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DATA MANAGEMENT ASSOCIATION

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2012 HOUSTON DATA MANAGEMENT SYMPOSIUM

March 7 & 8, 2012

AGENDA

Hess Convention Centre

1501 McKinney Street
Houston, Texas 77010

Day One

Breakfast & Registration 8:00 – 8:30 am
Sessions 8:30 am – 4:30 pm

Day Two

Breakfast 8:00 – 8:30 am
Sessions 8:30 am – 4:30 pm



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DAY ONE - Schedule

8:00 – 8:30	Registration & Breakfast
8:30 – 8:45	Welcome & Opening Remarks Trudy Curtis, PPDM Association
8:45 – 9:15	The Case for an E&P COM (Common Object Model) Steve Cooper, EnergyIQ
9:15 – 9:45	PPDM Association 20/20: US Land Systems Course Demonstration Bruce Smith, PPDM Association
9:45 – 10:15	MORNING BREAK
10:15 – 10:30	Sponsor Presentation Wes Baird, geoLOGIC systems Ltd.
10:30 -11:00	Building the Single Version of Truth – Versioning in PPDM Tarun Chandrasekhar, Neuralog
11:00 – 11:30	Adding Value to Production Reporting with PRODML and PPDM Jess Kozman, & Harjanto Gunadi
11:30 -12:00	Geodetic Integrity: The Essential Basics for Data Managers and Users Michael Barnes, Cain and Barnes (Representing APSG)
12:00 – 1:00	LUNCH BREAK
1:00 – 1:30	FracFocus: A Better Way to Meet Public Disclosure Needs Lloyd H. Hetrick, Newfield
1:30 – 2:00	The Data Management Requirements and Challenges of Reporting Chemicals used in Hydraulic Fracturing Dean Bilden, Baker Hughes
2:00 – 2:30	Stimjob Object For Fracturing Summary Job Reporting Ricard Darrow, Halliburton & Hari Koduru, Energistics
2:30 – 3:00	Afternoon Break
3:00 – 3:30	Presentation Title TBA Alan Berezin, Drillinginfo
3:30 – 4:15	PPDM Association 20/20: Hydraulic Fracturing Bruce Smith, IHS
4:15 – 4:30	Closing Remarks Trudy Curtis & Bruce Smith, PPDM Association



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DAY TWO – Schedule

8:00 – 8:30	Registration & Breakfast
8:30 – 8:45	Welcome & Opening Remarks Trudy Curtis, PPDM Association
8:45 – 9:15	PPDM Meta Data – Group your Data Wes Baird, geoLOGIC systems ltd.
9:15 – 9:45	Sustainable Data Quality Using PPDM 3.8 Frank Zendejas, Noah Consulting
9:45 – 10:15	MORNING BREAK
10:15 – 10:30	Sponsor Presentation Neuralog
10:30 – 11:00	PPDM Well Definitions in the Enterprise Pillar Bob Kosa, Baker Hughes & Animesh Joshi, Infosys
11:00 – 11:30	Well Identification Project Update Jeffrey Bonus, PPDM Association
11:30 -12:00	Proposal for a Search and Discovery Tool Federico Arboleda, acQuire Technology Solutions Pty Ltd
12:00 – 1:00	LUNCH BREAK
1:00 – 1:30	Results Of The PPDM Seismic Implementation SIG Ken Cooley, Geophysical Insights
1:30 – 2:00	Education Update and Think Tank Margaret Barron, PPDM Association
2:00 -2:30	AFTERNOON BREAK
2:30 - 3:00	Business Rules Project Update Jeffrey Bonus, PPDM Association
3:00 – 4:00	PPDM Association 20/20: How Do You Define Success In E&P MDM Workshop & Discussion with Fred Kunzinger, Hess & Steve Jaques, Laredo Energy
4:00 – 4:30	Closing Remarks Trudy Curtis, PPDM Association



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Conference Week - Schedule of Events

