

Can we make **Industrial semantic interoperability** easier?

From heroic effort to a manageable journey

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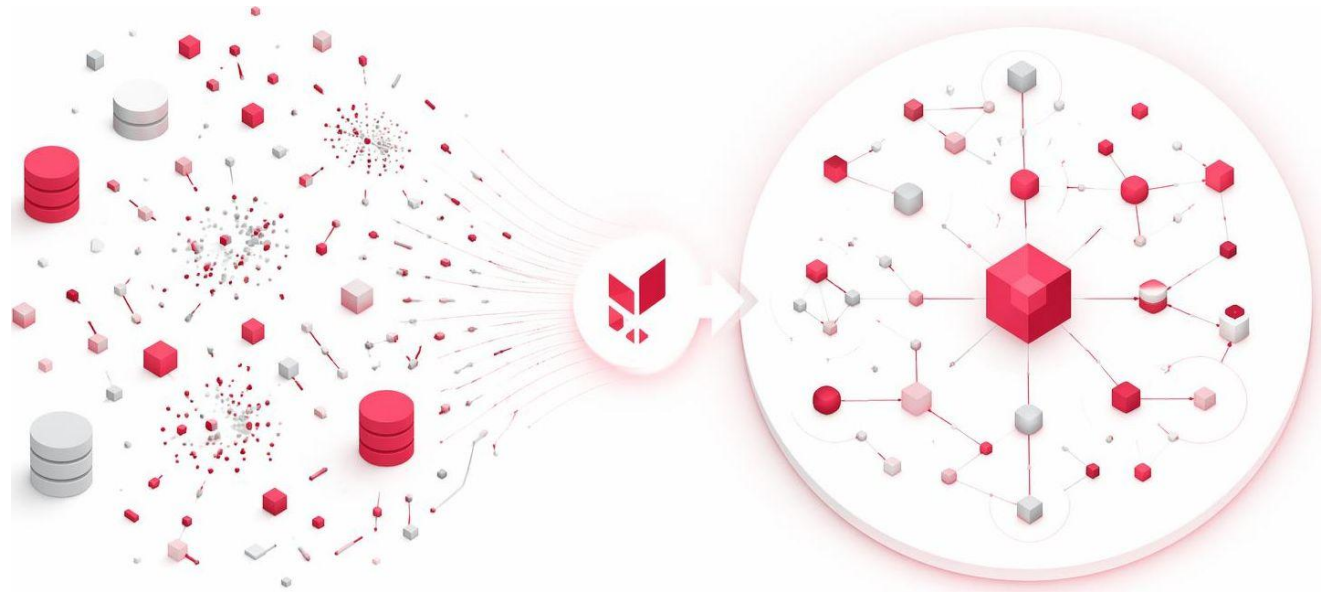
Source: Nina Reiersgaard 2026



We don't have
a data problem

**We have a
meaning problem**

Value appears when data carries shared
context, definitions and intent.



More data

Shared meaning

Image: AI-generated



Pump P-101

Same asset. Different meanings.

In a P&ID it is a symbol; in maintenance an equipment record; in historian a tag stream; in vendor data a part list.

