



# MIDWEST ARCHITECTURE COMMUNITY COLLABORATION 2020

NOVEMBER 5, 2020

**MACC 2020: Adaptable architecture:  
building resilience in a time of change**

# MACC MISSION

- The Midwest Architecture Community Collaboration's (MACC) purpose is to bring all domains of architecture together to share information and techniques of interest to all of us. It is our shared belief that through collaboration, we can better understand and promote the significance of architecture to business success.

# RESILIENCE

- The American Psychological Association (2014) defines **resilience** as “the process of adapting well in the face of adversity, trauma, tragedy, threats or even significant sources of stress
- **Resilience Theory** argues that it's not the nature of adversity that is most important, but how we deal with it. When we face adversity, misfortune, or frustration, **resilience** helps us bounce back. It helps us survive, recover, and even thrive in the face and wake of misfortune – but that's not all there is to it.

# Data Contextualization for Better Business Outcome



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# DATA MATURITY MODEL

## Aware

Manually compile  
non-standardized  
reports

Know  
Understand  
Make sense

## Proficient

Standardized  
reporting on an  
organization wide  
reporting platform

Regular report  
Basic analysis  
Business intelligence  
(BI)

## Savvy

Use data to make  
critical business  
decision

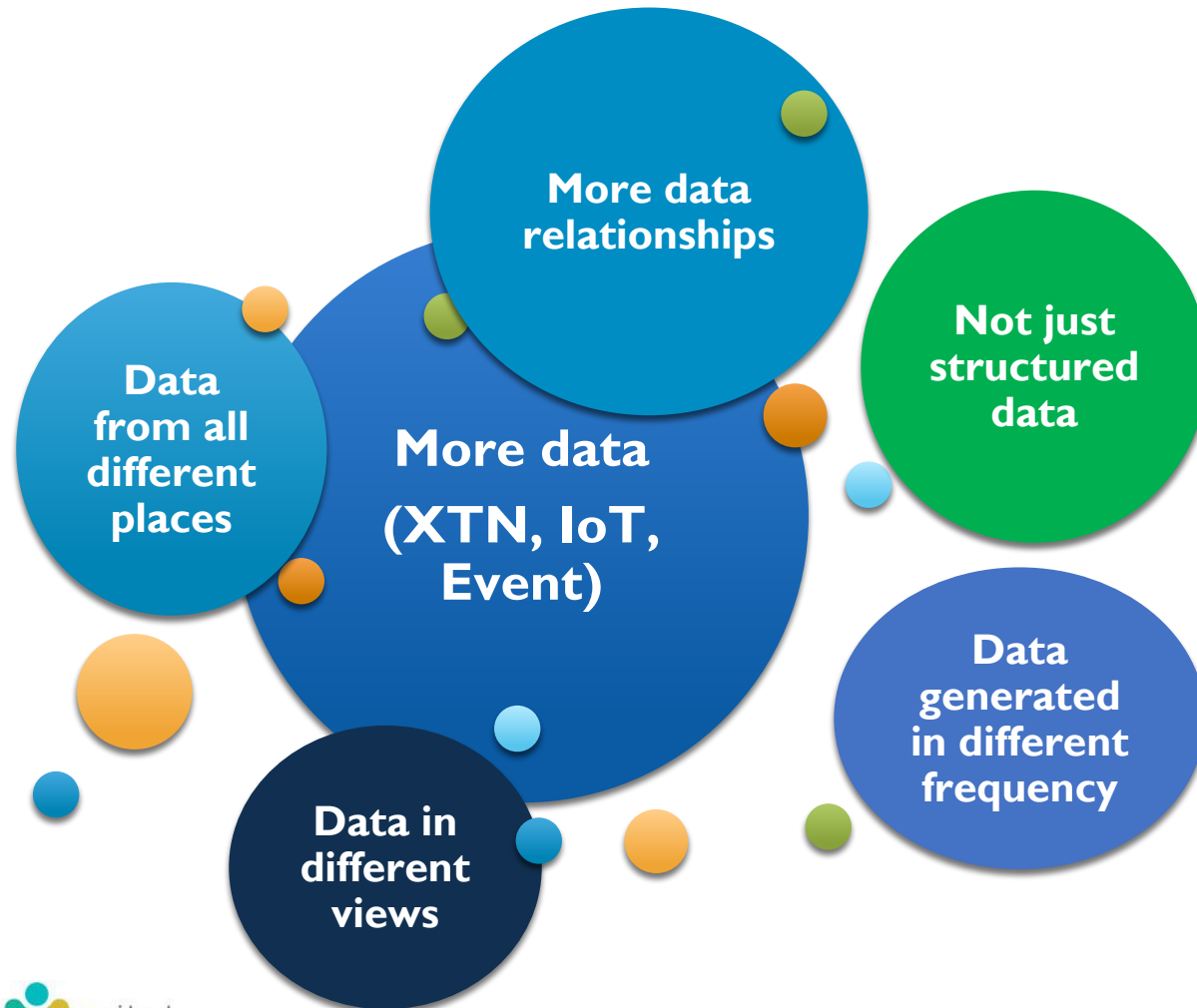
BI for planning  
Complex formular  
Some data integration

