



Professional Petroleum Data Management (PPDM) Association

SPEAKER ABSTRACTS

2018 HOUSTON PROFESSIONAL PETROLEUM DATA EXPO

APRIL 17-18, 2018

WESTIN HOUSTON MEMORIAL CITY

HOUSTON PROFESSIONAL PETROLEUM DATA EXPO

April 17 & 18, 2018
Westin Houston Memorial City



Speakers Abstracts

What is the Houston Professional Petroleum Data Expo?

The PPDM Association is excited to introduce a diverse and interactive event format entitled the Houston Professional Petroleum Data Expo, April 17 & 18, 2018, at the Westin Houston Memorial City. Attendees at this event can look forward to building their own experience with multiple streams of presentations, panel discussions and interactive sessions on a variety of themes. As a part of this new revamp, the registration rates have also been drastically reduced to encourage attendance.

About PPDM

The Professional Petroleum Data Management (PPDM) Association is the not for profit, global society that enables the development of professional data managers, engages them in community, and endorses a collective body of knowledge for data management across the oil and gas industry. You can learn more about the PPDM Association on our website – www.ppdm.org.

The Agenda

The most up to date version of the Agenda for this event is located on our website – www.ppdm.org/hexpo18.

About This Document

This Abstracts Document has been created to provide information about the speakers who are presenting at the 2018 Houston Professional Petroleum Data Expo. Times and dates indicated in this package may shift, please see the agenda for the final presentation dates and times. For any questions or more information, please contact events@ppdm.org.

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Tuesday, April 17, 2018

Welcome & PPDM Update – Trudy Curtis (PPDM Association)

Date & Time: April 17, 2018, 9:00 AM

Location: Large & Small Stage

Abstract: Opening Remarks for the Houston Professional Petroleum Data Expo, along with updates on the activities of the Professional Petroleum Data Management (PPDM) Association.

Biography: Trudy is the Chief Executive Officer of the Professional Petroleum Data Management (PPDM) Association, the global Not-For-Profit society focused on data management best practices and standards and data management as a professional discipline. Based in Calgary, Canada, Curtis has nearly four decades of years of experience in the industry and is known around the world for her outspoken advocacy data as a strategic asset, and its management as a core business function. After receiving a BSc. from the University of Calgary in 1978, Curtis went to work in the Oil and Gas industry. In 1996, she joined the PPDM Association as architect, CIO and ultimately CEO of PPDM Association. Curtis is leading the way to the emergence of data management as a global discipline, the creation and industry adoption of data management standards and best practices, the development of professional development and certification programs for data managers, and the professionalism of data management in the petroleum industry. In addition to her role as CEO of the PPDM Association, Curtis is co-founder of the Standards Leadership Council.

The Transformed Oil and Gas Company - Keynote Presentation – Jim Claunch Jr (StatOil)

Date & Time: April 17, 2018, 10:00 AM

Location: Large & Small Stage

Abstract: Since the early 2000's our lives have been radically transformed through digitalization, however, since the early 2000's O&G companies have not been transformed near as much as we have in our personal lives. I will talk about what a "transformed oil and gas company" could look like, what the barriers are that we will need to overcome (and it is not technology related), how we can overcome the barriers AND how this transformation will change the industry's overall commitment to humankind

Biography: Jim Claunch is currently Vice President of Operational Excellence for Development and Production USA/Mexico in Statoil. He joined Statoil in 2009 as Vice President of Global Business Services in the Houston office and subsequently held VP of HR positions in Norway and in Houston. He has over 25 years of experience in the energy sector including 14 years of international experience serving in various financial and shared services roles. Prior to joining Statoil, Jim's roles included:

- Managing Director of Growth Capital Partner's Energy Group in the Merchant Bank's Houston office.
- CFO and CIO of Power Well Services (PWS), a global oilfield services company controlled by First Reserve. PWS was put together via six acquisitions and later sold to Expro International Group PLC.
- Sr. Vice President of Shared Services and IT at Intercontinental Hotels Group.
- Vice President of Global Shared Services for Halliburton Energy Group, where he had global responsibility for accounting, communications, finance, HR, procurement, quality and IT functions.

