



Asset Master Data Management – Essential for all IT & OT Asset Environments

The Enterprise Asset MDM Conundrum

History and the Need for Change

Building and maintaining appropriate Enterprise Asset Master Data (EMDM) Governance, Standards and a Single source of truth in alignment to the asset lifecycle, has been one of the true killers of Asset Effectiveness, Cost Reduction and Productivity for EAM/ERP/CMMS systems for decades.

This conundrum has been felt even more in recent years with the growing focus on IT/OT Convergence, additional compliance and regulatory requirements, industry standards (ISO 55000 etc), and employee obligations around safety.

The Current State – A major lack of Data Confidence

The evolution of improvements in Asset MDM has been extremely slow, hampered, and cumbersome to say the very least; in that

- **Barriers to Execution:** There have been real barriers to effective execution through a lack of standards across related systems - resulting in non-aligned business processes, non-matching reference documents (drawings, manuals, parts books) to physical Asset Tags.
- **Governance & Accountability:** Size and structure of organisations and related technology has meant there has been a lack of centralised control and data stewardship – resulting in mixed strategies, varying priorities, and inadequate Management of Change (MOC).
- **Aligned Effort, Quality & Visibility:** Ad-Hoc and inconsistent ontologies vary between As-Built, Operational and Process structures – resulting in Strategies and Objectives not being met and Operational Tactics continuously frustrated.
- **Disparate Outcomes:** Organic data administration by multiple groups with varying agendas, backgrounds, priorities, specifications, influences & planning strategies – resulting in a major loss of confidence in data and reporting.
- **Inconsistencies, Poor Asset Uptime:** Wrong equipment, wrong parts, wrong tags, mistakes, repetition, delays, poor asset type visibility, mis-aligned inventory to maintenance and operational needs – all relate to extended downtime.
- **Operations & Safety Performance:** Risk standards have not been aligned to operating function, equipment specifications / class and maintenance strategies, policy and practices – resulting in ‘Reactive’ process safety; and mostly too late.

Old ‘feature / function’ non-integrated Asset MDM systems can no longer provide the capability, nor the science, nor the scale to resolve how internal and external business components need to relate to each other. Hence, trade-offs in efficiency or adaptability, or required data structures shall now be difficult to justify!!

“Our efforts to sweat our Assets and maximise Total Cost of Ownership is impossible in this environment and with this approach !!”

The New Way Forward

Industry 4.0 Solutions require robust data integrity, eg. the blending of diverse discrete, streaming and batch data to provide more complete outcomes that are driven by historical data, prognostics and heuristics rather than a single focus predictive analytic. Modern business problems and related assumptions underlie the complexity of systems and their data requirements; which if not provided for,

What we do

Firstly, we optimise Customer Business Processes by capturing and applying business rules, adding new capabilities and automation

Then we extend Customer ROI by using Agile Development, Agile Deployment, Agile Adoption, and Persona-based data driven decisions

Our Business Process Improvement (BPI) focus

- Supply Chain
- Asset Management
- People Management
- Financial Management
- Persona-based User Interfaces
- Work Force Mobility
- *Google-like* Searches
- Data Driven Decision Making
- Machine Learning
- Predictive Statistics
- Data Validation and Visualisation
- Process Optimisation through automation and enhanced digitisation

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shall result in mischaracterisation of the causes, consequences and behaviours that are part and parcel of a business framework in today's complex environment.

We also need to more accurately measure data quality in order to provide and protect data-driven decision making.

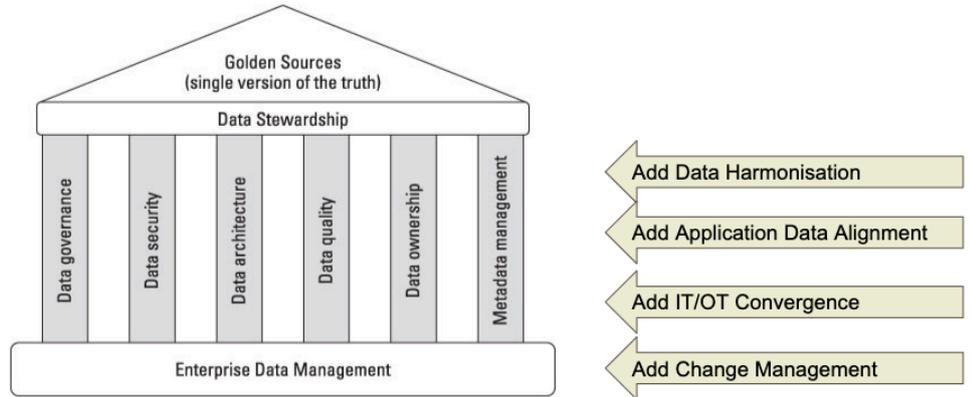
Technology and Innovation with

- Problem solving capability
- Reliable outcomes
- Customer collaboration
- Effective and Ethical approaches

About the Author/s

Greg Towne and Mark Freund are Co-Founders of Diriger with 30+ years of experience implementing ERP's and BPI Initiatives in Mining, Utilities, Energy & Defence. They are both dedicated to working closely with our Customer's in order to help them solve the BIG problems that have been in play for far too many years.

Diriger Borrowed from Latin *dirigō*, *dirigere* ('to direct'), simplified into a first conjugation French verb



“We need to get our House in Order”

Floor to Ceiling Asset Life-cycle Alignment & Interoperability

Diriger & Optimate: Diriger has partnered with valued OT Experts at Optimate to bring our Customers the leading automated approach to solving the Asset MDM Conundrum and hence, vastly improve **data confidence**.

Our joint solution offers:

- Business centric data visibility across multiple business units, functions, structures and systems, eg. we use ISO 14224 hierarchy structures, related attributes, planning & strategy triggers, and process safety markers
- Centralised Supervisory Control (Data Stewardship) across the entire IT/OT platform; ensuring escalations and actions are tracked through to completion
- Data structures aligned with Business Drivers, Strategies, Objectives and Professional Tactics; and data quality measurability KPI's
- Common targets that ensure effective integration to maximise data integrity, completeness, design approvals, related parts & asset up-time
- Vastly reduced inconsistent data and un-disciplined usage practices to create less work, less time wastage, increased Up-Time, less inventory, better TCO
- Operational & maintenance visibility of the right equipment, right work practices, SIL & Bowtie ratings, analytics, failure modes, causes and remedies.



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