ZapThink President Jason Bloomberg to speak at NoSQL Now! Conference
Conference runs August 20-21 in San Jose, California

MCLEAN, VA July 23, 2012 – Today, ZapThink, a Dovel Technologies Company, announced that Jason Bloomberg will be speaking at Dataversity's NoSQL Now! show on the topic of *Governing Ever Growing Big Data*. His talk is scheduled for 10:15 AM on Wednesday, August 21, at the San Jose Convention Center.

The third annual NoSQL Now! event is designed to help businesses develop objective evaluation processes to match the right NoSQL (Not Only SQL) solutions with the right business challenge.

Mr. Bloomberg's session will use the recent exposure of confidential NSA documents as a case study to explore the unique governance challenges that Big Data present. The quantity of data we have explodes exponentially, while our ability to deal with it grows linearly. The solution is to leverage next-generation architecture that addresses change directly by calling for a governance-centric approach.

"Big Data are here to stay, and Big Data sets only going to get larger and more dangerous," said Jason Bloomberg. "We must learn the lessons of NSA PRISM to understand how to deal with Big Data pitfalls before we fall into them."

ZapThink is a media sponsor for the event. For more information and to register, visit http://nosql2013.dataversity.net/.

About Jason Bloomberg

Jason Bloomberg is President of ZapThink, a Dovel Technologies Company. He is a global thought leader in the areas of Cloud Computing, Enterprise Architecture, and Service-Oriented Architecture. He created the Licensed ZapThink Architect (LZA) SOA course and associated credential, and runs the LZA course as well as his Enterprise Cloud Computing course around the world. He is a frequent conference speaker, and prolific writer. He also serves as an analyst for GigaOM and blogger for DevX.

Mr. Bloomberg is one of the original Managing Partners of ZapThink LLC, the leading SOA advisory and analysis firm, which was acquired by Dovel Technologies in August 2011. His book, *Service Orient or Be Doomed! How Service Orientation Will Change Your Business* (John Wiley & Sons, 2006, coauthored with Ron Schmelzer), is recognized as the leading business book on Service Orientation. His new book, *The Agile Architecture Revolution: How Cloud Computing, REST-based SOA, and Mobile Computing are Changing Enterprise IT* (John Wiley & Sons), was published in March 2013.

Mr. Bloomberg has a diverse background in eBusiness technology management and industry analysis, including serving as a senior analyst in IDC's eBusiness Advisory group, as well as holding eBusiness management positions at USWeb/CKS (later marchFIRST) and WaveBend Solutions (now Hitachi Consulting). He also co-authored the books *XML and Web Services Unleashed* (SAMS Publishing, 2002), and *Web Page Scripting Techniques* (Hayden Books, 1996).

About NoSQL Now!:
NoSQL Now! is an educational conference and exhibit focused on the emerging field of NoSQL technologies. NoSQL (Not Only SQL) refers to the new ecosystem of scalable, high-performance technologies that are not based solely on the traditional relational database model. This includes document stores, key value stores, columnar databases, XML databases, in-memory processing, NewSQL technologies and graph databases. The NoSQL Now! Conference is designed to educate developers, managers and architects on how these new technologies work, the applications they are best suited for, and how to deploy them. The upcoming 2013 event is expected to draw more than 800 attendees. Additional details are available at www.NoSQLNow.com.

About ZapThink

As a recognized authority and master of Service-Oriented Architecture (SOA), Enterprise Architecture, and architectural approaches to Cloud Computing, ZapThink (http://www.zapthink.com) provides its global audience of public and private sector enterprises with practical advice, guidance, and education, to assist in creating an architecture that meets business needs. ZapThink offers a clear roadmap for standards-based, loosely coupled distributed computing – a vision of IT meeting the needs of the agile business.

ZapThink's flagship offering is the Licensed ZapThink Architect (LZA) course, which provides training and certification on SOA & Cloud Computing around the world. ZapThink has certified over 1,500 individuals to date, and continues to offer an expanded LZA curriculum. Outside of the classroom, ZapThink publishes the ZapFlash Newsletter. Distributed to over 20,000 subscribers, this newsletter provides perspective on technology trends and implementations of cutting edge IT solutions.

In August 2011, Dovel Technologies acquired ZapThink LLC as part of its continuing strategy to expand its scope, capabilities, and thought leadership in SOA, Cloud Computing and related technologies. ZapThink is now a wholly owned subsidiary of Dovel Technologies. By joining with Dovel, ZapThink is able to draw on the expert resources within the company and their real-world experience in implementing Cloud and SOA in federal systems. This expanded pool of talent and experience enriches the training experience and allows ZapThink to create more customized courses to further educate the market on the realities of SOA and Cloud.

About Dovel Technologies

Dovel Technologies provides high-end software and application development to government clients. Dovel is recognized as an industry leader in Service Oriented Architecture (SOA), using the approach to create low-impact approaches to process, communicate, and store mission critical information. Clients include Food and Drug Administration, Department of Defense, U.S Census Bureau, Department of Education, and the Federal Aviation Administration. Dovel has been appraised at CMMI level 3 and its annual quality report receives accolades from industry leaders such as Capers Jones, who has listed Dovel in the category of "Companies That Utilize

Best Practices" along with IBM, Amazon, Google, and Apple. To learn more visit http://www.doveltech.com.

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