Monday, March 5 – TRAINING DAY	
8:00 am – 12:00 noon	PPDM Implementation Head Start
1:00 pm – 4:00 pm	Introduction To Master Data Management
Tuesday, March 6 – TRAINING DAY	
8:00 am – 12:00 noon	Meta Model and Reference Tables
1:00 pm – 4:00 pm	Seismic
Wednesday, March 7 – Conference Day 1	
8:00 am – 8:30 am	Breakfast & Registration
8:30 am – 4:30 pm	Sessions
Thursday, March 8 – Conference Day 2	
8:00 am – 8:30 am	Breakfast & Registration
8:30 am – 4:30 pm	Sessions

Please note that all Conferences and Classes and require ADVANCE registration as capacity is limited.

For more registration and information pertaining to these meetings visit our website at www.ppdm.org/events



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CALENDAR OF UPCOMING EVENTS & TRAINING

UNITED STATES

- Oklahoma City Training: PPDM Data Model Overview, June 4, 2012
- **Oklahoma City Data Management Symposium: Tuesday, June 5, 2012**
- Oklahoma City Q3 Data Management Luncheon: Tuesday, September 18, 2012
- Oklahoma City Q4 Data Management Luncheon: Tuesday, December 4, 2012
- **Denver Data Management Symposium: Thursday, June 7, 2012**
- Denver Q3 Data Management Luncheon: Thursday, September 21, 2012
- Denver Q4 Data Management Luncheon: Thursday, December 6, 2012

EUROPE

- **London (UK) Data Management Symposium: Wednesday, June 27, 2012**

AUSTRALIA

- Perth Training: PPDM Implementation Head Start, August 6 2012
- Perth Training: What is a Well, August 6, 2012
- Perth Training: Introduction to Master Data Management, August 7, 2012
- Perth Training: Seismic, August 7, 2012
- **Perth Data Management Symposium: August 8 & 9, 2012**
- Perth Q3 Data Management Luncheon: Thursday, March 22, 2012
- Perth Q4 Data Management Luncheon: June 2012
- Brisbane Data Management Symposium: Wednesday, August 15, 2012

CANADA

- Calgary/Kananaskis Training: Well Test and Production Logs, October 23, 2012
- Calgary/Kananaskis Training: Well Logs, October 23, 2012
- **Calgary Data Management Symposium: October 23 - 25, 2012**
- Calgary Q2 Data Management Luncheon: Wednesday, May 30, 2012
- Calgary Q3 Data Management Luncheon: Wednesday, August 22, 2012



Scan the code with your mobile device to visit the PPDM Association Calendar of Events online!

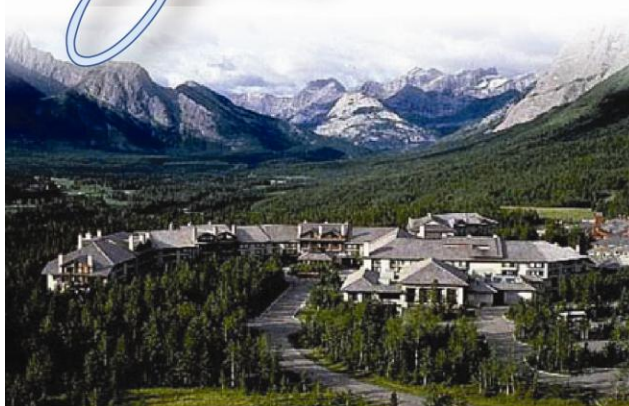


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2012 CALGARY Data Management Symposium



Kananaskis, Alberta | October 23 - 25, 2012



CONFERENCE PREVIEW

Tuesday, October 23

- 8:30 am - 4:30 pm Work Shops
- 9:30 am - 2:30 pm Exhibitor Set Up
- 4:30 pm - 7:30 pm Early Registration & Welcome Reception
- 6:30 pm - 8:00 pm Speakers & Sponsors Dinner
- 8:00 pm - 9:30 pm Campfire in the Rockies (Optional, Included)

