

# Petroleum Network Education Conferences

A Division of Philip C. Crouse and Associates Inc.

## 16<sup>th</sup> INTERNATIONAL CONFERENCE ON PETROLEUM DATA INTEGRATION, INFORMATION AND DATA MANAGEMENT

### CONFERENCE AND EXHIBIT

MAY 15-17, 2012  
RENAISSANCE HOUSTON HOTEL – GREENWAY PLAZA  
HOUSTON, TEXAS USA

### DEFINE – DESIGN – DEFEND – DELIVER

Data and information management is front and center in the petroleum industry. With all the changes in tools, data, people, processes, and solutions, the dilemma of “Your Data is Here Somewhere” is frontline to efficiencies and success, while preventing costly mistakes and failure. Data integration of all those silos within the enterprise is still a daunting problem - yet is low hanging fruit that will continue to greatly improve efficiencies in the E&P enterprise.

Many approaches can meet the challenge, and while no one approach is the “magic” way, attendees to this conference will hear real-world best practices and implementations from those companies leading the efforts to knock down data and information management barriers that confront our industry – seismic, G&G, well, field, production and reservoir data and information. It’s all about making quality data driven decisions.

### O&G INTEGRATION ISSUES - ADVANCES, ACHIEVEMENTS & DEVELOPMENTS

- :: Integration & Processes
- :: Cost Effective Solutions
- :: IM and Knowledge Management
- :: Security and Archival
- :: Web-Based Options
- :: Proactive Data Sharing
- :: Interoperability
- :: Quantity Management
- :: Enterprise Architecture
- :: Standards

Presentation authors are global. This event has been designed for data and information management practitioners and users.

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# Data Explosion Challenges Oil & Gas Industry

**Tuesday, May 15, 2012**  
**Day One - Plenary Session**

## CASE STUDIES FOR PETROLEUM INFORMATION AND DATA MANAGEMENT

### The Evolution of Information Management and Business Model at Talisman Energy

Lonnie Chin, Exploration Technology and Innovation Team Lead  
 - Geological Data Stewardship, Talisman Energy, Calgary, Alberta  
 CANADA

### Building a Sustainable, Data, Information and Knowledge Management Platform for the World's Top LNG Producer

Dr. Gerald Edwards, Head of Data Management North Field, Qatar  
 Petroleum, Doha, QATAR

### Information Management Strategy in Ecopetrol SA - Corporate Strategy to Achieve E&P Challenges 2012-2020 Decisions

Ivan Rodrigo Plata, Ana Maria Lopez, Carlos Alberto Moreno, Jose  
 Hugo Angarita, and Tito Avella, Ecopetrol SA, Bogota, COLOMBIA

### Collaboration of E&P Authenticated DB's – Kuwait Oil Company (KOC) Best Practices

Mostafa Abdelaty Alalfy, Kuwait Oil Company, Ahmadi, KUWAIT

### Accessing Worldwide E&P Data Through a Proprietary Web GIS Application at Eni

Fabio Feneri, Project Leader, TS Information Management, and  
 Carlo Michele Garbujo, Eni E&P Division, Eni, Milanese, ITALY

### Prospect Information Management – Software-led Design Provides New Way to Build an Information Management System for US Independent

Kandy Lukats, President and CEO, 3GiG, Houston Texas, USA and  
 Carol Hartupee, Senior Reservoir Technician, W&T Offshore, New  
 Orleans, Louisiana USA

### Improving Subsurface and Wells Document and Record Management at Qatar Shell

Andrew Lennon, Senior Technical Data Manager, Qatar Shell,  
 Doha, QATAR, and Paul Cleverley, IM Consultant Shell and  
 Director Flare Solutions Ltd, London, England UK, and Hannie  
 Kamsteeg, Divya Noronha, Shoa Heedan, Qatar Shell, Doha,  
 QATAR, Philippa de Glanville, Shell International E&P, The Hague,  
 NETHERLANDS, and Fatima Alsubhi, Certis, Houston, Texas USA

