Data – *The Critical Investment*

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Definition of a System

TechEncyclopedia More than 20,000 IT terms

Results found for: ***system***

1. A group of interacting components that interact to perform a task.
2. A "computer system" is a set up of the CPU, operating system and peripheral devices.
3. An "information system" is a business application made up of the database, the data entry, update, query and report programs…..
4. "The system" often refers to the operating system, the master control program that runs the computer.

1. Hardware
2. Software
3. People
4. Data

Some Facts About Data

- Good Data Is the *Foundation* of Every System.
- If Maintained Properly, Its *Life Is Longer* Than the System That Uses It or the Hardware It Runs on.

Good Data Allows You To:

- Know Where Your Assets Are in Relation to Your Customers.
- Operate and Maintain Your System Efficiently.
- Operate Your Business Processes Effectively.
- Know Where Money Is Being Spent in Relation to Revenue.

But, How Is Data Perceived?

- As Someone Else's Job
- Maps Never Being Right
- There’s Not Enough Time For It
- The Information Is Not Correct
- Technology Will Make Data Better
- A Time Consuming Process

An Example:

Medium Sized Investor Owned Electric Utility

- 50,000 Square Mile Service Territory
- Approximately One Million Customers
- Eight Operating Divisions

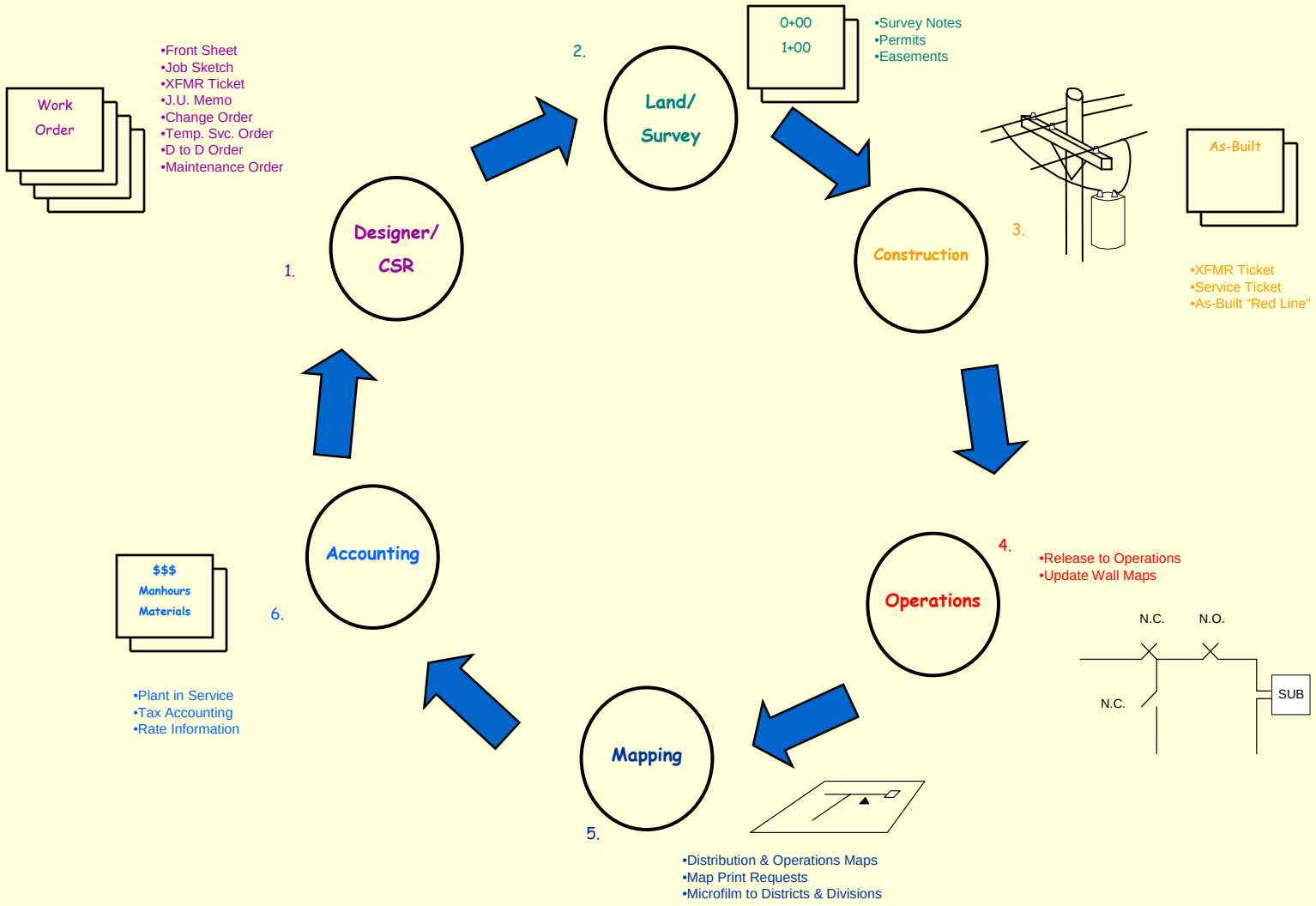
The Typical Steps:

Medium Sized Investor Owned Electric Utility

- Customer/Developer Request
- Designer/Estimator
- Survey/Right of Way
- Construction
- Operations
- Mapping
- Accounting/Records

Another View:

