



PNEC Conferences

Petroleum Network Education Conferences
**PETROLEUM DATA INTEGRATION
INFORMATION AND DATA MGMT**

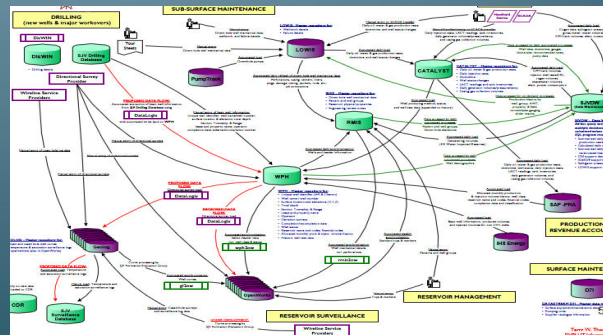
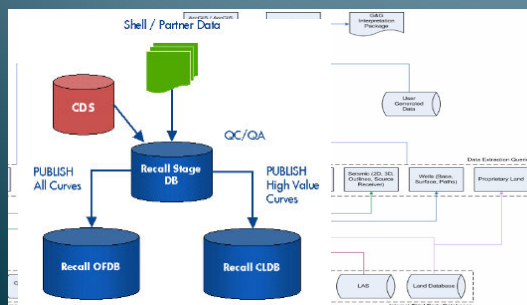
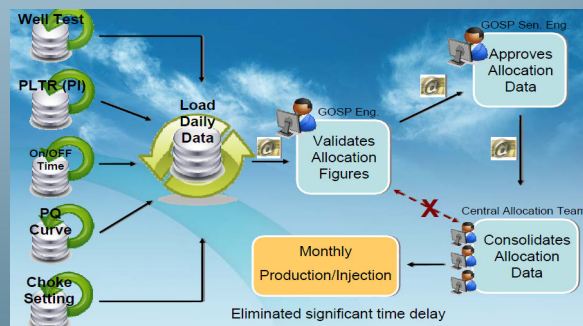
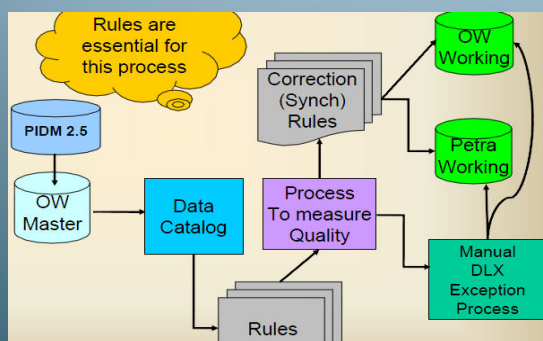
CONFERENCE AND EXHIBIT
May 12-14, 2009
www.pneconferences.com

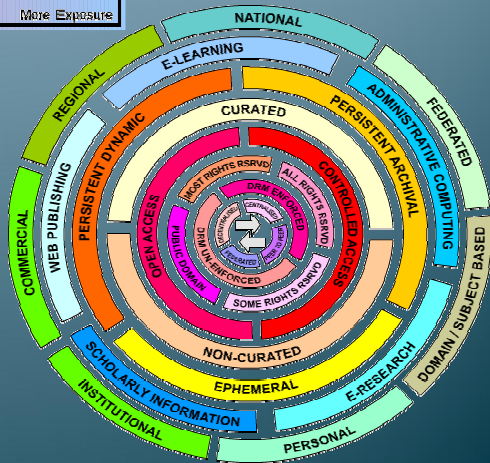
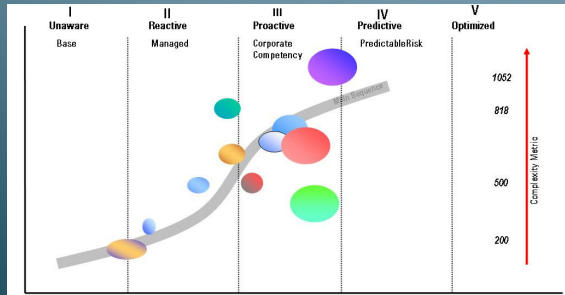
HOUSTON, TX, USA
Renaissance Houston Hotel
Greenway Plaza

Enterprise Deployments of Model-Centric Workflows



The Challenge – A mixture of databases and flat files:





Strategies must be selected to support the new model-centric interpretation workflows

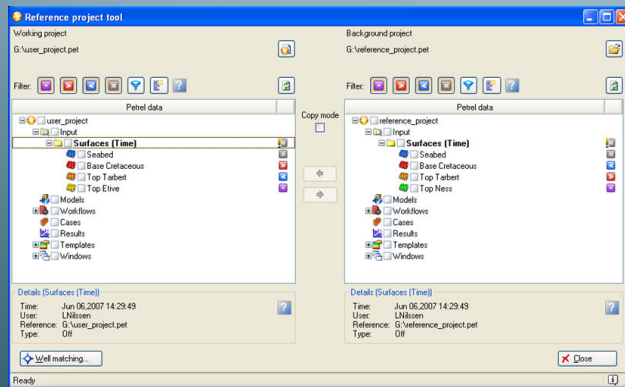


Target: Single Users
Best Practice: None
Advantages: Little to no investment
Lessons Learned: Not sustainable

- General purpose tools, individual processes



Level II:



Target: 3-5 users in an Asset Team
Best Practice: Reference project on a shared drive

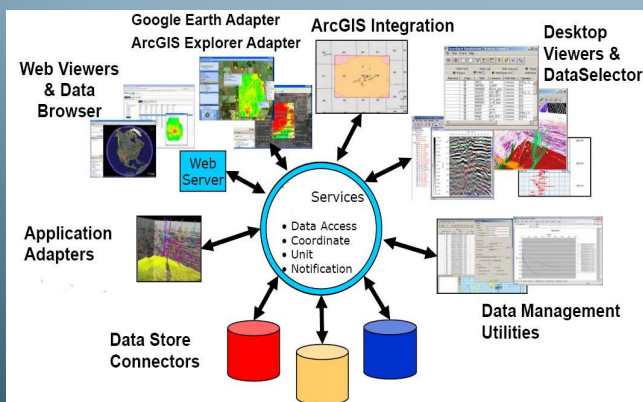
Advantages: Often requires no additional software

Lessons Learned: Coordinate Reference Systems not handled

■ Site implemented point solutions, limited data footprint



Level III:



Target: multi-application environment

Best Practice: Onsite support or scheduled health checks

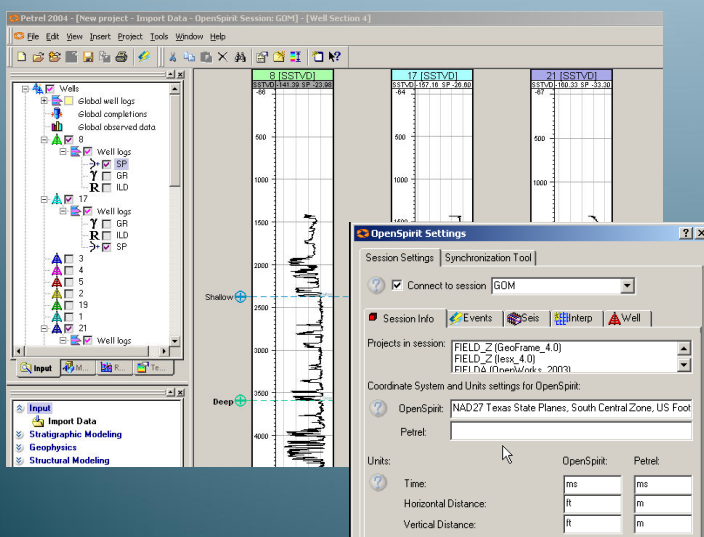
Advantages: Handles coordinate transforms

Lessons Learned: Versions can be out of step, requires user initiation

■ Data Frameworks



Level III:



Target: Users sourcing data from multiple sources with GIS

Best Practice: IM plug-ins distributed with core application

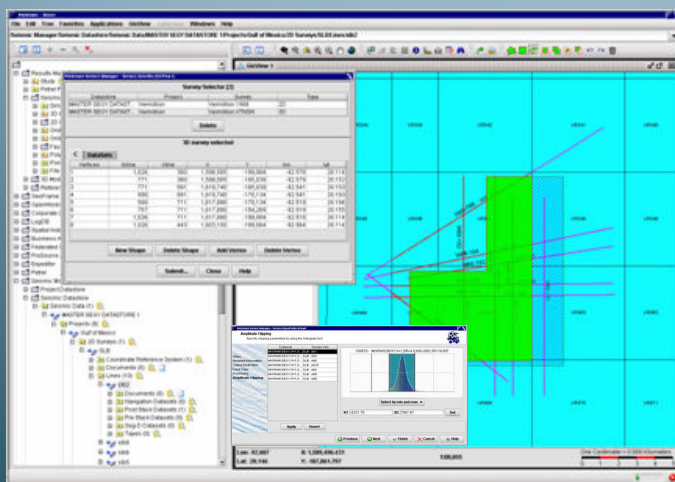
Advantages: Users do not have to learn a data management application