## Driven

Embed data into all  
business processes

Integration for  
automatic decision  
making  
Real OT & IT  
converge

# KEY DATA CHALLENGES



***How to effectively utilize the 3V data collected in the data repository (such as data lake) to create business values?***

# CATEGORIES OF DATA CONTEXTUALIZATION CHALLENGES

## Process

Limited and/or manual data contextualization

## Information

Limited context information due to digitalization challenges

## Integration

Limited context data integration

## Controlling

Limited (context) data governance and stewardship

## Sharing

Limited knowledge and utilization of context data for data consumers



# LIMITED AND/OR MANUAL DATA CONTEXTUALIZATION

Existing data in cryptic format & limited knowledge to transcribe it

Context information is “missing” & not easy to be accessed

Context information lost due to data transformation & transportation

Data contextualization requirements based on individual use case

No automatic, self-servicing contextualization process

Inconsistent contextualization processes create ambiguities

Context data pulled from multiple systems

# LIMITED CONTEXT INFORMATION DUE TO DIGITALIZATION CHALLENGES

Not in preferable digital formation for automatic process

Not in proper digital formation for easy access

Limited version control with information in unstructured formation

Lack of standardized tools and processes for standardizing common information

# LIMITED CONTEXT DATA INTEGRATION



Not aware contextual data integration as important as the general data integration

Lack of contextual data integration platforms and processes

Incomplete or not integrated with other systems/tools containing contextual information

Lack of proper naming (“coding”) standards creating inconsistent contextual information

# LIMITED (CONTEXT) DATA GOVERNANCE AND STEWARDSHIP

Lack of effective data governance may lead to missing (contextual) data and (contextual) data quality issues.

Lack of data stewardship may lead to inconsistent and/or incomplete contextual data.

Lack of effective data governance and stewardship may lead to incomplete version control of contextual data and inconsistent interpretation of contextual information

