SMi E&P Data and Information Management
London - February 2004

Several people asked us why the SMi Data and Information Management conference costs about 20 times more than the recent PESGB Data Management seminar. One answer is that the SMi show is commercial, the PESGB is a 'not for profit'. The real question is 'is SMi worth the extra money?' We think so. SMi puts a lot of effort into finding and pestering key industry speakers so that they come and present. This has a snowball effect in that the presence of a Saudi Aramco and an ExxonMobil raises the bar and gets more high-level interest from other prestigious organizations.

While a quick look through the agenda for successive data management conferences may give the impression that '*plus ça change, plus c'est la même chose,*[1]' the reality is that companies are making significant progress in data and information management. Data management theory has been understood for a few years now, increasingly it is being put into practice. Initiatives include top-down standardization of applications, data and systems as practiced by ExxonMobil, the measurement of conformance with corporate nomenclature standards (Statoil), the application of Demming's quality management techniques to data capture in Saudi Aramco and the integration of structured database data with unstructured documents (EnCana).

In the past it has been fashionable to associate data management with outsourcing. It is interesting to note that none of the oil companies presented papers at involving outsourced projects. ConocoPhillips has even set up an 'IM production line' in-house for scanning and indexing of the vast amounts of data involved in its ongoing asset disposal program. Portals (built with Landmark's Team Workspace, Schlumberger's Decision Point and SAP Enterprise Portal) continue to be popular, with presentations from Shell and ENI – as do geographical information systems. Digitally signed documents are now used by the UK DTI to issue legally binding documents to North Sea operators.

The complete proceedings of the SMi E&P Data and Information Management can be obtained from Helen Selby and SMi Online[2].

Highlights
Information management at ExxonMobil

Standards conformance metrics in Statoil

Data quality issues (Saudi Aramco)

Spatial data in Shell

Structured and unstructured data integration (EnCana)

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[1] Things never change.

[2] The Data Room has no financial involvement with SMi or the Data and Information Management Conference.

Contents