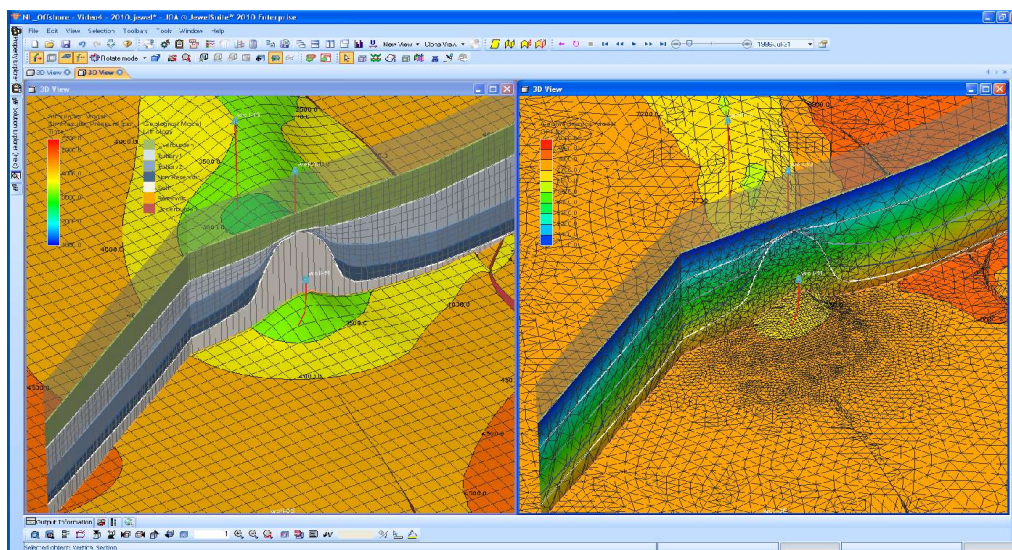


*Society of Petroleum Engineers
2010 Annual Technical Conference and Exhibition
Florence, Italy*



PEBI grids and tetrahedral mesh representations in Baker Hughes' new 'seismic to simulation' offering¹.

The 2010 Society of Petroleum Engineers' Annual Technical Conference and Exhibition was held for the first time outside of the US, in Florence Italy. Attendance, at just short of 5,000, was down on recent stateside events but, as the organizers were keen to point out, the European venue meant for a significantly larger number of attendees from outside of North America. The plenary opening session was well attended with a couple of thousand turning out for the Gas Markets event hosted by Schlumberger CEO Andrew Gould. With the discovery of seemingly enormous shale gas reserves in North America and elsewhere, the gas industry has gone from shortage to glut in record time. As Gould said, 'Gas has come of age and is no longer an inconvenience, nor even a transition fuel. Gas maybe the fuel of the future.'

Less of a success was the Digital Energy session on 'technology and standards.' We counted a poor turnout of around 35 at the start of the afternoon. Here a 'call to arms' was issued by Chevron and ExxonMobil for a new approach to oilfield standards. The next stage of the digital oilfield requires 'common purpose and alignment of upstream standards.'

The simultaneous special session on reservoir management was better attended – with around 100 mid way through the session. Here Total's Alan Labastie (SPE President Elect) described enhanced oil recovery as the 'big thing for the next decade,' and Ali Dogru presented Saudi Aramco's unending search for finer resolution fluid flow models with 'giga' and 'tera' scale models and 'exascale' computing. Some wondered where this would all end – *maybe when we have reached pore scale in the simulator!*

For a really good turnout from the engineering community though, you need to talk about risk and cash flows – as did Pat Leach in his excellent talk on 'risk neutrality' to a full house of 150 up. Leach's thesis is that risk aversion is limiting companies' financial potential.