**Without a common language,
systems describe different realities.**

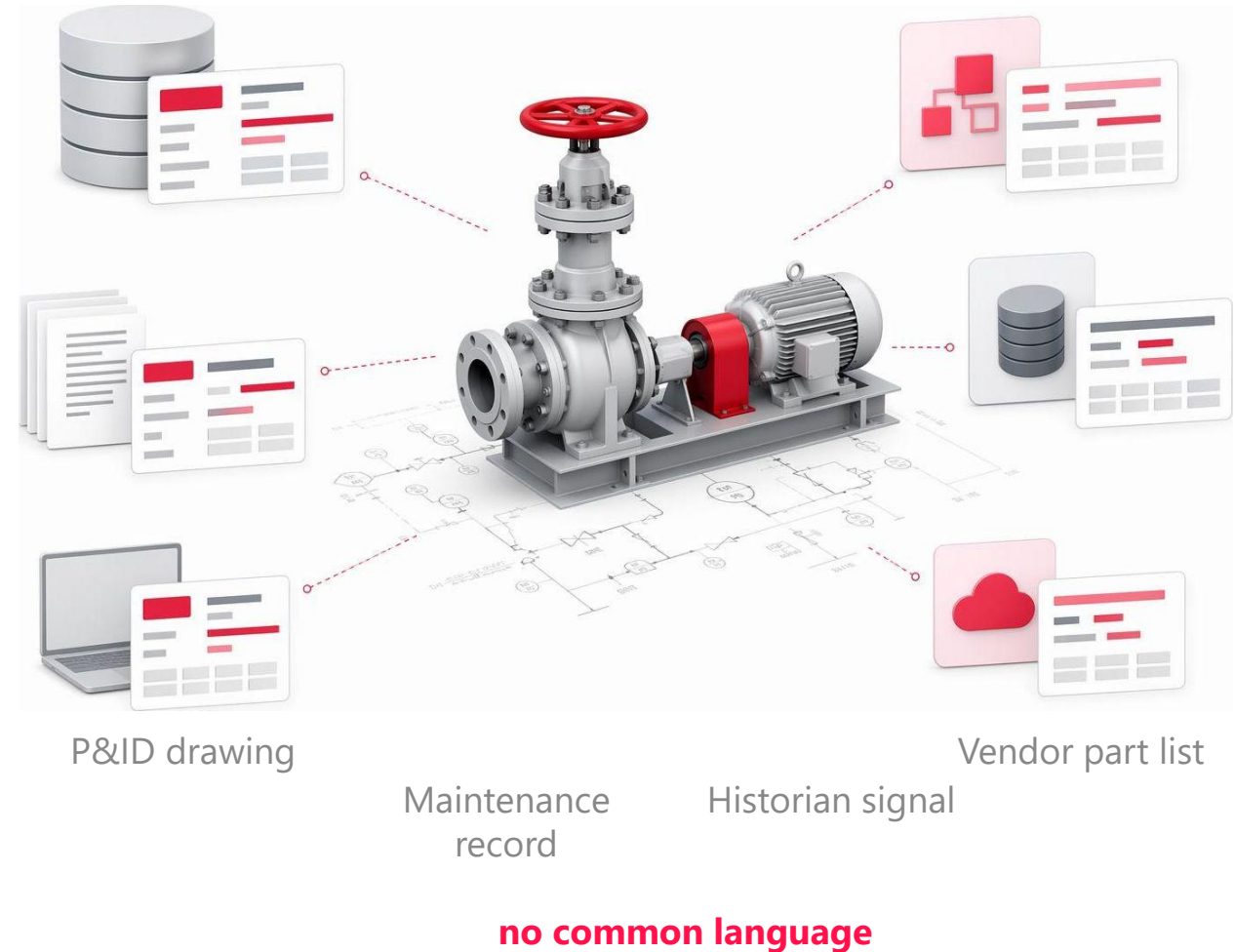
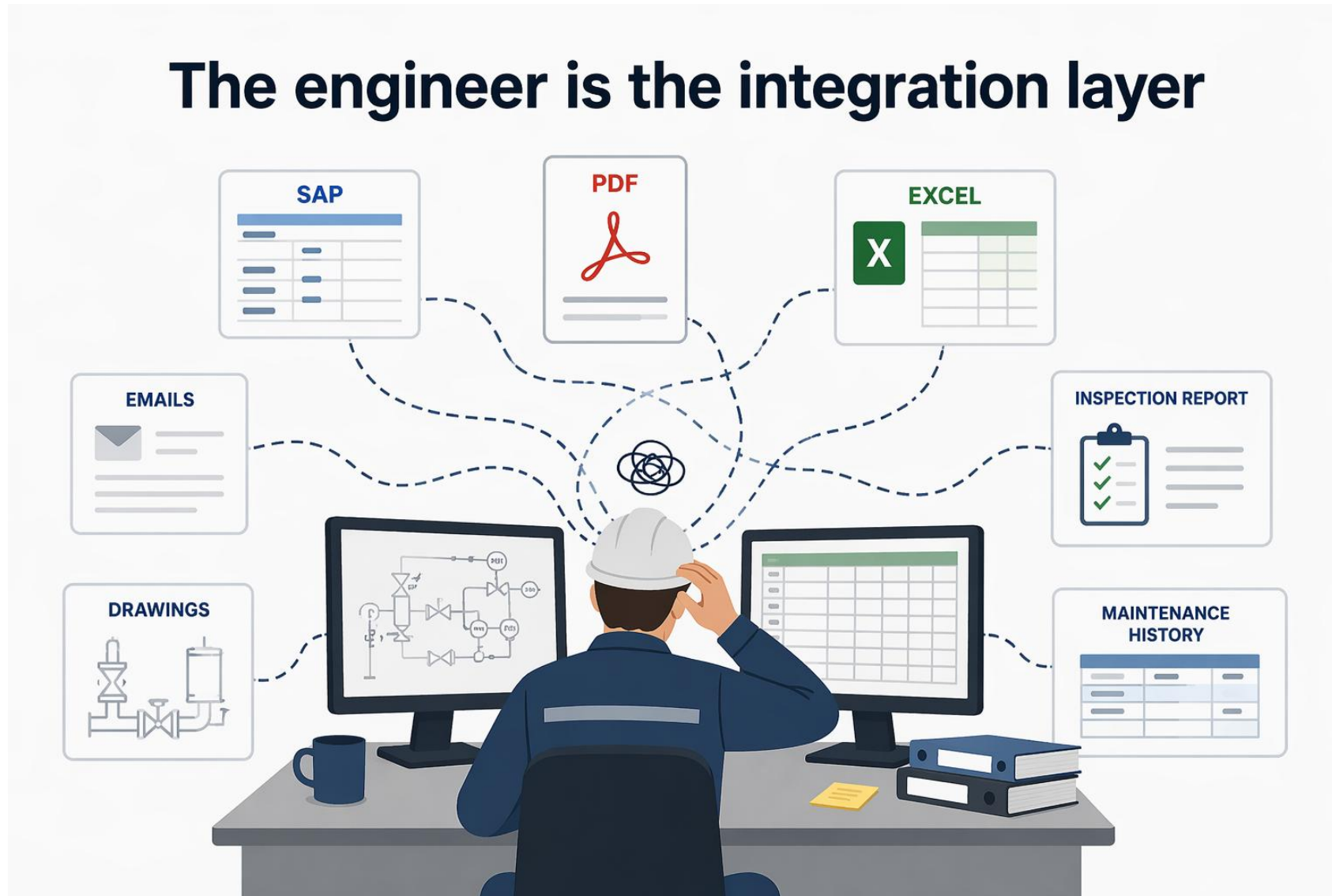


