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Europe's Longest Running Industry Event, 17th Annual

E&P Information and Data Management

3rd & 4th
FEBRUARY
2015

Marriott Regents Park Hotel | London, UK

13 operators representing 12 nations to speak for a developing upstream industry...

CHAIRMEN:



David Lloyd, Project Portfolio Manager, Information Services Department, **GDF SUEZ E&P UK Ltd**



Ed Evans, Senior Consultant & CEO, **NDB**

EXPERT SPEAKER PANEL INCLUDES:



Gema Santos Martin, Head, Upstream Data Management, **Repsol**



Sergey Fokin, Head of Data Management & Geoinformation, **Total E&P Russie**



Emmanuel Udeh, Subsurface Data Analyst, **Shell Nigeria**



Mikitaka Hayashi, Data Manager, **JGC Corporation**



Tofik Ouagueni, E&P Data and Information Manager, Strategy Team, Global IT, **BG group**



Andy Moore, Independent Consultant and Former IS Manager, Knowledge Information and Data, **Santos**



Mohamed El-Harras, Head, CPD-IM, **Petroleum Development Oman**



Thomas Speidel, Trend Specialist, **Suncor Energy**



Hussain Zaid Al-Ajmi, Team Leader Exploration & Production IM, **Kuwait Oil Company**



Wolfgang Storz, Manager Geo Databases, **RWE**

BENEFITS OF ATTENDING:

- Discuss the growing need for **data governance** and develop ideas to take back to your teams
- Listen to regional and global **case studies** from leading oil and gas companies both large and small
- Hear from the evolving market on how to best incorporate best practice strategies and methods
- Bridge the gap between the engineers and IT department to ensure a smooth operation across teams and individuals ideas

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PLUS FOUR INTERACTIVE HALF-DAY CONFERENCE WORKSHOPS

Seismic Data Quality

Hosted by:



Building an Operational Framework for E&P Data Management

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Measuring the Value of Effective Data Management

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Competency Development in E&P Data and Information Management – The Hows and Why

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8.30 **Registration & Coffee**

9.00 **Chairman's Opening Remarks**

David Lloyd, Project Portfolio Manager, Information Services Department, **GDF SUEZ E&P UK**

DATA GOVERNANCE

OPENING ADDRESS

9.10 **Data Governance in E&P**

- Oil & Gas Organizational challenges
- Data Ownership and life cycle challenges
- Data Governance: Data as a strategic Asset
- Data Governance: Dream big and start small: MDM
- Data Governance: The way to a mature state

Tofik Ouagueni, E&P Data and Information Manager, Strategy Team, Global IT, **BG Group**

9.50 **Data Governance for EPC, O&M**

- The Motivation of Quality Data
- How do we manage the large volume of data?
- How do we manage Data Quality?
- How do we manage changes?
- How do we manage people?

Mikitaka Hayashi, Data Manager, **JGC Corporation**

10.30 **Morning Coffee**

10.50 **Data Quality: Unlocking Volumes, Adding Value**

- Value of quality data in Asset Optimization
- As an enabler towards timely and strategic decisions
- Increasing corporate efficiency and bottom-line
- Improves regulatory compliance

Emmanuel Udeh, Subsurface Data Analyst, **Shell**

11.30 **Maximizing Facility efficiency by developing an effective information management strategy**

- Discussing the key challenges faced in information management
- Recognizing solutions for managing the E&P, projects, engineering and corporate data
- Identifying the advantages of implementing an effective information management strategy

Mohamed El-Harras, Head, CPD-IM, **Petroleum Development Oman**

12.10 **Sessions Reserved for Petrobras** - Details to be announced
Senior Representative, Petrobras

12.40 **Networking Lunch**

OPERATOR CASE STUDIES

1.50 **GIS: Mapping for the Masses**

- How GDF SUEZ E&P UK has delivered GIS
- The subsurface domain for "traditional" mapping uses
- Marketing and extending into other areas of the business
- Realising additional value of the system from integration with external and unusual data sources
- Deployment architecture and the multiple uses we have delivered