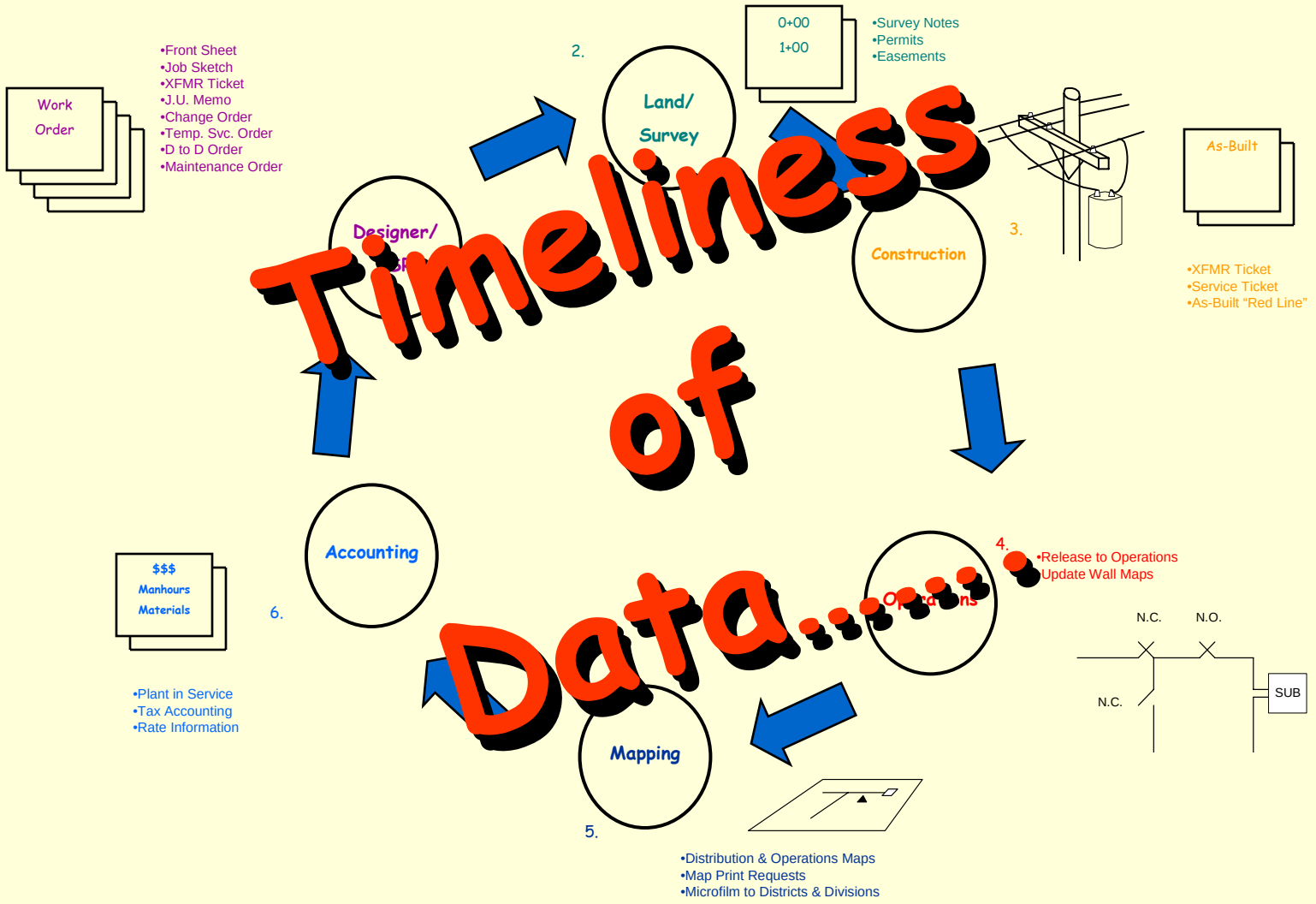
Medium Sized Investor Owned Electric Utility