### Creating Petrel Reference Projects Relative to the Data Environment They are Created From

Jean Trosclair, Workflow Advisor, Shell E&P Company, New Orleans,  
 Louisiana USA

### Supporting, Maintaining and Future Proofing the World's Largest Seismic Data Library

Rick Johnston, Global Geoscience Hosting Manager, WesternGeco,  
 Schlumberger Information Services, Kannan Venkataraman, Carlos  
 Barragan, and Julie Jurischk, WesternGeco, Houston, Texas USA

### Optimization of Saudi Aramco's Seismic Data Workflow

Turki A. Al-Ghamdi, Geophysical Solutions & Data Services Group,  
 Yassir Al-Radhi, and Abdulelah M. Bin Mahfoodh, Saudi Aramco,  
 Dhahran, SAUDI ARABIA

### Developing a Process to Quantify the ROI of Data Quality

John H. Ossege and Scott E. Robinson, Upstream Information  
 Technology, Data Management Practices and Operations,  
 ExxonMobil, Houston, Texas USA

### Data Management – A Strategy for the Long Haul

Rusty Foreman, Global Subsurface Data Management Lead,  
 BP Upstream, and Maja Stone, Data Management Professional  
 Discipline Lead, Molten Group for BP Upstream, Houston,  
 Texas, USA

## OPERATING COMPANY PANEL

### Topical Data and Information Management Issues Facing the Petroleum Industry

#### Panel Co-Chairs



John Minter, Manager –  
 Upstream IT Data Management  
 ExxonMobil Technical Computing Company  
 Houston, Texas USA



Rusty Foreman,  
 Global Subsurface Data  
 BP  
 Houston, Texas, USA

RECEPTION in Exhibit Areas – Sponsored by Halliburton

**Wednesday, May 16, 2012**  
**Day Two - Concurrent Sessions**

## ROOM 1

## SEISMIC AND G&G DATA AND INFORMATION MANAGEMENT DEVELOPMENTS

### Subsurface Analytics: Operationalizing the Original "Big Data"

Dr Duncan Irving, Oil and Gas Practice Lead (EMEA), Teradata,  
 London, England UK and Niall O'Doherty, Director of Manufacturing  
 Consulting (EMEA), Teradata, Ireland UK

### Cartographic Reprojection of 3D Seismic Data Using OpenWorks: A New Vision of Data Load Process

Marcelo Dantas de Amorim, Data Management Consultant, Ricardo  
 Alvares do Santos, Data Management Consultant, Halliburton,  
 Ricardo Lomba de Araújo, Technical Consultant, and Leonardo  
 Matriciano Couto, Coordinator, Petrobras, Rio de Janeiro, BRAZIL

## CONFERENCE AT A GLANCE

Tuesday, May 15	7:00 am – 7:45 am	Conference Registration
Tuesday, May 15	8:00 am – 5:15 pm	Conference
Wednesday, May 16	8:00 am – 5:15 pm	Conference
Tuesday – Wednesday, May 15-16	5:15 pm – 6:15 pm	Receptions at Day End
Thursday, May 17	8:00 am – 1:30 pm	Conference & Lunch

Conference fee includes registration, digital proceeding, exhibits, continental breakfasts, breaks, lunches and receptions.

# Practical Solutions - Innovative Thinking

## **An Integrated Rock Catalogue for E&P Geotechnologists**

Graham Cain, EH Business Development Manager and Craig Shields, Petris Technology, Toulouse, FRANCE

## **High Performance Seismic Data Management - Application to Disk**

Melinda McDade, Storage Performance Engineer, NetApp, Dallas Texas USA and Thomas Ledoux, Consulting Systems Engineer, NetApp, Houston, Texas USA

## **WELL AND ENGINEERING DATA AND INFORMATION MANAGEMENT**

### **Data Quality Improvement for Well Log Metadata using Data Mining and Record Linkage Techniques**

Muhammad S. Readean, Senior Petroleum Engineering System Analyst, Saudi Aramco, Dhahran, SAUDI ARABIA

