



DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

11 - 14 March 2024 | London, UK

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Segun Alayande



Heathrow Airport

- The UK busiest Airport.
- Seventh busiest Airport in the world.
- Has 2 runways.
- Serves about 80 Airlines.
- Moves about 1.5 million metric tons of cargo per year
- Recorded 80.9 Passengers in 2019

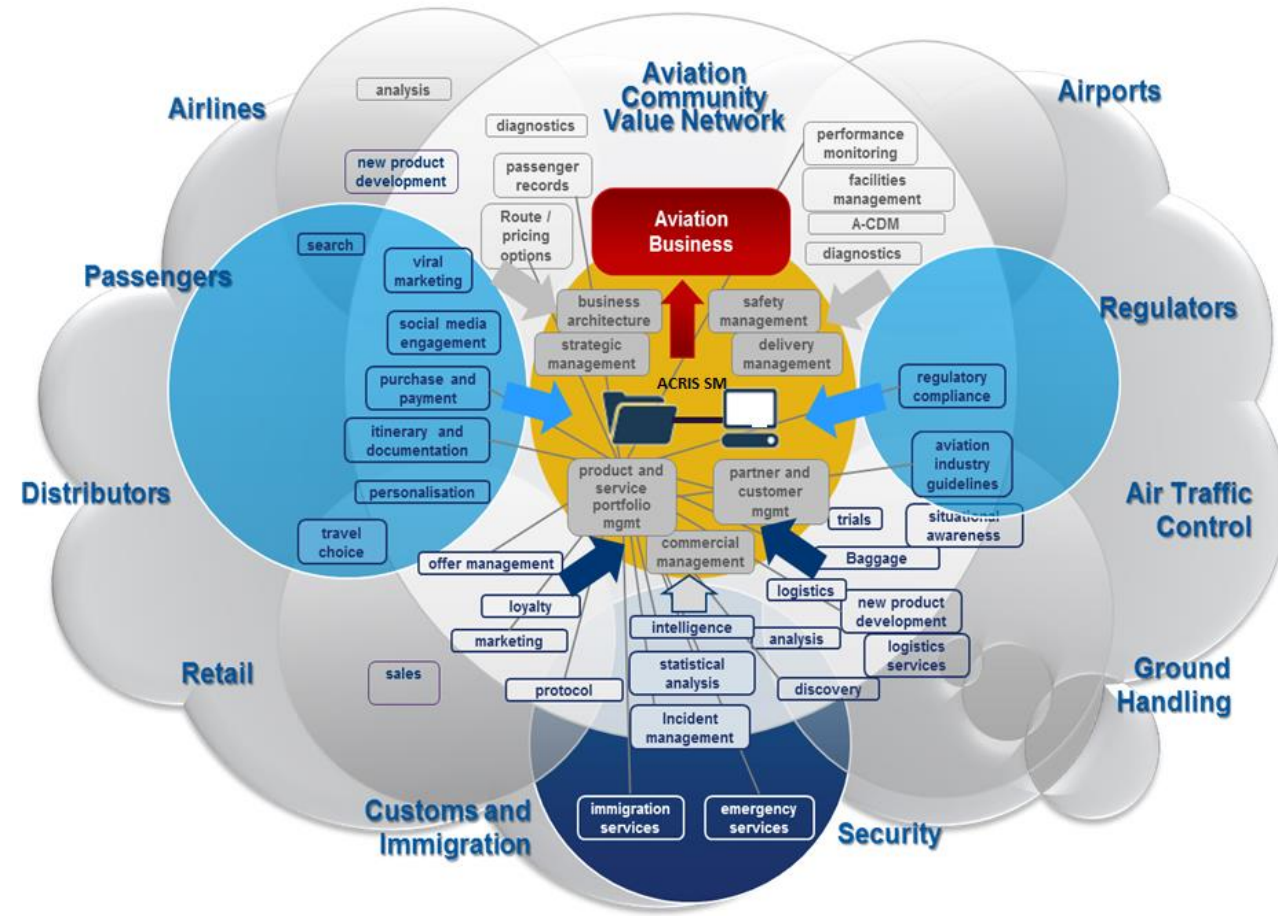


Airport Business Ecosystem

An Airport is both a business and ecological ecosystem

Interdependent organisations collaborate to serve a common customer, the passenger