# LIMITED KNOWLEDGE AND UTILIZATION OF CONTEXT DATA FOR DATA CONSUMERS

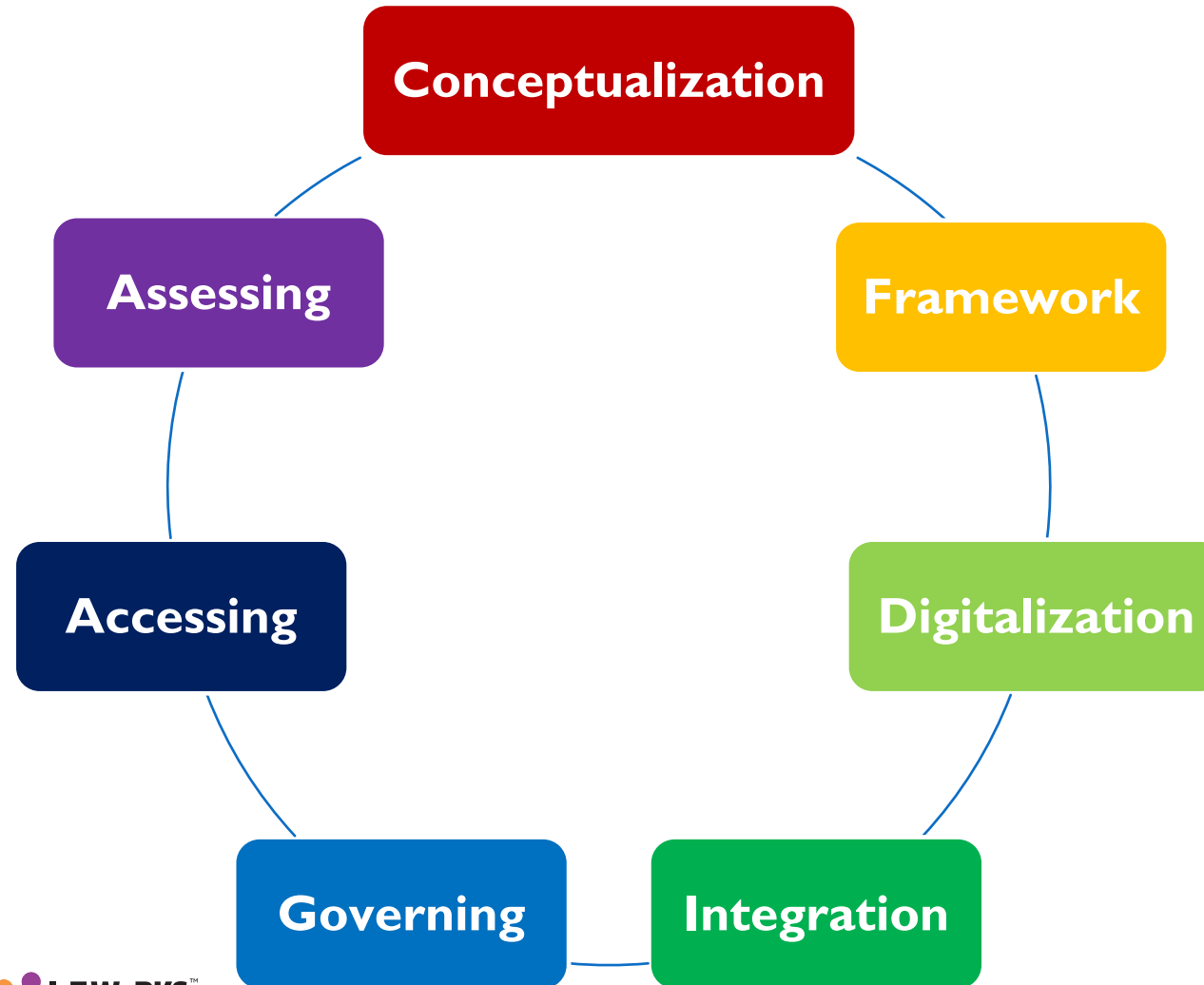
The people that defined the data collection may not be the same group of people who use the data to make business decisions

Engineers/operation team are mostly operation/process focused while data analysts and data scientists are analytic focused

Data analysts may need to spend time to understand how to decrypt data based on limited contextual information or special knowledge before conducting data analyses

When similar data comes from different data sources (plants/sites) with ambiguous and/or inconsistent contextual information, across data sources (plants/sites) data analysis becomes almost impossible

