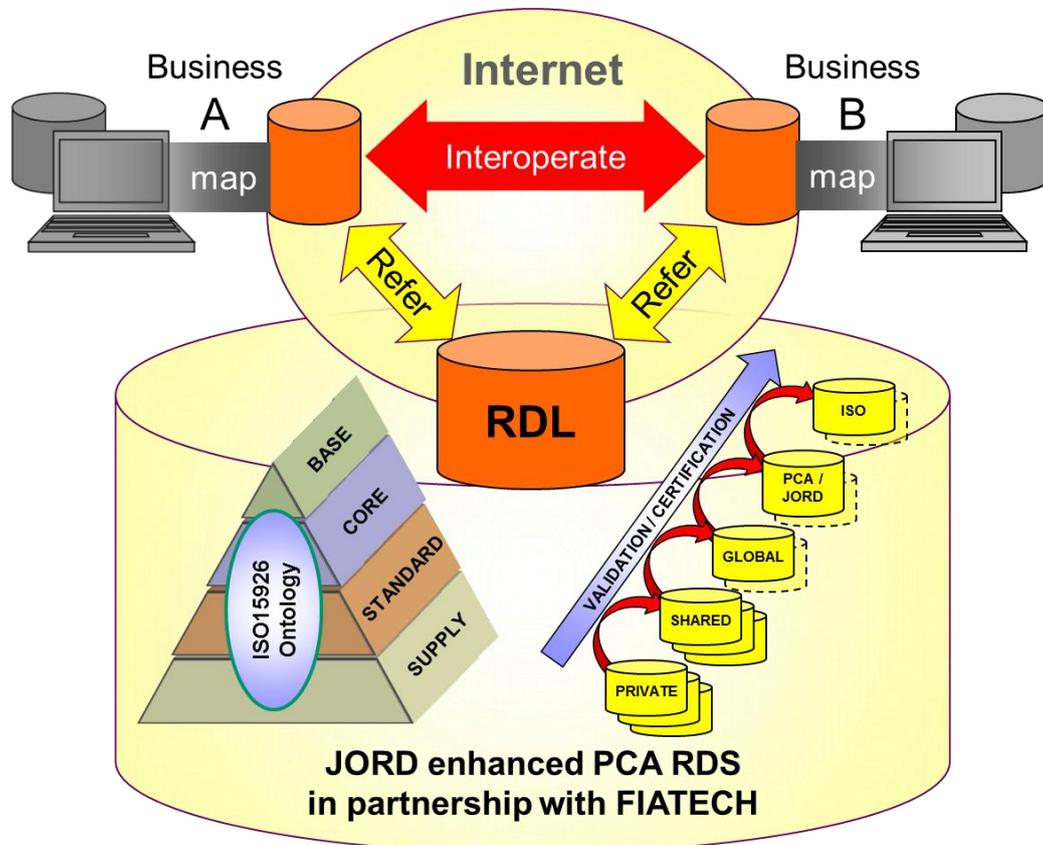


The JORD (Joint Operational Reference Data) Project

Creating a stable, scalable and commercially-sustainable operation ...

... of core ISO15926 Reference Data System & Services.

JORD is a collaboration facilitated jointly by PCA (POSC Caesar Association) and FIATECH. Participation is open to members and non-members alike - *anyone* - who recognizes that their adoption of ISO15926 depends on shared reference data.



Why should I care about ISO15926 and Reference Data?

You already recognize the **great business value** in achieving flexible interoperability between business-units, supply chain partners and systems, over long multi-project, multi-asset, multi-business lifecycles, through:

- direct cost-and-time-savings in reducing effort in transferring, mapping and in simply finding & accessing information necessary to do your business.
- risk-and-cost-reductions in the quality and ambiguity of information which otherwise lead to sub-optimal business operations, failure to satisfy regulators or, in the worst case, loss of health, safety & environmental integrity.
- your freedom to take advantage of collaborative business processes, flexible business partnering, and different subcontracting arrangements across your geographically distributed, even remote & inhospitable, evolving business operations and supply-chains.