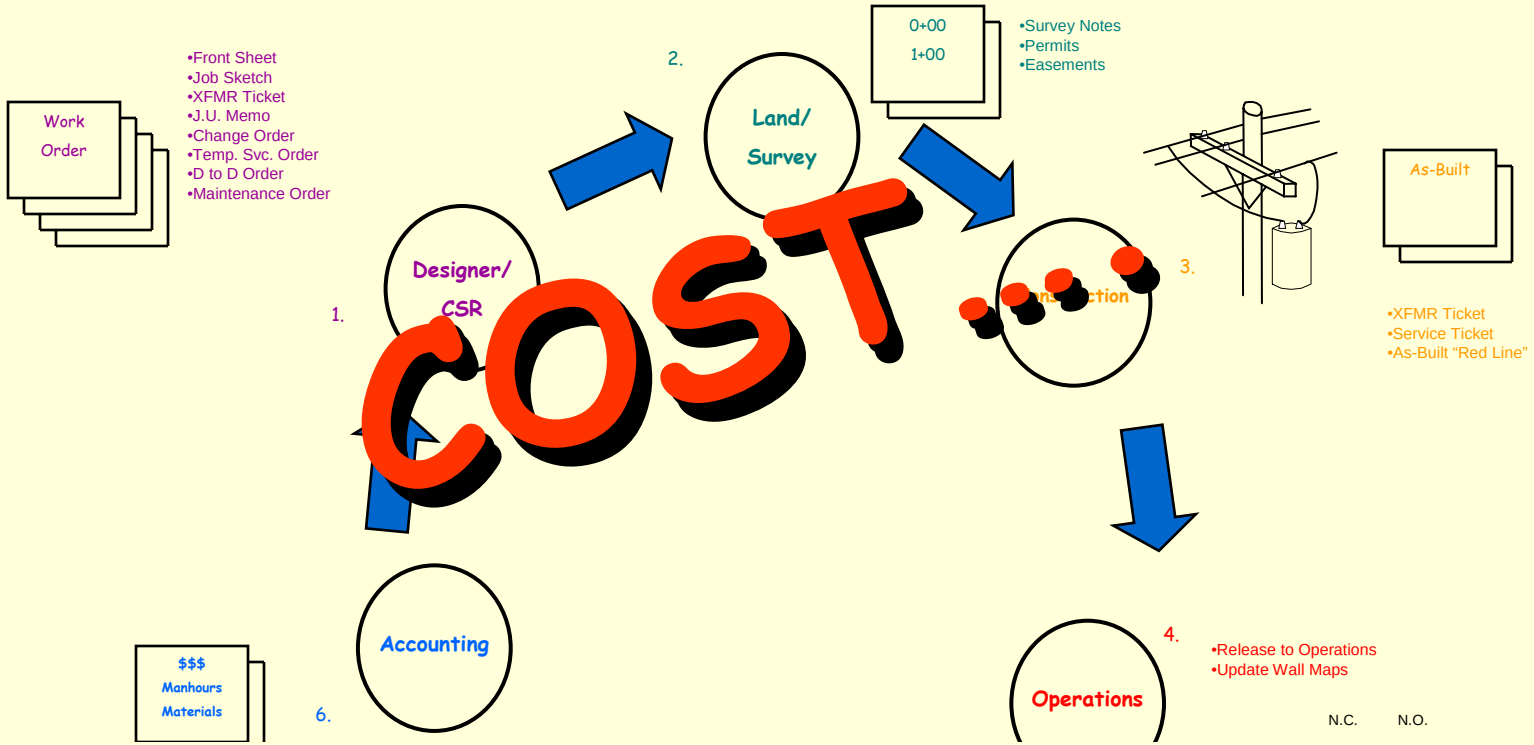
OK . . .

So What's The Problem ? ? ?

A Problem is:


Work Order
•Front Sheet
•Job Sketch
•XFMR Ticket
•J.U. Memo
•Change Order
•Temp. Svc. Order
•D to D Order
•Maintenance Order
2.
Land/ Survey
0+00
1+00
•Survey Notes
•Permits
•Easements
Designer/
Construction
3.
As-Built
•XFMR Ticket
•Service Ticket
•As-Built "Red Line"
Timeliness of Data....
4.
•Release to Operations
•Update Wall Maps
N.C.
N.O.
N.C.
SUB
Accounting
$$$
Manhours
Materials
6.
•Plant in Service
•Tax Accounting
•Rate Information
Mapping
5.
•Distribution & Operations Maps
•Map Print Requests
•Microfilm to Districts & Divisions

Another Problem is:



Data Is a Major Investment !

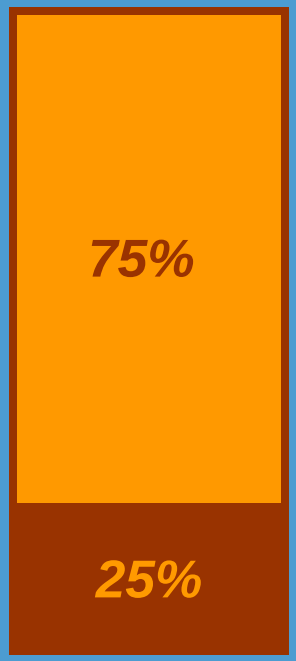
Where Should A Major Focus Be?

- People
- Work Processes
- Functional Requirements
- “High Return” Applications
- “Phased” Approaches
- Total Corporate Commitment
- ***Data Maintenance***

Who Is Responsible?

Everyone in the Organization

My Opinion . . . .



- ***People*, Culture, Business Rules, *Data*, etc.**
- ***Systems or Technology***

Is Data A Corporate Asset?

If you consider buildings, furniture, vehicles, or new computer systems as corporate assets……..

