

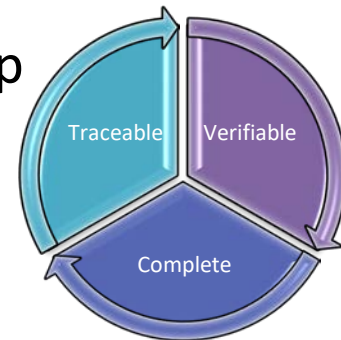
Asset-Centric Information Management

**ARMA OKC
June 2017**



Improve the management of your assets through Asset-Centric Information Management

- ✓ Does your organization uniquely identify and track critical assets across multiple business units?
- ✓ What is/are the appropriate level(s) to track assets to help you meet legal, regulatory, and business needs while keeping the process manageable?
- ✓ How does each business unit in your organization manage the information needed to perform its job, while also maintaining the relationship with the asset?



What is an Asset?

- ✓ An asset is something of value that an entity owns, benefits from, or has use of in generating income

Examples:

- Thousand mile-long pipeline
 - Office building
 - Automobiles
- ✓ Each organization possesses different types of assets depending on its core business
 - ✓ Knowing what assets you hold and how to track them is essential for making informed decisions
 - ✓ Each part of the organization views your assets through the lens of its particular responsibility, resulting in inconsistent asset identification



There is a unique lifecycle for each asset creating specific information at each phase in your business process

Illustrative

Business Process

Business Development

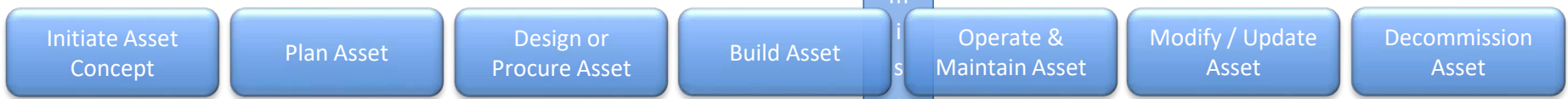
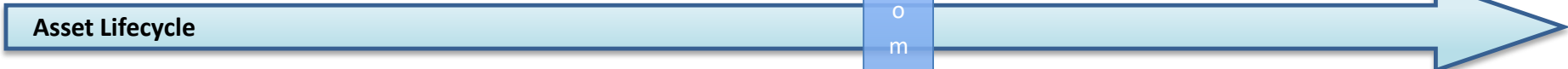


Engineering



Operation & Maintenance

Support Functions (IT, HR, Accounting, Finance, Legal, Purchasing, Logistics, Customer Service)



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Meeting industry standards, following regulations, and streamlining your business results in challenges for managing asset information

Industry standards

- ✓ Asset naming conventions for platforms, wells, pipelines, buildings, railways, roads, other physical assets
- ✓ Different approaches to naming, numbering, or otherwise identifying specific assets within a system