# ENTERPRISE CONTEXTUALIZATION STRATEGY



# CONCEPTUALIZATION



***Systematic consistent data  
contextualizing process should be  
executed as early as possible***

***Consistent quality contextual  
information can be created even  
before data is produced***

# FRAMEWORK

***A contextualization framework must be established to ensure consistency and quality of contextual information***

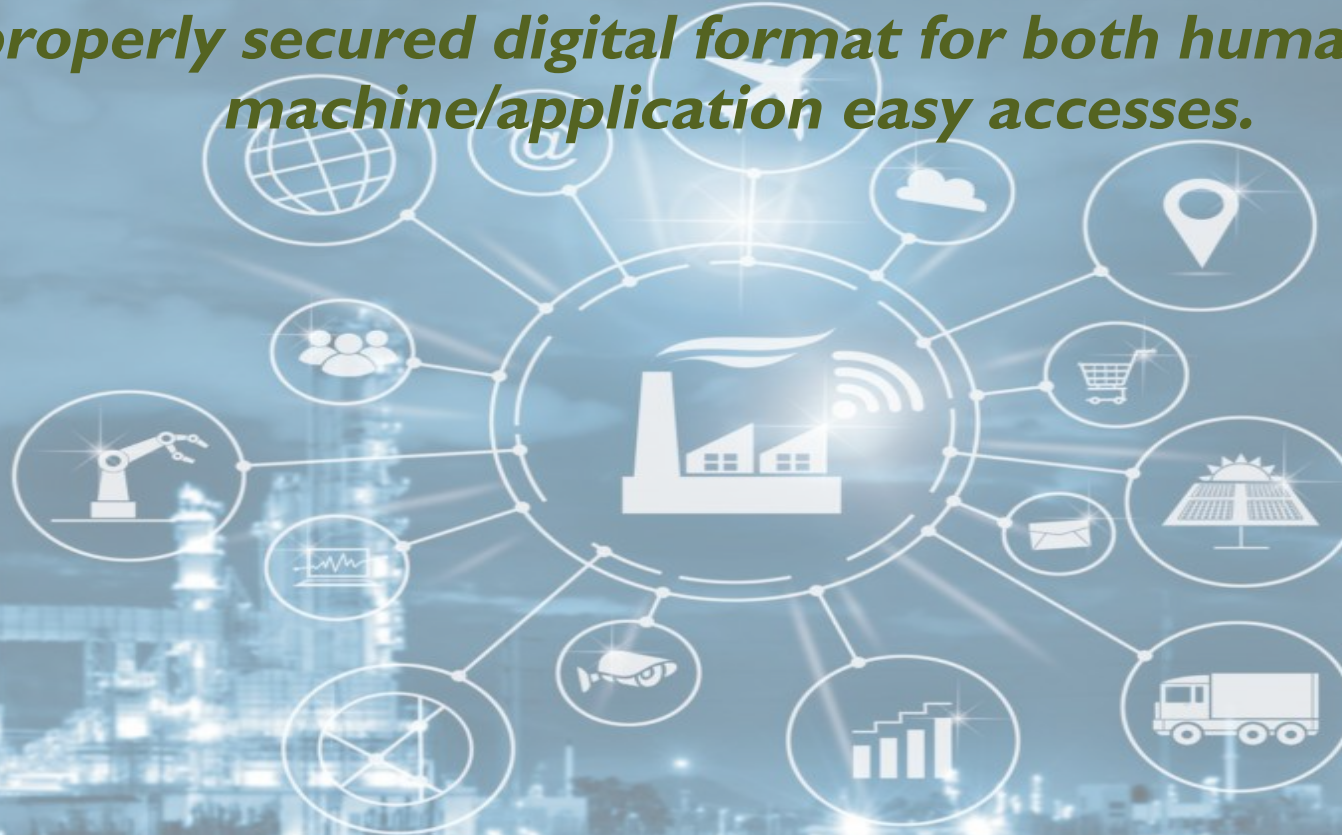
***Includes an integration focused contextual information repository and a set of standards (i.e. data models, data integration interfaces) for data contextualization***