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Using PPDM As A Quantitative Data Quality Tracking System – Brian Richardson (Richardson Data Works)

Date & Time: April 17, 2018, 11:20 AM (Mini-Session)

Location: Large Stage

Abstract: The PPDM data model can be used as a platform for defining and tracking data quality dimensions through time. Many of the necessary data model elements already exist; a few additional data model constructs for storing the results of running rules over time yields a robust structure to define and capture the DAMA defined dimensions of data quality: Completeness, Consistency, Uniqueness, Timeliness, Validity and Accuracy. By combining meta data in PPDM with procedural rules one can generate ongoing KPIs by data type that illustrate data quality state over time. Examples of metadata and computing DQI will be shown for data quality dimensions.

Biography: Brian Richardson has been involved in Exploration and Production data management for some time. With an MS in Geology, he started with Amoco in New Orleans and has enjoyed working in many locales. Brian has worked a variety of projects over the years, including application data support, E&P work flows and data flows, database migration, system implementation and support, database design, database administration, system administration, application design and business development. He has held numerous technical and managerial positions in upstream E&P data management and analytics projects involving vendor and oil company data systems. He is an oil industry data management and analytics professional who strives to provide the best exploration and production upstream data possible. His passion has always been the data, all the data and nothing but the data. His professional life has been transformation, integration, aggregation, extraction, QC, visualization and analysis of data. Without good data, operational decisions are less robust and have more risk. Analytics without good data are just shadows that obscure, blinding people to the truth. When not engaged in solving data issues he spends time educating laymen on the temporal/spatial displacement differences between Buckaroo Banzai's oscillation overthruster and Dr. Emmett Brown's flux capacitor.

Digital Well Library Increases Data Management Efficiency – Amber Robbins (Castleton Resources)

Date & Time: April 17, 2018, 11:35 AM (Mini-Session)

Location: Large Stage

Abstract: Starting out as a small company many people organized well documents in personal folders. It was difficult for the team to find what was needed for operations. Growing from a small company to a large company required standardized data organization. The first step the team did was to create a digital well folder on a shared server for every well the company owned. Within each well folder the team created a standard set of folders and subfolders for each department. The team was informed that any document for that well must be filed in its appropriate digital well folder. This created a digital library for all of our wells. When the company started drilling, standardized well names were agreed upon for efficiency, clarity, and organization. With standardized well names and folders, command prompt could be used to quickly distribute thousands of documents to the correct digital folder. This whole process took at least one year to implement.

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Biography: Amber Robbins has been in the oil and gas industry for 8 years. She earned a B.S. in Geology and B.A. in Secondary Education from the University of Wyoming. She started her career as a Petroleum Geologist for the Bureau of Land Management (BLM) in Casper, Wyoming. In her spare time, Amber founded the Casper Geology Club for Middle School students and took children on Geology field trips. In November 2012, Amber transitioned to the private sector and became a Geoscience Technician in Denver, Colorado for Patara Oil and Gas then Castleton Commodities International (CCI), which bought Patara's assets in the Paradox Basin. Amber learned data management, efficiency, and advanced Petra and ArcGIS skills. In 2015, the CCI Denver office closed their office. Amber (while 6 months pregnant with her second child) transferred to the CCI Houston, Texas office. Castleton Commodities International formed an upstream subsidiary called Castleton Resources, LLC (CR) in 2017. She presently is a Senior Geoscience Technician at CR. Amber is continuously looking for ways to manage data more efficiently while also learning more about geology and advanced software skills. In 2016, Amber founded the Houston GeoTechs group. In 2018, Amber founded the Geoscience Technician Professionals organization.

Hearts and Minds: Small Data Management – Mark Priest (Wipro)

Date & Time: April 17, 2018, 11:50 AM (Mini-Session)

Location: Large Stage

Abstract: Do you feel like you are fighting an uphill Data Management battle? Does your management or customer base “Switch off” when data management topics are discussed? You can build an expansive roadmap for “Small Data” solutions that will take you where you want to go. Known Organizational Pain Points are good places to start, but even smaller steps may be in order. This paper will highlight several approaches for “Small Data” solutions that you can use to generate momentum. One of the important aspects to consider is how to “fix” something so that it stays fixed. Working within the context of business priorities, “small data” management wins can slowly build into a full-scale data governance overhaul. Working with teams who have immediate need and solving their data problems will generate small successes. Sustainability of data management processes within an organization is required to proceed up the hill of data management maturity. This paper will illustrate through real world examples how “small data” management battles win the hearts and minds of your asset teams.

