

# Data quality - the foundation for effective modelling & simulation

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A high-angle photograph of a rescue operation. A white and red helicopter with the registration 'EC-119' is hovering over a steep, rocky cliffside. Several rescue workers in orange gear are positioned on the cliff, some appearing to be rappelling or managing ropes. The background is a deep blue sea. A white rectangular box with a thin border is overlaid on the center of the image, containing the text 'Creating a safe and secure world, together.' in a bold, white, sans-serif font.

**Creating a safe and secure world,  
together.**



November 2014: “The regulator said **Network Rail** had completed less work than it planned to do, including maintaining the track, and said there was a **lack of reliable data** on what work it had done.”

identification of data quality as a top-level corporate risk (including safety implications)

driver to implement ISO 8000



12 August 2020

## [Derailment of a passenger train at Carmont, Aberdeenshire](#)

Report 02/2022 (March 2022)  
Rail Accident Investigation Branch

“[Some] information [for the] infrastructure maintenance database ... was not ... entered”

“... the Network Rail Weather Service (NRWS) ... tool ... was not used by controllers ... because the NRWS had not been optimally configured ... and controllers had not been provided with the procedures or training ...”

data ... technology ... processes ... people

# Digital drives data dependency ...

data risk exposure



untapped opportunities |  
equipment & process failures |  
regulatory concerns |  
system breaches |  
etc. etc.

UBER



competitive  
advantage



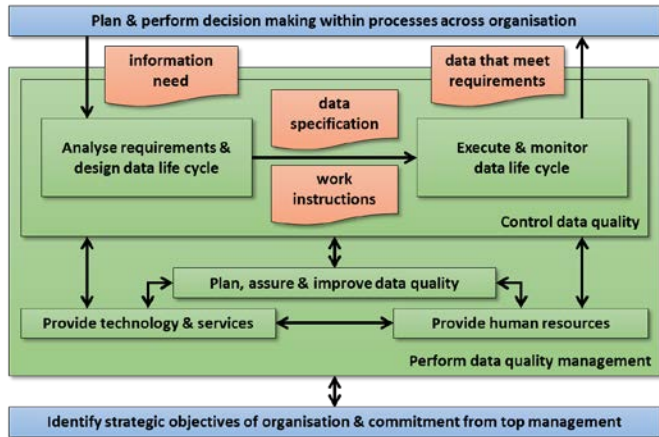
digital transformation

technology  
scope

analytics | artificial intelligence |  
big data | block chain | edge  
computing | Internet of things |  
digital twin | etc. etc.