Image: AI-generated



The engineer is the integration layer



Source: AI-generated by Microsoft Copilot



3.3 BNOK and growing

Value acceleration:

0 to 2 BNOK in 4 years

2 to 3,3 BNOK in 1 year

1.3

BNOK VALUE, 2025

Predictive maintenance

422

MNOK

Logistics

560

MNOK

Subsurface

200

MNOK

Marketing, Midstream & Processing (MMP)

126

MNOK

Equinor:

Sparte 1,3 milliarder med kunstig intelligens

Kunstig intelligens bidro til verdiskaping og besparelser for Equinor og partnere på 1,3 milliarder kroner i 2025.

■ Energi ■ EQNR · 350,50 0,00%

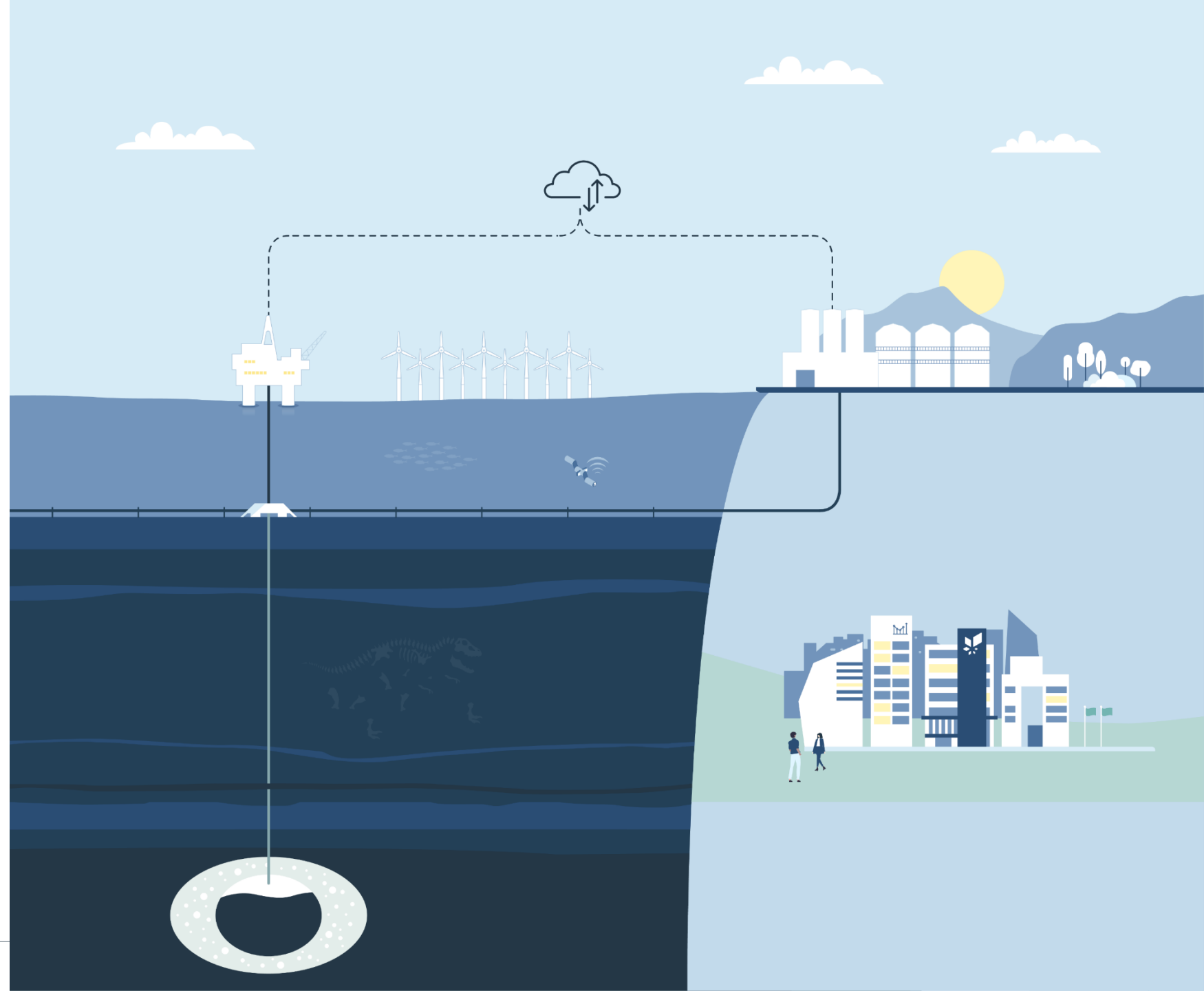
Publisert 7. jan. 08:23



[Source: Equinor](#): Sparte 1,3 milliarder med kunstig intelligens | Finansavisen

Does it scale?

- Consistency, speed, scale
- Data collection from all assets
- Data sharing through the cloud