Biography: Mark holds a bachelor's degree in Computer Information Systems from West Texas State University supplemented with many hours of Geoscience studies as a Geology major. He began his career in the oil & gas industry in 1988 with Maxus Energy. He worked for Triton Energy and Burlington Resources before joining Schlumberger Information Solutions (Geoquest) in 1998 where he spent over 9 years in various roles: on-site DM support, Technical Sales Support, Data Management Business Owner for Schlumberger Information Solutions in Nigeria, and InTouch Team Lead for DM applications. He enjoyed assignments in Dallas, Midland, Houston, Port Harcourt, Nigeria, Houston. In 2005, he joined RasGas, in Doha, Qatar, as the Head of Data Management in the Petroleum Engineering department. When Data Management was elevated from Team to Section status, he served as Manager of the Systems Development and Enhancement Section of the Subsurface Technology Department, in the Subsurface & Technology Group. From 2011 to 2013, Mark served on the PPDM Petroleum Education Task Force and contributed to the development of the PPDM Certified

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Petroleum Data Analyst credential. In mid-2017, Mark joined Wipro as an Energy, Natural Resource, and Energy (ENU) Practice Partner.

Pressure Volume Temperature Data Management and Global Standard Solution Enabling Safety and Cost Reductions – Keat Hoe Foo (Shell)

Date & Time: April 17, 2018, 11:00 AM

Location: Small Stage

Abstract: PVT data is a process safety critical data that is used in many key areas across the oil and gas field development and management life cycle, such as reservoir fluid characterization, reservoir simulation and enhanced oil recovery study. As managing process safety critical data is a priority for Shell, this has prompted the need to identify a global solution for a standard corporate database to store quality assured PVT data in a consistent manner.

Through collaboration between Shell's PVT (Reservoir Engineering) and Technical Data Management (TDM) disciplines, an industry standard cloud solution was selected as Shell's global corporate database for PVT data. A Proof of Concept (POC) project was conducted on one single asset to evaluate the effectiveness of the solution. The following data workflow was developed during the POC:

- Collect and organize PVT reports
- Obtain metadata of the PVT reports, e.g. unique well identifier, well names, field name, etc.
- Digitalize the PVT report into a standard data loading template
- Upload the digitalized PVT data and original reports into the database
- QA/QC of data by asset team and experts in the PVT domain

The outcome from the POC has shown positive results, with agreement from stakeholders that the solution and workflow is cost efficient and provides assurance on data quality. With the success of the POC, a wider deployment of the solution is planned across Shell's global assets. In addition, PVT data quality for over 60 assets is measured and tracked using a standard global data quality dashboard, that has allowed accelerated asset improvements. Sustained quality assurance efforts combined with simpler improved data management solution, is well appreciated by the disciplines and the business.

The deployment of the industry standard solution has realized a 10 times cost reduction for PVT reports' digitalization and storage, with much more savings expected when replicated across Shell's global assets. The solution also came with subscription of public domain PVT data that could be seamlessly integrated with Shell data, boosting statistical relevance for explorations' analog studies. Going into the future, this will be a building block for Shell's digitalization aspirations, with automation of PVT data workflow for subsurface modelling and improved data quality contributing to essential aspects of exploration and field development.

Acknowledgements: Birol Dindoruk, Qi Yunying, Sushma Bhan and Raisa Kunichoff

Biography: Keat Hoe Foo is a Data Analyst specialized in Reservoir Engineering and Production Technology arenas. He is an employee of Shell Malaysia Exploration and Production with over 7 years of experience and is currently on a short-term assignment with Shell Global Solutions US Inc. in Houston, Texas. Keat Hoe has worked on both asset and global data quality improvement projects, driving business results and value-add through standard

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data practices and solutions. He is working in the global team led by Global Functional Lead of Technical Data Management for Wells, Reservoir and Facilities Management, collaborating with Subject Matter Experts and across multiple organizations covering over 20 countries.

A Data Migration Case Study: Enervest's Acquisition of EOG's Barnett Wells – Amii Bean (Enervest) & Derek Garland (WellDrive)

Date & Time: April 17, 2018, 11:00 AM

Location: Campfire Stage

Abstract: Today's headlines are filled with news of acquisitions and divestitures. The bigger the dollar signs attached to the sale the better. However, when all of the champagne has been drunk and all of the checks have been cashed the real work begins.

EnerVest is in the business of buying and selling assets, and they do a pretty good job. One of their latest acquisitions brings almost 1000 Barnett wells into the company's operations. With plans to execute a drilling program in the near future and add production to their portfolio, the existing data had to be understood.

The good news: EOG had data in a drilling and completion database.