# Delivering a sustainable approach to data quality ...



foundations

standards

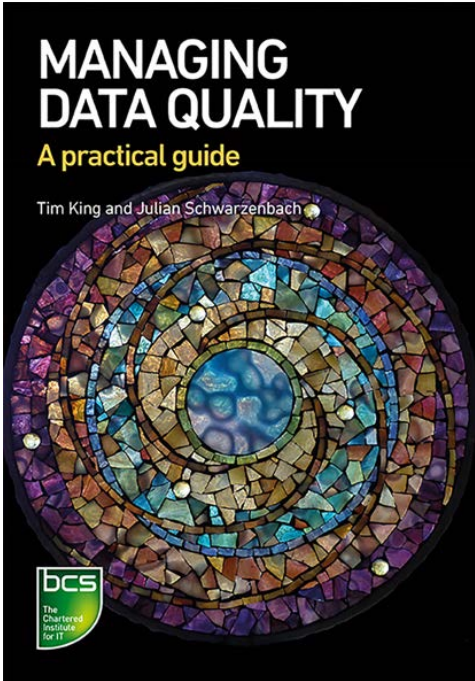
people,  
processes &  
technology

approach

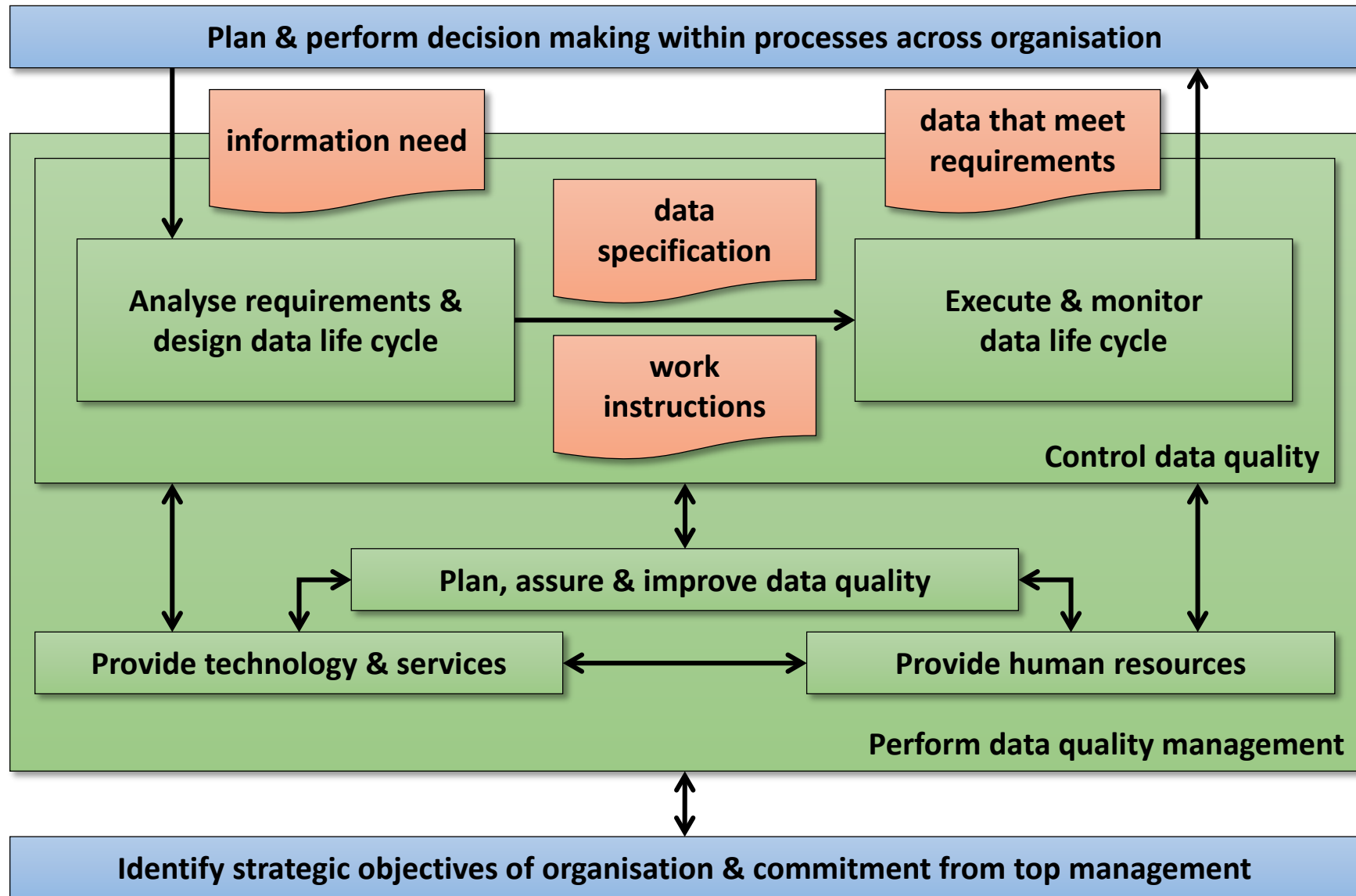
guidance

adaption

practicality



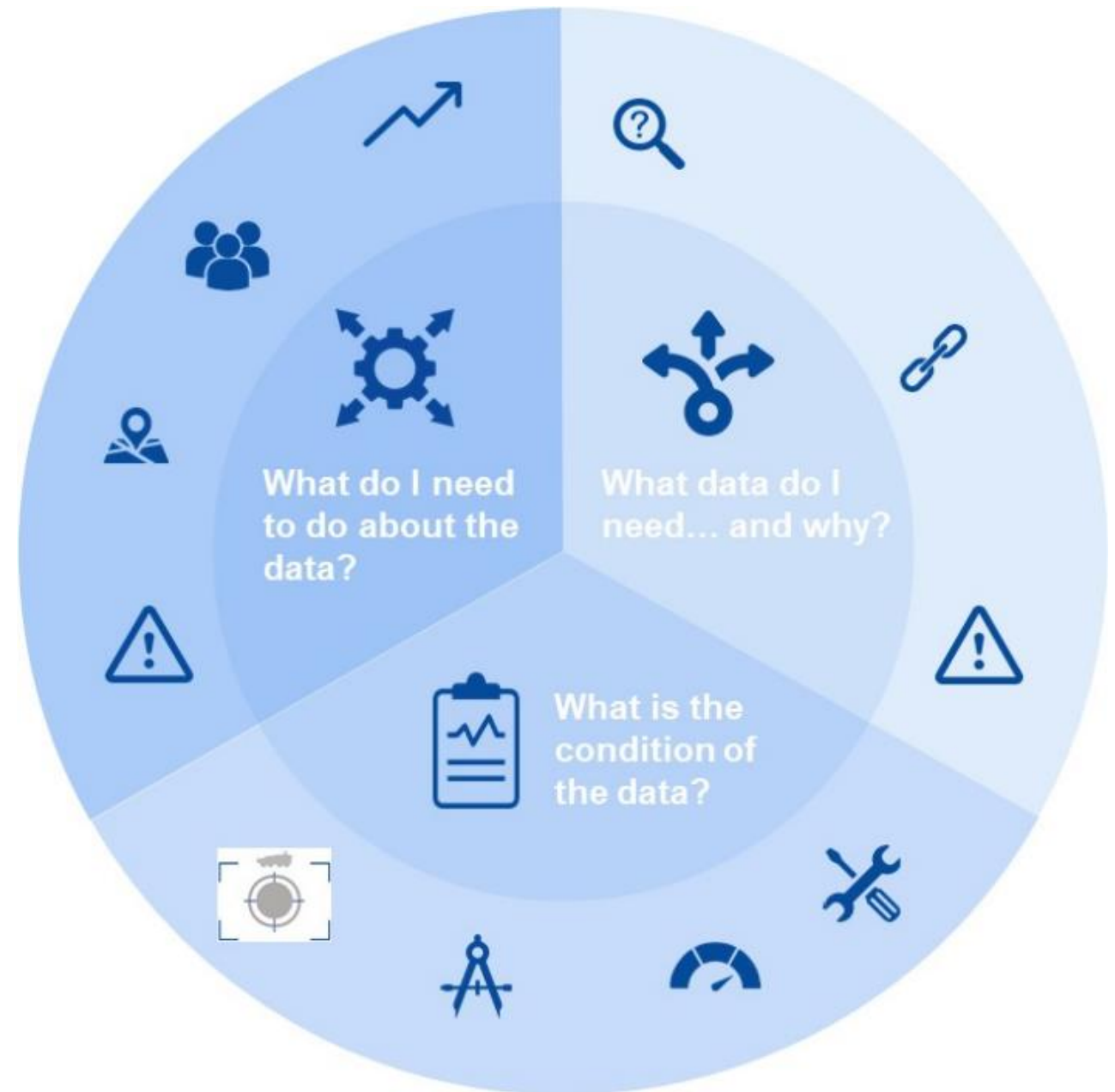
# ISO 8000 ... a framework for systematic, systemic data quality



- quality is conformance to requirements
- ultimate impact is on the decision-making capability of organizations
- proven by worldwide implementation across various sectors

## Our derived approach ...

- a required investment of sustained effort to address the three core components of data quality
- the questions are able to give answers at different levels of detail as appropriate to the criticality of the data
- an iterative cycle
- proven with practical implementation ...