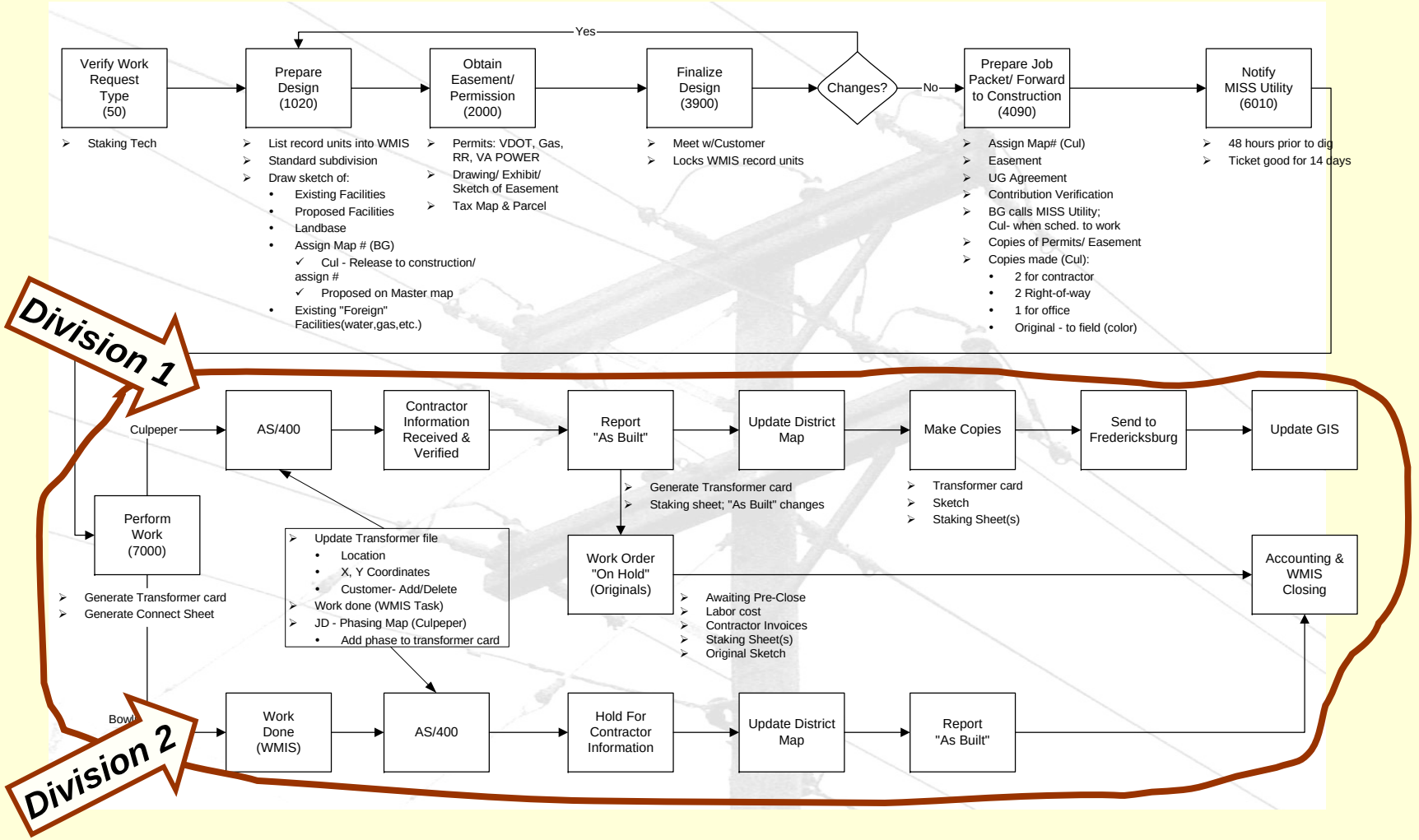
THEN DATA MUST BE CONSIDERED A SIMILAR KIND OF ASSET.

Protect the Investment

- Determine How Data Will Be Maintained Before Starting Conversion
- Ensure People Are Aware of Its Importance
- Provide the Proper Training
- Reengineer the Work Processes
- Analyze Data Quality Often