The bad news: It didn't exactly fit into EnerVest's database – and it came from two different databases

Migrating data can be a daunting task for anyone, especially when the data comes from a datasource other than the one the company uses. It's not for the weak-hearted, and thankfully, Amii Bean has done many migrations before. But this time, she enlisted some expertise from one of her business partners and database experts: WellDrive.

This presentation will discuss the methodology and challenges of planning and executing a large-scale data migration from two separate databases into a third. The lessons learned, the best practices employed, and the unexpected pitfalls that awaited will all be laid out.

This was not the first data migration performed, and it will certainly not be the last, but it may have been the most painful!

Biography: Amii has worked in the Oil & Gas Industry for the last 14 years, primarily in drilling and completions data management. She started out in the industry at BP where she was a data manager for the Gulf of Mexico assets and was an integral part in the UAT for migrating to Landmark's OpenWells. She later moved to OXY in an exploration asset overseeing 13 drilling rigs and training all personnel on OpenWells. From there, Amii went on to become the OpenWells trainer for Apache's Worldwide Drilling Group as well as worked to be one of the administrators for the database. She now manages all drilling and completions data for EnerVest Operating, LLC and has taken the EDM applications from out-of-the-box programs, to customized data solutions for the company. Over the past 5 years, Amii has worked to resolve non-op data issues for EnerVest and created better workflows for migrating M&A data. In her spare time, she trains techs on how to utilize Landmark's EDM suite of applications to understand the data, locate & fix data issues, then pull information together for analysis. Amii has a passion for data management and strives to deliver data solutions for all she works with.

Derek has over 20 years' experience in the oil and gas industry and currently serves as the Executive Vice President of WellDrive. He holds degrees in Applied Physics and Mechanical Engineering from Jacksonville

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University and Georgia Tech. He began his career in the field as an Engineer acquiring and processing downhole data with Schlumberger, advancing to senior management roles with Schlumberger, Supreme Services, and Dialog prior to joining WellDrive as the EVP in 2013. Derek serves on the Dallas/Ft. Worth Leadership Team and makes an effort to attend most of the regional quarterly luncheons. He has contributed to data-related articles in publications by the Midland Reporter Telegram and Hart Energy. A few of his more interesting data management related roles were: Operations Manager on the team that built the first United Kingdom immigration database, Project Manager for a top secret data mining system, both for the UK Home Office in London, and Management Consultant to Eni in Milan designing their first knowledge management system. Derek enjoys working with clients to find new ways to integrate previously inaccessible data into models to unlock the secrets of the oil and gas industry.

Approach to the Adoption of Data Analytics, Paloma Urbano & Sanjay Mehta (ConocoPhillips)

Date & Time: April 17, 2018, 11:00 AM

Location: Interactive Room 1

Abstract: In this interactive session we will discuss our approach to the adoption of data analytics. Using examples, we will illustrate how the value of data is changing through analytics and its impact in data management. We will cover aspects such as: • Business process changes because of analytics • Different ways for collecting and managing data for analytics • Training and mentoring programs that accelerate the adoption • Our perspective on analytics technologies Through these talking points we will encourage the audience to also share their experiences in each of these key analytics areas.

Biography: Paloma Urbano- IT Analytics Director with 20 years of experience in Information Management. She has implemented global seismic and wells projects with major Oil and Gas Operators. Sanjay Mehta, Manager – IT Advanced Analytics Sanjay Mehta is the Advanced Analytics Manager within the ConocoPhillips Advanced Innovation Center of Excellence. Sanjay has over 25 years of experience in the energy business industry including roles in the downstream, mid-stream and upstream

Easier Ways To Discover the Value of your Data and Use it - Jason McManus (BIS)

Date & Time: April 17, 2018, 11:00 AM

Location: Interactive Room 2

Abstract: Monumental changes are taking place in oil & gas. Rapidly changing business models put added pressure on the industry's technology and data experts to acquire, condition, organize, collect, export and use zettabytes of data that already exist or are being created at the fastest rate humankind has ever experienced. The successful data pro in oil & gas today must be able to map a journey to the cloud while ensuring all their valuable data arrives in an organized, searchable, and useable manner. Yesterday's unwieldy and unsecured data centers are disappearing. The silos within those information and IP-rich environments hold the keys to tomorrow's breakthroughs. What technologies are available today to help with that journey? How can you help oil & gas executives make smarter, competitive decisions based on the usefulness of their data? How can you stop doing things the hard way? Attendees will discover the value they have in stockpiles of data when they didn't even know it existed.