Wednesday, October 24

- 7:30 am - 8:30 pm Registration & Breakfast
- 8:30 am - 4:30 pm Sessions
- 4:30 pm - 6:30 pm Social: Networking Reception (Optional, Included)
- 6:30 pm - 8:00 pm Dinner (Optional, Included)

Wednesday, October 24

- 7:30 am - 8:30 pm Registration & Breakfast
- 8:30 am - 2:00 pm Sessions
- 2:00 pm - 2:30 pm Social: Networking Reception (Optional, Included)
- 2:30 pm - 4:30 pm Annual General Meeting
- 4:30 pm - 6:30 pm Activity Time (Optional / Included, Additional Costs May Apply)

Need More Reasons To ATTEND?

Need help to JUSTIFY YOUR TRIP?

Need to REGISTER ONLINE?

Visit www.ppdm.org/events TODAY!



SPEAKERS, SPONSORS & EXHIBITORS

CALL FOR PAPERS

We are now accepting Abstract Submissions for the 2012 Calgary Data Management Symposium, Trade Show & AGM. If you are interested in presenting please see our website or contact Cara Henry at Cara.Henry@ppdm.org for details.

SPONSORSHIP & EXHIBIT OPPORTUNITIES

We have numerous sponsorship opportunities available for this event, including 16 booth spaces! Please contact Cara Henry at Cara.Henry@ppdm.org for details.

REGISTRATION OPENS MARCH 1, 2012



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Steve Cooper, EnergyIQ

The Case for an E&P COM (Common Object Model)

The challenge with implementing industry standard data models such as PPDM is that there are usually multiple ways to load the same data and establish relationships between data types. This represents a significant problem for application developers who must be able to handle the various configurations within their solutions. A well designed Common Object Model would clearly define not only the attributes of the object itself (e.g. well header) but also the methods for loading it. Any application written against the COM would be able to depend upon that data being represented in a consistent and reliable fashion regardless of the data source. Any modifications to the underlying model would be transparent to the calling application and the COM could be adapted to pull data from any industry or proprietary database. This presentation explores the architecture, benefits, and challenges associated with the adoption of an industry standard COM.

Biography

Steve Cooper has 20 years of experience in E&P (Energy and Petroleum) information management. Dr. Cooper spent 14 years with Petroleum Information and IHS on the energy management side of the business. During this time he held the position of CTO with responsibility for infrastructure, development, and global data accumulation systems. In late 2007, he started EnergyIQ to provide E&P domain and technical expertise to help companies manage their data to meet the needs of the business.

Steve has also been deeply involved with the PPDM Association, and served as the Chief Communications Officer (CCO). Additionally, Steve serves on the board of directors for Capital Gold Company (TSX:CGC; OTC/BB:CGLD). Steve can also be seen presenting at industry conferences and panels.

Steve holds a Ph.D. and B.Eng in Mining Engineering both from the University of Nottingham in England. He has completed a number of non-credit petroleum engineering courses through the Colorado School of Mines.

Notes:



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Bruce Smith, PPDM Association

PPDM Association 20/20: US Land Systems Course Demonstration

Biography

Bruce Smith is Vice President at IHS Inc. Bruce works on special data projects for IHS with emphasis on difficult data projects such as integrating data from multiple sources. Bruce also works part-time for PPDM Association as Member Services Manager.

Notes:



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Tarun Chandrasekhar, Neuralog

Building the Single Version of Truth - Versioning in PPDM

This presentation discusses the various aspects of versioning in well master data in PPDM, ranging from structured well header, ancillary data such as formation tops, directional surveys, tests, production as well as records management.

Most organizations that implement PPDM are involved in one of these areas and are dealing with issues such as duplicate well headers from different sources, location information in different datums and projections, directional surveys that come from various vendors or are calculated by different methods along with various sets of well tests, production tests and production data. This presentation discusses the design, functional and performance considerations when using PPDM. Additionally, it will discuss versioning digital well logs, image logs and well files that leverage records management in PPDM.