Grahame Blakey, GIS Project Manager, **GDF SUEZ E&P UK Ltd**

2.30 **IM is Possible: Delivering Success with SharePoint**

- How GDF SUEZ E&P UK has delivered a flexible and scalable IM system for web and document management based on SharePoint
- How we have tackled this, solved it and got buy-in across the business and completed within two years
- The future of integration with many other systems- delivering our strategic vision of a one stop shop, an integrated, collaborative environment

Soumo Bose, Project Manager, **GDF SUEZ E&P UK Ltd**

3.10 **Learnings from two decades of technology refresh projects**

- Explore the key ingredients required for a successful Technology Refresh Project
- Which data migration strategy is appropriate
- How to manage data quality
- What organisational capability is required to deliver these projects?

Dan Hodgson, Technical Director, **DataCo**

3.50 **Afternoon Tea**

4.10 **Implementing data quality management of subsurface data at a midsize oil company**

- Dimensions of data quality and the crux with the single version of truth
- The basic design of DQM: promising tools vs end user driven approach
- Implementation today
- Data Quality Management in the Corporate Seismic Database
- Data Quality Management in the Corporate Well Database
- Workflows, key performance indicators, friction points

Wolfgang Storz, Manager Geo Databases, **RWE**

4.50 **Why Should Data Governance be Taken More Seriously? Points of discussion**

- Approach to data governance
- Implementation of data governance
- Building sustainment through a DG organisation
- Summary

Suzu Milburn, Data Manager, **Genel Energy**

Emmanuel Udeh, Subsurface Data Analyst, **Shell**

David Lloyd, Project Portfolio Manager, Information Services Department, **GDF SUEZ E&P UK**

Tofik Ouagueni, E&P Data and Information Manager, Strategy Team, Global IT, **BG group**

5.30 **Chairman's Closing Remarks and Close of Day One**

PANEL
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DataCo, founded in 2001, is a leading independent E&P data and information management company. We provide a comprehensive service to the oil and gas industry worldwide. Head office is in London (England), Technical Office and processing centres in Aberdeen (Scotland) and Perth (Australia), offices in Houston (USA), and operations throughout the world. DataCo is software, hardware and data vendor independent offering integrated services across Consultancy, Solutions Delivery, Technical Services and Managed Services. Our 120 plus staff and bespoke solutions are trusted by supermajors and independents to unlock the full potential of their data. www.dataco.co.uk

8.30 **Registration & Coffee**

9.00 **Chairman's Opening Remarks**
Ed Evans, Senior Consultant & CEO, **NDB**

STANDARDS AND PRACTICE

OPENING ADDRESS / KEYNOTE ADDRESS

9.10 **TRanSForM with InforMation**

- Unique and simple point to information access and share
 - Jigsaw puzzle pieces
- Invitation to: **Gema Santos Martin**, Head, Upstream Data Management, **Repsol**

9.50 **Data as a crucial element of business continuity in E&P. Single point of truth and data quality are important, but how to prevent that you lose the data?**

- Comprehension of the data criticality for E&P
- Creating a plan for risk mitigation related to data
- Implementation of Disaster Recovery Planning as a basis for data availability

Sergey Fokin, Head of Data Management & Geoinformation, **Total E&P Russie**

10.30 **Morning Coffee**

11.00 **The Automation of Seismic Data**

- Why seismic data presents such a problem
- How the SEG work with SEG Y1, SEG Y2 and SEG D3 can help
- Contract building with formats

Contract compliance and automation of data use
Jill Lewis, Chair, Technical Standards Committee, **SEG and MD Troika International**

11.30 **Partially Automated E&P data Validation System**

- Master DB update and ways of the improvement
- The issues and concerns in the conventional one
- The approach to auto-validation
- Implementation

Hussain Zaid Al-Ajmi, Team Leader Exploration & Production IM, **Kuwait Oil Company**

12.10 **DataCo IQ, the power of dedicated technologies for a fully integrated approach to information management**

- The power of "working smart" through the utilisation of technology and automation
- Data migration – an integrated technological workflow for efficient data analytics, rationalisation, current and future state mapping and migration
- Domain working environments – developing stable processing environments for multiple projects based on the individual needs of our clients
- Future IQ developments