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Biography: Jason McManus has more than 20 years' experience helping companies find modern-day solutions that solve their complex business problems. Jason has been part of some of the largest technology firms and understands how to harness today's relevant technology to take dark, unstructured data and make it usable for businesses looking to accelerate their competitive insight.

Well Lifecycle Automation & Master Data Management – How And Why Hunt Oil Is Automating Business Processes – Claus Stadie (Hunt Oil) & Mike Skeffington (EnergyIQ)

Date & Time: April 17, 2018, 1:00 PM

Location: Large Stage

Abstract: Advances in data, information technology, and operational technology are producing a digital transformation within the E&P industry. More than ever, how you create and manage your data is critical to leveraging transformational technology to drive efficiency and optimize business decisions. To make more value with the information at hand, Hunt Oil has automated the Business Lifecycle of the Well.

In this presentation, Hunt Oil will discuss the factors that led them to implement a PPDM based Master Data Management solution to automate the Well Lifecycle and synchronize corporate well data across systems. Topics will include: how automation has impacted business efficiency, data governance benefits, data quality advances, and lessons learned. Hunt Oil will also talk about how this solution is feeding into an analytics strategy and how they will extend the value of this solution over time.

Biography: Claus Stadie, E&P Data Systems Manager, Hunt Oil - Claus has over 25 years of industry experience including 10 years at Landmark Graphics Corporation (Division of Halliburton) where he was responsible for software development and support for ARIES reserves clients in Canada. He has been with Hunt Oil for 15 years. First, in the Canadian office supporting reserves and production data systems. Currently, he is the E&P Data Systems Manager at Hunt Oil as the Project Lead for the Well Master Data Management and Data Governance initiative.

Mike Skeffington, VP Business Development – EnergyIQ - Mike started his career in E&P working for a seismic data processing firm in 1984 and has over 25 years of experience in consulting services, project management, customer support, and business development. During his 5 years with EnergyIQ, Mike has met and worked with many of the biggest and best E&P companies in North America. Through this experience, Mike has gained a deep understanding of the diverse business and technical requirements surrounding data management solutions for oil and gas. Mike has helped implement and manage many data management projects, delivering information certainty in some of the most challenging and uncertain times for the industry.

Upstream Data Transfer Standards Delivery Efficiencies With Data Assurance – Jay Hollingsworth (Energistics)

Date & Time: April 17, 2018, 1:00 PM

Location: Small Stage

Abstract: Geoscientists and engineers spend up to 50% of their time verifying that the quality of the data they receive is fit for use. To address this inefficiency, data transfer standards now include rich metadata fields that incorporate information on the data source, prior quality control actions, calibration and editing tasks that may

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have been performed, and adherence or divergence from established business rules. The communication of comprehensive data assurance items together with the data will save countless hours of duplicated QC activity, allowing the data to flow quickly across an organization and among partners and contractors, while increasing the reliability of analytics, modeling and processing activities across the whole workflow.

Biography: Jay Hollingsworth is CTO for Energistics. He has a B.Sc. & post-grad studies in Chemical Engineering at Tulane. He attended grad school in Computer Science at UT Dallas. Jay worked for 20 years at Mobil mainly on the FINDER data model. He worked in Landmark's data modeling group, and spent 10 year at Schlumberger as portfolio manager for Seabed. He was oil & gas Industry Principal at Oracle. Jay is active in APSG, ISO, SPE & SEG.

Stonebridge Consulting Sponsor Demonstration

Date & Time: April 17, 2018, 1:00 PM

Location: Campfire Stage

Infosys Sponsor Demonstration

Date & Time: April 17, 2018, 1:30 PM

Location: Campfire Stage

Professional Development Committee Update – Patrick Meroney & Cynthia Schwendeman (PDC)

Date & Time: April 17, 2018, 2:00 PM

Location: Interactive Room 1

Abstract: An update on the activities for PPDM's Professional Development Committee

Biography: More Details to Come

An Automated Machine-Learning Workflow in Upstream E&P Domain – Sunil Garg (DataVediK)

Date & Time: April 17, 2018, 1:00 PM

Location: Interactive Room 2

Abstract: Oil and Gas industry is in the early phase of recognizing and realizing the benefits of Machine Learning solutions. Machine learning solutions often require semi or fully-automated data pipelines and the working machine learning solutions are still difficult to come by. This session will include a Presentation on the concepts of Big Data and practical machine learning followed by the software demonstration of a comprehensive machine learning workflow(s) in upstream E&P domain.