Effective collaboration requires meaningful communication enabled by shared quality data

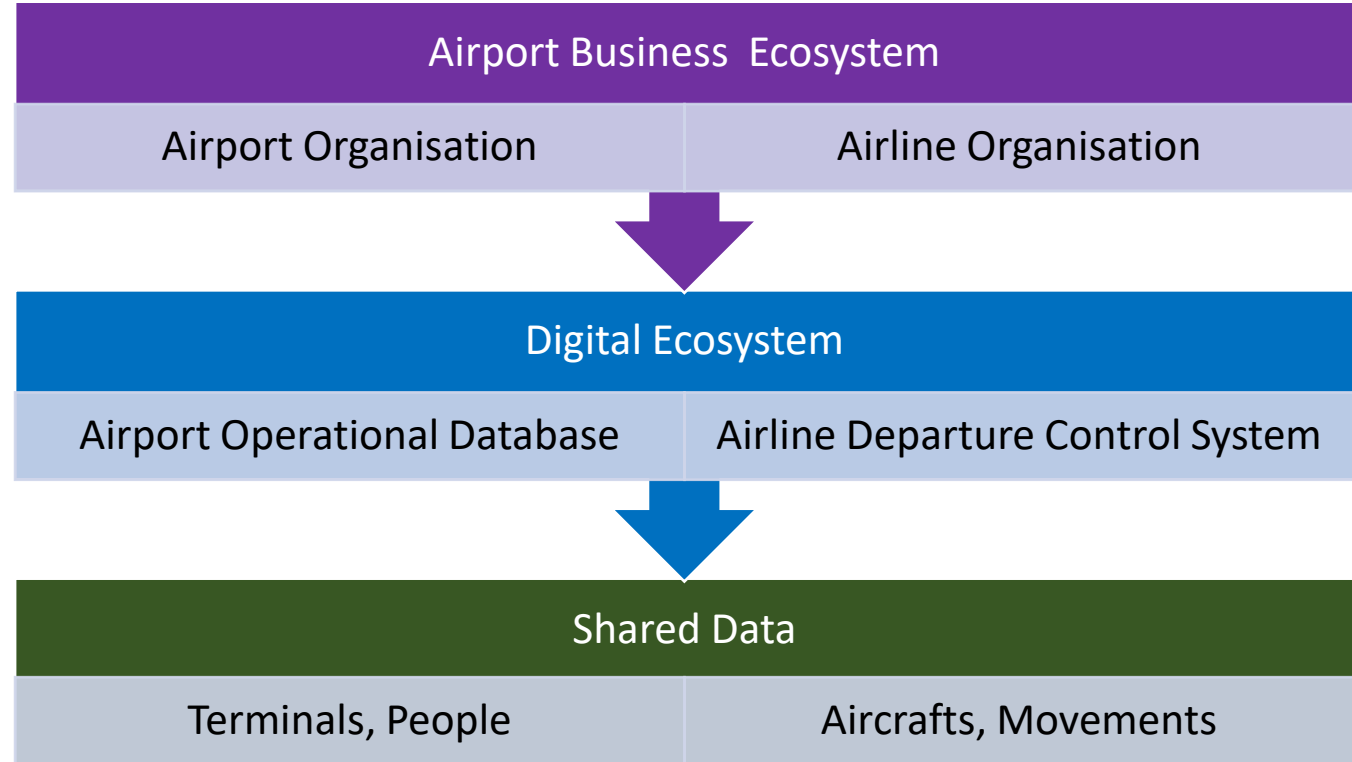


Airport Digital Ecosystems

Technologies that support the business ecosystem

Shared business data is enabled by digital ecosystems