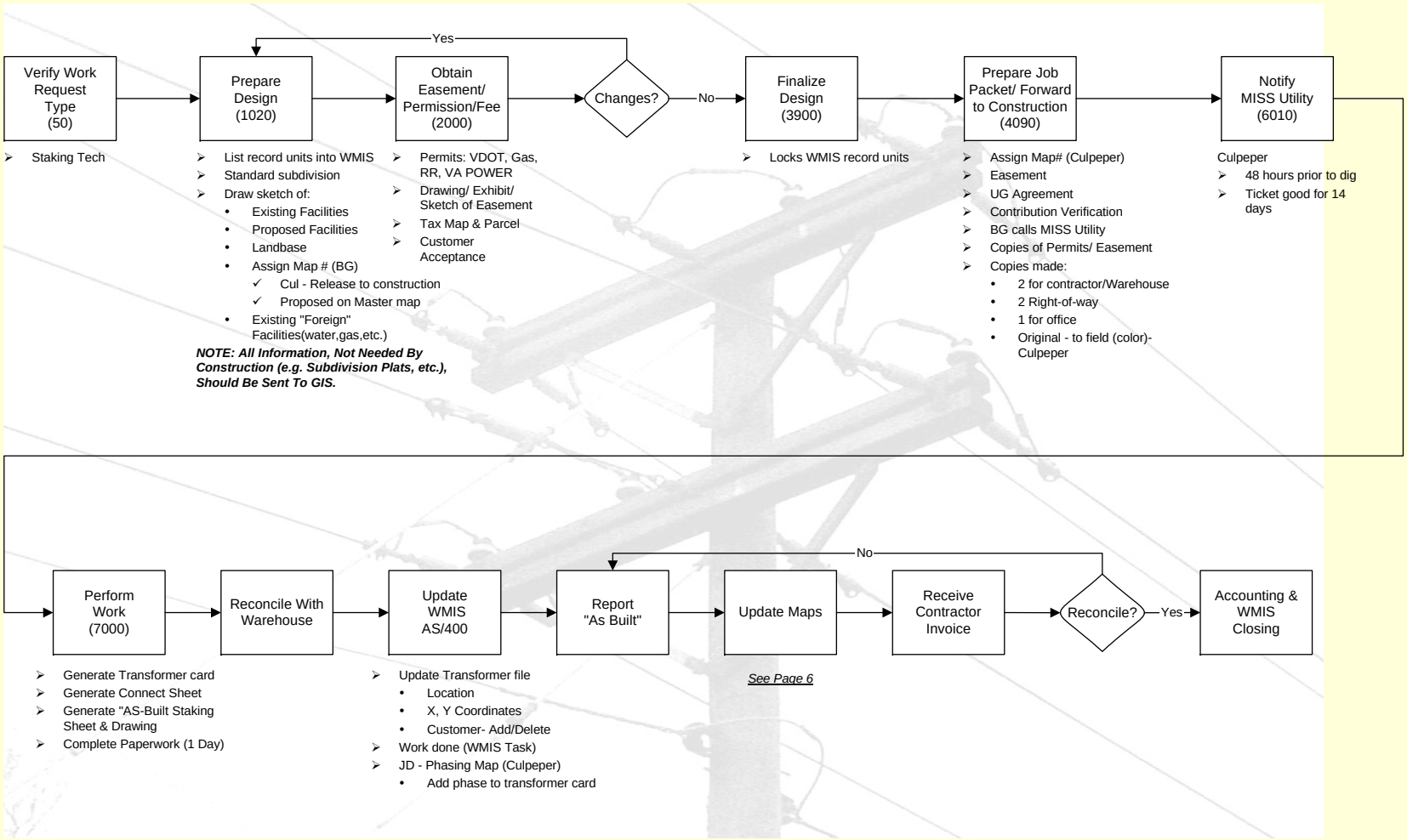
New Service Process

Before



New Service Process

After



Benefits of Quality Data

- Benefits Due to Increased Efficiency
- Operational Benefits
- Strategic Benefits

Increased Efficiency

- Availability of Accurate and Up to Date Information
- Resources Required for Map Updating Are Reduced
- Mobile Computing Is More Cost Effective Than Providing Paper Copies of Maps

Operational Benefits

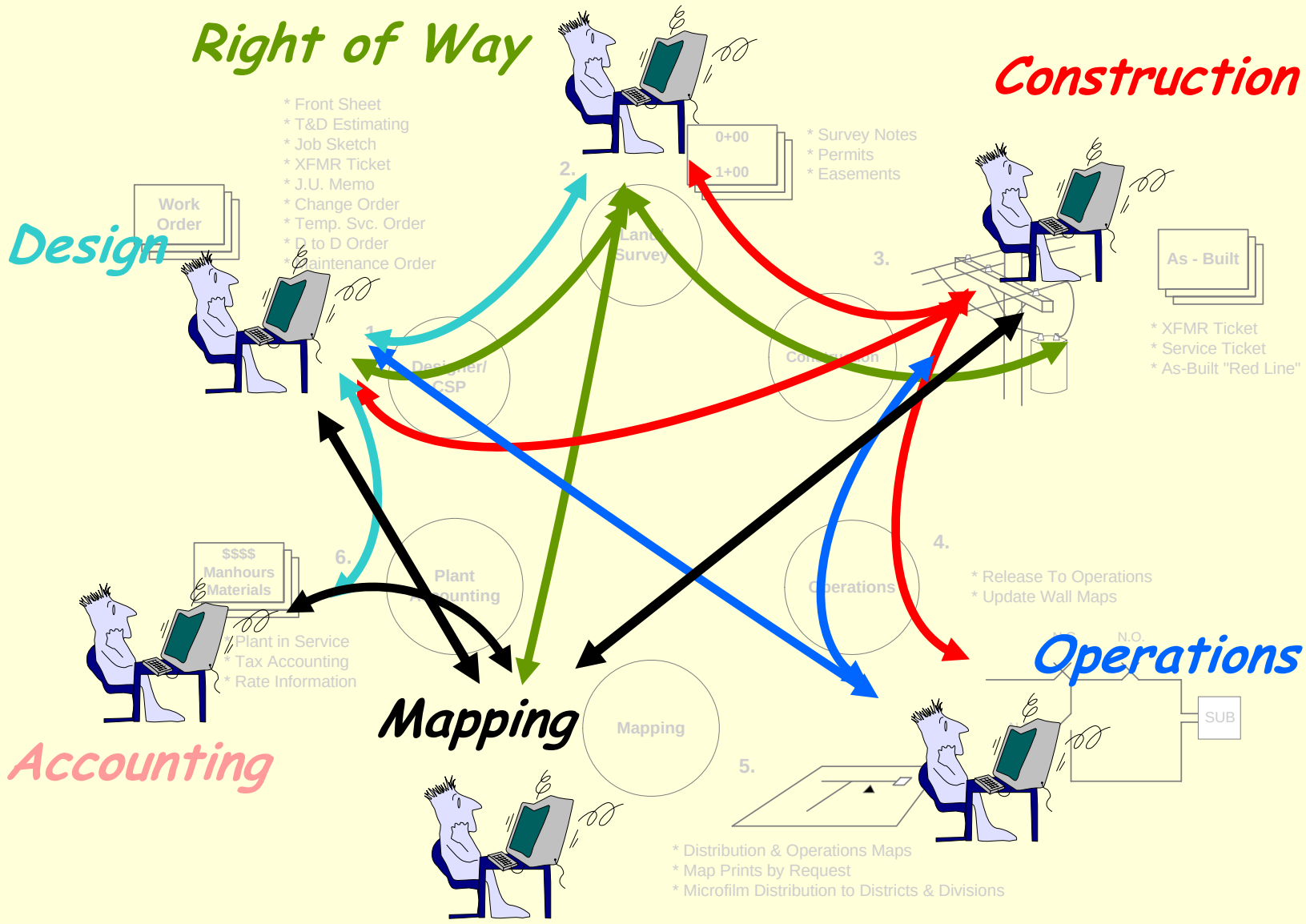
- Multiple Departments Will Access and Use the Same Geographic Data
- Information Available to Management
- Standardization of Data
- Quality Data Can Support:
  - ✓Scheduling Maintenance
  - ✓Prioritizing Maintenance Requirements
  - ✓Strategic Planning Studies
  - ✓Etc….