Biography: Sunil Garg is the founder and CEO of dataVediK, an early stage startup specializing in Consulting, Big Data, Data Analytics, Machine Learning and end-to-end Data Ecosystems for Oil & Gas and healthcare industries. Prior to this, he spent 20+ years in developing new Information Management products spanning the entire lifecycle of Upstream Exploration and Production (E&P) data with most of his recent experience focused around establishing and growing Big Data and Analytics business for Schlumberger. With a passion for solving real world problems using cutting edge technology, he is driving dataVediK to rapidly deliver practical machine learning solutions based on the foundation of a hyper-converged platform. He is also on a mission to

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democratize and spread the knowledge on Machine Learning by being an active mentor to lots of university students around the world and teaching Machine Learning courses to both the universities and the industry at large.

IT Fundamentals & Innovations To Drive Your Business – Jeff Hartwig (Total E&P Barnett USA) & Elizabeth Gerbel (EAG Services)

Date & Time: April 17, 2018, 2:00 PM

Location: Large Stage

Abstract: In a time of low oil prices, currently around 50% of what they were in mid-2014, the pressure is on for oil and gas providers to do more with less – optimize operations, cut costs and demonstrate value quickly in every undertaking.

For IT leaders, this can be a real challenge – it requires a ground-up reassessment of everything from application architecture to reporting and analytics. Meanwhile, the necessity to explore innovative new technologies, such as RPA, predictive analytics or AI, for their potential as business enablers, also remains crucial.

So... What is the most effective route to reshaping your IT landscape? How can you deliver a unified reporting and analytics tool across disparate systems to enable the decision-making process? And which innovative technologies should be invested in now to deliver fast, demonstrable value?

Join Elizabeth Gerbel and Jeff Hartwig as they explore their findings on the potential of new technologies in IT, drilling down and optimizing your existing environment, maximizing your data and reporting to deliver tangible value back to the wider business.

Key Topics

- Building the Right Application Architecture to Support Your Business
- Innovative Tools to Eliminate Inefficiencies & Enable Scalability
- Reporting & Analytical Tools to Achieve Corporate Goal

Biography: To Come

Achieving Synergies Through Standardizing Data Quality Management Processes – Kristen Ha (Shell)

Date & Time: April 17, 2018, 2:00 PM

Location: Small Stage

Abstract: Data Quality experts estimate that the cost of 'detecting and correcting' data errors is 10 times higher than if the errors had been 'prevented' ahead of time. Most data quality efforts are detective in nature and focus on the entire dataset in databases (i.e., "Lake"). However, data quality efforts in Shell's Upstream Americas' Technical Data Management (TDM) Team are preventive with a focus on measuring quality of the data at the point of data creation (i.e. new data entering databases – "River") and standardizing its 'best practice' Data Quality Review Meeting (DQRM) process and implementing it across multiple TDM regions. The iterative DQRM process is an integrated team approach between TDM and individuals who have a vested interest in the quality of the data for their Assets and Operating Units (OUs). The DQRM process also includes a review of dashboard reporting tools, root cause analysis to identify cause of errors and remediation plans for process improvement to prevent recurrence of data errors. This standardized approach has achieved synergies in data quality

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management across TDM, reduced costs of operations and increased process efficiencies, while improving decision making through managing data at the right level of quality required by the business.

Biography: Kristen Ha is a Sr. Technical Data Analyst/Project Manager within Shell - Technical Data Management (TDM)–Americas with responsibilities for managing various project initiatives. Kristen has over 18 years of Project Delivery across business lines such as Shell Trading, combined with experiences from ExxonMobil as Sr. Technical/Team Lead, and Project manager for business functions like Global Functions, Global Audits, and Global Projects groups.

Data Attenuation – Trudy Curtis (PPDM Association)

Date & Time: April 17, 2018, 2:00 PM

Location: Campfire Stage

Abstract: More Details to come

Biography: Trudy is the Chief Executive Officer of the Professional Petroleum Data Management (PPDM) Association, the global Not-For-Profit society focused on data management best practices and standards and data management as a professional discipline. Based in Calgary, Canada, Curtis has nearly four decades of years of experience in the industry and is known around the world for her outspoken advocacy data as a strategic asset, and its management as a core business function. After receiving a BSc. from the University of Calgary in 1978, Curtis went to work in the Oil and Gas industry. In 1996, she joined the PPDM Association as architect, CIO and ultimately CEO of PPDM Association. Curtis is leading the way to the emergence of data management as a global discipline, the creation and industry adoption of data management standards and best practices, the development of professional development and certification programs for data managers, and the professionalism of data management in the petroleum industry. In addition to her role as CEO of the PPDM Association, Curtis is co-founder of the Standards Leadership Council.