# DIGITALIZATION

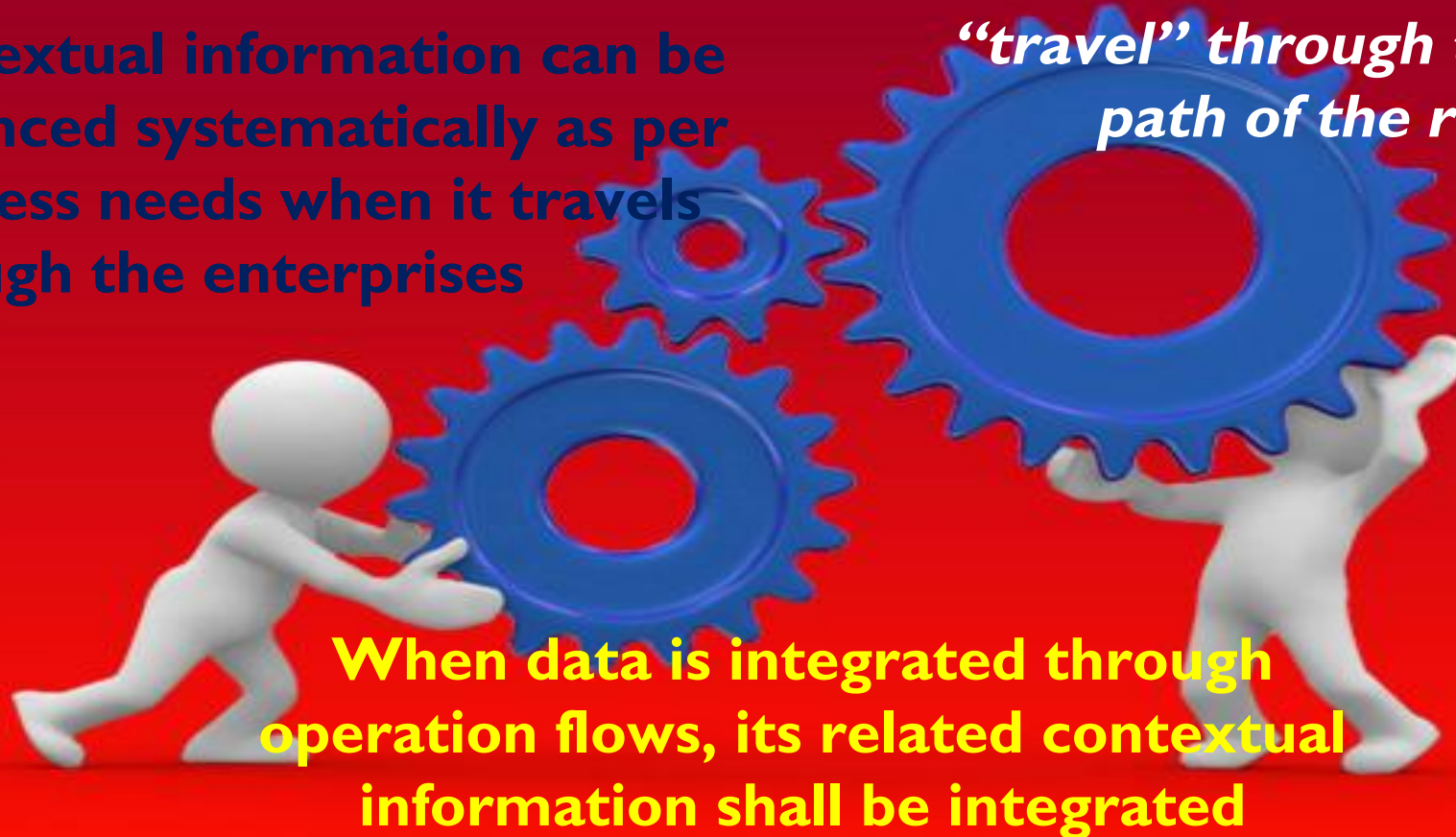
***When contextual information is created, it should be stored in a properly secured digital format for both human and machine/application easy accesses.***



