

## Domain Master Data Management – What’s in it for me?

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### Summary

Master data management (MDM) allows energy companies to track and manage their corporate assets (wells, facilities, seismic) across an organization and as an industry. MDM is not a project, MDM is not an application or a process.

Geoscience is a specialty area, with specialized applications and data that enable the geoscientists to produce great work. Managing geoscience data has traditionally been done within the walls of the operating oil companies, and typically our best data is stored within applications. Data Management has historically been the scary monster under the bed, that no one wants to deal with. Success has been achieved with an army of people, scurrying about to manage the data. Over the last five years the industry has changed fundamentally, and data management staff have been decimated.

The industry needs to react to these changes as an opportunity to tackle the scary monster under the bed. What could domain MDM be for geoscience, the components that go into MDM, the risks and the rewards. This talk will explore MDM, and begin to create an operational roadmap for MDM from a geoscience perspective.

Definitions of domain MDM are different, depending on the functional area you work in. Some areas, like Accounting, have had the practice of MDM integrated into their business models for quite some time. It’s a part of their data practices, legislated by GAPP and Sarbanes Oxley. How Accounting defines their MDM roadmap will not be how Geoscience defines their MDM roadmap. Domain MDM must reflect their specific needs to be fit-for-purpose within that domain. There are many types of data in organizations; analytical (which is the exciting kind, all the current buzz), transactional (real time data being collected constantly), and operational data (transactional data that is managed). These are the data building blocks of domain MDM, which then uses the common, critical business “objects/concepts” across business landscape to create that single version of the truth.

This talk will set the foundation for MDM and discuss benefits to geoscience workflows. **A practical 5 step approach will be discussed.**

### Results, Observations, Conclusions

Geoscience can benefit greatly by embracing MDM as a cost reduction strategy. The primary “products” that we all struggle with managing in Geoscience in a consistent and cohesive manner are wells and the associated information. Domain MDM addresses those challenges by



putting a framework built for efficient and effective data management of those assets and data. Within Geoscience MDM, wells will be much less complex when the Canadian Well Identification System (CWIS) is adopted.