'What Is A Completion' Work Group Update

Date & Time: April 17, 2018, 1:00 PM

Location: Interactive Room 1

Abstract: Industry vocabularies struggle to keep pace with advances in industry. Terminology that worked well only a few years ago now introduces ambiguity and lack of clarity that can interfere with communication and the interdisciplinary connections that are essential to our industry. Similar to the PPDM Association's "What is a Well" initiative "What Is A Completion" serves as an aid to disambiguating how the word *Completion* is used. It provides terminology with definitions, clarifications, illustrations and examples that can be used in any working environment to help stakeholders from different working groups organizations or regions be sure they are communicating clearly and effectively. This session will review the work of this team to develop a best practice that is globally applicable.

Biography: Hasmik Belich is the Director of Data Operations at S&P Global Platts RigData. She has been with the company for over 3 years where she leads the team of 23 data management staff in the delivery of information across the life of a well for analytics products.

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Prior to joining S&P Global Platts, Hasmik was the technology leader of a Fort Worth based oil and gas operator where her team created innovative BI analytics tools, resulting in drastic changes in how decisions were made company-wide.

Hasmik's in-depth knowledge in the exploration and production industry is what allows her to effectively lead a data operations team for S&P Global Platts.

She has over 13 years' experience in oil and gas data management and holds a Masters of Science in Information Engineering and Management from Southern Methodist University. Hasmik is an active member of Professional Petroleum Data Management organization, Desk & Derrick Club of Fort Worth and Fort Worth Wildcatters. Hasmik is a married mother of three beautiful children and lives in Fort Worth, TX.

Human Capital In a World of Analytics And Big Data In Exploration Workflows – Katya Casey (Actus Veritas)

Date & Time: April 17, 2018, 2:00 PM

Location: Interactive Room 2

Abstract: What is the value of experienced human capital in an automated environment? In this session, we would like to discuss the use of industrial internet of things (IIOT), big data, analytics, machine learning and other recently popular digital initiatives in upstream oil and gas projects. Optimization of repetitive processes is an obvious candidate for the established assets, but what can be done in exploration where each basin presents a new set of issues and challenges? We will cover aspects such as: • What is repetitive and what is not in Exploration Workflows • Machine learning versus human capital development in the E&P organization • Spatial data as a foundation in E&P workflows • Data transformation requirements from exploration into production. • Big Data in Exploration. Several case studies and examples will be available for discussion. Through these talking points, we will engage the audience in a lively and productive discussion.

Biography: Managing director at Actus Veritas Geoscience, LLC, Katya has an MSc in Geophysics from Univ of Houston, started with Russian Acad. of Sciences in Moscow later joining Amoco, BHP, Apache and Murphy Oil in the US. She has developed innovative geoscience and GIS exploration workflows for integrating results in basin and block prospectivity. Katya is adept at optimizing team dynamics, mentoring, and teaching. She was awarded "Leadership in Technology" from the Assn. of Women in Computing in 2008.

How Can I Be Sure? Compare Similar Records With Fuzzy Matching For Everyone – Brent Lightsey (FirstLight Analytics)

Date & Time: April 17, 2018, 3:00 PM

Location: Large Stage

Abstract: Data Management Pros often face the question: are these two things really the same thing? Answering this question for thousands or millions of records is no mean feat. In this session, you will learn how to compare large datasets and find possible matches using freely available tools. After this session, you will be able to compare large lists of leases, wells, machines, and anything else with a few clicks. You will be able to immediately identify records both for their similarity and differences from each other. We will cover multiple techniques and no technical expertise is required other than a working knowledge of Microsoft Excel. We will also discuss your options for reviewing and scoring potential matches, refining your results, and presenting your findings.