# INTEGRATION

**Contextual information can be enhanced systematically as per business needs when it travels through the enterprises**

***Contextual information shall “travel” through the parallel path of the related data***

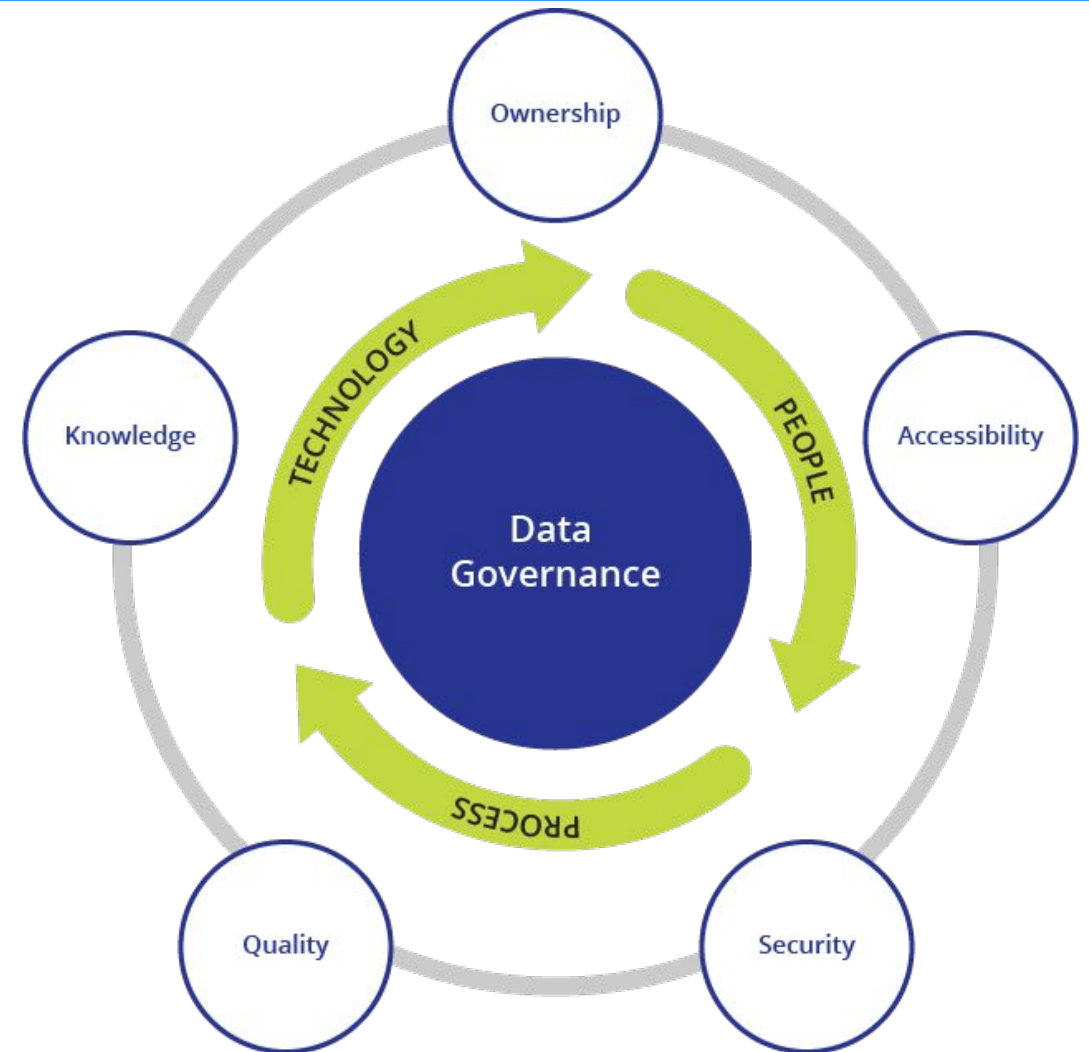


**When data is integrated through operation flows, its related contextual information shall be integrated**

# GOVERNING

***Contextual information should be in the scope of data governing***

***The ownership / people structure and technology can be different but the processes and procedures should be similar, especially the change control, version control, and data quality***

