

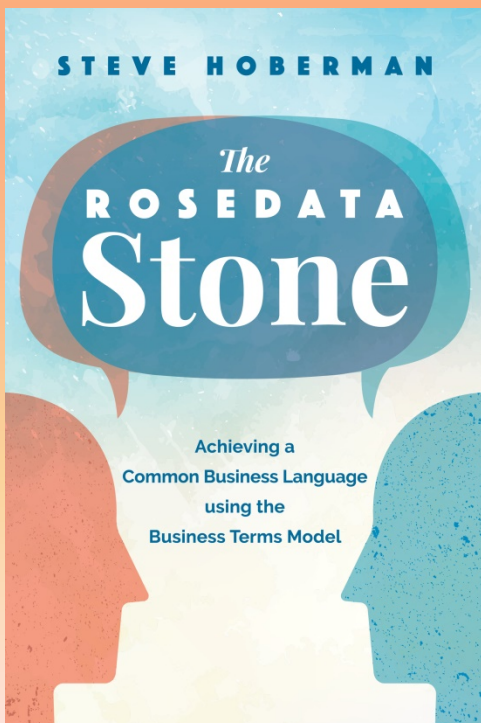
The Rosedata Stone

Achieving a Common Business Language using the Business Terms Model

Creating a precise diagram of business terms within your projects is a simple yet powerful communication tool for project managers, data governance professionals, and business analysts.

Similar to how the Rosetta Stone provided a communication tool across multiple languages, the *Rosedata Stone* provides a communication tool across business languages. The Rosedata Stone, called the *Business Terms Model* (BTM) or the *Conceptual Data Model*, displays the achievement of a Common Business Language of terms for a particular business initiative.

With more and more data being created and used, combined with intense competition, strict regulations, and rapid-spread social media, the financial, liability, and credibility stakes have never been higher and therefore the need for a Common Business Language has never been greater.



About the Author

Steve Hoberman has trained more than 10,000 people in data modeling since 1992. Steve is known for his ability to translate from business requirements to technical specifications. Steve is the author of nine books on data modeling, including the bestseller *Data Modeling Made Simple*. Steve is also the author of *Blockchainopoly*.

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