Strategic Benefits

- Building/Maintaining a Corporate Database
- Optimization of Business Processes
- Increased Orientation to the Customer's Needs
- Enhanced Decision-Making Processes

But, How Do People Usually Work ? ? ?

How People Usually Work……



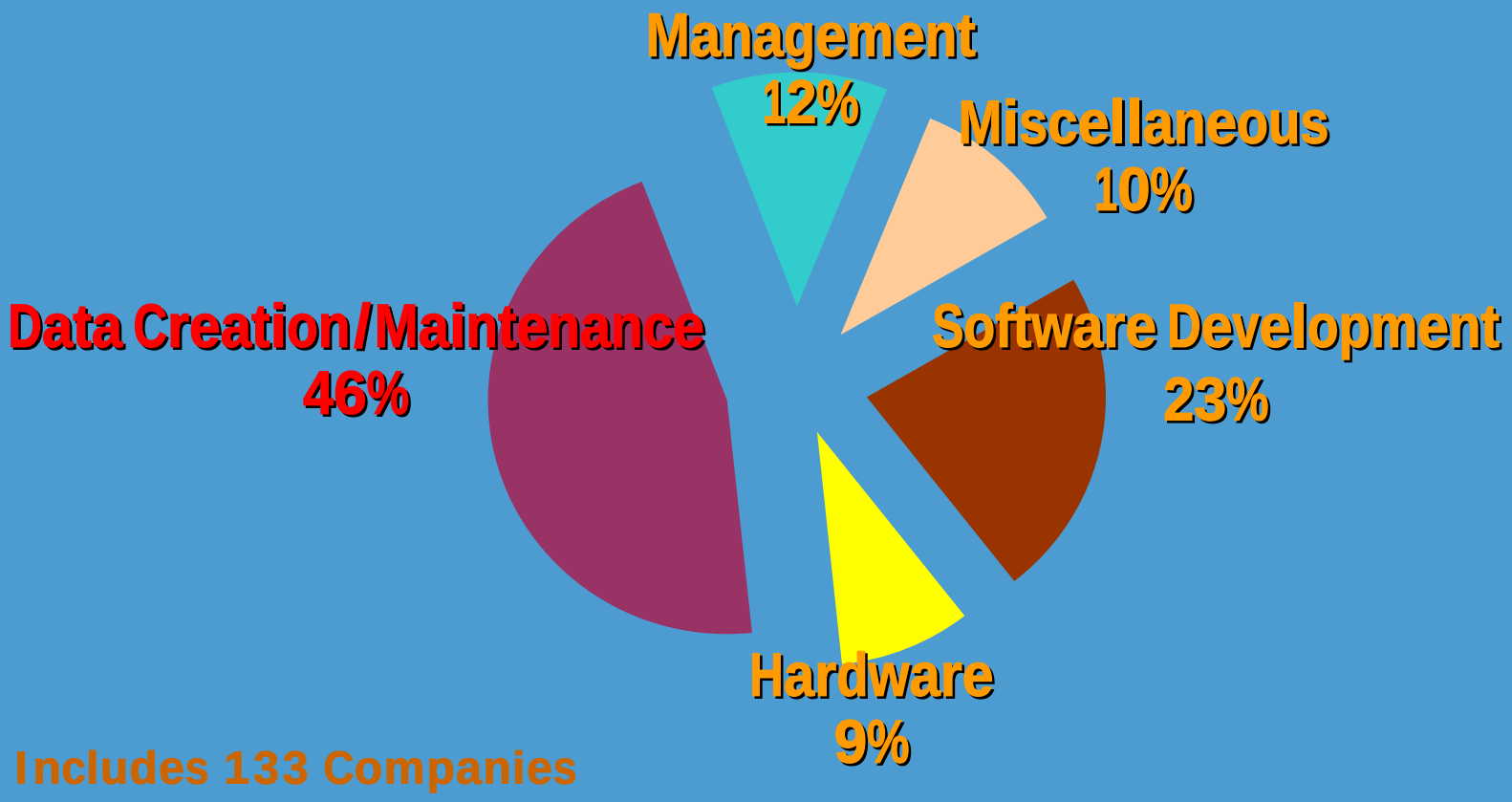
How Can Attitudes Be Changed?