Lessons Learned: Can generate additional file structures and workflows

■ Plug-ins and API's



Level III:



Target: Geophysical data administrators

Best Practice: Enable standard and consistent processes for loading

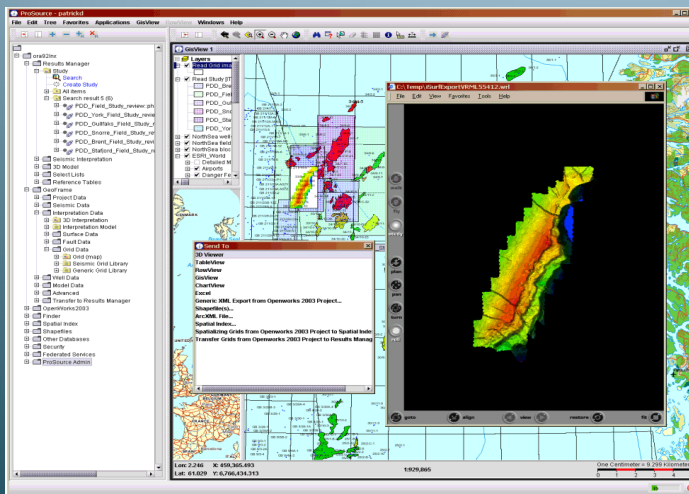
Advantages: Support of all seismic formats across multiple applications and platforms

Lessons Learned: Should tie into the corporate GIS system

■ Enable emerging best practices



Level III:



Repository for approved data

Target: Asset teams capturing knowledge for the enterprise

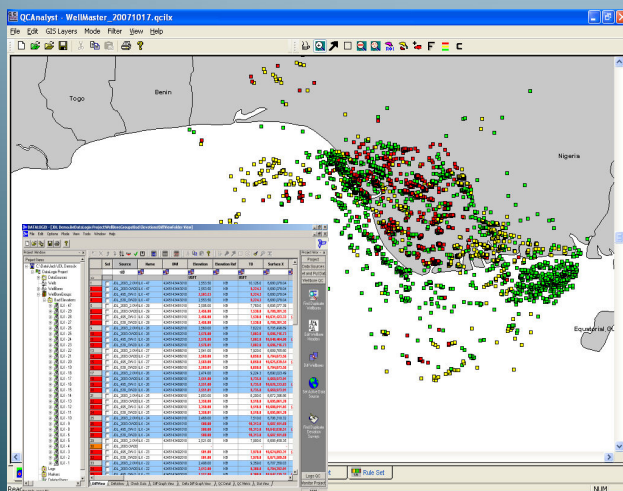
Best Practice: Uses a corporate data model to store results

Advantages: Provides a SOX-compliant audit trail for technical data

Lessons Learned: Requires established and enforced workflows



Level IV:



Six Sigma Data Quality Methodology

Target: Users sharing data between multiple applications

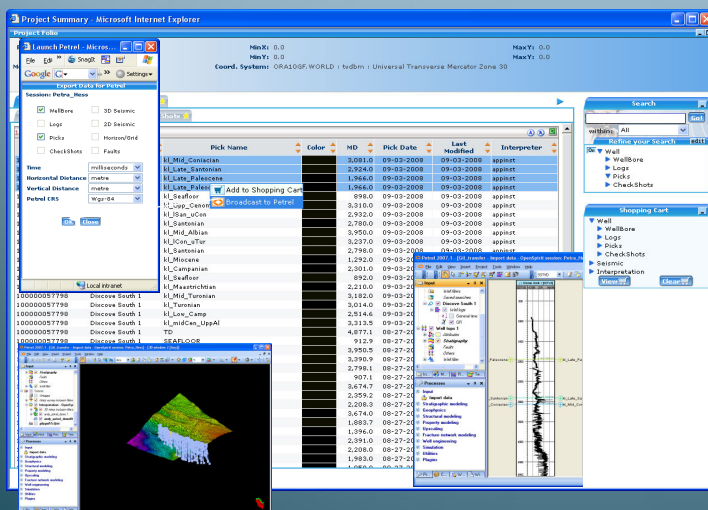
Best Practice: Select a data source of known quality to compare against

