

## IQPC Middle East Data and Knowledge Management Bahrain, May 2006

There was an interesting debate during the inaugural IQPC Middle East Data and Knowledge Management conference concerning the extent to which Middle East companies learn from their Western counterparts. In the Middle East there is considerable interest in the asset-based organizational model as proposed by Hamish Wilson (Paras). But in the area of data management, especially of production data, it is not so clear that the direction of technology transfer is always from west to east. A counter example came from Shell's Petroleum Development Oman (PDO) whose Omani staff has been helping out its US parent with Recall deployment. In the area of the corporate database, the long term view of the NOC can be a winning strategy over the Western cost-cutters.

Two presentations showed how horizontal business applications can support upstream work processes. Baqer Bahbahani showed how business intelligence software from Hyperion and Tibco supports production data management in Kuwait Gulf Oil Co.'s operations. A more speculative example of a similar approach came from Oracle's Tarek Shahawy with the introduction of the Oracle E&P Asset Data Hub – leveraging Oracle Fusion middleware. The corporate database made a return to center stage with Evert Ruijs' presentation of Information Management (IM) in PDO. A central repository, QC procedures and standards assure inter-application data flows and synchronicity. An debate on the topic of interoperability took this argument even further with a call for a return to a common data model à la POSC/PPDM.

A presentation from OPEC's Al-Zayer covered data transparency and introduced the [JODI](#) public database of oil production information. Other presentations of note covered Saudi Aramco's paper data scanning project and knowledge management and information sharing in both Woodside and in Saudi Aramco.

### Highlights

- [Hyperion Business Intelligence supports Kuwait Gulf Oil's operations](#)
- [OPEC's JODI data in public domain](#)
- [Oracle's E&P Asset Data Hub](#)
- [PDO – back to the central repository](#)

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