



News Release

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Gregory Maciag, ACORD, Releases New Book on Standards and the Competitive Advantage

The Business Information Revolution Released at ACORD LOMA ISF

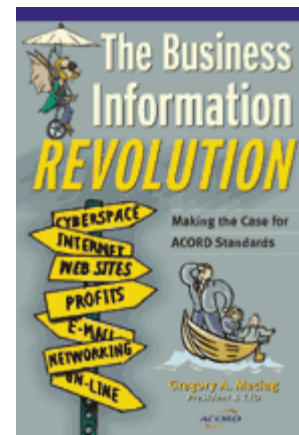
ACORD President & CEO Gregory A. Maciag discusses standards in his new book

ORLANDO, FL - 23 May 2005 - Gregory A. Maciag, president & CEO of ACORD (www.acord.org) released his new book, *The Business Information Revolution*, at the 2005 ACORD LOMA Insurance Systems Forum. In it, 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 crucial to remain competitive.

In his book, Maciag 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."



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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.

The book is available through ACORD's website at www.acord.org or through ACORD Member Services at 800-444-3341.

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About ACORD: Based in New York, ACORD (Association for Cooperative Operations Research and Development) is a global, nonprofit insurance association whose mission is to facilitate the development and use of standards for the insurance, reinsurance and related financial services industries. With offices in London as well, ACORD accomplishes its mission by remaining an objective, independent advocate for sharing information among diverse platforms. ACORD Standards and services improve efficiency and expand market reach. Affiliated with ACORD are hundreds of insurance and reinsurance companies, and thousands of agents and brokers, related financial services organizations, solution providers, and industry organizations worldwide.

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[Biography: Gregory A. Maciag](#)