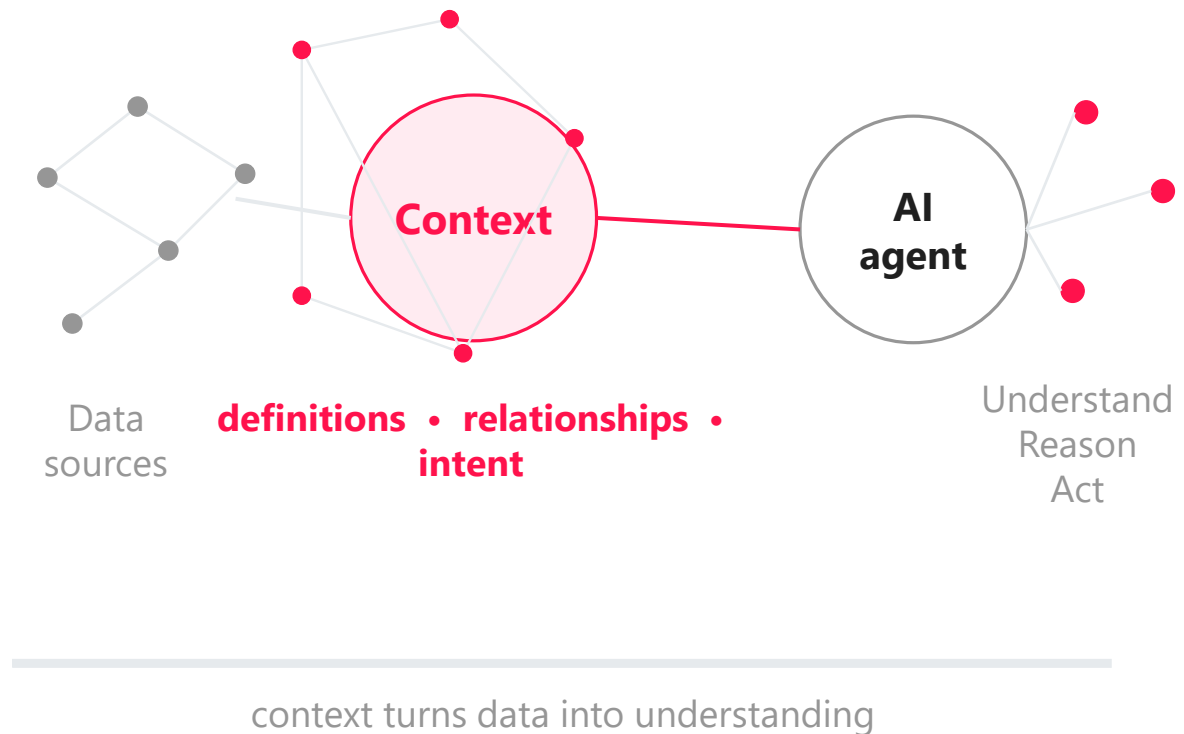




Context is the **brain for AI agents**

AI does not act on data alone. It needs shared context to interpret, reason and respond.

**Better context.
Smarter agents.**



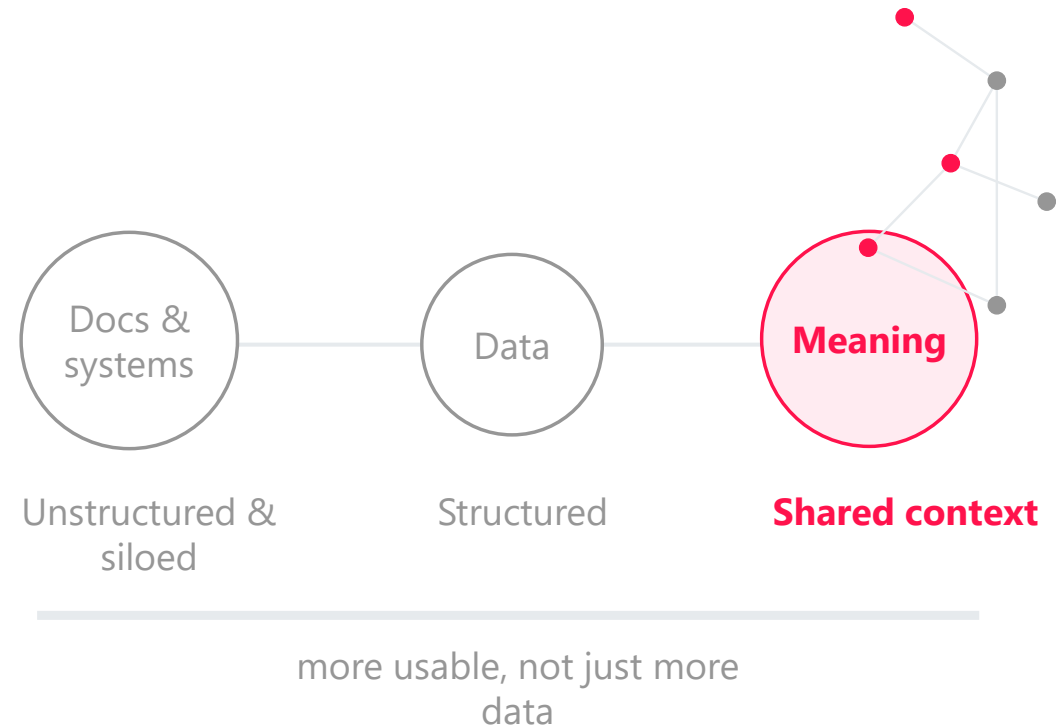


The shift:

semantic interoperability

From fragmented systems to data products to shared meaning that machines and humans can use.

