

PODS Association

Strategic Plan 2016-2019

PODS ASSOCIATION MISSION

Develop and advance global pipeline data standards to support efficient data management and reporting for the oil and gas industry.

PODS ASSOCIATION VISION

Become the recognized global leader in pipeline data standards and best practices through collaboration with our member community and the development of pipeline data models designed with open specifications

ACHIEVING THE VISION

The PODS Association has identified six strategic goals to best achieve its Vision. These goals are established to guide all activities going forward. A set of Action Items aligned to these Strategic Goals will be defined and implemented to help the Association achieve its Vision.

These six goals are organized into three overarching categories – (1) **Products**, focusing on the data models and specifications advanced by the PODS Association; (2) **Services**, focusing on value-add services the Association provides its members; and (3) **Strategies**, focusing on the Association organizational structure, operational and governance processes.

PODS ASSOCIATION STRATEGIC GOALS

Strategic Goals – Products

Goal 1 – Establish an industry-recognized core logical data model and vendor-neutral physical data model with implementation resources

Outcomes –

- PODS Pipeline Data Model that employs best practices in data standard and database design and offers Association members a well-defined core, extendable through a modular approach for maximum implementation flexibility, agility and interoperability.
- Implementation resources that enable members to utilize the PODS Pipeline Data Model in a wide variety of GIS and relational database formats and enable improved interoperability.

Outcome Performance Indicators –

- Data Model is recognized across the industry as the authoritative oil and gas pipeline systems data model
- Data Model is compatible with and can be implemented in a broad variety of vendor-specific and open GIS and relational database (RDBMS) formats
- Association members implement a common core Data Model in a consistent fashion
- Association members are able to extend the core data model with modules supporting data management and reporting workflows
- Association members are able to quickly deploy databases and solutions based on the latest version of the Data Model.
- A majority of Association members have migrated to the latest version of the Data Model.

Goal 2 – Steward open-interchange specifications for data sharing

Outcome –

Open (vendor-neutral) data interchange specifications that enables accurate transfer and sharing of pipeline and associated business data and metadata between different platforms, software products and systems.

Outcome Performance Indicators –

- Association members are able to easily and quickly share and exchange information
- Association members can share information with external organizations including regulators and other identified stakeholder organizations via a known, discoverable and open specification
- Increased use of the PODS Pipeline Data Model across a broad range of business workflows by Association members.
- Formal recognition and compliance certification from relevant leading standards and standards interchange organizations
- Vendor software products and oil and gas industry systems support data exchange via PODS interchange specifications

Goal 3 – Provide advocacy services for member organizations

Outcome –

PODS Association interacts, on behalf of its members, with key stakeholders including but not limited to software and solution vendors, regulators and other governmental and non-governmental organizations, such that these stakeholder organizations have a clear understanding of the standards requirements and the needs of Association members.

Outcome Performance Indicators –

- Association members communicate a consistent message with greater weight and relevance, achieving common goals and outcomes with key stakeholders
- Software vendors and service providers develop and offer products and solutions supporting and using PODS data standards and specifications
- Regulators understand the impacts of new regulations on PODS Association member's data management investments and operations
- Government organizations understand the requirements and data management needs of PODS Association members

Goal 4 – Offer clear and robust standards implementation guidance and PODS foundational training services

Outcomes –

- PODS Association members have access to clear guidelines, instructions and resources enabling efficient and consistent implementation of the core Data Model and modular extensions, and understand the full range of implementation options.
- Association members have access to best practice guidelines for extending the Data Model with organization-specific content.
- Training guidelines are provided for proper Data Model implementation.

Outcome Performance Indicators –

- Association members are able to implement the Data Model in a consistent fashion, for maximum interoperability with partner and peer organizations
- Association members fully understand the logical structure, business rules, valid codes and domain values, for efficient and consistent data management and sustainment activities
- Association members can quickly access guidance materials including data dictionary, standard operating procedures, white papers, training guidelines and other sample data sets directly from the PODS web site

Strategic Goals – Strategies

Goal 5 – Strengthen and optimize PODS governance

Outcome –

PODS Association has an optimal organizational structure for conducting business and meeting member expectations and requirements, in alignment with the Association charter and strategic objectives.

The PODS Association is able to quickly respond to new requirements – from both external sources such as regulatory agencies and internal requirements and requests from Association members.

Outcome Performance Indicators –

- PODS Association is highly agile; able to respond quickly to new requirements, opportunities and challenges
- PODS Association is able to perform work actions in a sustainable fashion using both internal resources from amongst member organizations as well as external support as needed
- PODS Association is able to validate that all work actions are prioritized to maximize value for members and that all work activities are performed in direct alignment with documented requirements and Association strategic objectives
- Improved collaboration between PODS Board of Directors, PODS Subcommittees and Members
- Reduced complexity of Work Groups, Project Teams and review committees

Goal 6 – Grow membership based upon solid value proposition to member organizations

Outcome –

PODS Association membership is increased, amongst both operators and service providers, expanding in North American and reaching global sectors, thereby increasing revenues to support operations and offering members a broader range of peer organizations with which to collaborate.

Outcome Performance Indicators –

- PODS Association members can clearly demonstrate business case and justification for PODS implementation, internally within their organizations, to their partners and to current and future members
- PODS Association increases global presence, increasing non U.S.-based membership, to better enable member organizations to effectively and successfully participate in regional and international opportunities and investments
- PODS Association increases revenue for sustained operations and expanded services for its members