- Involve Data “Owners” and “Maintainers” in the Process
- The Data Belongs to the Corporation
- Recognize People for Hard Work
- Data Maintenance Is Everyone's Job. *Should It Be a “Condition” of Employment?*
- Executive Support

Economic Information

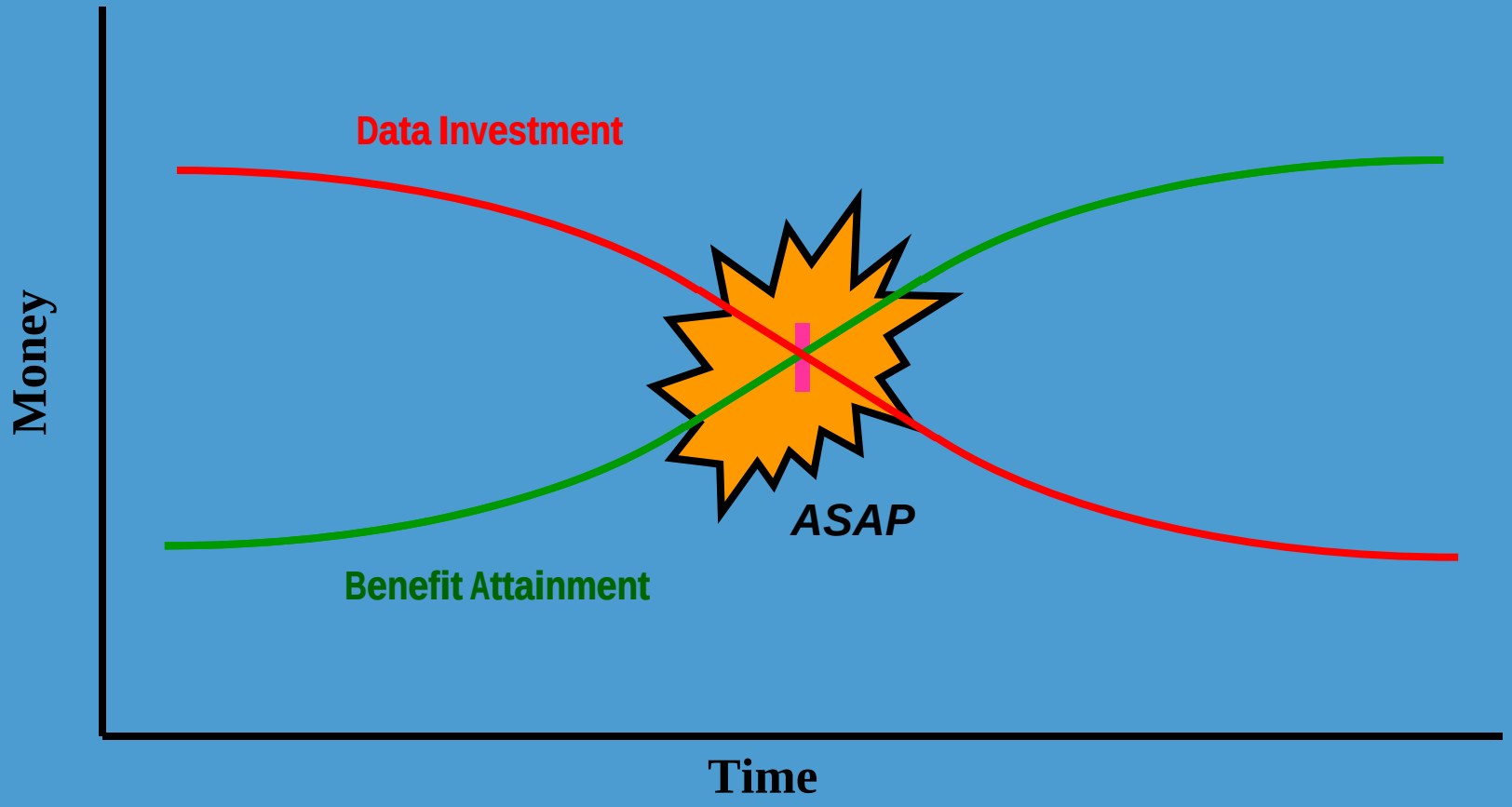
Typical Project Cost Breakdown

Project Costs



Includes 133 Companies

Typical Investment Scenario



Applications Providing Strategic Benefits:

(GITA's "Geospatial Technology Report", 2004 Edition)

Top 10 Applications

1. Trou...

8. ...utomation/SCADA Interface

9. Conversion/Data Capture

10. Executive Information/Support System Access

Most Recently

1. **Trouble Call/Outage Analysis**
2. **Mobile Work Force Automation**
3. **Engineering Work Order Design**
4. **Work Management**
5. **CIS Integration**
6. **Mobile GIS Computing**
7. **Executive Information/Support System/Access**
8. **Distribution Automation Interface/SCADA Interface**
9. **Asset Management – Maintenance and Capital**
10. **Automated Vehicle Location**

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Tool to Maintain the Data

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Applications That Use The Data