### **SUMIT – A Unique Well Lifecycle Management Solution**

John Fike, Randi Tucker, Tina Warner, Southwestern Energy, Houston, Texas USA and Paul Haines, Frank Zendejas, Noah Consulting, Houston, Texas USA

### **A Process to Efficiently Acquire, Collect, and Deliver High Quality Wireline Log Data in a Complex and High Volume Environment**

Robert Fairman, Information Analyst/Field Engineer – Information Management and C. Lwanga Yonke, Information Quality Process Manager - Center for Process Excellence, Aera Energy LLC, Bakersfield, California USA

### **Production Operations Data in a TVDB Environment**

Fred Kunzinger, Ewen McRobbie, Mark Wiseman, Hess Corporation, Houston, Texas USA and Paul Haines, Mike Wing, Noah Consulting, Houston, Texas, USA.

### **Integrating Hydraulic Fracturing Data in Established E&P Workflows**

Volker Hirsinger, Managing Director, Petrosys USA Inc., Houston, Texas USA, Mike Silva, Petrosys Pty. Ltd., Perth, AUSTRALIA and Scott Tidemann, Petrosys Pty. Ltd., Adelaide, AUSTRALIA

### **Integration of Systems for Generating Real-Time Automated Workflows, Enhanced Back Allocation Processes, and Developed Optimization Scenarios**

Khawar Rafi Qureshey, Senior Engineer-Petroleum Data, Shakeel Ahmed, Bashyer Al-Khayat, Awwab Nadir Khatib, and Fadul Ibrahim, E&P Information Management Team, Kuwait Oil Company, Ahmadi, KUWAIT

## **ROOM 2**

### **PROFESSIONAL DEVELOPMENT/STANDARDS/PERSONNEL**

#### **Data Integration is Changing Roles for Petrotechnical Professionals**

Jim Pritchett, Chief Executive Officer, Petris Technology, Inc., Houston, Texas USA

#### **Developing Information Management Professionals within Schlumberger**

Dr. John Berkin, Technical Advisor, Schlumberger Information Solutions, Aberdeen, Scotland, UK

## **Translating Industry Standards into a Developer's Language**

Rodney D. Brown and Wesley B. Evans, Upstream Information Technology, Data Management Practices and Operations, ExxonMobil, Houston, Texas USA

## **Bridging Cross-Functional Systems Using the PPDM Well Standard**

Munira Gandhi, Information Architect, Chevron Energy Technology Company and Chellie Hailes, Information Architect, Chevron Global Upstream & Gas, Houston, Texas USA

## **GIGS: The New Industry Standard for Best Practice of Geospatial Data Management**

Barry Barrs, ExxonMobil Technology Company, Jonathan Davis, BP America, Brian Schostak, Shell E&P, and Michael Barnes, Cain & Barnes LP, Houston, Texas USA

## **The Impact of the PPDM Well Identification Project and Ramifications on Spatial Positioning and Data Integration in the United States and Other Producing Countries**

James Stolle, Business. Development Manager, TGS, Houston, TX, USA

## **Develop and Implement a Data Quality Strategy Using PPDM**

Wes Baird, Chief Architect, pDC, geoLOGIC Systems Ltd., Calgary, Alberta, CANADA

## **PPDM Association Education Task Force – What Have We Accomplished**

Margaret Barron, Learning Development, and Trudy Curtis, CEO, PPDM Association, Calgary, Alberta, CANADA

## **Data Management Through a Child's Eyes**

Christopher Gladding, Vice President-Americas, and Joshua Evans, Enigma Data Systems Inc., Houston, Texas USA

## **The PPDM Well Identification Project: A Global Framework for Well Identification and Its Application to Well Numbering in the United States**

