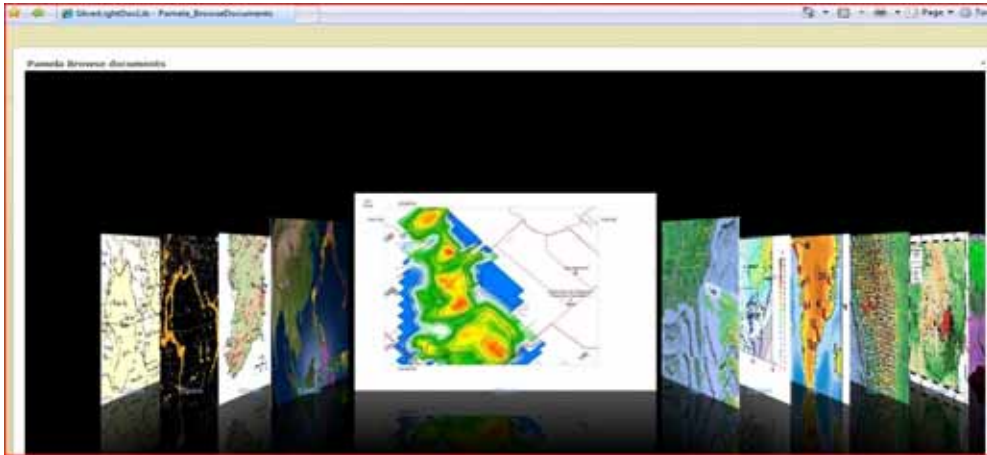


**PNEC E&P Data Integration Conference
Houston, May 2009**



Petris Winds OneTouch – iPhone-like document interface¹.

Around 250 attended the 13th PNEC International Petroleum Data Conference² – not a bad turnout in the context of a downturn and the early days of a flu epidemic. PNEC continues as the prime upstream data event, with a good balance of vendor and end user presentations and authoritative panel sessions.

Highlights of the 2009 PNEC included Chevron's 'Keystone' master data management program – underlining a growing interest in master data management (MDM). This comes with a realization that MDM deployment is proving harder than was originally thought. Issues such as granularity, the appropriate level of detail, are proving difficult. Even the 'standard naming convention' can be hard to realize when the same name means different things in different contexts and for different communities. Data quality continues to get attention as witnessed by an informative presentation by HighMount on its use of an IHS PIDM/Innerlogix combo in the mid sized independent.

An interesting panel session, with representation from BP, Chevron, ConocoPhillips, Chevron and Shell, investigated the standard data model. Companies have generally moved on from the deployment of a big central database and are now circumventing such a 'full frontal' approach. Attempts to deploy slimmed-down master databases are in progress – but some such initiatives have been impacted by the recession.

Other presentations from major operators included Shell on its use of Petris' Recall log data management system, Total on plans to deploy a RESQML-based data model to support a revamp of its venerable Alwyn field and Marathon's 'MIDAS' well master data store that embeds HP's 'IQM' quality management methodology and Informatica IDQ. LMKR introduced its new simulation-based training system, developed for in-house use and now being commercialized for training new hires on topics from seismic interpretation, through drilling to economics. Petrosys showed how data quality management is extending to coordinate reference data, Schlumberger reported on IM site assessments and data management 'maturity' and Amalto extended PNEC coverage to e-business with its peer-to-peer interface between Chevron's ERP and mid size suppliers. Petris rolled out its new 'OneTouch' front end to its Winds Enterprise data integration system and got some good support for its technology from end users Saudi Aramco and Baker Hughes.

¹ Image courtesy Petris Technology – www.petris.com.

² More from www.pneconferences.com.

Highlights

Chevron's Keystone MDM
 Standard Data Models (panel session)
 Simulation-based training
 Shell's log data management
 Standards in reservoir description (Total)
 Marathon's 'MIDAS'

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This Technology Watch report was produced by The Data Room.

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