PNEC & PPDM 2017

Conference and Symposium Recap

Cora Poche, Principal Technical DM Consultant
June 13, 2017
The International Conference on Petroleum Data, Integration, Information and Data Management (PNEC)

Mission Statement: “Explore Emerging Trends and Promote Excellence in Global Petroleum Data and Information Management”

2.5 day event, in Houston in May

Presentation Topics: Data Analytics, Big Data, Data Science, Case Studies, IM Maturity, and Data Governance

21st year of the conference

Benefits: Attend sessions - hear what other companies are doing in the Data Management, visit the exhibition to learn about new technologies and services; Networking: opportunity to meet F2F with others in the industry: other operators, service companies and regulatory agencies

For more information: PNEC website, Gail Killough (Pennwell), Cynthia Schwendemann (Hess)
2017 Conference

- **400+ attendees;** ~175 companies: majors, independents, national oil companies, and consulting and technology companies. (Decrease in attendance ~10% from 2016)

- **36 papers:** Conoco-Phillips, Devon, EP Energy, Total, Petronas, BHP Billiton, Permian Resources, BHP Billiton, Kuwait Oil Company, Exxon, Petrobras, Shell

- **25%** papers originated outside the USA, so provided opportunities to hear papers from across the industry and across the globe.

- **Keynote:** Peter Aiken, Founding Director; Blue Print, Virginia Commonwealth University, USA: “Crafting a Strategy for Your Data”.

Example Presentations:

- Why the analytics potential is not being delivered in E & P - Duncan Irving, Teradata
- The Membership Economy - Opportunities for the Energy Industry and Data Management - Ray Wall, Real-Aim Coaching
- A Disciplined Approach to Corporate Data Management - Cora Poche, Shell International Exp & Prod Co
- Regulatory Data Standards Support Convergence - Trudy Curtis, PPDM Association
- “What is a well?” in an ontology-based standard - Mara Abel, UFRGS
- From Data Transfer to Data Assurance: Trusted Data is the Key for Good Decisions - Jay Hollingsworth,
- The Art of Curating Data for Data Scientists - How to Have Your Data and Use it Too - Joanna Reast, ConocoPhillipsEnergistics
- Practical applications of data science in the sub-surface: lessons from the CDA Unstructured Data Challenge - Daniel Brown, CDA
- Killing Traditional Data Management: The case for Intuitive Data Quality Design and Stealth Data Governance - Chris Josefy, EP Energy
- Case study: Turning dust into data, the transcendence of unstructured archives in the O&G industry - Nahida Khelfallah, Schlumberger
- Solving the Drone Data Dilemma - Robert Albright Jr., Product Engineering Manager; HUVRData LLC, USA
- Development of a Masters-level curriculum in Petroleum Data Management - Malcolm Fleming, CDA
- Petroleum Data Management: a new graduate program in France - Anne Jardin, IFP School
- Cross-company Collaboration: The PPDM Professional Development Committee - Ann Clark, ConocoPhillips; Ellen West Nodwell, Integrashare Dimensions
- Implementing Standardisation and Enhancing Operational Effectiveness through Community - Ian Adams, Shell
- Exchange Standards in Seismic Data – What’s the Point - Jill Lewis, Troika International
- Adoption of Standards in an Integrated E&P Geosciences and Reservoir Workflow - Francis Morandini, Total
- ....
Papers of Interest:
“A New Unique Data Asset Identification System - Richard Xu, BHP Billiton

Why Another ID?
- Data is an asset that needs to be tracked and related so it can be analyzed to gain insight.
- Data needs to be linked across various stages of its life cycle.
- Data exists and is utilized across a wide variety of databases, functions, and workflows and each may have different IDs.
- A consistent enterprise-level unique ID is required through the whole life cycle of the data asset and is critical to link related information.

Characteristics of an Enterprise-wide Unique Identifier
- Unique: able to cover all enterprise data without duplication.
- Meta data rich: contains information data type, data relationship etc.
- Associated with the data asset throughout its life cycle.
- Service oriented so it could be utilized by variety of clients
- Scalable for various environments, data size.
- Secure, consistent and persistent over decades.
- 20 characters long and base 36 with 10 numbers and 26 letters

Architecture
- Consumer/Client
- Service
- Data
- BUIDSvc
- Global Seismic Master
- Global Well Master
- GDM
- App
- Petrel
- DSG
- ArcGIS Map Services
- Google Service
- Tomcat
Papers of Interest:
“Rising to the Challenge: Low-cost/High-quality Training Solution for Information Management - Mary Fehr, ConocoPhillips

Our Challenge

Need an eLearning course.
No Budget
Need a Creative (and cheap) solution!

LMS Interface

 Applying Creativity & Imagination to Innovate

Divergent Thinking
Lateral Thinking
Guiding Questions

How do we make information management engaging?

Dramatic Safety Moment

Essential Questions
Real Examples

Consider these questions as you work through this topic:

1. How much time do you spend every day, looking for trusted data?
2. What could reduce that amount of time needed to find trusted data?
3. What is your responsibility in managing the company’s information?

Should they drill the pilot wells without obtaining additional testing?

○ No
○ Yes
“The Professional Petroleum Data Management Association (PPDM)”

- Local chapters in many cities: Calgary, Houston, Oklahoma City, Denver
- Houston DM Symposium & Tradeshow: 2 day event, in Houston, Feb/Mar
- Symposium + CDPA certification + Professional Society + Standards Committees
PPDM Houston Symposium 2017

Tuesday Feb. 28
The first day of sessions will feature a variety of speakers, all kicking off with a Panel Discussion about the Future of Data Management with representatives from local Universities and the PPDM Board of Directors. Presentations today will range from Operators talking about matching well data, to a presentation from across the globe thanks to our Telepresence Robot. We have updates from PPDM and our Regulatory Data Standards Committee.

Wednesday Mar 1
Our second day of sessions will feature Panel Discussions on Well Identification from different perspectives, along with presentations such as Pat Ryan's "A Data Manager's Look Back", an update on the Professional Development Committee and more.

For more information: PPDM website. Trudy Curtis (PPDM), Pam Koscinski (PPDM), Cora Poche (Shell)
Questions and Answers