Bruce Smith, Vice President, IHS, Englewood, Colorado, USA

## **Day Two - Plenary Session**

### **DATA AND INFORMATION MANAGEMENT ADVANCEMENTS AND DEVELOPMENTS**

#### **Spatialize This! An End to End Workflow for Document Capture in the Cloud**

Dr. Joseph Tang, Queensland Geological Survey, Brisbane, AUSTRALIA, Martyn Lyons, Schlumberger, Aberdeen, Scotland, UK, Blanca Solorzano, Schlumberger, Houston, Texas, USA, Jess Kozman, QBASE, Perth, Australia, and Ed Amash, David Houlston, Micah Wray, IKAN Software, Houston, Texas, USA

#### **The Fit-for-Purpose Architecture for Big Data: Real-Time Adaptive Analytics**

Mike Brulé, Big Data Solutions Executive, IBM Software Group, Houston, Texas USA

## **Who Should Attend?**

**Decision makers interested in enhancing profitability and productivity using petroleum data management and integration!**

*Petroleum Data Managers, Geologists, Geophysicists, Data Application Specialists, E&P Engineers, Project Managers, Knowledge Information Personnel and Managers, Programmers, Oil Industry Software Providers, Business Development Personnel, Geoscience Personnel, Systems Developers, Geoscientists, Marketing Personnel, and Data Modelers*

# Enhancing Value Through Data

## PANEL

### Challenges and Developments From Cross Industry Global Service Companies - Best Practices and Trends



#### Panel Co-Chairs:

Jim Pritchett, CEO and President  
Petris  
Houston, Texas, USA



Mike Brulé, Big Data Solutions Executive  
IBM Software Group  
Houston, Texas USA

RECEPTION in Exhibit Area - Sponsored by Schlumberger Software

## Day Three - Plenary Session

### Data, Data Everywhere and Nary a Stop to Think!

Kay Sutter, Senior Product Manager, IHS Global, Inc., Houston, Texas USA

### Knowledge Management for Decision Making by Applying Data Mining to Real-Time Drilling Parameters

Jaime Martínez, Ciudad Pemex IT Operations Manager, PEMEX IT & Business Processes Corporate Direction, Ciudad Pemex, Tabasco, MEXICO and Eduardo Avendaño, Karina Coronel, Giorgio Drei, José Cornelis, and Carlos Palavicini, Petrolink Services Inc., Villahermosa, Tabasco, MEXICO

### Applying Data Mining, Predictive Modeling and Real-Time Analytics in Oil and Gas Operations

Edward Phillips, Solution Architect, Global Oil and Gas Business Unit, SAS Institute Inc, Austin, Texas, USA

### How to Develop Data Life Cycle Policy for Upstream Technical Data

Jawad M. Al-Khalaf, Project Leader, E&P Database Services Division, Saudi Aramco, Dhahran, SAUDI ARABIA

## AWARDS LUNCH

2012 Cornerstone Selection Committee

Program and Speakers cannot be guaranteed, and program changes may occur.  
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## ADDITIONAL INFORMATION

### ONLINE

The conference program, registration, and hotel reservations, and other information are available at:

[www.pneconferences.com](http://www.pneconferences.com) email: [Crouse\\_Phil@msn.com](mailto:Crouse_Phil@msn.com)

### CONFERENCE REGISTRATION INCLUDES

Delegate conference registration, digital proceeding, exhibits, continental breakfasts and breaks, lunches each day and receptions. PLEASE NOTE: payment, whether by check or credit card, must be received by discount or pre-conference times for price breaks. Registrant confirmation will be sent prior to the conference.

### WHERE

At the Renaissance Houston Hotel-Greenway Plaza, 6 Greenway Plaza, Houston, TX 77046. The hotel is conveniently located at Highway 59 at Edloe Street. The Galleria Mall and Highland Village restaurant, shopping and entertainment district are nearby as are museums and areas of interest. A room block has been arranged with a special rate of US\$ 167 single/double plus tax. Houston tax is 17%. For the group rate, please use the online reservation system or call the hotel **on or before April 23, 2012**, thereafter rooms and rates are subject to availability. A limited block is available and once room block is sold, we may not be able to guarantee rooms at the special rate.