Advantages: Quantitative quality tags for completeness, accuracy, and consistency

Lessons Learned: SME's to build and implement business rules



Level IV:



Target: Data stewards or gatekeepers

Best Practice: Deploy on Microsoft SharePoint or .NET

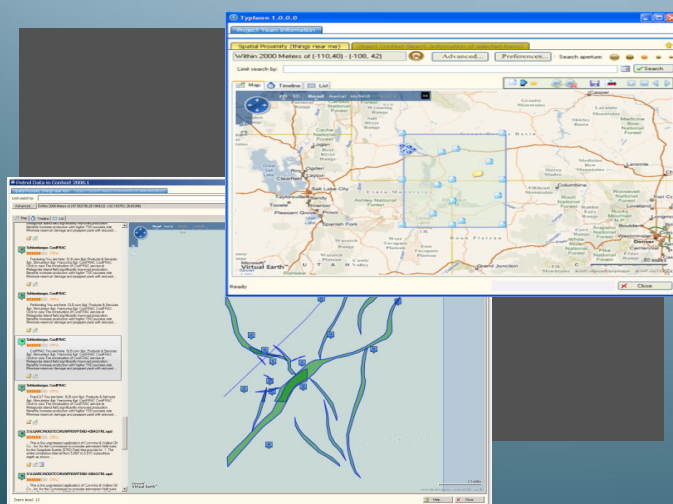
Advantages: Web enabled access to multiple data stores

Lessons Learned: Browse query and report only functionality for end users

Workflows for automated decision support



Level V:



Target: Users doing data discovery and business intelligence

Best Practice: Tie into known shared drives and document storage

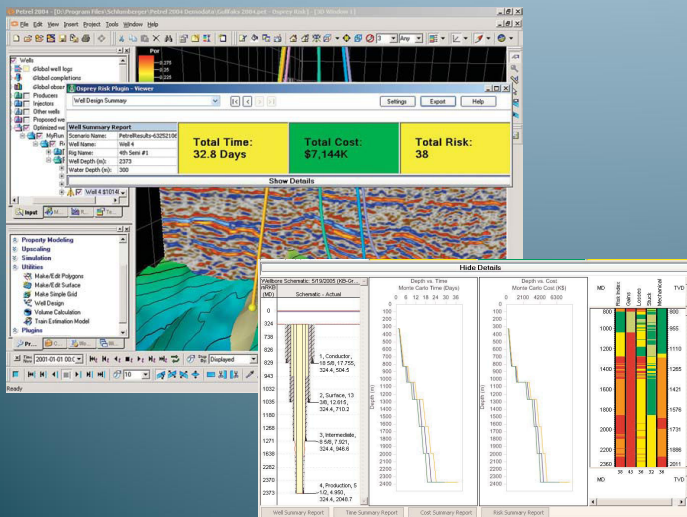
Advantages: Uses the context of the open project

Lessons Learned: Requires geo-tagging

Automated Data Mining



Level V:



Target: Drilling and Production users

Best Practice: Evaluate and reduce risk as a function of depth

Advantages: Can use real-time WITSML data

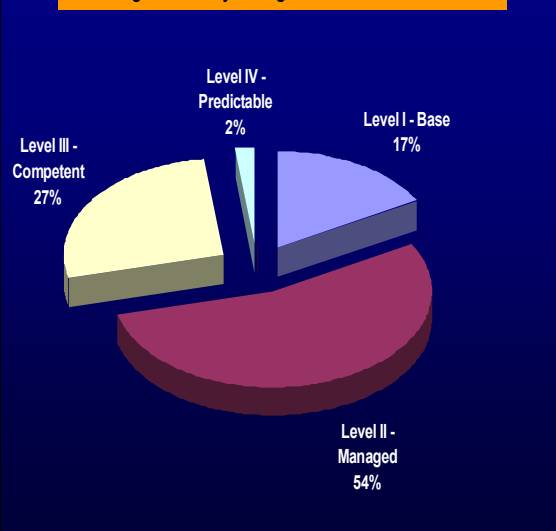
Lessons Learned: Some data conditioning required