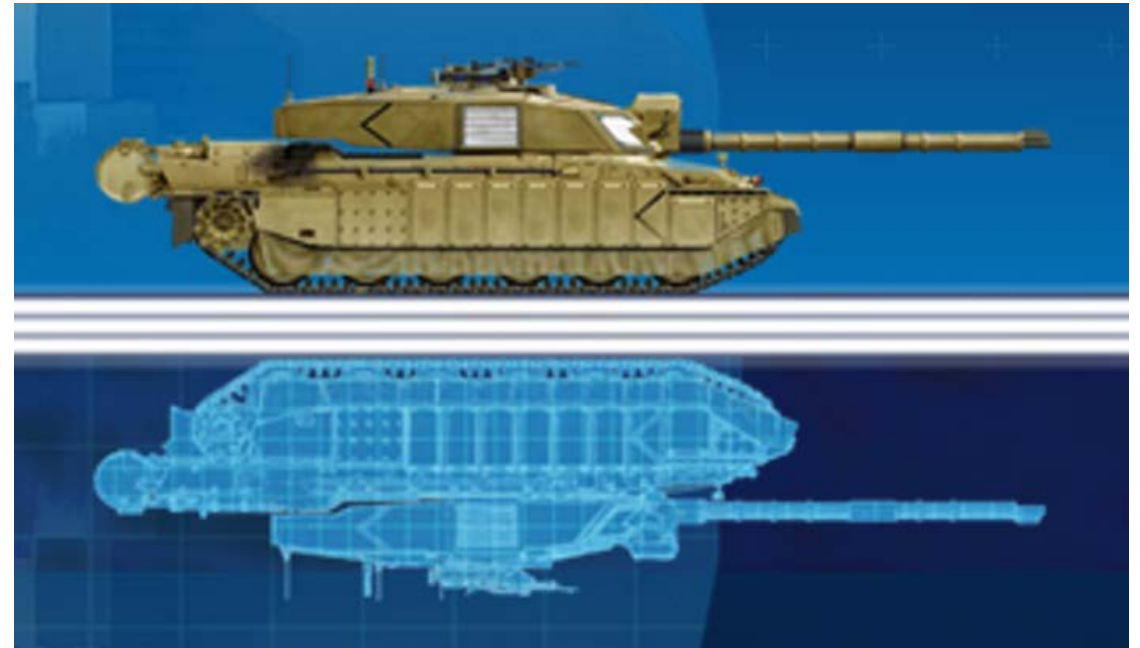




# Theme 1: Probability

*Proposition: The likelihood of an information item having an impact on modelling and simulation is dependent on the condition of the item.*

- critical inter-dependence between asset management (ISO 55000) and data quality (ISO 8000)
- using data for modelling & simulation drives improvement in data quality
- no data set is perfect
- the causes of issues, and the levers for improvement, cover people, process and systems



syntactic, semantic and pragmatic quality

## Theme 2: Impact

*Proposition: The importance of an information item is determined by the organizational need and is, therefore, always relative.*

- understanding of data flows: different data has different value to different users at different times
- a data architecture framework: informs interventions
- early, proactive intervention to lay solid foundations for enduring, through-life outcomes and benefits



“What costs money are the ‘unquality’ things”

## Theme 3: Mitigations

*Proposition: Interventions need to be scoped, prioritized and implemented by using a programmatic approach.*

- digital twins exploit extensive modelling & simulation capability but put further demands on data quality
- previous technology approaches are potentially unable to meet these data quality requirements
- investment mitigates the risks but requires effective management



“All models are wrong; some are useful”

# Our conclusions

## Value

- data quality underpins delivery of organizational performance
- insight & foresight for decision making
- data needs to be treated as an asset

## Systematic

- hazards are inherent in data sets
- resources are constrained
- take a programmatic approach

## Systemic

- common challenges but unique needs
- proportionate and relevant interventions
- foundation for digital transformation

data quality is not an end point but a journey of continual improvement

**babcock<sup>TM</sup>**

**Questions?**