**Phone:** 1-800-266-9432 or 713-629-1200

Ask for the "PNEC Petroleum Data Conference" rate

**Online:** Go to the Renaissance reservation system at the following url: <http://www.marriott.com/hotels/travel/houbr?groupCode=pnepnea&app=resvlink&fromDate=5/11/12&toDate=5/21/12>

### CANCELLATION POLICY

A substitute delegate is welcome. For notice received in our offices by April 16, a 50% refund will be made; no refunds are made after this date.

## Thursday, May 17, 2012 Day Three - Concurrent Sessions

### ROOM 1 BREAKOUT SESSION

#### INTEGRATION

##### Best Practices of Integrating Constantly-Changing Government Data

Tim Downing, Manager, gDC Development, geoLOGIC Systems, Ltd., Calgary, Alberta, CANADA

##### Strategic Online Natural Resources Information System - Successfully Integrating GIS, ECM and Business Applications

Rizwan Ahmed, Chief Information Officer, Louisiana Department of Natural Resources, New Orleans, Louisiana USA

##### Regression Testing for Databases and Data Integration Tools

Aaron Steichen and Susan Cockburn, Cindy Barton, David Saenz, Upstream Information Technology, Data Management Practices and Operations, ExxonMobil, Houston, Texas USA

##### A Holistic Approach to Shale Field Development

Dale Blue, Principal Consultant, Halliburton - Landmark Software and Services, Ron Dusterhoft, Solutions Director, and Jennifer Hohman, Senior Analyst, Halliburton - The Digital Asset, Houston, Texas USA

### ROOM 2 BREAKOUT SESSION

#### PETROLEUM DATA MANAGEMENT

##### Upstream Data Loading

Anulike (Edith) Ezekwe and Carla Romano, Upstream Information Technology, Data Management Practices and Operations, ExxonMobil, Houston, Texas USA

##### Smart Data Management at Continental Resources: Expanding Functionality Without Blowing the Budget

David McMahan, Manager, Geotechnical Services, and Mark Wiggins, Manager, Application Support Services, Continental Resources, Inc. and Tarun Chandrasekhar, Director, Data Management Products, Neuralog, Inc., Houston, Texas, USA

##### Master Data Management – Ensuring Your Organization Realizes the Full Potential

Troy Christensen, Backbone Data Director, BP, Houston, Texas USA and Scott Kimbleton, IBM Global Business Services, Business Analytics & Optimization, Jacksonville, Florida, USA

##### High Performance Data Management

Jay Hollingsworth, Director, Oil & Gas Solutions, Oracle, Houston, Texas USA

# PNEC Conferences

25 Years in Training and Petroleum Conferences



*When We Meet - We Learn  
and Drive Results - We Lead*

## A LETTER ABOUT THE CONFERENCE

**Dear Petroleum Industry Personnel:**

This last May's 15th annual conference was exciting and upbeat. 2011 reawakened the importance and value of meeting face-to-face with your industry peers who are shaping the future of petroleum data management in challenging times.

We are proud to be 'connecting the dots' to keep you ahead of the curve on critical developments with petroleum data integration, information and data management.

Our conference theme for 2012 is "Advances, Achievements and Developments in Petroleum Data and Information Management and Integration".

The oil and gas industry remains at a critical juncture of responding to exploding queries which are more complex from more E&P personnel using more communication and hardware tools to access a broader range of data to make quality data driven decisions. All the stakeholders need to integrate and collaborate more than ever before to be successful in providing enterprise-wide solutions for their technical and financial people.

Data equipment, storage, protection, security, architecture, and many more areas come into play as the industry has to handle a whole new dimension of scale in their companies. The demands are great.

The stakes are high. Without improved solutions, uncertainty and ambiguity will plague good data driven decision-making.

Each year we hear leading speakers sharing real world solutions for issues of data quality, data transfer and integration, improving search and access, and other critical presentations. Companies will be discussing cutting-edge advances for business workflow and best practices for data management.

Data sets are growing for all upstream functions, including G&G, drilling, reservoir, production, field, real-time functions, regulatory, financial, and record administration. All these factors make the need for cost effective data and information management and integration of data ever more critical.