Expert Systems

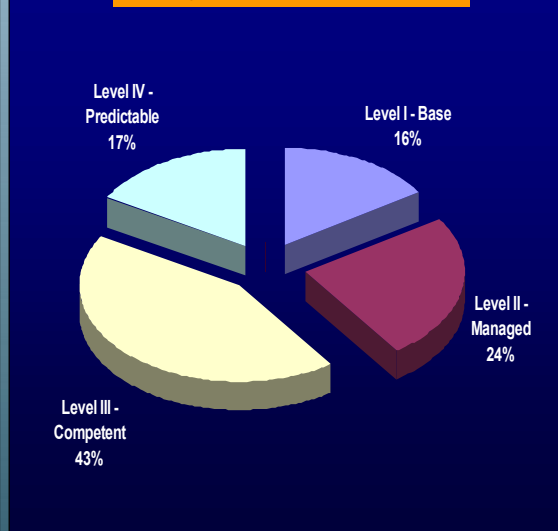


How is it working today?

Percentage of Surveyed Organizations in DMMM Levels

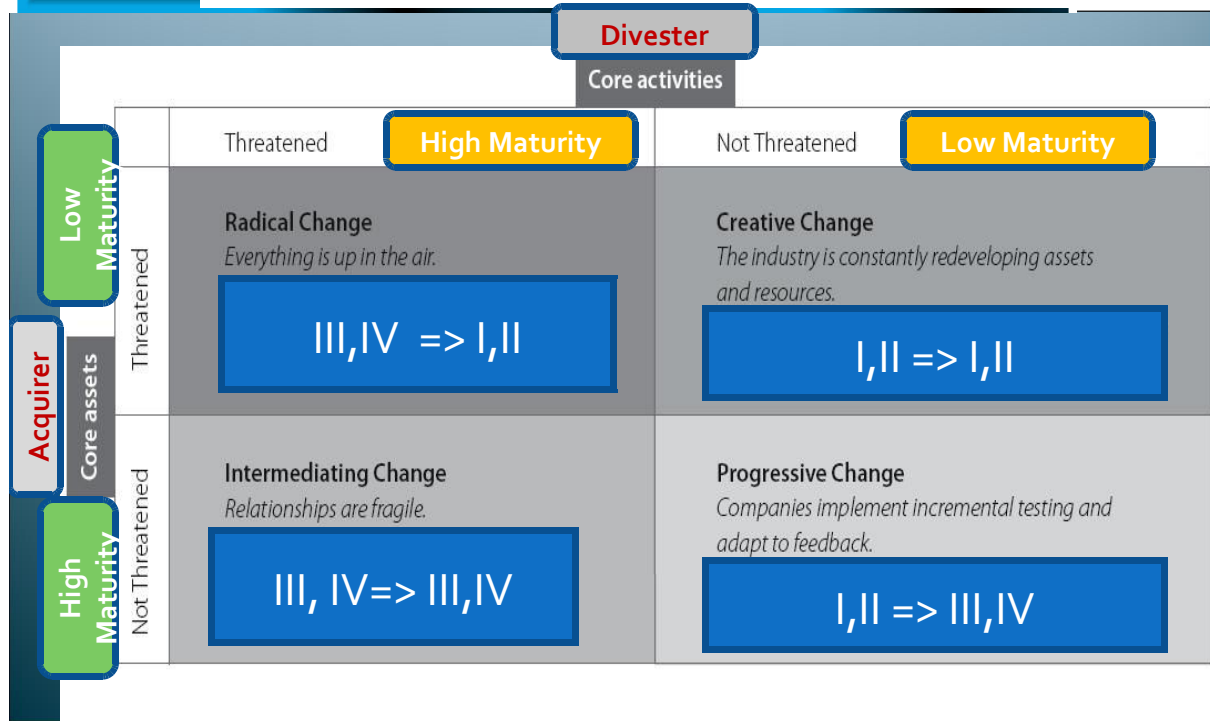


Percentage of Data Volume in DMMM Levels





Where do you fit?



Where will you be after the merger?