Shared data is of variable quality because it is not governed by data standards



Context for Data Governance Approach

Cross organisational speech communities

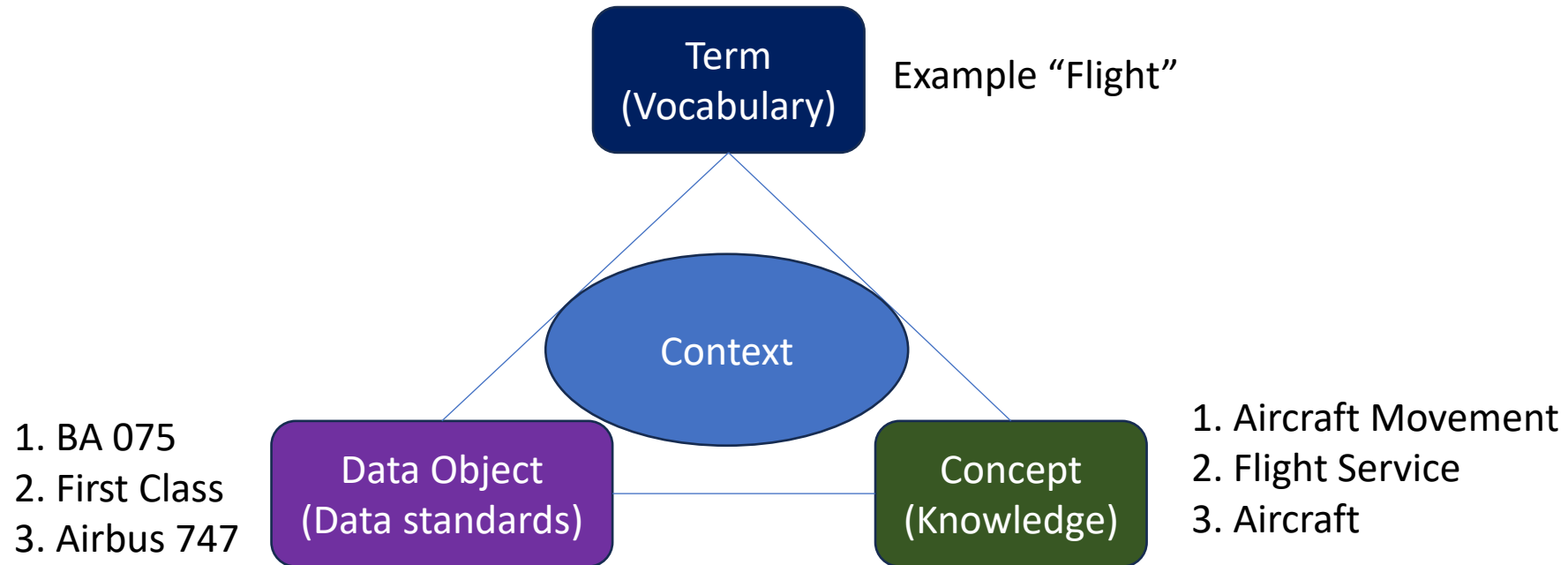
Different vocabularies result in semantic conflicts or ambiguities