Unique business needs

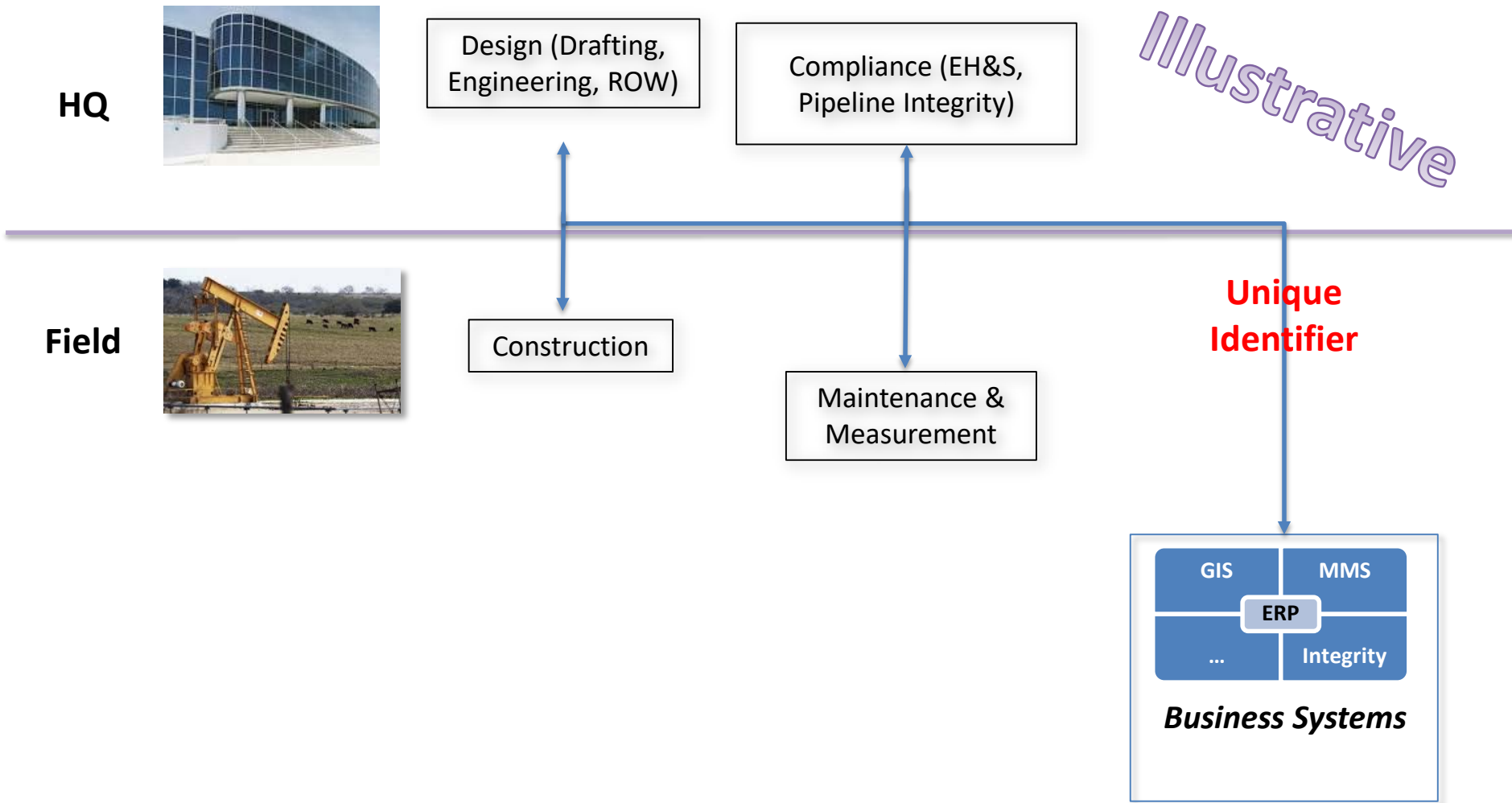
- ✓ Department or region-specific requirements
- ✓ Business process requirements
- ✓ Multiple naming conventions for acquired assets

Each company must define its own asset hierarchy using the standards as a guideline