The intended objective of this presentation is to provide a cohesive, holistic overview of building a corporate repository of the best available data from multiple sources, in multiple formats.

Biography

Tarun Chandrasekhar is the Director of Data Management Products at Neuralog. His primary role involves managing NeuraDB - Neuralog's PPDM-based well, well-file and well-log master data management solution. Prior to working with Neuralog, Tarun worked with Esri in various locations including California, Singapore and India on various projects and products related to spatial data management. He has also worked as a GIS consultant to various organizations in different domains, including Department of Health; New Jersey on their GIS based Emergency Management System. He has a Master's in Urban Planning and GIS from University of Illinois

Notes:



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Jess Kozman, Westheimer Energy Consultants & Harjanto Gunadi, PT. Geotech System

Adding Value to Production Reporting with PRODML and PPDM:

A recent project at an upstream oil and gas agency in south-east Asia uses PPDM to add value to production reporting from leading operators. The evaluation, reporting and information technology group collects daily production volumes from disparate systems at operating companies using PRODML format and loads it to a data mart. This data is transmitted to the agency where enterprise service bus (ESB) middleware maps to tables in the PPDM 3.8 data model for analysis and reporting.

Lessons learned include mapping well test data to production entities, and using sample analysis tables for product quality measurements in production volume tags from PRODML. Best practices include a recommended upgrade path to the version 3.9 data model, and use of cross reference tables to reconstruct the gathering system hierarchy used internally by the operating companies.

Future projects include the use of alias tables to provide mapping to the agency's internal standardized codes for operators and fields, data quality assessments, use of an internal portal for multi-level reporting, and enabling spatial tables for links to mapping and GIS systems.

Biography

Jess Kozman is a technical integration champion for QBASE technologies and an independent consultant for Westheimer Energy Consultants. He has been a frequent participant and presenter at PPDM conferences in North America and Australia, and specializes in application of emerging technologies in resource industries. He has worked with geotechnical data from every continent on his home planet, and has over three decades of experience as a geophysicist and data manager with operating and service companies.

Harjanto Gunadi is Business Development Manager for PT. Geotech System Indonesia in Jakarta and a graduate of University of Indonesia. He is an individual member and participant in the Data Model Support forum at PPDM and has previously worked at Schlumberger Information Solutions in Asia and Middle East.

Notes:



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Michael Barnes, Cain and Barnes (representing APSG)

Geodetic Integrity: The Essential Basics for Data Mangers and Users

Notes:



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Lloyd H. Hetrick, PE, CSP, Newfield

FracFocus: A Better Way to Meet Public Disclosure Needs

Biography

Lloyd is a registered Professional Engineer and a certified Safety Professional with over thirty two years in the exploration and production industry with experience in drilling, completions, production operations, and HSE. Prior to joining Newfield, Lloyd worked for a super major and several smaller E&P operators.

Notes:



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Dean Bilden, Baker Hughes

The Data Management Requirements and Challenges of Reporting Chemicals Used in Hydraulic Fracturing

Environmental concerns have been significantly elevated in the Oil and Gas industry over the past several years. The impact of hydraulic fracturing on the environment, particularly underground fresh water aquifer contamination, has become a very controversial issue that has made its way into both federal and state politics. As a result, oil and gas regulators have begun requiring operators to report the chemical composition of hydraulic fracturing fluids injected into their wells. Reporting the detailed chemical composition of fracturing fluids has not typically been required in the past so the hydraulic fracturing companies are enhancing fracturing treatment reporting to enable compliance with the new regulations. Data requirements, report generation, report delivery processes, and the associated challenges are presented.

Notes:



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Alan Berezin, Drillinginfo

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Ricard Darrow, Halliburton & Hari Koduru, Energistics

Stimjob Object For Fracturing Summary Job Reporting

Biographies

Hari Koduru has joined Energistics as Senior Technical Advisor where he will be providing technical analysis and support to the Energistics Special Interest Groups.