And, you already recognise that achieving these benefits has a strong dependency on **standardization** across systems, across information and across technologies. Different business domains have already addressed, or are addressing different parts of this problem with varying degrees of success.

It is clear that any technology standardization is driven by much broader ICT evolution than your own business. What is also clear is that systems and applications have quite different software & services supply-chain lifecycles compared to your core business processes and lifecycles. That is ...

- Business Processes & Applications
- Data & Information
- Implementation Technologies

... must be standardized independently wherever possible, if the benefits are to be realized.

ISO15926 is a standard built on this architecture, focussing on standardization of information (models and semantics) **independent** of particular business applications and usage, and **neutral** with respect to implementation technologies.

It is far from being the only industrial standard that recognizes such a focus on the standardization of information itself. But a key feature of ISO15926 is that shared information definitions are handled as **Reference Data**; reference data that is itself accessed and managed independently of your business information and its implementations, and indeed independently of the many possible standards and catalogues that may define that information.

ISO15926 Reference Data supports interoperability and sharing of information definitions between different information standards as well as between different businesses and technologies.

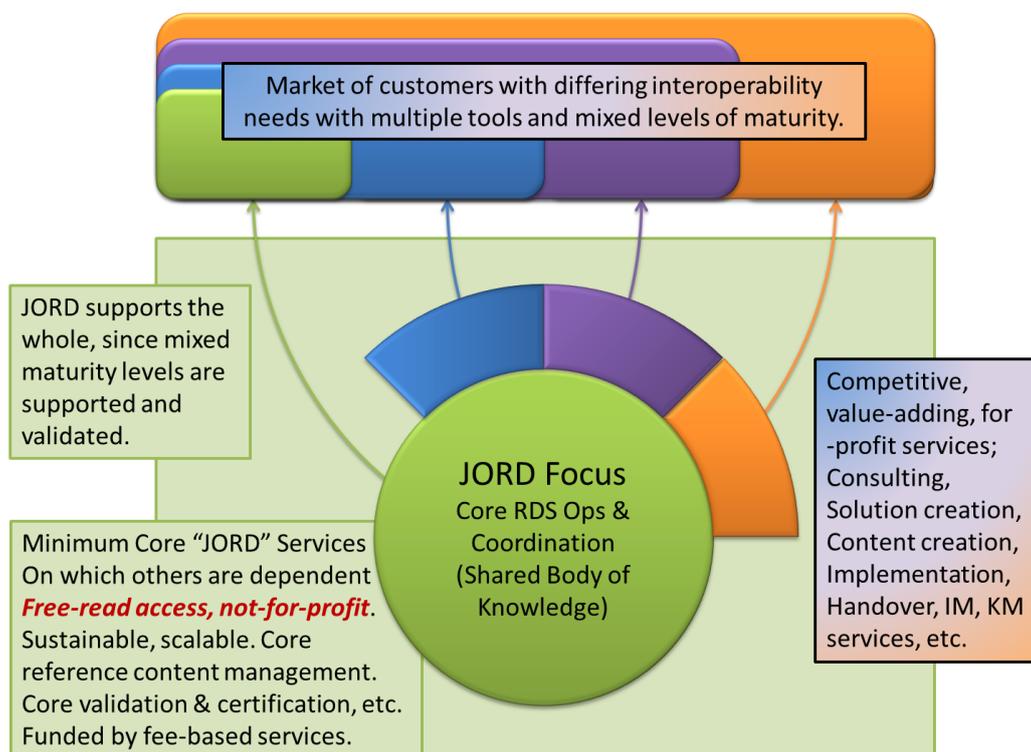
Because the business scope of such wide interoperability is very large, it is impractical to expect the critical operations of any major business, let alone whole industries, to rely on a single reference data service provider for life. A key feature of the ISO15926 RDS architecture is that it also supports multiple **federated** reference data systems and operations because, being entirely technology neutral it can also exploit the most standard “semantic web” implementation technologies without imposing any dependency. The reference data available to any one business is the sum total of a whole web of linked resources. And, because the way those linked information resources are represented is itself standardized, they benefit from sharing a common scheme for their quality and compliance validation.

