

PNEC Data Integration Houston, March 2008

The 12th international conference on petroleum data and information management broke all records with a final head count of 430. PNEC conferences are copiously documented and we would strongly recommend readers to visit <http://pneconferences.com/proceedings.aspx> and to acquire a copy of the PNEC Proceedings.

Data quality, master data management (MDM) and unique identifiers remain at the top of the data managers' wish list. But these are now being corralled by top level 'data governance' initiatives. As data quality gains traction, it is now clear that data quality and master data management are two sides of the same coin, quality presentations were met with penetrating questions from the MDM brigade and vice versa!

ExxonMobil presented three papers on its data initiatives. Exxon has leveraged concepts developed in the data warehousing community to improve and monitor quality. BP is approaching the problem from the master data management end – with the deployment of Kalido's MDM solution (designed by SAIC) across its upstream data sources. An Intervera presentation showed how MDM and quality approaches dovetailed successfully to blend information from five data sources to produce well cost reports in record time. Landmark has been working with Shell to provide a unique well identifier that ties data together from a plethora of upstream databases. HP described work for Marathon performed by its Business Intelligence unit (formerly Knightsbridge) where an 'information quality management' program has been developed. Saudi Aramco's presentation on data services described a new toolset for seismic data management that is to be productized by Petris.

An enthusiastic panel discussion investigated the merits of metrics. One problem with metrics is that they don't come free and projects may not include the resources for proper measurement of success. Another problem is that bare-bones 'time saved' metrics may fail to excite, whereas intangible measures (less dry holes, no more re-shoots) are hard to evaluate and may give values that are too high for credibility.

Standards got a mention from several operators, but these are all 'internal' standards of mnemonics, well identifiers etc. rather than bona-fide standards from Energistics and PPDM which remain on the periphery of the data manager's vision. This is a shame since recurring questions such as 'what is a well' appear to be the subject of constant rediscovery – despite having been nailed by POSC circa 1990! Other 'standards' surprises include a UWI initiative seemingly in parallel with the Energistics work and seismic exchange guidelines defined in a Word document. There has to be a better way.

Finally, for a very brief 'Data Management 101,' inspired by this year's PNEC please see the [April 2007 edition of Oil IT Journal](#).

Highlights

[Data Profiling – ExxonMobil](#)
[E&P Well Data Management – BP](#)
[Physical Asset Management – Swift Energy](#)
[Well cost reporting – Intervera](#)
[Data Governance – Aera Energy](#)
[Data Services – Saudi Aramco](#)
[Data Metrics panel discussion](#)
[Marathon's well lifecycle - HP](#)
[Disk Space Allocation - ConocoPhillips](#)

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The Data Room – Technology Watch subscription information

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