Hari has over 17 years of professional experience managing and developing technology solutions and, for the last six years, he managed the maintenance and development of an upstream information management system for drilling. He was the technical architect for the development of a data hub that aggregated real-time drilling data from hundreds of rigs across the globe and managed a WITSML server that allowed customers to access this data. Additionally, he was instrumental in designing a number of solutions to collect, monitor and report drilling operational data both on the rig floor and in the back office.

Richard Darrow has over 25 years of professional experience in the petroleum industry. Working domestically and internationally with Rowan Inc, ARAMCO, and Baroid Ltd, and the most recently with Halliburton Production Enhancement service line as product champion over global Data acquisition solutions. Richard has worked with the Energistics and the WITSML Special interest Group (SIG) as a collaborator with other industry representatives to define a stimulation WITSML standard and also provides technical support to the WITSML SIG.

Notes:



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Bruce Smith, IHS

PPDM Association 20/20: Hydraulic Fracturing

Biography

Bruce Smith is Vice President at IHS Inc. Bruce works on special data projects for IHS with emphasis on difficult data projects such as integrating data from multiple sources. Bruce also works part-time for PPDM Association as Member Services Manager.

Notes:



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Wes Baird, geoLOGIC systems ltd.

PPDM Meta Data – Group Your Data

So you have a PPDM 3.8 database, all bright, shiny and new. And then you start to load it with data. And then the heartache starts... Or does it?

This presentation will continue on the journey of using the Meta data module within PPDM 3.8 and how you capture data about data in PPDM. Remember, if you can't measure it, you can't manage it. But what are you managing? Do you manage data tables that same as reference tables? Seismic the same as wells? Understanding and using the meta-model to group the PPDM is the next step in our journey about using the meta model as a tool in your role as a pro-active data management specialist.

Biography

Wes has been on an interesting journey to get to in front of you today. Starting off at a technical school in Edmonton way back in the 1970's with a specialization in geology. Moving on to a first job that involved mapping tar sands reserves with a computer. This led to a life-long interest in well data and doing this better, faster and more accurately. Most of Wes's career has been spent in Calgary working on E&P data, as a DBA, as a systems implementer, as an application designer, as a Thermal Heavy Oil systems architect and as a stout supporter of the PPDM Association. Wes has been involved with the PPDM Association since the early nineties as a board member (off and on), a contractor, modeling group member and where ever else he can contribute.

Notes:



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Frank Zendejas, Noah Consulting

Sustainable Data Quality Using PPDM 3.8

This presentation explores how to leverage the PPDM 3.8 data model to ensure flexible, expandable and sustainable data quality. Information is increasing in size and complexity very rapidly and it is impossible to manually align and cleanse corporate data repositories. Noah Consulting has integrated the Business Rules table into our Information Quality Management methodology. The combination of stewardship, role definitions, defined process and full leverage of the meta model allows users to define, enforce and measure the quality of the data and establish metrics to evaluate the overall health of the data. Further, information regarding errors unearthed using this methodology can easily be broken down into preventive, corrective and detective controls. This segregation is important to establish the urgency, routing and process for continued improvement of the data management controls. Linkage of these controls to key processes and prioritized alert mechanisms allows for users to manage more data with less effort. Application of the Information Quality Management framework, PPDM 3.8 and the Business Rules table align to not only native data sources but also allow for improved consolidation of information from commercial sources or joint interest owners.

We feel strongly this practical application of the model in conjunction with Noah Consulting's proven process would be a very insightful presentation capable of helping expand the ability to manage data quality effectively and further adopt aspects of the PPDM Model.

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Bob Kosa, Baker Hughes & Animesh Joshi, Infosys

Well Definitions in the Enterprise Pillar

Large corporations with numerous legacy systems need a way to relate well definitions found in aged and differing data sets to an enterprise well master definition.