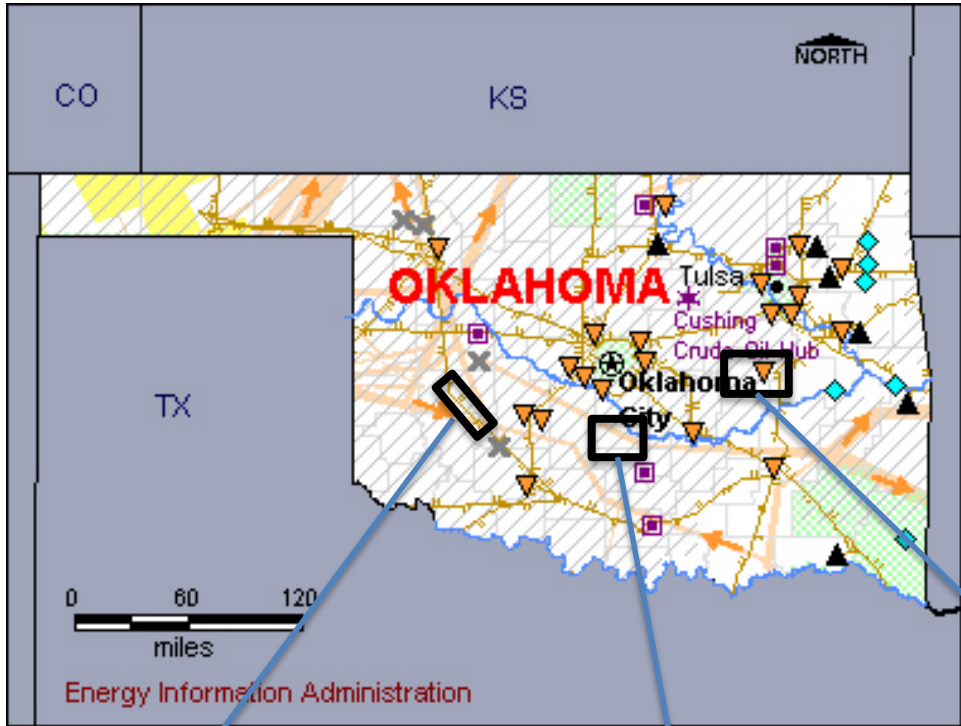
Inconsistent asset naming and information management carries risk and cost

- ✓ Impedes the ability of an organization to integrate its information systems and create an end-to-end flow of asset-related data
- ✓ Negatively impacts your organization's bottom line, reduces the traceability of the records, and introduces other risks due to lack of available, accurate, up-to-date asset information
- ✓ Leads to increased costs and risks
 - ✓ Data degradation
 - ✓ Version control issues
 - ✓ Out-of-date or out-of-sync information
 - ✓ Inaccurate financial reporting
 - ✓ Exposure to unanticipated liability and risk
 - ✓ Increased cost of physical replacement/repair of components
 - ✓ Regulatory non-compliance

The usage of a unique identifier supports the ability to ensure your records are traceable, verifiable, and complete



The model is to link all asset related information



Illustrative

Data Sources:

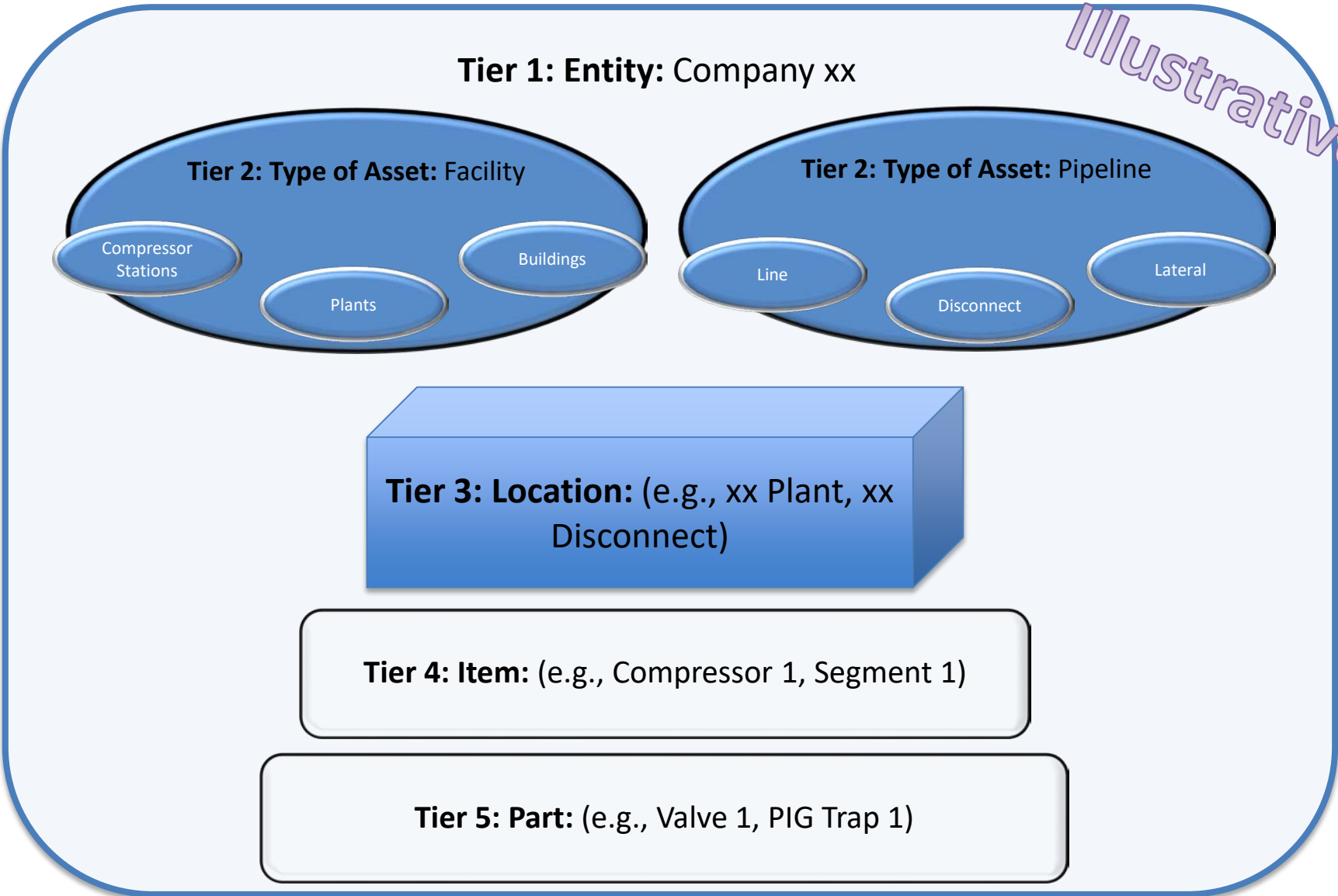
- GIS
- Finance
- Maintenance Management
- Off-site Storage
- Content Mgmt
- Integrity Mgmt
-

Pipe Segment 1234
 Start Point 1234
 End Point: 1245
 Last Inspection: 1/1/17
 Original Specifications: Vendor Box 123
 Specifications: xxx
 MAOP: 1234

Tract 13N-25W
 Original Lease: 1/1/88
 Tract #
 County: xxx
 State: xxx
 Original Lease: Vendor Box 123
 Lease: xxx

Compressor # xx
 Date Built: 1/1/11
 Facility Schematic: xx
 Site View Plan: xx
 P&ID: xx
 Update: 1/11/13

A sample Asset Information Model contains five tiers



The approach focuses on identifying the types and locations of your key asset-related information

Asset Information Model Development

- Define key types of assets (i.e., pipeline, facility, administrative, etc.)
- Capture the legal, operational, and regulatory asset reporting requirements
- Define a lifecycle for each type of asset
- Define information types supporting the assets and the owners of the information
- Document key systems storing the information types
- Identify key identifiers for each type of asset
- Conduct process mapping activities to identify record capture points throughout the enterprise

Governance Planning

- Identify key asset information management roles (i.e., owner, consumer, custodian)
- Document asset information responsibilities for each of the roles

Implementation Planning

- Document current technology infrastructure to support sharing of identifiers
- Identify responsible staff for each role for key identifiers
- Develop implementation plan for leveraging unique identifiers across systems, including roles and responsibilities

Program and Change Management

Contact Information

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