Same information — clearer intent.





Reality check

The blockers reinforce each other

Big initiatives fail.

Each initiative rebuilds context because definitions and incentives live in various places.

Activity spins.
Repeated interpretation
without scale.

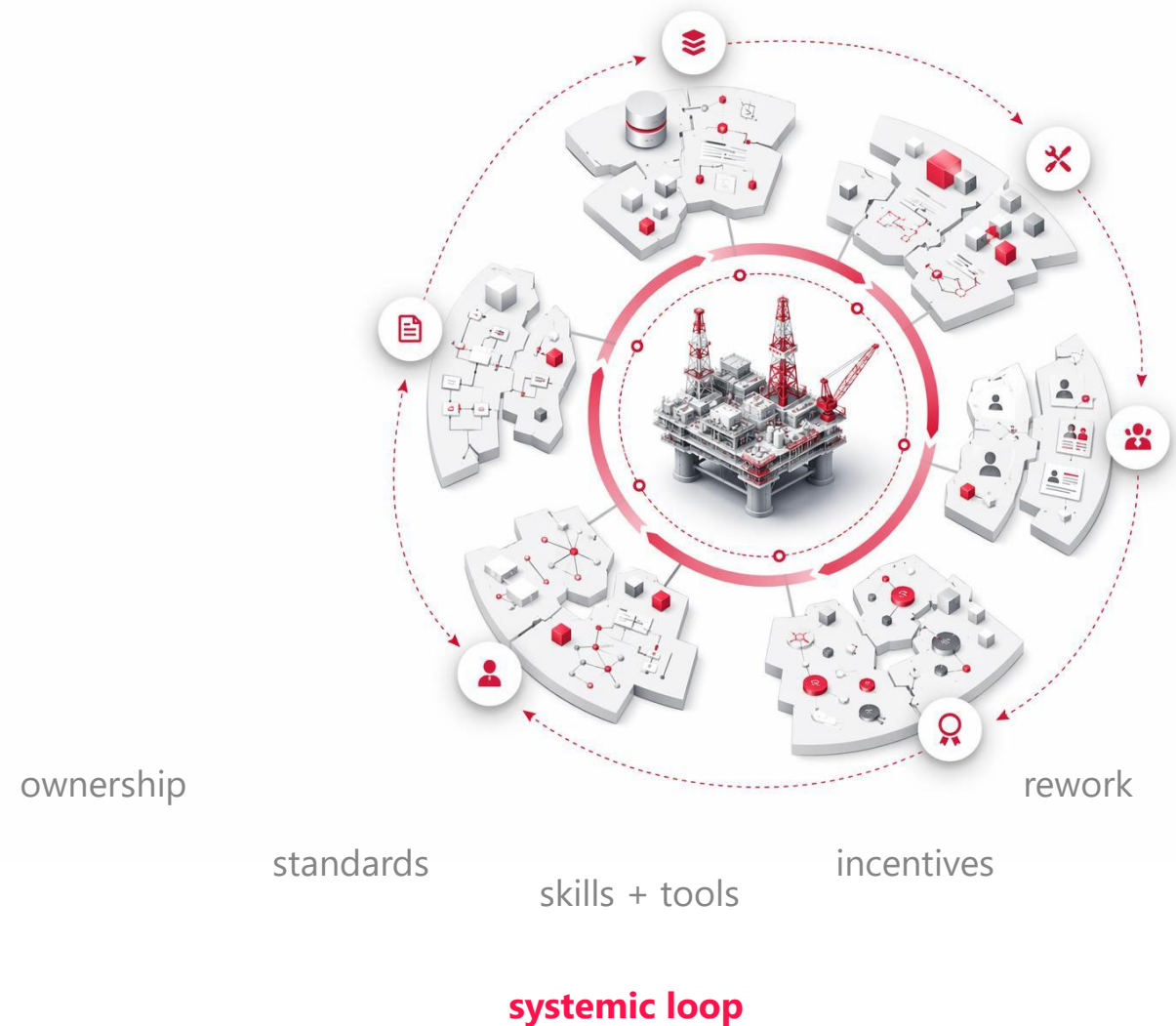


Image: AI-generated



Make the pilgrimage real

The path must be designed

The sticks and backpack are not the point. The lesson is that progress depends on visible stages, support and shared tools.