The leitmotif of the 'Deploying the Digital Oilfield' session was the now familiar complaint of lack of 'digital' take-up and a continuing poor understanding of such issues by management. Whether or not this is actually true (and the large amount of 'digital' that is embedded in other sessions and presentations makes it doubtful), it seems as though people are not all that keen to hear such exhortations. Like the Digital Energy session, attendance was low at around 40 – *is the digital oilfield movement losing steam?*

From the exhibitors, we noted Baker Hughes' ongoing acquisition spree (JOA, GMI and Meyer) which is all being transformed into a new 'seismic to simulation' product line – see the above image. Aclaro's new PetroLook Portfolio Advisor brings Charlotte Software's efficient frontier analysis to portfolio analysis. OVS Group has acquired Merrick's One Virtual Source production data collection and analysis toolset and was showing a flagship gas lift optimization workflow developed for Pemex' Cantarell revamp. Halliburton

¹Image courtesy Baker Hughes.

demoed a new DecisionSpace component, formerly AssetView, which is to be re-baptized as ‘Collaborative Well Planning’ and will be released on Windows 7 early next year.

Highlights

[‘Gas Markets’ opening general session](#)
[Digital Energy special session](#)
[Aramco’s tera scale models and exascale computing](#)
[Risk neutrality](#)
[Deploying the digital oilfield](#)
[Baker Hughes ‘seismic to simulation’](#)
[PetroLook Portfolio Advisor](#)

Contents

1019_1 Opening plenary – Gas market variables in the global energy equation.....	3
1019_1.1 Andrew Gould, Schlumberger (moderator)	3
1019_1.2 Howard Paver, Hess.....	3
1019_1.3 Yang Cunzhang, Petrochina.....	3
1019_1.4 Sara Ortwein, ExxonMobil	3
1019_1.5 Mike Stoppard, IHS CERA.....	3
1019_1.6 General Q&A.....	4
1019_2 Digital Energy Session – Standards and Technology.....	4
1019_2.1 Digital oilfield workflow efficiencies – Mike Crawford, ExxonMobil, Rick Morneau, Chevron (134107)....	4
1019_3 Reservoir Management as integrated technology special session.....	5
1019_3.1 Discussion following La Bastie (Total) presentation.....	5
1019_3.2 Ali Dogru, Saudi Aramco.....	5
1019_3.3 Analise Lara, Petrobras	6
1019_4 Deploying the digital oilfield	7
1019_4.1 Philippe Malzac, Total.....	7
1019_4.2 Meyer Bengio, Schlumberger.....	7
1019_4.3 Peter Kapteijn, Maersk Oil and Gas.....	7
1019_4.4 Digital energy and the i-field culture – Muhammad Saggaf, Saudi Aramco	8
1019_4.5 General Discussion.....	9
1019_5 Other papers.....	10
1019_6 liquid natural gas (LNG) for Petroleum Engineers – Mike Choi, ConocoPhillips (133722).....	10
1019_7 Risk neutrality – Pat Leach, Decision Strategies (133297).....	10
1019_8 Does risk pay? – Lev Virine, Ziff Energy	11
1019_8.1 Optimal water flood management – Mike King, Texas A&M (133882).....	11
1019_8.2 Gas use in rural China, Mike Economides, UH (133458).....	11
1019_8.3 Rethinking world oil shale estimates – Khosrow Biglarbigi, INTEK (135453).....	12
1019_9 Exhibitors.....	12
1019_9.1 Halliburton/Landmark – DecisionSpace Asset View.....	12
1019_9.2 Schlumberger/Merak – Peep 2010	13
1019_9.3 INT – GeoToolkit for Petrel/Ocean.....	13
1019_9.4 Baker Hughes – new ‘seismic to simulation’ platform.....	14
1019_9.5 Aclaro – PetroLook Portfolio Advisor.....	15
1019_9.6 TEASystemi – Visual MAST I.I.....	15
1019_9.7 OVS Group – One Virtual Source	15
1019_9.8 Reality Mobile – Reality Vision.....	15
1019_10 The Data Room – Technology Watch.....	16

This Technology Watch report was produced by The Data Room.
For more information and sample reports please visit
www.oilit.com/tech or email tw@oilit.com.