Chris Frost, Lead Data Analyst, **DataCo LTD UK**



12.40 **Networking Lunch**

1.50 **Maximizing Facility efficiency by developing an effective information management strategy**

- Discussing the key challenges faced in information management
- Recognizing solutions for managing the E&P, projects, engineering and corporate data
- Identifying the advantages of implementing an effective information management strategy

Mohamed El-Harras, Head, CPD-IM, **Petroleum Development Oman**

2.30 **Anatomy of a Disaster: San Bruno - the largest Natural Gas Pipeline Disaster in US History (An Update)**

- Background
- The Investigation
- The Information and Records Management Issues
- The Verdict
- Fines (\$2B) and Remedies

Paul Duller and Alison North, Investigator and Expert Witness, **California Public Utilities Commission (CPUC)**

3.10 **Afternoon Tea**

THE CLOUD AND ANALYTICS

3.30 **Analytics predict profits – is business leadership digitally aware?**

- As costs cripple the industry, Big Oil chases techniques to produce more effectively and safely.
- 21st Century thinking suggests that Information Technology would have a major role to play.
- However, the promise of data-driven E&P is compromised by a 20th century view of IT's role.
- Meanwhile, the data-scientist sees not only how information contributes to reduced costs but also, more importantly, how it can be used to dramatically increase revenue.
- This presentation will discuss how those charged with managing E&P information and data can convince a sceptical leadership that big data means bigger profits rather than more IT spend.

Andy Moore, Independent Consultant and former IS Manager, Knowledge Information and Data, **Santos**

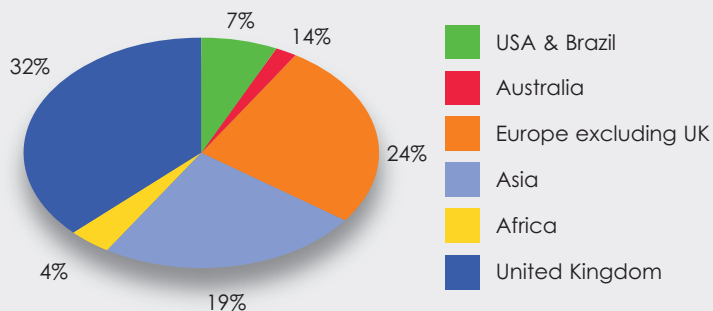
4.20 **10 Analytics Strategy Tips**

- Analytics in the Oil & Gas industry
- The role of analytics to support decision making
- Big data, predictive modelling, information visualization, data warehousing

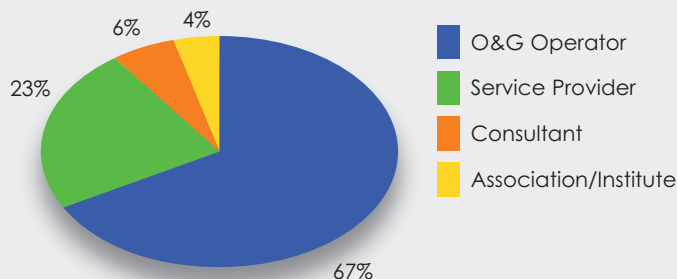
Thomas Speidel, Trend Specialist, **Suncor Energy**

5.00 **Chairman's Closing Remarks and Close of Day Two**

Event Attendees 2013-2014 by Region



Event Attendees 2013-2014 by Industry Sector



Pre-Conference Workshop A: Seismic Data Quality

8.30am-12.30pm, 2nd February 2015

Overview of workshop:

In all companies working with Seismic Data there is a non-geophysical quality issue such as the structure, contents and associated meta-data required to make geophysical samples useful. Although there is no geophysics without samples the samples are no use without meta-data and correctly formatted information. In this workshop we will look at what a data-set should consist of and what supporting information is required to make the most of seismic data.

Why you should attend:

The task may seem onerous to check every volume but with the right tools and work flows it is more than possible. The checking of data quality and content saves geoscientists a large amount of time. If you can automate the process so that a report always accompanies data and repairs are carried out where necessary this is a big win for you and your company.