Reality: shared meaning becomes useful only when it is built into everyday work.

- **Destination** shared semantic outcome
- **Stages** real-use-case increments
- **Support** Tools, skills, collaboration



Source: Nina Reiersgaard 2026

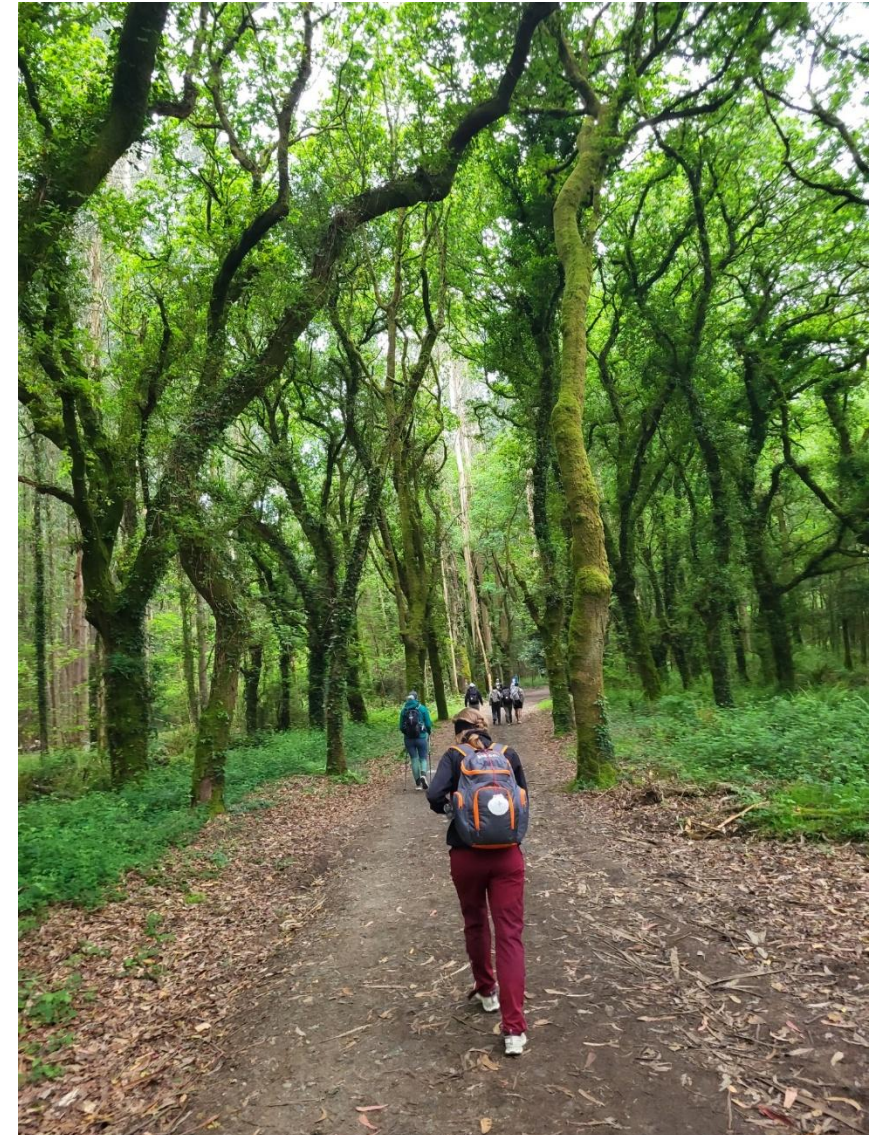
From heroic effort to a manageable journey



Use-case readiness check

Are we ready to start walking?