Semantic conflicts in data impacts business decision making

Building DQ firewalls in software applications is defensive data governance

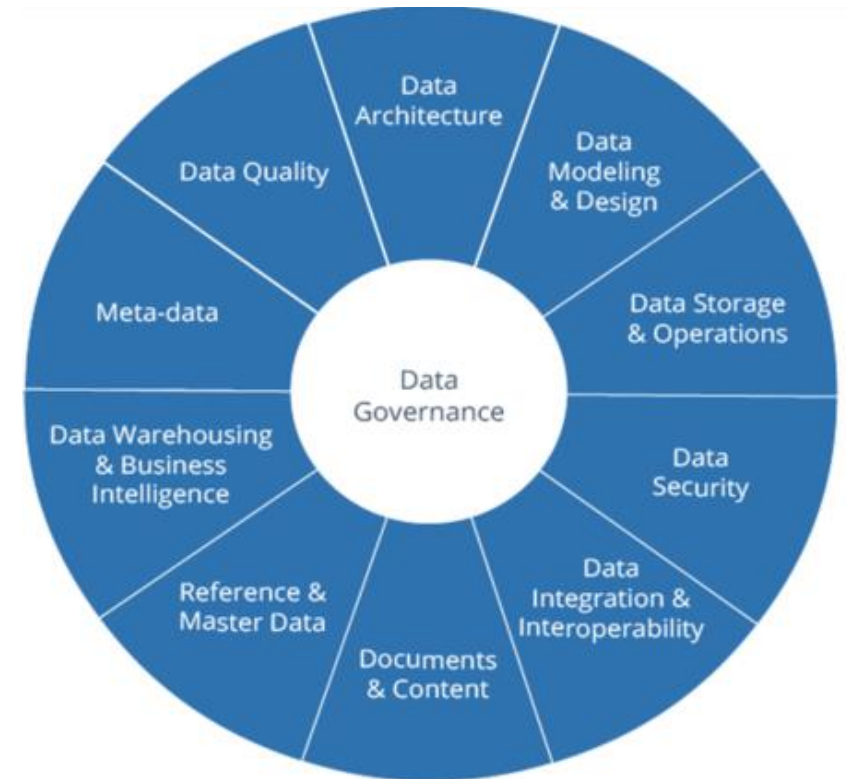


Ogden & Richards. Triangle of Meaning



Innovative Data Governance

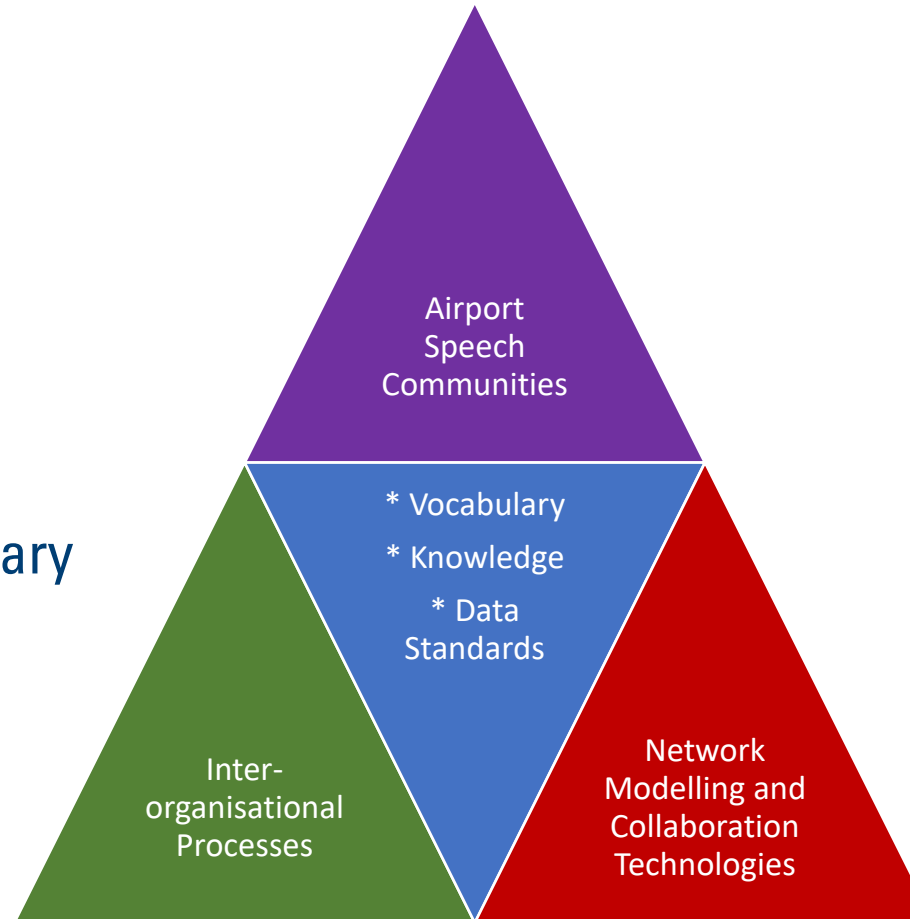
- Data governance is an assurance capability that delivers trusted data to the business
- Data standards are agreements on representation, format, definition, structuring, tagging, transmission, manipulation, use, and management of data
- The strategy was to use industry data standards to govern shared data