About Jill Lewis:



Since 1998 I have worked with the Technical Standards Committee (TSC) of the SEG. I was responsible for the ratification of SEGRev1, SEG2.1 and SEG3.0 as Vice Chair and Chair. I bought the OGP, Energetics and SEG together to use the same fundamental standards. E.g. when referring to measurements we all use the Energetics Units of Measurement Table, when referring to positioning we all use the OGP's EPSG database etc. At present I am still a member of the committee and also work with the Standards Leadership Council on behalf of the TSC of the SEG. I am involved in the National Data Repository group where again we promote good use of the SEG standards and how to best ensure that data will be useful into the future.

As for a day job... I am CEO of Troika International Ltd which is a software house specializing in data management, data transcription software, data quality, formats, data ingestion and data and tapes in general.

Programme:

- 9.00 Introduction
- 9.10 Data Input, QC, Deliver and any necessary Repair
- 9.50 Tape and Disk Part 1
 - 2D
 - Field
 - Ident (pre-stack gathers with Nav)
 - Post-Stack
- 10.45 Coffee Break
- 11.15 Tape and Disk Part 1
 - 3D
 - Field
 - Ident (pre-stack binned with Nav)
 - Post-Stack
- 12.00 Conclusion and discussion
- 12.30 End of workshop

About Troika International:

Troika is a Global Seismic Software Company that provides Data Management Utilities and the ability to automate the QA, QC, distribution and ingestion of data. For over 20 years Troika have provided major Oil Companies, National Data Repositories and Service Contractors with a range of software tools. With offices in England, Scotland, and the United States, Troika delivers vital assistance that allows you to capitalize on your irreplaceable data assets, now and in the future.



Pre-Conference Workshop B: Measuring the Value of Effective Data Management

1.30pm-5.00pm, 2nd February 2015

Overview of workshop:

This interactive workshop will help the delegates by developing the structure to their thinking on valuing data management both from a Data Management Perspective and a business perspective. The delegates will benefit from sharing current thinking, including a number of well-publicised papers dedicated to the topic. Using case study examples we will look at the topic from different angles:

- costs of acquisition/replacement
- data as an asset
- comparative studies on data management maturity and business effectiveness
- costs of failure
- value add activities

Who should attend; For those who are ...

- managing data in E&P
- dependent on well managed E&P data
- budgeting for effective Data Management

About Ed Evans:



With a background in Geology and IT systems analysis Ed has been working in E&P IT systems for more than 25yrs. Ed is one of the founders of NDB. 'Since 2004, NDB has worked with Oil Company Subsurface and IT teams to improve subsurface capability. This

Programme:

- | | | | |
|------|--|------|--|
| 1.30 | Registration and coffee | 4.00 | Summary and categorization of costs |
| 2.00 | Opening remarks | 4.40 | Industry views on the 'value of data' and the 'value of data management' |
| 2.10 | What does effective Data Management look like? | 5.20 | Approaches to valuing effective data management |
| 2.50 | What are the minimum essential activities? | 6.00 | End of workshop |
| 3.30 | Coffee break | | |

means optimising organisation, workflow, data and software toolkit. The result is that we deliver to our clients on the promises of subsurface technology.

About NDB:

As a software neutral services and consultancy company NDB is pleased to be considered by our clients as a trusted partner in driving increasing value from petro-technical systems and services.



Want to know how you can get involved?

Interested in promoting your services to this market?

Contact Julia Rotar, SMI Marketing on +44 (0) 207 827 6088, or email: jrotar@smi-online.co.uk

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Post-Conference Workshop C: Building an Operational Framework for E&P Data Management

8.30am-12.30pm, 5th February 2015

Overview of workshop:

This workshop will give practical guidance to identifying the strengths and weakness of your company's data management environment and in developing an operational framework that incorporates the key elements of data management. This can help companies focus on the areas that matter to ensure data management is as effective as possible now and in the long term. Through a combination of presentation of Venture experience and peer group discussion, the issues, approaches, tools, framework components and keys to success will be explored and shared.

Why you should attend:

E&P data management can often be narrowly focused on providing reactive support to business users day-to-day. Developing an operational framework that states and relates critical components of the data management function back to your organisation's strategic objectives can help to:

- address challenges in the long term
- focus resources to ensure long term sustainable solutions
- gain understanding and stakeholder commitment for beneficial change

Participants will benefit from Venture's 25 years of experience in helping over 65 E&P companies overcome data management challenges and to build data management frameworks. Participants will also learn and share from their peers in the industry

About Ian Jones:



Ian Jones, has over 30 years' experience in the oil and gas industry and is recognised as an expert in the field of E&P IT, Data and Information management. Starting his career as a Geophysicist with Marathon Oil, Ian has held diverse leadership and consulting roles across a range of E&P companies including BP, Hess, TAQA, OMV & Tullow. He has extensive experience advising oil and gas companies of all sizes and maturity levels on how to create and implement effective DM strategies, frameworks and roadmaps

Programme:

- 8.30 Registration and coffee**
- 9.00 Opening remarks**
- 9.15 Introduction and issues and challenges**
 - Definitions and concepts
 - The value of data management
- 10.00 Framework components**
 - Issues categorisation
 - Framework development
- 10.30 Coffee break**
- 11.00 Building and sustain the framework**
 - Benefits, behaviours and buy in
 - Barriers and good practice
 - Metrics and measurement
- 12.20 Summary and wrap-up**
- 12.30 End of workshop**

About Venture:

Venture is a leading global provider of Information Management services to the E&P industry. Drawing on 25 years of experience in delivering over 4,000 engagements to in excess of 65 E&P companies, our services cover structured technical data, unstructured documents and technical applications. We deliver all aspects of information and data management from strategy and architecture development through to project implementation, training, coaching and on-going service delivery.



Post-Conference Workshop D: Competency Development in E&P Data and Information Management – The Hows and Whys

1.30pm-5.00pm, 5th February 2015

Overview of workshop:

This workshop will discuss practical considerations in the development of E&P Information Management Competency Frameworks - supporting career progression and discipline professionalisation. Using a combination of presentation of Venture experience and participant knowledge sharing, the workshop will cover fundamental concepts and key framework components. It will discuss approaches to creating practical indicators and measures of competency along with ideas to help support a case for E&P information management career development and professionalisation.

Why you should attend: This workshop is designed for:

- Anyone wanting to understand the drivers behind the professionalisation of E&P Data and Information Management
- Individuals considering, or simply wanting to further their understanding of, the definition and codification of E&P data and Information Management competencies and career paths in their organisations
- Managers or Team Leaders seeking to develop Data and Information Management competencies in their teams
- Data or Information Managers seeking to plan their own career progression.

About Simon Cushing:



Simon Cushing, has 24 years' experience in the oil and gas industry and is recognised as an expert in the field of E&P Data and Information management. Simon has held diverse leadership roles in petrotechnical services management, and has led Venture's Enterprise Content Management and Professional Services organisations. He has extensive experience advising oil and gas companies of all

Programme:

- 1.30 Registration and coffee** **4.00** **Key framework components continued**
 - Organisational accountabilities
 - Career progression and learning progress
- 2.00 Opening remarks**
- 2.15 Background and landscape today**
 - The drive to professionalization
 - The current state of play
- 2.45 Key framework components** **4.40** **Why professionalise?**
 - Why E&P IM is a technical discipline
 - Benefits of competency development
- 3.30 Coffee break** **5.20** **Summary and wrap-up**
- 5.30 End of workshop**

types. Simon has worked in competency development throughout his career, delivering and designing courses in applications technology, information and data management, project management, and relationship-building and communications skills. He is Course Director for PetroSkills' popular Introduction to Data Management course, and participates in a range of industry initiatives including PPDM's Data Analyst Certification and CDA's Professionalization working group. Instrumental in founding and building Venture's Academy, Simon has developed competency frameworks, training curricula and – unique in the marketplace – Venture's Graduate Programme. He has also established relationships with third party learning service partners and academic institutions.



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Workshop A Workshop B Workshop C Workshop D

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