

SMi 12<sup>th</sup> E&P Information and Data Management Conference  
London, February 2010

Around 100 were signed up for the 12<sup>th</sup> SMi E&P Information & Data Management held in London. Chairman Floyd Broussard (**Schlumberger**) described the early digital days as data ‘collection.’ The data role evolved over time to that of a ‘concierge,’ managing information and building projects. The role continues to change and today, is one of a data ‘curator’ – with responsibility for identifying quality sources and ‘shaping the information landscape for self-service by users.’ This requires quality tools and work-flow automation.

Someone remarked that ‘this show is about people, not technology,’ a statement that was largely borne out by much of the content which was of a managerial nature – discussing data governance, process and staffing issues. One prevailing question is ‘do geoscientists or IT professionals make the best data managers?’ **Total** ascribed one major data management project’s success to its being managed by an expert geoscientist. The company is also raising the profile of its data managers from ‘support’ to ‘geo-information specialist.’ **Chevron** sees the information management landscape as maturing – there will be no more ‘dipping in and out’ of IT. **RPSGroup/Paras** described how psychometric testing is used to build data management teams – selecting the right personality to fulfill roles such as ‘change agents,’ trainers and ‘organizational developers.’ This approach was used by **BG Group**, which has blended the ‘people’ approach with structured IT project methodologies such as [PRINCE2](#), [ITILv3](#), and [MOF](#).

**Repsol** explained how listening and observing users’ activity can bring focus to data and knowledge management programs. These are designed to be ‘useful and to make it easier for users to remember what they did.’ **BP** argued that data assets have a very high value and need to be treated like physical assets. This is done by augmenting the ‘traditional’ data management focus with data governance, performance management and professional discipline training.

Notwithstanding the emphasis on ‘people,’ a paper on positioning standards co-authored by **ExxonMobil** and **Troika** was a reminder that this is actually about data and technology too! In fact, as **ENI** confirmed, the geodetic area is one where industry is particularly exposed to losing know-how through restructuring and the ‘big crew change.’ ENI is now ‘nurturing’ its remaining cartographic skills. **Microsoft** claimed to provide solutions to both the ‘people’ problem, in the form of collaboration tools, and to the ‘technology’ side of the equation, with the announcement of its ‘E&P Reference Architecture’ although little details are as yet available.

A presentation from **AF-Engineering** and **Preem Petroleum** offered a glimpse of data management and quality control in the refinery – showing how automation is a way around the ‘people’ problem and also how the ISO 9000 standard provides support for the auditing and quality assurance of measurements. The auditing theme was also a facet of **Hampton Data**’s proposed framework for data and decision quality management.

### Highlights

[UK Virtual National Data Repository](#)  
[iOps, Laredo’s master data management](#)  
[Process and technology in Saudi Aramco](#)  
[GDF Suez’ implementation methodology](#)  
[Total’s sustainable data quality](#)  
[Preem Petroleum’s Quality Information System](#)

## Table of Contents

<a href="#">1004_1</a>	Leveraging information technology for business value – Peter Breunig, Chevron.....	3
<a href="#">1004_2</a>	The ‘behavioral economics’ of IM – Paddy Dineen, Schlumberger.....	3
<a href="#">1004_3</a>	The UKCS Virtual National Data Repository – Malcolm Fleming, CDA.....	4
<a href="#">1004_4</a>	Matching behavior, practice and technology – Augustin Diz, Repsol.....	4
<a href="#">1004_5</a>	Positional standards – Richard Wylde, ExxonMobil and Jill Lewis, Troika and SEG.....	5
<a href="#">1004_6</a>	Optimizing workflows through software – Clay Harter, OpenSpirit.....	6
<a href="#">1004_7</a>	Open source and E&P data – Robert Winsloe, Digital Earth.....	6
<a href="#">1004_8</a>	Collaboration, E&P Reference Architecture – Ali Ferling, Microsoft.....	7
<a href="#">1004_9</a>	‘iOps’ PPDM-based master data management, Steve Jaques, Laredo Energy.....	8
<a href="#">1004_10</a>	CRS data quality – Mario Marco Fiorani, ENI.....	8
<a href="#">1004_11</a>	Data Management at BP – Gavin Goodland, BP.....	8
<a href="#">1004_12</a>	Process and technology development in exploration DM – Ahmed Al-Otaibi, Saudi Aramco.....	10
<a href="#">1004_13</a>	Psychometric testing for team building – Alan Smith, RPS Energy.....	11
<a href="#">1004_14</a>	PRINCE2 and other project methodologies – David Lloyd, GDF Suez.....	12
<a href="#">1004_15</a>	Quality and sustainability – Pascal Colombani, Total E&P UK.....	13
<a href="#">1004_16</a>	Lean Data Management – Dwight Smith, Schlumberger.....	13
<a href="#">1004_17</a>	Preem’s Quality Information System – Christer Öhbom, AF-Engineering.....	14
<a href="#">1004_18</a>	Data Management Metrics – Wally Jakubowicz and Robert Casalis de Pury, Hampton Data.....	14
<a href="#">1004_19</a>	The Data Room – Technology Watch.....	15

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