



PNEC & PPDM 2017

Conference and Symposium Recap

Cora Poche, Principal Technical DM Consultant
June 13, 2017



**Professional Petroleum
Data Management**
Association

PNEC



- *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”.
- Panel discussion: **The Future of Petroleum Data Management.** Panel: Moderator: Jim Crompton, Noah Consulting, Co-moderator, Cynthia Schwendemann, Hess. Panelists: Sashank Panchangam, Halliburton, Alan Smith, Luchelan, Peter Black, EnergySys



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
- Accelerating the Access and Insight of Unstructured Technical Geoscience Data Assets. Evolution of a Subsurface Data Management Capability. - Ron Clymer, Devon Energy Corporation
- 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:

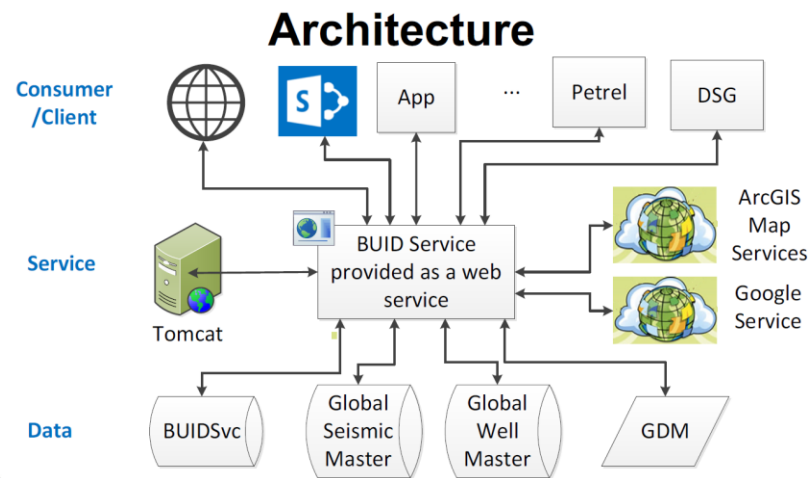
"A New Unique Data Asset Identification System - Richard Xu, BHP Billiton

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



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

ConocoPhillips
Foundations of Information Management

Course Introduction

Target Audience: Geoscientists and other Information Management professionals
 Course Duration: Approximately 45 minutes
 Click NEXT to continue.

Course Flow
 Here is how you will move through the course content.

- 1. MyLearning**
You began in MyLearning to access what you are saving now.
- 2. SharePoint**
On the next page, you will be prompted to go to a SharePoint site to access the course topics.
- 3. MyLearning**
After completing the course topics, you will be prompted to return to this course site to take the final quiz.

In this self-paced online course, you will learn the foundations of information management at ConocoPhillips, with an emphasis on Geoscience. Topics include (1) People, Processes, and Technology; (2) Data Life cycle; (3) Data Quality; (4) Data Security; (5) Resources; and (6) the Value of Information. The course, if completed in one session, should take about 45 minutes to complete, but you may stop and start.

If you plan to complete the course in one session, keep this site open while viewing the SharePoint content, so you can easily return to take the final quiz.

Applying Creativity & Imagination to Innovate

Divergent Thinking

Lateral Thinking

Guiding Questions

How do we make information management engaging?

Dramatic Safety Moment

Safety Moment: Lake Peigneur Incident
 Incorrect information can lead to serious consequences, as in the case shown here.

- A wellbore drilling down from the surface of the lake entered the salt mine with a 14-inch drill bit.

Consider these questions as you work through this topic.

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

Should they drill the pilot wells without obtaining additional seismic?

No
 Yes

Real Examples

Essential Questions

PPDM



- “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

Tools



PPDM Data Rules



PPDM 3.9 Documentation



PPDM Lite 1.1 Data Model



Taxonomy Dimensions



Well Identification



Well Status



What is a Well?



Wiki



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

Q&A

