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MARC PETOCK Lynxspring, Inc. & Project Haystack



JOHN PETZE SkyFoundry & Project Haystack

# Semantic Tagging Passes an Inflection Point – Understanding Project Haystack

Presented by AutomatedBuildings.com

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Data has changed the way companies in every industry does business and manages performance

Data is now an irreplaceable asset

## DATA, A BLESSING AND CURSE

Data has tremendous value – but requires effort to unlock that value

Overwhelming to organizations

Requires a data strategy and plan for optimal results



## COMMON OBSTACLES

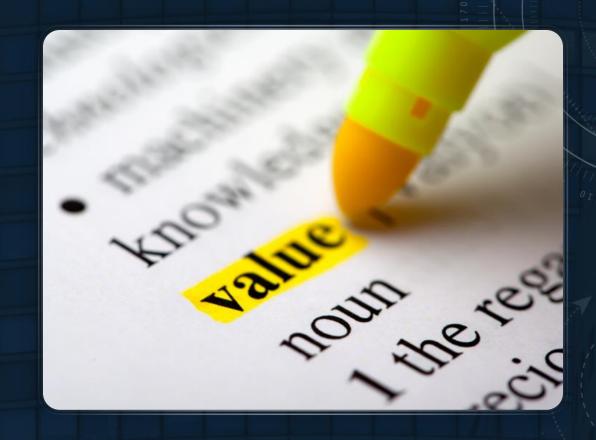
- Lack of sharing
- Ownership
- Silos
- Quality
- Reliability and Continuity
- Overload-too much data; not relevant
- Separate systems
- Lack of centralized data management
- Resources and planning
- Lack of personnel who understand data
- Improper labeled/identified data (or not at all)



#### TRADITIONAL WAYS DATA HAS BEEN USED

#### Energy efficiency, occupant comfort, reduce maintenance time

- Fault Detection: Identify broken dampers and valves as they break
- Energy Analysis and Management: Automatically calculate the energy and cost impact of broken equipment
- Prioritize current operational issues based on their relative cost impact
- Identify unnecessary periods of simultaneous heating and cooling
- Identify sensors drifting out of calibration
- Compare current facility operation to the "typical" day, week, or month during similar weather
- Compare energy use of one building to other buildings across a campus
- Compare similar equipment, such as chillers or boilers within a plant, to determine which is most efficient
- Analyze current energy spend and predict future energy spend
- Analyze occupant comfort data to pinpoint trouble areas





#### NEW WAYS DATA IS BEING USED

- Space Utilization
- Occupant Engagement
- Well-being
- Productivity
- Preventative/Predictive
- Financial Performance
- Asset Value



#### 3 THINGS DATA SHOULD DO

- Increase the lifespan of your building automation systems and mechanical equipment
- Provide direction on top priorities for maintenance, comfort, and energy and cost saving
- Get it to those who are most suited to act on it in a format that matches their needs



#### SEMANTIC TAGGING

Practice of applying descriptive information to data

Meaning & Presentation

Facilitates communication and finding information



#### HAYSTACK WHAT IS IT?

#### Situation

- Equipment systems, control systems, IoT devices produce vast quantities of data
- Data has poor inconsistent descriptors to define its meaning
- Results in significant manual efforts and cost

#### Solution

- Standardized methodology that describe the meaning and relationships of data
- MARKUP LANGUAGE FOR DEVICE AND EQUIPMENT DATA
- Normalization of data from systems and devices of all types with a uniform data modeling methodology



# PROJECT HAYSTACK'S ROLE WITHIN THE DATA ENVIRONMENT

- Consistency of data definitions
- Uniform way to interpret the meaning of data points
- Integration of disparate systems
- Solves the poor (non-existence) semantic modeling issue and supports standard data tagging
- Reduces time required to define and interpret data
- Insures data is understood and categorized in a standard way



# PROJECT HAYSTACK'S ROLE WITHIN THE DATA ENVIRONMENT

- Insight into dataset and whether it is potentially of value
- Bridges gap for data interoperability
- Unlocks opportunities by unifying data across the enterprise
- Single data view across the organization
- Best practice
- Permits the choice of certain types of data which is commercially valuable and useful



### PROJECT HAYSTACK -BENEFITS

- Understanding
- Integrity
- Consistency
- Uniformity
- Portability
- Transparency
- Best Practice
- Vendor Lock-In Avoidance



#### THANK YOU!

#### **Marc Petock**

Executive Secretary, Project Haystack Organization <a href="https://www.project-haystack.org">www.project-haystack.org</a>

At Lynxspring marc.petock@lynxspring.com