Data as a Service
Elementary, my dear Watson.

Business focus on Analysis, Decisions and Actions

Information analysis, decision, and action
Data acquisition/integration/management and information delivery
Facilitate the accessibility of business-critical data in a well-timed, protected and on demand.

The greatest trick the devil ever pulled was convincing the world he didn't exist.

Facilitate the accessibility of business-critical data in a well-timed, protected and on demand.

The greatest trick the devil ever pulled was convincing the world he didn't exist.
"Fasten your seat belts, it's going to be a bumpy ride!"
It is either My Way or the Highway

You have to let it all go. Fear, doubt, and disbelief
Stop trying to please everyone because it’s impossible

Governance Framework driving Standards, Quality and Behaviors

Show me the Money

Everybody, every single person you or I have ever known

like a box of chocolates. You never know what you’re gonna get
You can't handle the truth!

Expensive

One million dollars!

Takes too long

The problem is not the problem. The problem is your attitude towards the problem

Lack of adequate Support

I don't know who you are, where you are, I will look for you, I will find you, and I will

AGILE, Cost Effective, fit for purpose, Elastic Technology and support Framework
Gentlemen, you can't fight in here! This is the War Room!

Software development methods have increasing relevance in this direction, where IT builds semantic models and/or reports.

Information Consumers

- Centralized/Controlled
  - Static Reports
  - Interactive Reports

Power Users

- Decentralized/Autonomous
  - Ad Hoc Query/OLAP
  - Data Discovery
  - Data Dump in Excel/Access

The Dull Side

Self-Service BI

The Dark Side

Software development methods are increasingly irrelevant here, because developer and user are the same.

BI = business intelligence; OLAP = online analytical processing

Source: Gartner (May 2012)
If you build it they will come

Inch by inch, play by play. Until we're finished
You mustn't be afraid to dream a little bigger

Data & Information Management Platform

We will be united in our common interests
Consolidated Data & Information management team accountable for providing DaaS and IaaS

Data Team
Technology Team

Data Governance

Data Standards
Processes & DM Workflows
Data Quality
Difference between knowing the path and walking the path

- Production Accounting
- Budgets / Reserves
- Long Term Planning
- Deferrals

**Systems of Innovation**

- On Demand Business scenarios

- Information Delivery & Sharing
- Business Intelligence & Data Warehouse
- Process & Workflow Engine
- Enterprise Data Model
- Data Integration

**Systems of Differentiation**

- Modular & Elastic Framework

**Systems of Record**

- Data Lake with ~35+ Sources

- Operations Data
- Financial data
- Drilling & Completions
- Subsurface data
- Land Data

- Well Header Data
- Production Data
- Logs
- Well Integrity Data
- Pressure Data

- Well Files
- Wellwork/Production Hopper
- Equipment Data
- Geospatial
- Observations / Actions
I think this is the beginning of a beautiful friendship

Show me production volumes for those wells in Wamsutter for which a Rod Pump was installed on or after Jan 1, 2012

Show me the last wells on venture with a production < 50 M CFD, with Cat-2a or higher anomalies, for which a WW has been approved and waiting for rig schedule assignment.

Show me the high producing wells with No safety observations, No Work-over, Servicing or Integrity Events
Self Service – Data as a Service

Data / Information Delivery

Data Islands

Data Management

Well Data
Production Data
Equipment Data
Drilling & Completion Data
Financial Data
Land Data
Operations Data
Self Service – Information as a Service

- Personalize
- Analyze related data
- Initiate workflow
- Well back in production

Data / Information Delivery

- My low producing Wells
- Top 25 Deferrals
- Build your View / Scenario

Data Management

- Transparent
- Self Service – Information as a Service

- LW O V

- Well Data
- Production Data
- Equipment Data
- Drilling & Completion Data
- Financial Data
- Land Data
- Operations Data
Where we're going we don't need roads.

Analytics

Descriptive: What happened?
Diagnostic: Why did it happen?
Predictive: What will happen?
Prescriptive: What should I do?

Data

Decision Support
Decision Automation
Decision
Action

Way Forward

Big Data – beyond Structured Data

Cloud – Data Anywhere

Mobility – Data on the GO

Hadoop MapReduce
Cloudera
Voyager GIS Data Discovery

CloudSearch
Office 365
I didn't say it would be easy, I just said it would be the truth

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