From DAMA.org

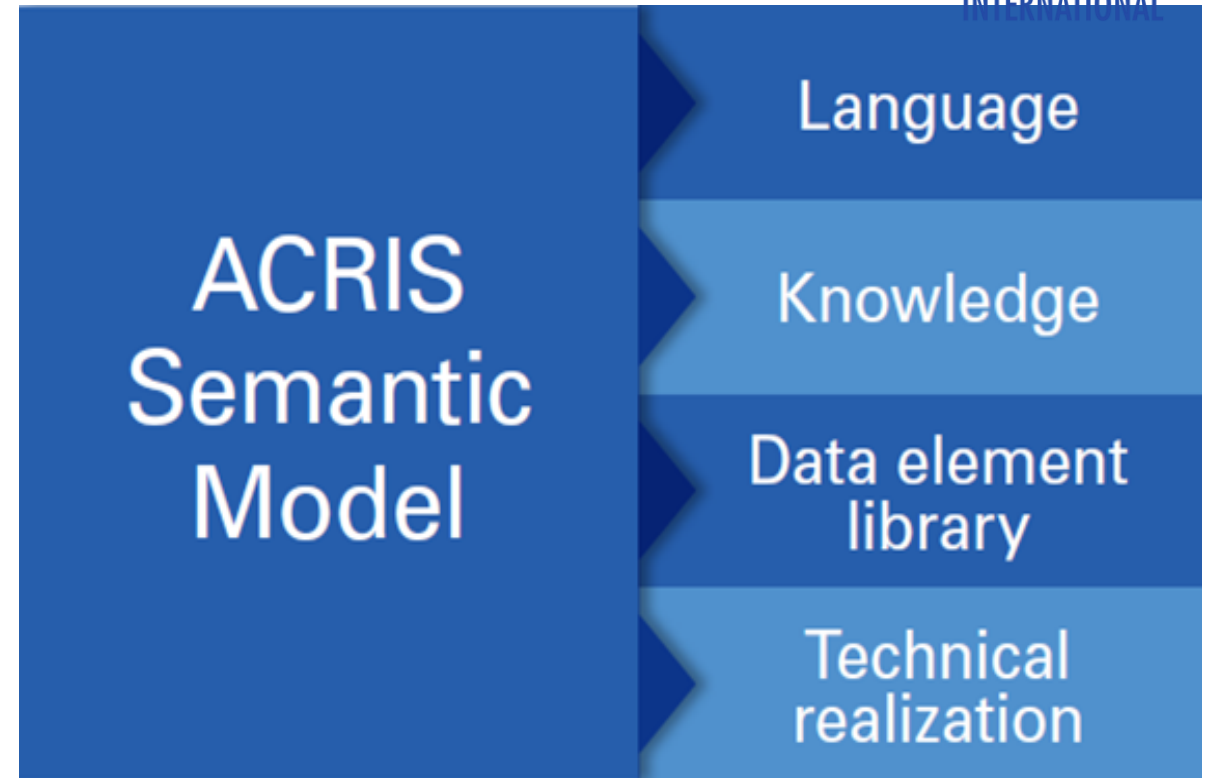
An Information Framework for Ecosystem Change

