

IQPC E&P Data and Knowledge Management

London, January 2006

IQPC's first London-based E&P Data and Knowledge Management conference was held at One Whitehall Place, home of the National Liberal Club. This conference is one of two 'KID'¹ conferences held in London in the same week. IQPC made a good first time showing with around 40 present, quality papers and attendees. The IQPC conference has a distinctly 'knowledge' slant – with KM presentations from Repsol and Medco. Repsol is leveraging information gleaned from Community of Practice (CoP) usage statistics to perform 'social network analysis,' finding out who people really turn to when they are looking for information. Statoil is investigating the 'soft' factors that influence business performance, leveraging work on 'Information Orientation' performed at the [IMD Lausanne](#).

It is interesting to compare the content of the IQPC conference with the PESGB's Data Management SIG held a month earlier. The UK data management scene is almost entirely G&G focused. At the IQPC show, Saudi Aramco showed that there is a whole new area of data management that is coming into play with the digital oilfield. In general, data management in the mature producing areas of the Middle East is a different game from the North Sea.

Other presentations included ENI's PROMO system for production data capture and access and a presentation and video on ExxonMobil's Upstream Technical Computing initiative. This is now in its third version, and has solved teething problems relating to 'high frequency' IT infrastructure changes.

One strength of the IQPC show is the moderated discussions. Topics included inter-generational knowledge transfer, change management and information management 'in the business'.

Highlights

[10 year DM review](#)

[Statoil's Information Orientation](#)

[ExxonMobil's UTC3](#)

[Saudi Aramco's I-Field data management](#)

Contents

TW0601_1	10 years of E&P data management – Neil McNaughton, The Data Room.....	1
TW0601_2	Data, knowledge management and business process – Agustin Diz, Repsol YPF	2
TW0601_3	Information Orientation for business performance – Liv Maeland, Statoil	2
TW0601_4	Discussion – information and data management	3
TW0601_5	Seismic and well data trade operator – Anne Gustavson, OLF Geodata Trading.....	3
TW0601_6	Production optimization – Gianluca Fumia ENI.....	3
TW0601_7	Aligning business process and IT – Jake Booth, ExxonMobil.....	3
TW0601_8	KM culture in practice – Puluh Agus Rianto, Medco Indonesia.....	4
TW0601_9	Discussion on change management	4
TW0601_10	Exploration opportunity monitoring system – Tove Kilhavn, ENI.....	5
TW0601_11	Round table on knowledge transfer across generations	5
TW0601_12	I-Field Data Management – Loc Vo, Saudi Aramco.....	5
TW0601_13	Technology Watch subscription information	5

[TW0601_1 10 years of E&P data management – Neil McNaughton, The Data Room](#)

Neil McNaughton traced the progress made in the last 10 years of E&P data management—'from data management to managed data'. Recently there has been a step change in how a 'standard' can be defined in IT terms. New technologies offer on the fly data validation. XML can be used to package, for instance, seismic trace data with unambiguous positional information as in OpenSpirit's 'managed' seismic data format. Data validation can be applied to XML formats and even to HTML. McNaughton showed some interesting validation metrics from vendor and oil company home pages. The SOAP infrastructure that underpins WITSML can be used to quality control data flows between drilling rig and visualization center. But it is in the context of the digital oilfield that these technologies will come into their own. Along with emerging standards for deploying machine understandable taxonomies like the W3C's Simple Knowledge Organization System, [SKOS](#). McNaughton's slides are available on the [Oil IT Journal website](#).

¹ Knowledge, information and data.