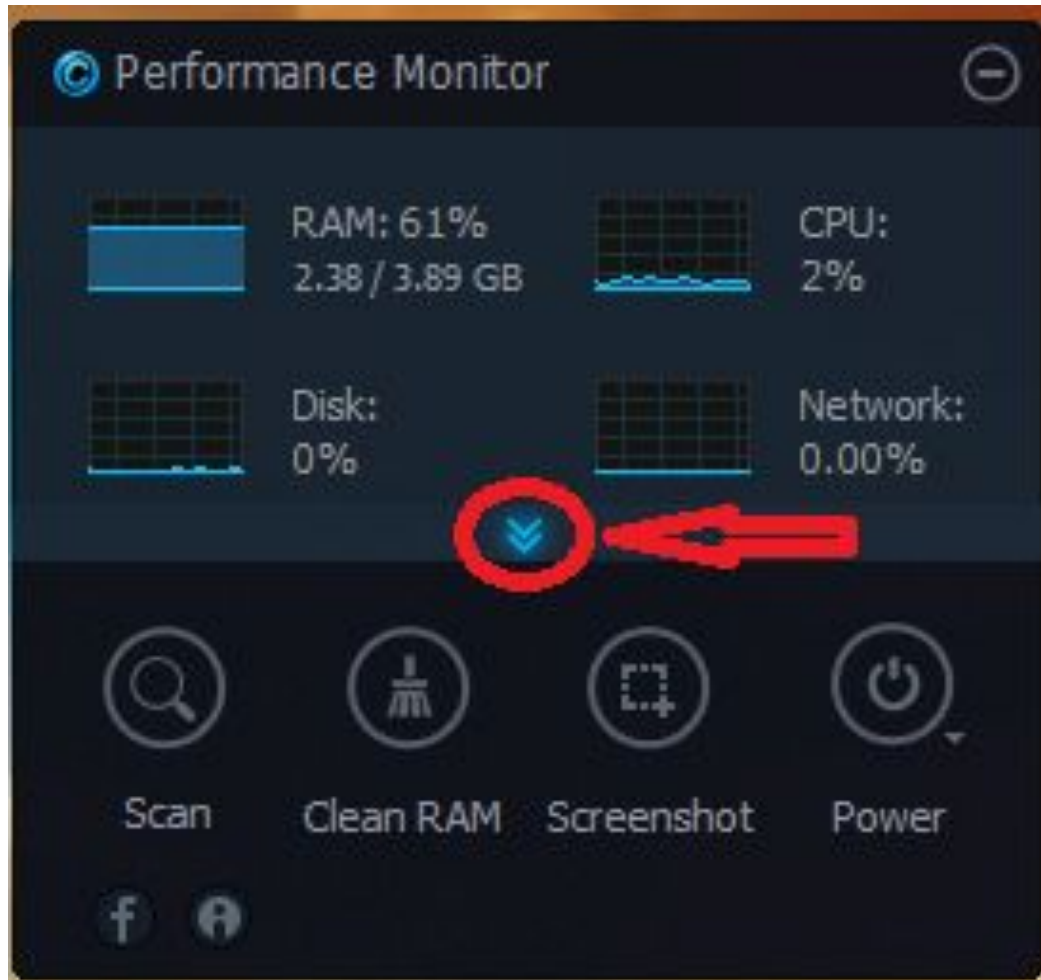


# ACCESSING



***Access control and protection frameworks should be applied***

# ASSESSING

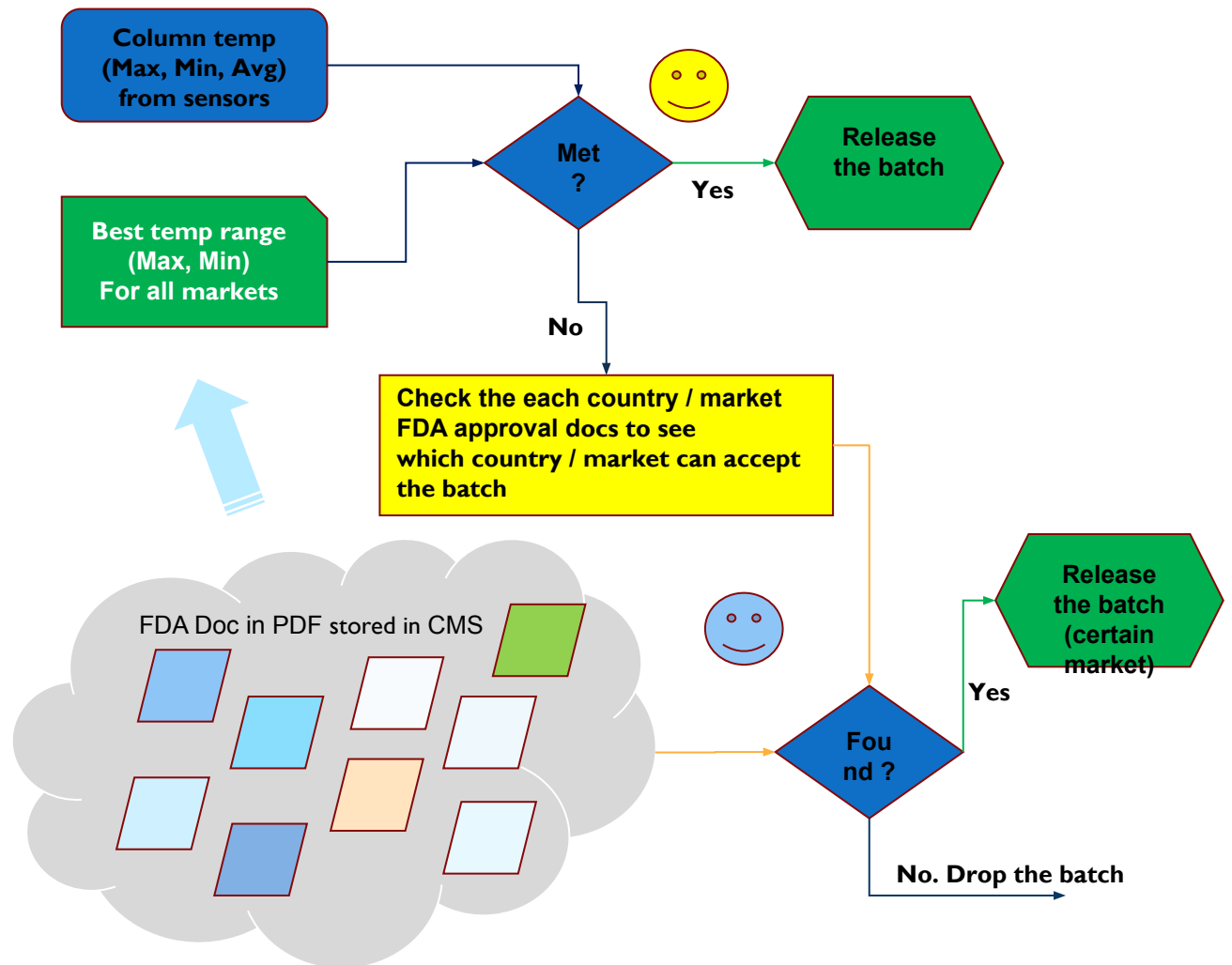


***A set of related Key Performance Indicator (KPI) should be defined, calculated, and evaluated to assess the implementation, execution, progression, and impacts of data contextualization***

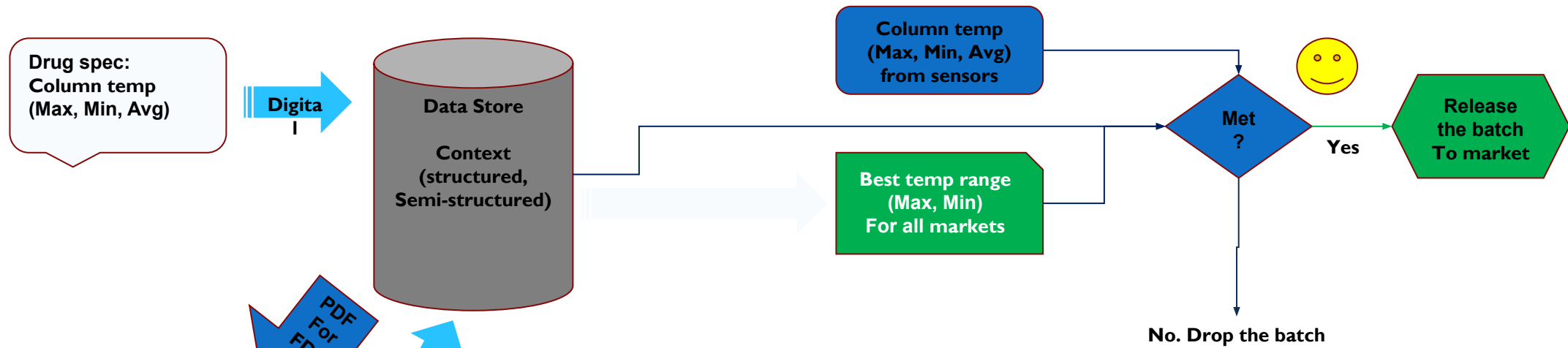
***This should also include quality and quantity measurements of contextual information***

***Process, Data, Technology, Effectiveness***

# USE CASE – AS IS



# USE CASE – AFTER



**Quick product release process**  
**More products for more markets**  
**Less drug wasted**

# Q&A





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