Baker Hughes has leveraged the PPDM data model for well information and worked in conjunction with Infosys to develop an application for matching well definitions from financial and other systems to an enterprise well master definition. This cross-referencing will enable Baker Hughes to associate and report on products, services and revenue at the well level.

This Well Matching Tool enables data administrators to manually cross-reference wells that could not be programmatically matched. This exercise has led to improvements in auto-matching logic, increased the performance by 60% and highlighted the need for adoption of standardized enterprise data services for well header information.

Biographies

Animesh Joshi is working at Infosys in the capacity of Project Manager. Animesh is an Engineering (B.E.) graduate with 12 years of IT experience and has been actively involved in Oil Exploration and Production domain for last 9 years. In these years, Animesh has been associated with oilfield major customers of Infosys, helping them build IT solutions that would cater to Information Management and production data measurement. Animesh is currently working with Baker Hughes's data management initiative in the capacity of Data Management Consultant lead where he's helping Baker Hughes Inc build and mature the reservoir information systems to achieve operational & reporting efficiency. His recent DM engagements include Baker Hughes Well Master and Rig Master.

Bob Kosa is a Senior Project Manager at Baker Hughes. Bob has 30 years of experience in oilfield services, having started as an open hole, cased hole and completions engineer with Dresser Atlas International then transitioning into research and engineering. Bob is currently in charge of the Baker Hughes Well Master and is tasked with delivering enterprise data services for well and rig information. Bob is a member of the PPDM Education Task Force (PETF).

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Jeffrey Bonus, PPDM Association

Well Identification & Business Rules Project Updates

Biography

Jeffrey Bonus is a certified Project Management Professional (PMP) and is currently the Project Manager at the PPDM Association. Prior to his work with the PPDM Association he was Project Manager at Mount Royal University as well as Manager at George Brown College in Ontario. He serves as Vice President of Membership at PMI-Southern Alberta Chapter

Notes:



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Federico Arboleda, acQuire Technology Solutions Pty Ltd.

Proposal for a Search and Discovery Tool

acQuire Technology Solutions is a technology company operating in the domain of Geoscientific Information Management for 15 years. Its technology is underpinned by a Relational Data model that has many similarities to the PPDM. Ongoing research has allowed us to leverage our current technological platform to prototype a search and discovery tool for managers, geoscientist, and database specialists to query information contained in the PPDM directly.

Biography

Federico Arboleda has a BSc. in Geology from the University of Northern Arizona and an MSc in Economic Geology from Southern Illinois University. He is currently the Director of Research at acQuire Technology solutions based out of Perth Australia.

Notes:



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Ken Cooley, Geophysical Insights

Results of the PPDM Seismic Implementation SIG

The PPDM Seismic Implementation Special Interest Group has met several times in the past year to achieve agreement on best practices for implementing Seismic Data in PPDM. The intent of the group is to share common implementation practices to achieve better integration between different software packages and PPDM installations with fewer data exchange obstacles. For this presentation, we will be summarizing the results from the meetings.

So far, we have made a good start towards standardizing seismic implementation in PPDM. Our goal is to continue to hone the agreed practices, and ultimately to publish seismic implementation standards that can be used for the long term

Biography

Ken Cooley joined Geophysical Insights in 2010 as a Data Management Development Consultant. He is primarily responsible for connecting Geophysical Insights software to their implementation of the PPDM data model. He previously was a data management development team lead at Seismic Micro Technology and Halliburton/Landmark.

Ken graduated with a Master's degree in Software Engineering from The University of Houston - Clear Lake. He also graduated with a Bachelor's degree in Physics from McNeese State University.

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Margaret Barron, PPDM Association

Education Update & Think Tank

Biography

Margaret Barron is head of Education and Learning services at the PPDM Association. She holds an MA in Cooperative Education Research from the University of East Anglia. She is a talented curriculum developer who is known for her outstanding programme design and project management skills. She has been active in education and training since 1983.

Notes: