



---

# INFORMATION SHARING INSIGHTS

*A White Paper*



---

## **Introduction**

When considering information sharing between disparate organisations, the default frame of reference is inevitably limited to traditional Information Technology approaches that, in isolation, are inadequate and restrict quantum leaps in progress.

This constrained orientation has been shaped by several technology and information focussed factors that result from four decades of independent evolution of public administration, commerce and information technology disciplines.

Yet, Information Technology is an essential, enabling component of information sharing, particularly in today's world where large amounts of data are involved.

However, before technology can be effectively deployed in support of information sharing, there are other far more essential issues concerning justice, civil liberties, information ownership and usage rights, that must be addressed.

Widely publicised failures over the past few years in information sharing initiatives around the world have been attributed mainly to non-technology related issues.

## **The Journey So Far**

Information technology has evolved from what was initially a small trickle of data focused on large entity financial records, to today's torrent of information in many forms relating to just about every aspect of day-to-day business and social activity.

During the early days of the technology evolution path in the 1960's, it was not envisaged that society would call for universal collaboration, particularly within and between government agencies. Consequently, technology evolution has culminated in divergence and misalignment between the individual disciplines of information ownership, compliant management and social expectations.

This misalignment is at the core of information sharing problems today, where numerous examples of embarrassing mishaps and adverse publicity have resulted from attempts to distribute and share information between organisations by using information technology in isolation. Inevitably, these mishaps have occurred where society's most basic values have been overlooked.

## **Society's Most Basic Values Drive the Quality of Information Sharing**

By addressing issues of ownership, privacy, probity, rewards and obligations, responsibility and risk management, the result is an information exchange capability with consistent and complete legal and operational structures that combine law, social capital, networking, and trust within co-operative communities.

These components are fundamental and essential to ensuring that the information sharing environment properly reflects community expectations and boundaries.



---

## Priority and Opportunity Alignment

Sharing this wealth of information has the potential to enable giant leaps in the advancement of society, making this an attractive pursuit for a variety of reasons; however, it also has potential for chaos as the complex confusion from massive numbers of party-to-party exchanges becomes unmanageable.

Because the focus has been on technology and not on social values, legal systems have not been adapted to meet the needs of information sharing, in particular over the Internet. Instead, data sharing agreements have defaulted to the customary approach of single-use, Party-to-Party arrangements.

This legacy severely limits opportunities for mass scale information sharing deployment and can compound chaos by automating it.

These limitations inhibit widespread application of information sharing because Party-to-Party information sharing is:

- Difficult, for technical and administrative reasons, to extend to multiple parties
- Expensive to support, maintain and modify, particularly when changes in data structure occur at either end
- Unable to provide the flexibility and agility demanded by today's society
- Restricted in its ability to define, uphold and manage information sharing rules and the associated legal ramifications

These barriers promote dysfunctional interactions between organisations, resulting in uncoordinated management of shared data. They impede mutual goals or outcomes that should be collaboratively defined and met in trust, under a legal structure that supports IT and reflects successful aspects of human society.

## The Real Opportunity

Execution of point-to-point transactions over the Internet is well developed but offers limited value; the real opportunity is to make low cost information sharing for the masses possible and to make the process orderly, inviting and rewarding.

Our research into the maturity of information sharing has identified that effective, mass-scale information sharing requires the following components that are mutually inclusive and must be embraced in concert:

- Incorporation of stakeholder specific rules for governing the distribution and receipt of prescribed information
- Definition of 'Service Oriented' publish and subscribe concepts between information providers and information consumers
- Configuration of IT tools to meet and adhere to these rules and concepts
- Use of proven legal structures to support multi-party information exchanges and to ensure their viability and long term operation.



---

## A New Approach

The Balian New Information Exchange (**BALIAN NIE**<sup>®</sup>) embraces this opportunity by adopting a new approach that enables mass-scale information sharing, avoids Party-to-Party limitations and allows data access according to stakeholder rules.

Simply expressed **BALIAN NIE**:

- Is independent of underlying technology
- Extends Party-to-Party arrangements beyond current limitations to a controlled or infinite number of parties in a rules-based environments a 21<sup>st</sup> century social structure that:
  - Simplifies interaction
  - Spans all levels of government from executive, through individual or groups of agencies to industry, commerce and groups of citizens or individuals
  - Assumes 'mutual' ownership characteristics, where data is the asset
  - Enables data ownership to be identified with either one supplier, jointly with a number of parties, or with communities of suppliers and users
  - Aggregates data from disparate sources into a single view
  - Ensures that data ownership and control remains at its original source
  - Controls distribution of sensitive data

**BALIAN NIE** is an organisational framework that applies time-proven social rules to what, until now, has been perceived as solely a technology issue.

## How **BALIAN NIE** Solves the Problem

Balian has designed a methodology that significantly improves information exchange capability between any numbers of competitive or allied organisations and/or individuals, using business-rule based concepts.

Our invention is subject to an Australian Provisional Patent and it introduces a novel form of information exchange by:

- Adopting structures that have been proven over centuries and successfully employed for various purposes in several business contexts
- Adapting these structures to the Internet.



---

## How **BALIAN NIE** Works

The **BALIAN NIE** approach firstly explicitly addresses the core information sharing issues of ownership, privacy, probity, rewards and obligations, responsibility and risk management in a way that the advancement of society can be rapidly accelerated and more effectively achieved.

**BALIAN NIE** then solves the information sharing problem by employing time proven Mutual and Co-operative agreement structures as the legal framework to manage rules for the sharing of data.

- **BALIAN NIE** provides a breakthrough scalable solution to manage the configuration and mass deployment of IT based information exchanges.
- **BALIAN NIE** implements a new way of applying the law to take advantage of the capabilities of information technology, e-Commerce and the Internet.
- **BALIAN NIE** is an enabler that brings the divergent paths of IT and social evolution back together within a comprehensively defined legal relationship between involved entities.

**BALIAN NIE** methodology enables iterative creation and deployment of information exchanges to truly represent a future 'Information Age Road Map' that upholds today's most fundamental expectations of society.

Furthermore, the invention incorporates a legal framework that facilitates efficient, simple or aggregated information exchanges between one or many exchange members and allows all participants to have legally enforceable rights between each other, without the inherent restrictions of traditional, common-law based contracts involving knowledge sharing. Many of these restrictions, including privacy, access to, and governance of, a traditional information exchange have, until now, limited the potential for information sharing scope and reach.

By contrast, the **BALIAN NIE** characteristics result in an information exchange with consistent and complete legal and operational structures that combine law, social capital, networking, and trust within co-operative communities. **BALIAN NIE** facilitates or enables exchange entities to undertake certain functions on behalf of members within the information exchange. This capability is set out within a constitution that governs each exchange under the Corporations Act.

Following principles of 'social infrastructure' including how people behave, **BALIAN NIE** overlays onto IT, enabling better linkages between the capabilities of IT and people in their everyday work or social activities.

Simply put, this methodology provides a framework within which IT can operate effectively to exchange data and information. The structure can accommodate 'exchanges within exchanges' to enable multi-level and multi-dimensional exchanges, such as cross-industry and cross-departmental.



## Summary of **BALIAN NIE**

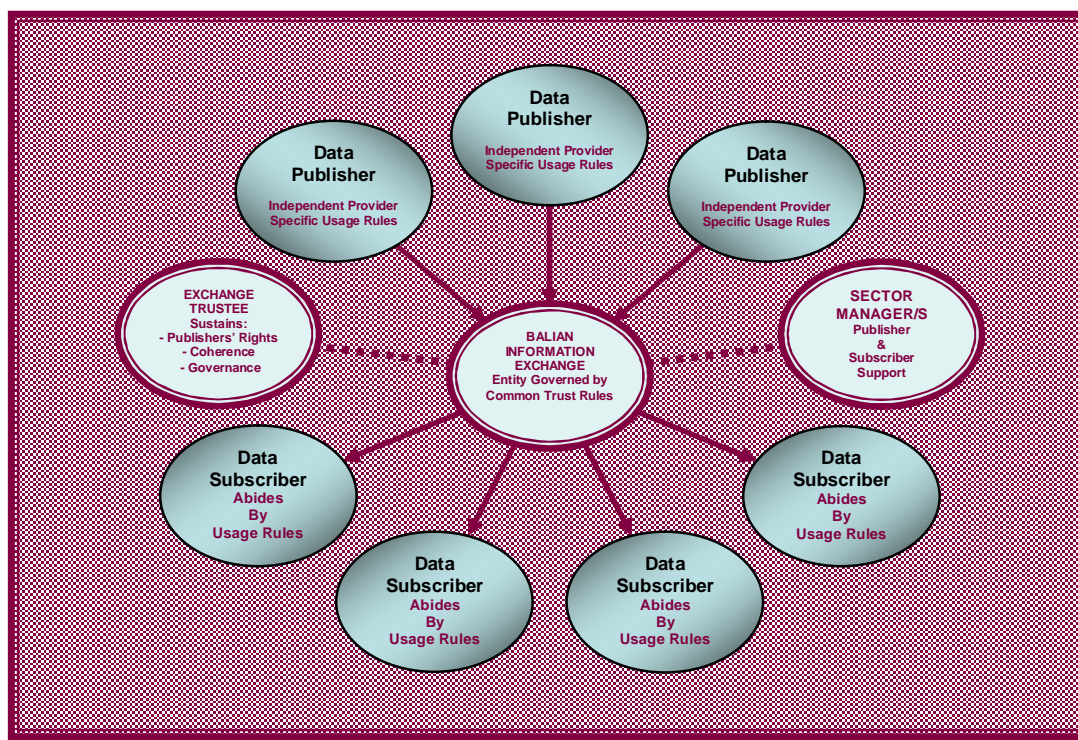
**BALIAN NIE** adopts a new scalable approach that, independent of the underlying technology, enables mass-scale information sharing that is focussed as required.