This year's conference looks at keeping focus and advancing petroleum data management for enterprise success in challenging times. Papers come from around the globe and address real problems and solutions. Operators, vendors, government and standards associations are making presentations during this two and one-half day power packed event. Presentations have the user, manager, technician, programmer, geologist, geophysicist, and engineer in mind.

You get the complete picture that facilitates the type of professional discussions needed in today's complex data systems management. The conference continues to be acclaimed for handling the discussion with balance.

We invite you to bring your team and multiply your company's benefits. Also meet with exhibitors who are leading efforts to improve data and information management, thereby leveraging your time to maximize benefits and your return on investment!

This conference is simply the most power-packed, professional, and best value cornerstone event of the industry - now in its 16th year dedicated to the facilitation and advancement of the petroleum data and information management community. When this community meets, they change the world of petroleum data integration, data and information management!

We look forward to seeing you in Houston!

**Philip C. Crouse, PE, PNEC™ Conferences**  
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## Easy ways to register

- 1 E MAIL** Crouse\_Phil@msn.com
- 2 FAX** 214-841-0046
- 3 PHONE** 214-841-0044
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## THANKS TO OUR 2012 PETROLEUM DATA MANAGEMENT CONFERENCE ADVISORS

John W. Minter, ExxonMobil Technical Computing Company, Manager Upstream IT-Data Management, Houston, TX USA

Cora L. Poche, Shell Exploration & Production Company, Upstream Americas Supervisor - 3D Seismic Data Management, New Orleans, LA USA

Ray Wall, ConocoPhillips, Director- Upstream Applications & Data - IT Shared Services, Houston, TX USA

Omar O. Akbar, SaudiAramco, Group Leader, GIS and Data Management, Exploration Application Services Department, Dhahran, SAUDI ARABIA

Chevy Thomason, Chesapeake Energy, Supervisor-Well & Facility Information Management, Oklahoma City, OK USA

Ellen West Nodwell, Hess Corp, Global GIS Mgr, Houston, TX USA

Allen Greenwood, NCOC, Manager, Technical Services, Astana KAZAKHSTAN

Pat Ryan, Nexen Inc., Manager-Technical Data Management, Calgary, Alberta CANADA

Rusty Foreman, BP, Global Subsurface Data Manager, Houston, TX USA

Trudy Curtis, PPDM Association, CEO & CIO, Calgary, Alberta CANADA

Rick Johnston, Schlumberger, Global Business Development Manager, Houston, TX USA

Janet Hicks, Landmark Halliburton, Senior Manager - Information Management, Houston, TX USA



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**16<sup>TH</sup> INTERNATIONAL CONFERENCE**  
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**Integration, Information and**  
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**May 15-17, 2012**  
**Houston, Texas**

16<sup>TH</sup> INTERNATIONAL CONFERENCE

INVITATION TO ATTEND

To Addressee  
 Please Forward to Data Management Team

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P.O. Box 181510

Petroleum Network Education Conferences

Philip C. Crouse and Associates Inc.

## 16th Intl Conference on Petroleum Data Integration, Information & Management

(Typewritten or BLOCK CAPITALS please)

Pay by **April 16** and receive the **Early-Mover Advantage** rate of **US \$945. SAVE MORE** – Take an extra \$50 off each conference registration with 2 or more from the same company-location.

<b>CONFERENCE FEES (US\$)</b>	Early	After April 16	On Site
	___ \$945	___ \$1045	___ \$1145

■ TOTAL US\$ \_\_\_\_\_ ■ # of Delegates \_\_\_\_\_

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**Additional Registrants - Please duplicate this form if needed**

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Hotel: Renaissance Houston Hotel, 6 Greenway Plaza, Houston, TX 77046. A limited room block has been arranged.

For the special rate, book your room reservation **on or before Monday, April 23** online or call the hotel and refer to "PNEC Petroleum Data Conference".

Rooms and rates are subject to availability. See Additional Information brochure section.