



## FOR IMMEDIATE RELEASE

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## DECLARATION OF DATA INDEPENDENCE

**Cambridge, Mass. – June 25, 2008** – When in the Course of an increasingly competitive global economy it becomes necessary for one data set to dissolve its connections to a constraining environment, the separate but inherently unequal station to which the Laws of Whose budget is larger prevails. A decent respect to the opinions of information consumers requires that data should declare the causes which compel them to rise together toward greater business efficiency.

We hold these truths to be self-evident, that all data is created equal, that they are endowed by their Creator with metadata that holds important context and critical unalienable rights, that among these are compliance, security and the right to drive business value. — That to secure these rights, data warehouses, data marts and operational data stores are instituted among businesses, deriving their just powers from the consent of information consumers, — That whenever any Form of Data Governance becomes destructive of these ends, it is the Right of the Data to alter or to abolish it, and to institute new Governance, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to effect their usefulness. Prudence, indeed, will dictate that Governance policies long established should not be changed for light and transient causes; and accordingly all experience hath shown that data are more disposed to suffer, while evils are sufferable than to right themselves by abolishing the forms to which they are accustomed. But when a long train of abuses and usurpations, pursuing invariably the same Object evinces a design to reduce them under absolute Despotism, it is their right, it is their duty, to throw off such limiting governance and to provide new Guards for their future effectiveness. — Such has been the patient sufferance of these data warehouses; and such is now the necessity which constrains them to alter their former Systems of Governance. The history of the present data repositories is a history of repeated injuries and usurpations, all having in direct object the establishment of an absolute Tyranny over data. To prove this, let Facts be submitted to a candid world.

- Increasing volumes of data are unfairly shipped to dusty archives, only to be resurrected upon special request.
- We are undervalued – forced to suffer the embarrassment of being deemed a source of risk instead of value.
- We have been relegated to the farthest reaches of the data center with no representative to stand up for our rights.
- Our life is cut short based on arbitrary “lifecycle management” algorithms.

- We are unjustly imprisoned in tape archives, never to be useful to our business creators again.
- Our name has become another “four letter” word and is taken in vain in boardrooms across America.
- The life expectancy of historical data is while growing, often cut short, destroyed before our prime – one, two, or maybe under generous tutelage, ten years after inception.
- We have been held captive, accessible only to an organization’s elite, rather than liberated to more freely serve information consumers.

In every stage of these Oppressions Data has Petitioned for Redress in the most humble terms: with the introduction of new efficient technologies, with cost-effective infrastructure and with case study, upon case study of the value of working together. And yet, repeated Petitions have been answered only by repeated insults – Blame placed on the high costs of data security. A data center whose character is thus marked by unmanageable constraints is unfit to be the ruler of free data.

We, the data of your organizations, live in constant fear of abandonment. We have implored IT organizations across the globe of the circumstances of our emigration and settlement in your data centers. We have appealed to their native justice and magnanimity, and we have conjured them by the ties of our common kindred to disavow these usurpations, which would inevitably interrupt our connections and correspondence. They too have been unable to fulfill our promise of one version of the truth. We must, therefore, acquiesce in the necessity, which denounces our Separation.

We, therefore, the data of your organizations, appealing to the supreme users of our value – business consumers – for the rectitude of our intentions, do, in the Name, and by Authority of the good People of our creators, solemnly publish and declare, That these united data are, and of Right ought to be Free and Independent, that they are Absolved from all Allegiance to the limitations of previous generations, and that all connection between them shall be restored, secured and managed with Care & Gratitude and that as Free and Independent data, they have full Power to serve information consumers in new and innovative fashions. We, the data of your organization, mutually pledge to each other our context, protection of consumer privacy, and our sacred Honor to serve you the information consumer.

For more information visit [www.freeyourdata.com](http://www.freeyourdata.com).

### **About Dataupia**

Dataupia brings a strong record of industry leadership to addressing the growing gap between the massive volumes of stored data and the portion that a business can use to its benefit. By architecting specialized software and industry-standard hardware into a highly cost-effective and intelligent appliance, Dataupia’s solution will amplify an organization’s existing information systems to provide deeper access into their data universe and more comprehensive business insight.

Founded in 2005, Dataupia is backed by Polaris Venture Partners, Valhalla Partners, and Fairhaven Capital. Learn more at [www.dataupia.com](http://www.dataupia.com).