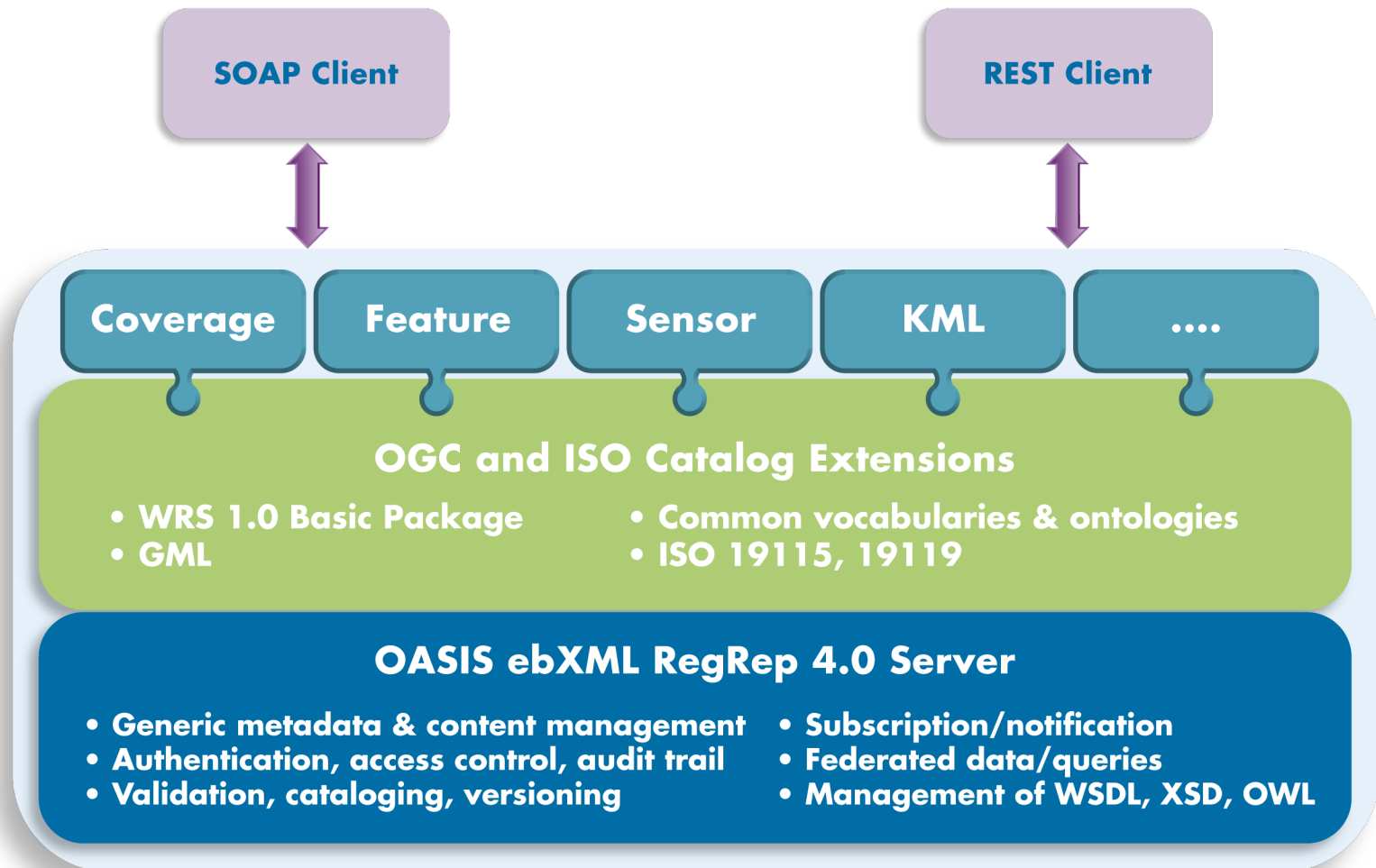


- Multiple info stores work together as one
- Organizations maintain admin autonomy over local store
- Access control is enforced
- Replication of data is possible but not required
- Federated search seamlessly returns results from multiple stores

WellGEO delivers unmatched advantages

- Provides a unified catalog for any number of diverse GI services, datasets and content
- Serves as a “system of record” that makes GI resources discoverable and better-governed
- Enables seamless and secure sharing of data within and across enterprise boundaries
- GI resource discovery is made easy through powerful yet flexible queries customized for deployment specific needs
- Specialized needs of a deployment are often easily met by using the many extension capabilities
- Provides a Software Development Kit (SDK)
- Built upon the next-generation ebXML RegRep 4.0 standard and the latest technologies and APIs

WellGEO Architecture is built on open industry standards



Partner with the thought leader – Wellfleet Software

- Farrukh Najmi, Wellfleet Software Founder & CTO
 - Lead Architect - freebXML Registry open source project
 - Editor and contributor - OASIS ebXML RegRep standard
 - Contributor - OGC WRS and Catalog specifications
 - Co-chair - OASIS ebXML Registry Semantic Content Management SC
 - Specification Lead - Java API for XML Registries (JAXR) 1.0
 - Previously:
 - Federated Information Management Architect - Sun Microsystems
 - Chief Technologist, Clinical Information Systems - Hewlett Packard

Summary and WellGEO key differentiators

- GI applications are poised for hyper-growth but inhibited by inability to bridge content across diverse information systems
- WellGEO enables seamless and secure discovery and sharing of information between heterogeneous systems within and across enterprises
- WellGEO can be the “system of record” to easily manage all types of GI and business content in a location-aware manner
- WellGEO is agile, extensible and flexible
- WellGEO is built upon open standards and is rapidly evolving to meet growing customer requirements for GI management
- Wellfleet Software is a thought leader in federated GI management standards and technologies

Related Links

- Wellfleet Software web site:
 - <http://www.wellfleetsoftware.com>
- WellGEO RegRep Product Datasheet:
 - <http://www.wellfleetsoftware.com/files/wellgeo-regrep-datasheet.pdf>
- Open Geospatial Consortium (OGC)
 - <http://www.opengeospatial.org>
- OASIS ebXML RegRep:
 - <http://ebxmlrr.sourceforge.net/wiki/Overview>

Contacting Wellfleet Software

Farrukh Najmi

Founder & CTO, Wellfleet Software

+1-617-909-3524

farrukh@wellfleetsoftware.com