

SMi E&P Data and Information Management
London, February 2006

SMi's 8th E&P Data and IM Conference got a good turn out with around 100 attendees. Earlier in the week, a competing conference on the same theme was held by IQPC (TW2006_1). Many observers find two E&P data conferences too much. Our feeling is that the topic is finally getting the attention it deserves! Incumbent SMi manages to retain some 'big hitter' company presentations – notably from ExxonMobil and Saudi Aramco, although there is some drift towards commercial presentations. Perhaps some competition in the data conference space will be a good thing.

In our report we have selected presentations from ExxonMobil and Saudi Aramco on corporate IM, production data management from ENI and e-field related work by BG/Schlumberger, vMonitor and an update on Shell's 2004 presentation on enterprise GIS¹. Production monitoring and the e-field are getting a lot of attention from the data management community. But as ExxonMobil CIO Steve Comstock points out, e-field deployment is 'patchy and far from world-wide'. vMonitor's Hatem Nasr went further saying, 'you can't manage data you don't monitor!' Nasr raises some interesting questions like 'who is to monitor the e-field' and 'who is to manage its data?' Shell's Thierry Gregorius regretted that GIS standards have not seen much take-up in E&P.

Highlights

[Aligning IM with business \(ExxonMobil\)](#)

[Production monitoring \(BG E&P\)](#)

[GIS in Shell – an update](#)

[Wireless e-field \(vMonitor\)](#)

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[TW0602_1](#) [Aligning DIM² with E&P business – Steve Comstock, ExxonMobil](#)

Comstock, VP E&P technical computing, commenting on ExxonMobil's biggest ever \$11 billion fourth quarter profit, said that it did not tell the whole story. Governments did nearly ten times better (Exxon's average tax rate is around 85%) and Exxon's partners did pretty well too. At the US Senate hearings on gasoline prices, Exxon's chairman Lee Raymond, who retired last December, told the Senate that 'you have to spend to earn'. In 2006, Exxon spent \$15 billion on its operations and another billion on R&D. A similar investment program has been maintained throughout the oil industry's downturn, Exxon's CAPEX has exceeded its profits for the last ten years.

Comstock quoted Schlumberger's Brice Bouffard as saying that 'Although the digital oilfield is the main route to profit, its deployment remains patchy and is far from worldwide'. Comstock asked why is IM³ not at heart of the digital oilfield (DO). The answer is because IM is 'hard and suboptimal'. So the route to the DO is to improve IT and to sell the business case for exposing information to all stakeholders. Comstock offered contrasting perspectives on data and information ownership models, categorized as 'IT leadership' versus 'Pizza delivery'. Companies need a balance between efficiency and effectiveness 'from field operations to high end seismic stratigraphy'.

¹ *Geographic information systems.*

² *Data and information management.*

³ *Information management.*