- 1 **Business question** clear decision or action to improve
- 2 **Meaning owner** named accountable person or role
- 3 **Shared language** agreed terms, relationships and scope
- 4 **Reusable context** captured as a data product, not hidden in a project
- 5 **Route to deployment** real system, real users, feedback loop



Source: Nina Reiersgaard 2026



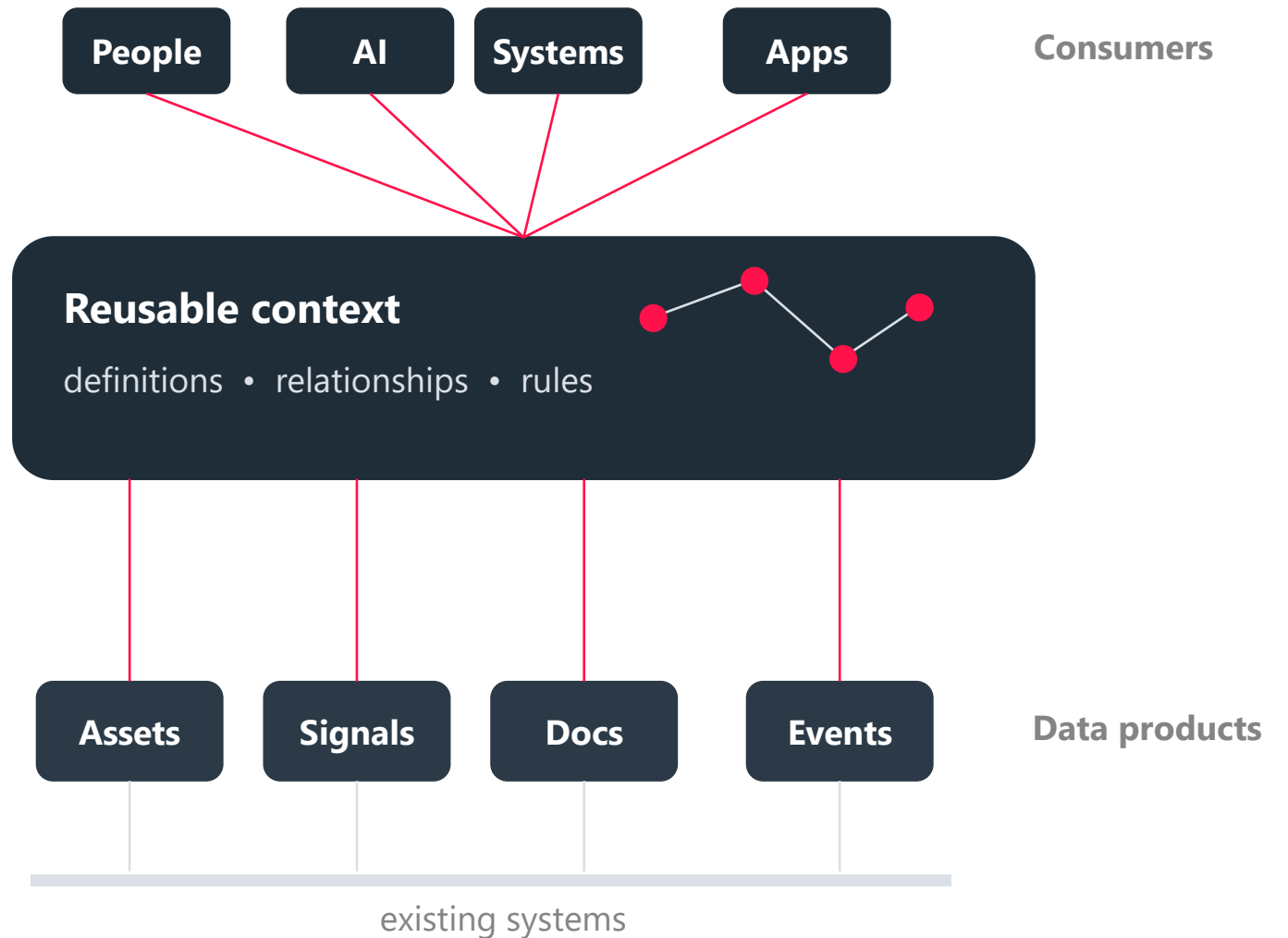
Conceptual architecture

Scale shared meaning

The goal is not more point-to-point connections.

Shared context provides definitions, relationship and rules. It is reusable context that lets people, AI and systems act with confidence.

**Data products carry trusted facts.
Context carries meaning.
Together they scale decisions.**





The closing thought

Make the path to production easier

Industrial semantic interoperability should not be a heroic expedition every time.

We need shared meaning, shared tools and industry collaboration — with enough fun that people want to walk the path together.



Source: Nina Reiersgaard 2026

Industrial semantic interoperability

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