- A framework to align business and digital ecosystem changes
- Provides guidance for using best practices.
- Enable the development of data standards from community's vocabulary and business knowledge

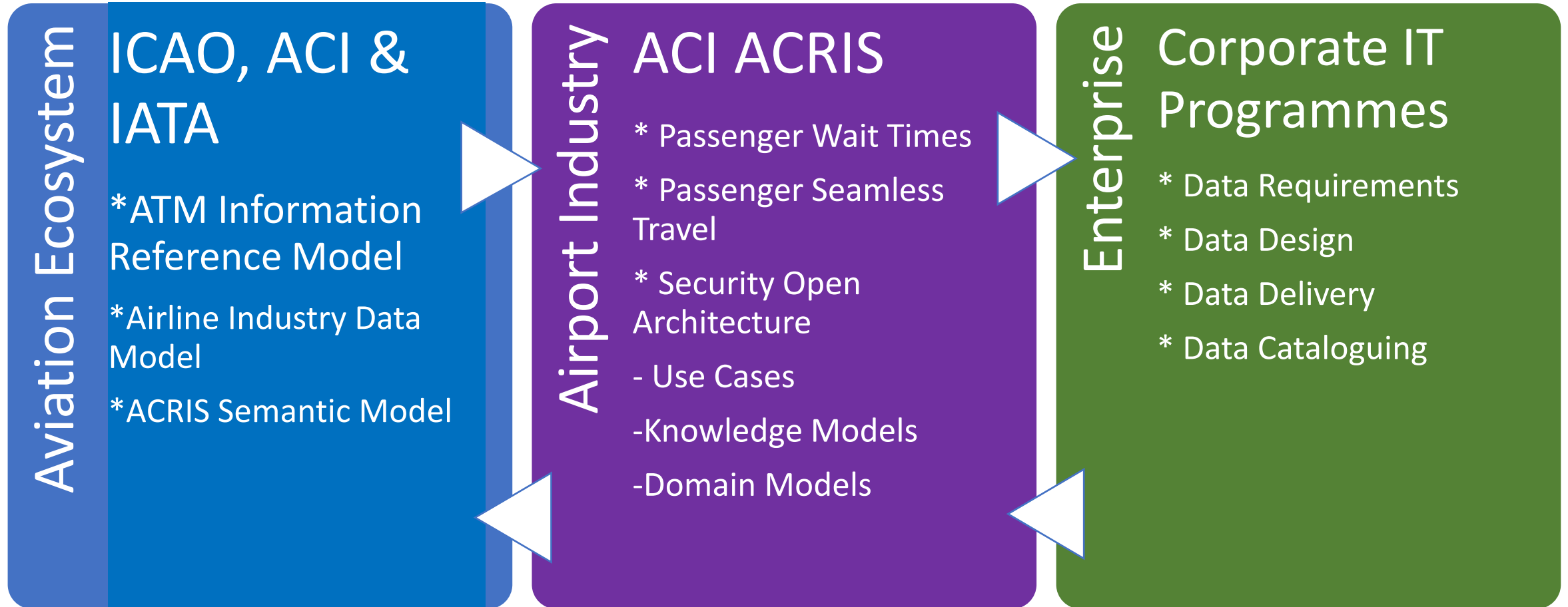


The ACRIS Semantic Model

- Language layer has vocabulary of business terms.
- Knowledge layer has community ideas or concepts.
- Data Element Library layer contain data standards.
- Technology Realisation layer contain project implementation artefacts



Application of Airport Community Data Standards



Questions



This plaque is presented to Segun Alayande
with appreciation and thanks,
in recognition of his leadership and
contribution to the ACRIS Semantic Model.

December 2023

A handwritten signature in blue ink is positioned below the date. The signature is stylized and appears to read 'Luis Felipe de Oliveira'.

Luis Felipe de Oliveira
Director General, ACI World