What will the JORD Project do for my business?

The business benefits of *succeeding* in adopting the ISO15926 Reference Data based approach to interoperability ought to be intuitively obvious given the description above. But the huge scale and complexity would lead anyone to be wary of seeing it as a viable implementation project, or even a single business. A metaphorical elephant.

What the JORD project is doing is establishing a core set of services and capabilities, which enable the evolution, management and validation of compliant use of reference data not only by your business directly, but by a federated web of **competitive** providers of value-added content, systems

and services to your business. For this to be workable, the competitive, federated web of providers must be able to support such a core coordinating operation without themselves being threatened by their own dependency. The footprint of the core, and its incentive and potential to grow and compete with its customers, are minimised by establishing the core as a non-profit operation, able to sell core services to your business as well as to other providers.



All the technical components of this arrangement are already proven over many years since ISO15926 began in 1996 out of existing collaborative initiatives, with a major acceleration in practical deployments under PCA & FIATECH (IDS/ADI, iRING, and more) projects since 2007.

The JORD project is about organizing those components into a credible, scalable and sustainable operation.

In 2010, a small front-end definition phase was completed with seed funding 50% from PCA member subscriptions generally, and 50% from FIATECH members specifically Aspentech, AVEVA, Bechtel, Bentley, CCC, CH2M HILL, Dow, Fluor, Intergraph and Shaw.

How can I participate in JORD and what are the benefits?

The total investment for Phases 1 and 2 needed to achieve the deliverables required by the core operation amounts to US\$1.5M over three years from May 2011 to May 2014, excluding the US\$1M annual contribution to operational services required until such time as sustainability is achieved. The earlier the project investment achieves the sustainable commercial service operation, the lower that operational funding shortfall.

Participation is available annually for the three years, from US\$30K to US\$50K / year Supplementary Subscription to a maximum of US\$60K to US\$120K / year Full Sponsorship, variable depending on the nature of the organization, with discounts for charter members committing in 2011 or committing to lump-sum payment of the full 3 year membership.

Anyone participating in JORD gets

- early access to the deliverables and services, and the enormous business lifecycle interoperability benefits described above. These deliverables include web-delivery of reference data content & services, industrial usage methodology & training resources for reference data usage & mapping, compliance validation & certification services.
- influence over priorities in the creation and development of those services and resources, through participation in the project steering group, proportionate to the funding contribution.
- a package of pre-paid services as a short-term reward for early funding of their development, also proportionate to the funding contribution.

In May 2011 the Phase 1 implementation was kicked-off with committed funding from charter members – full sponsors - BP, EPIM, RosEnergoAtom, Black & Veatch, CCC and VNIIAES and supplementary subscribers - Woodside, Bechtel and Hatch.

Thanks to these early charter members, the project has almost half of the required funding committed for the three years planned. Already now in September 2011, since starting work in May 2011, Phase 1 work has achieved tangible deliverables - an early prototype “end-point” implementation for web-publication of the existing PCA RDL content, as well as an outline and scope to deliver a first version of the JORD Methodology in 2011. Work to extend the content accessible at the end-point, including iRING and other project extensions, is already underway, as is work to ensure that the content & service delivery platform is neutral, cost-effective and fully scalable.

Look out for opportunities to see the progress for yourself at meetings and conferences during 4Q11 and 1Q12. Since you recognise how your business can benefit from ISO15926 Reference Data and robust, scalable reference data services, please do add your financial support to the JORD project.

For additional information, clarifications and details, or to express interest please contact:

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JORD (Joint Operational Reference Data) Project enhancing the PCA Reference Data Service (RDS) Operation in partnership with FIATECH