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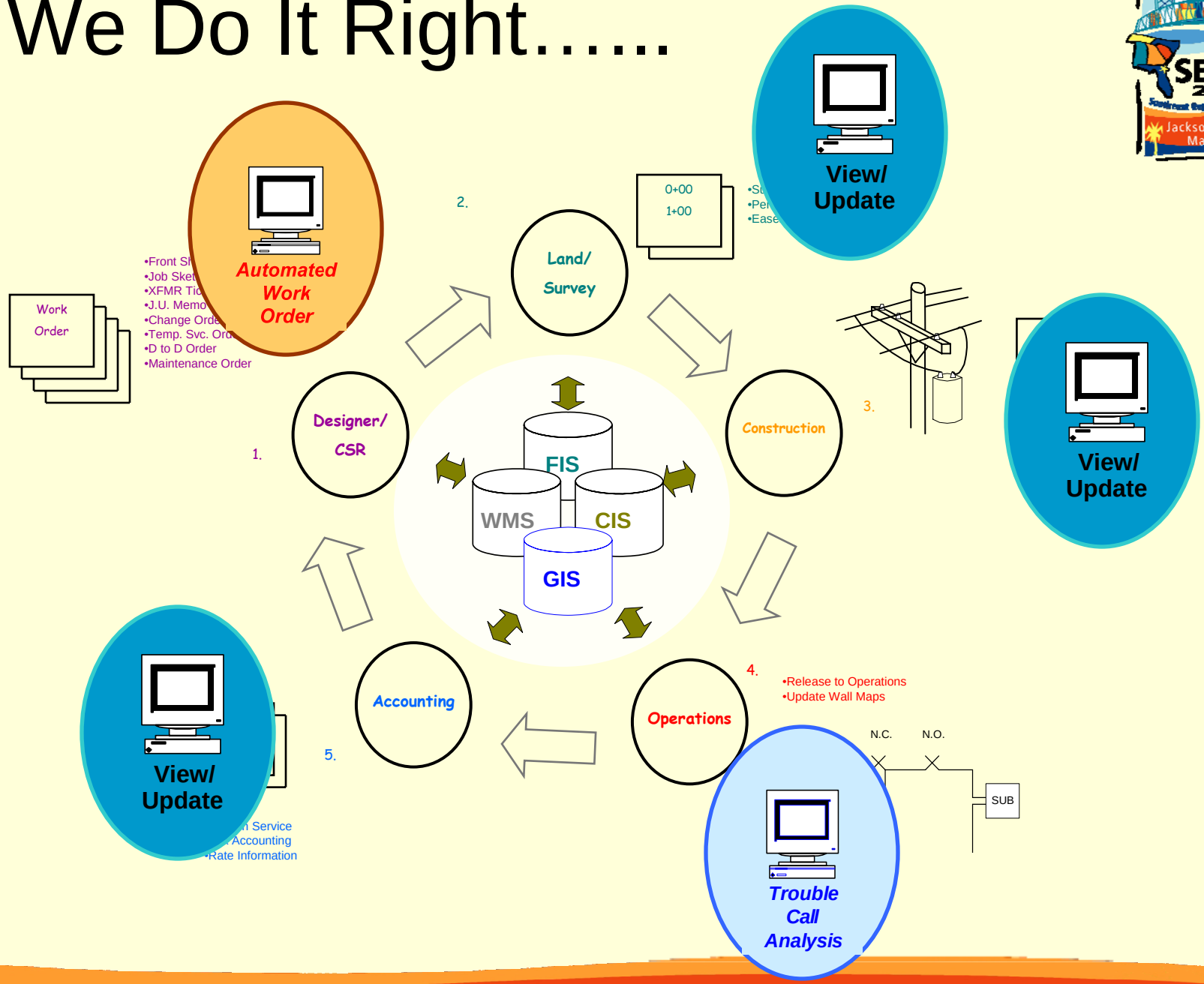
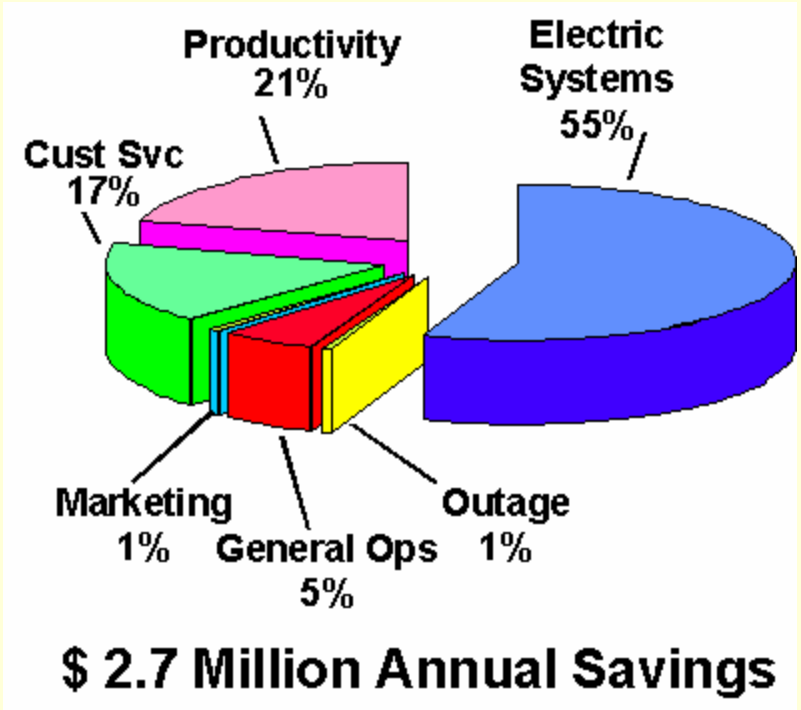
Applications That Use The Data

If We Do It Right……



A Case Study - Benefits

Real Benefits of . . . . .



- **Crews having more field time**
- **Answering customer questions in moments**
- **Knowing the cause of an outage quickly and sending the closest crew with the right materials and skills**
- **Calling customers to tell them when power will be restored**
- **Everyone looking at the same financial information … from details to summaries**
- **Selecting and selling the right products based on solid marketing information**

Data Then, Truly Is……..

"The Critical Investment"

Thank You