

## Sponsorships for PODS Next Generation

*"PODS Next Generation is defining a standard that is easy to understand, simplified, rigorously documented and makes use of current technology. It is important for pipeline data consistency and interoperability. How PODS is implemented makes a difference." --Peter Veenstra, Board Member & Next Gen Co-Chair*

### PODS Board committed to transforming the PODS Pipeline Data Standard

This directive came about after thorough consideration of lessons learned from PODS Association members using the Standard; exponential growth of data; expanded regulatory reporting requirements (PHSMA and FERC); an increased call for support among international industry partners and changes in relevant technologies. Currently PODS is built on 20-year-old technology. Operators and vendors are contributing to the design and development of PODS Next Generation.

### PODS Association - Background

The PODS Data Model is supported and maintained through the dynamic and collaborative PODS Association, consisting of over 170 member companies of Pipeline Operators and Service Providers who work together to continually improve the PODS Data Model. Since 1998, the PODS Data Model has provided pipeline operators with an enterprise database architecture that is comprehensive, open, vendor-neutral, highly-scalable, and proven.

### 2016–2020 Strategic Plan: Provides Structure for Next Generation

PODS 2016-2020 Strategic Plan gives guidance and provides structure for successfully completing PODS Next Generation. The first and second Goals *"Establish an industry-recognized core logical data model and vendor-neutral physical data model with implementation resources"* and *"Steward open-interchange specifications for data sharing"* were developed to keep the working groups focused and driven toward an impeccable and dynamic outcome. PODS Next Generation Initiative is directly addressing these goals by redefining the Core and developing a Data Interchange Specification.

### PODS Next Generation Initiative

Continual modernization and transformation of the PODS standards and related implementation services is what Next Gen is all about. This Initiative will enable enhanced interoperability and data sharing, reflecting and satisfying new regulatory reporting requirements. The PODS Association will provide guidance, training and tools to assist Association members in further improving their data management and reporting processes and tools.

### How Will this Benefit Operators and Service Providers?

The result: simplified data with enhanced capabilities, saving costs and increasing effectiveness in data analysis. With PODS Next Gen, data can be transferred between different data models, pipeline operators, software and systems by using a coherent and detailed specification. Different modeling methods and technologies are being used during development to ensure this result.



#### Design Principles

- Design for the Future
- Solid Core Coupled with Flexibility and Agility
- Support Time and History
- Support Location and Spatial Representation
- Support Interoperability
- Easy to Understand

#### Objectives

This next version of the Pipeline Data Model will *not* be another incremental release, but will be entirely restructured with major improvements and new approaches:

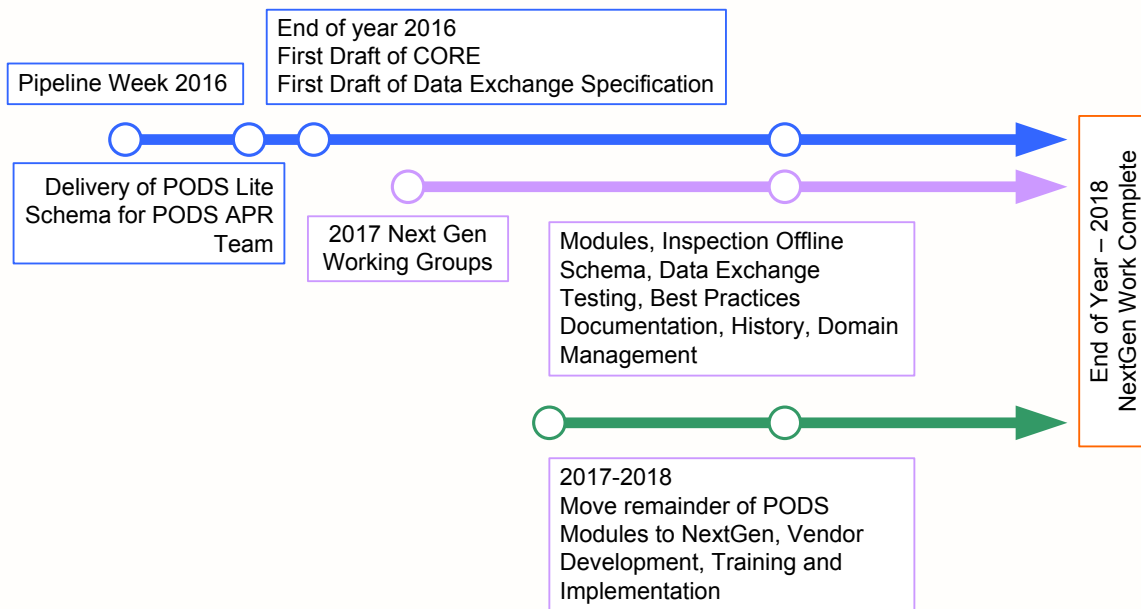
- Achieve greater agility to build and extend the data model, responding to new business requirements.
- Interoperate through standard data models and consistent application interface.
- Share data within and between organizations using well defined data exchange specifications.
- Intuitive framework includes clear and concise guidance and specifications.
- Well-defined rules to document content, structure, and editing of data.
- Performance optimized for management of bulk loading, reroute, inspection data and history.

## Why Do We Need Sponsorships?

### We Need Sponsorships to Meet Our Milestones!

*Expected cost to achieve these milestones is \$500,000*

The PODS Association business model is based upon modest membership fees (\$5000 larger operators, \$2000 for small operators and vendors), generating \$400,000 annually. Expenses cover basic operations, with most of PODS technical work conducted by member-volunteers. PODS Next Generation requires contracting for expertise and services in order to be successful and ensure timely rollout. Sponsorships will help pay for hiring contractors to supplement the work of our dedicated volunteers so that we may meet important milestones for success:



### Please join us by becoming a Sponsoring Member!

Sponsorship Levels	Benefits to Sponsor
Platinum (\$10,000+)	<ul style="list-style-type: none"> <li>Website posting w/ logo, description and contact</li> <li>Newsletter feature w/ logo, description and contact</li> <li>Link to company website from all mentions</li> <li>Banner at event booth w/ company logo</li> <li>Recognition in next quarterly webinar</li> </ul>
Gold (\$7,000-\$9,999)	<ul style="list-style-type: none"> <li>Newsletter listing and logo</li> <li>Link to company website from all mentions</li> <li>Banner at event booth w/ company logo</li> <li>Recognition in next quarterly webinar</li> </ul>
Silver (\$3,000-\$6,999)	<ul style="list-style-type: none"> <li>Newsletter listing (no logo)</li> <li>Banner at event booth w/ company logo</li> <li>Recognition in next quarterly webinar</li> </ul>