This involves:

- Adapting existing rules of engagement or contracts between Agencies, Suppliers or Users to utilise the **BALIAN NIE** co-operative approach. These arrangements are typically sponsored by a senior Agency and include cascading rights and operating rules between stakeholders;
- Providing a legal structure that organises and manages individual, group, split or 'community' ownership of originating data;
- Planning for maximum use of existing IT investments;
- Embracing service concepts that enable a high level of reuse of available and published information;
- Where necessary, introducing mainstream IT products to enable virtually effortless, non disruptive information exchange between disparate IT systems.

**BALIAN NIE** facilitates orderly provision of disparate data from unrelated sources in a way that, until now, has been difficult and unwieldy to manage.

## BALIAN INFORMATION EXCHANGE



**Balian Capital Pty Ltd**

ABN 59 115 565 592

55/236 Pacific Highway, Crows Nest NSW 2065 Australia

Contact: Geoff Whiteley: +61 404 898 327; Derek Condell: +61 419 498 345



---

## Our People

### Derek Condell

Derek has been involved in developing better information management for 15 years.

His experience led Derek to research why private individuals cannot get a single, comprehensive, current and readily available statement of assets, debts, insurance and pension benefits.

His research addressed many factors: the value chain, information silos, ownership and ego, leading to the idea of re-introducing age-old legal concepts (Guilds, Mutuals, Co-operatives) to address the problem, by utilising a single legal structure for various types of property (for example, real estate) into a web based or e-Commerce structure for data and information.

### Robert Peake

Robert is an experienced CIO and has worked with New Zealand's and Scotland's largest companies.

Robert established META Group's Asia Pacific consulting arm and has led many successful large projects, including the Singapore Government IT Strategy spanning 74 agencies, Australian Defence Force, and Singapore Armed Forces.

At NSW Police, he established a national Counter-Terrorism Coordination Forum, the NSW Government Coordination Forum and led the NSW Information Exchange strategy. The C-T initiative was sponsored by The Open Group, a global standards authority.

Robert has also consulted to the DHS Sandia Laboratories at Kirkland Air Force Base in New Mexico.

### Geoff Whiteley

Geoff has been involved with information technology concepts for over 30 years, focused on business outcomes, not technology.

The most recent five years has seen his involvement with senior government officials to promote agile government by eliminating barriers to information sharing. This has enabled Geoff to develop a keen understanding of the core issues in this field and how to address them.

### Karl Burnett

Karl is the solicitor who worked with Derek Condell to develop the legal structure of the Balian New Information Exchange.

Karl is an expert on corporate entity constitutional law, and is particularly knowledgeable on specific issues such as the legal structure of co-operatives (such as the Sydney Futures Exchange, prior to its demutualisation) and issues that address the legal relationships of membership, where obligation is balanced by reward.

### Mark Cohen

Mark is a solicitor in New South Wales and holds a Bachelor of Commerce (Accounting and Financial Management Major) and a Bachelor of Laws from the University of New South Wales. He spent the majority of his professional career as a Partner at Freehills, one of the largest and most respected law firms in Australia and South-East Asia, where he was senior partner, Mergers and Acquisitions.

He has undertaken significant work representing a number of global defence/military related companies both in Australia and overseas. These companies included The Boeing Company and Rafael.

Mark contributes intellectually and commercially to the design features of our product.



---

Balian was a French Knight of the 12<sup>th</sup> Century Crusades. He was young man who, through his inheritance of lands from his father, Ibelin, was given an opportunity to create an environment of respect and sustainability during times of great social upheaval. With courage and passion, Balian worked with the community to ensure quality and fairness in society for future generations.

Balian Capital Pty Ltd is an Australian company that brings the Balian of Ibelin leadership example to the modern world of information sharing, employing concepts of ownership and community.

---

© Copyright 2008 - Balian Capital Pty Ltd. All Rights Reserved. This document may not be reproduced or transmitted in any form without the express permission of Balian Capital.

---

**Balian Capital Pty Ltd**  
**ABN 59 115 565 592**  
**55/236 Pacific Highway, Crows Nest NSW 2065 Australia**  
**Contact: Geoff Whiteley: +61 404 898 327; Derek Condell: +61 419 498 345**