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Biography: Brent Lightsey has been creating data opportunities for energy businesses for 14 years. After 11 years as a software developer and data architect at Chesapeake Energy and 2 years leading an analytics team at Love's Travel Stops, Brent started FirstLight Analytics to build analytics solutions for many companies. His current focus is empowering professionals, teams, and businesses to make the most of Microsoft analytics solutions including Power BI, SQL Server, and Azure IoT. He has also had the opportunity to work with SAP, Oracle, and several open-source platforms like R and Python. He has a bachelor's degree in mathematics and computer science from Oklahoma Christian University and a master's in business administration from the University of Oklahoma. Brent has a passion for empowering people, eating regularly, and sleeping indoors. He works every day with data and analytics solutions. He would sincerely enjoy the chance to talk to develop your idea for a data-driven business solution. You can contact Brent at brent@firstlightanalytics.com or 405-295-5502.

How Good Is Your Data? – Sopheap Meas (StatOil)

Date & Time: April 17, 2018, 3:00 PM

Location: Small Stage

Abstract: This presentation will focus on three related data quality points: The ugly side of analytics, The challenges of clean data, and How to clean and maintain your data. I will present the background and challenges of implementing data quality in an E&P company. This includes the roadblocks caused by typical business silos and how overcoming them through stakeholder buy-ins and not technology, led to a successful data quality campaign. The design, development, and deployment of the solution will be presented. This will showcase Statoil's data governance policy in US Onshore. Furthermore, we will explore how the PPDM model and rules were put in place. We'll cover the change management process around data quality and how to enforce ownership. Finally, we will showcase the results and the direct impact of good quality data.

Biography: I have spent the last 15+ years in the Oil and Gas industry as a software engineer, with heavy focus on data. My education is in Computer Science. I have had the opportunity to work all over the U.S. while being employed at Honeywell, SAIC, Devon Energy, and now, Statoil. Projects range from building single source applications to delivering enterprise wide, multi-sourced system conversions and integrations. At Statoil, I lead the Data Governance team.

University of Houston: Senior Design Projects – Dr. Medhat El Nahas & Senior Project Students

Date & Time: April 17, 2018, 3:00 PM

Location: Campfire Stage

Abstract: More Details to come

Biography: Medhat El Nahas is an Assistant Professor and the Mechanical Engineering Technology Program Coordinator at the University of Houston. Medhat holds BS and MS degrees in Mechanical Engineering from his native country, Egypt. After coming to the US, Medhat earned a Master degree in Mechanical Engineering from Rice University, then a PhD in Mechanical Engineering from the University of Houston. Medhat has been serving the University of Houston since January 2007. Prior to joining the University of Houston, Medhat worked as a maintenance engineer, production engineer, research engineer, and research scientist. His research experience includes working at the National Research Center (NRC) & The City of Scientific Research

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and Technology Applications (CSRTA) in Egypt for 7 years and at the National Research Council (CNR) in Italy for 2 years.

Medhat believes that Engineering Education is not only done by engineering institutions, but through collaboration between the universities, industry, and professional societies and associations. Therefore, he has established strong collaboration with NASA, oil & gas industry, manufacturing facilities, and professional societies such as ASME, ASQ, SME, and PPDM. Medhat also has a great passion of coaching, mentoring, and training the new generations to be soon the future leaders. This is why he always encourages his students to participate in many conferences, expos, and competitions. Finally, Medhat is the recipient of the Flour Daniel Excellence Teaching Award for 2014.

“The Refinery of the Future” A Real-Time Use Case – Stephen Cobb (CB Technologies Inc.)

Date & Time: April 17, 2018, 3:00 PM

Location: Interactive Room 1

Abstract: Recent evolutions in the technology industry are allowing the Oil and Gas Industry to alter the way they tackle current business problems. Edge computing, IIoT, Digital Twin, field augmented reality and remote virtual reality have become the foundation for a new wave of Digital Transformation initiatives. They seek to capture the tribal knowledge of experienced professionals as they leave the workforce, allowing companies to work smarter and enable companies to capture and use the vast amounts of data that they possess today for better decision making. Seizing this business inflection point and the opportunities it offers, CBT has teamed with multiple technology partners to integrate the latest information sciences into “The Refinery of the Future” at Texmark Chemical, providing use cases supported by real operational needs. We will discuss five solutions for a chemical plant: Predictive Maintenance, Video Analytics, Worker Safety, Connected Worker, Asset Maintenance & Integrity.

Biography: Steve Cobb is a 30 year Business and Information Technology development specialist, representing CB Technologies (CBT) – a woman-owned, Data Intelligence solutions innovator that understands the value of data to your organization. Steve and CBT deliver a depth of expertise that helps energy companies cut through the industry noise to identify technologies that deliver superior value and operational excellence, providing new insights by harnessing and leveraging the wealth of data collected.

The Adoption of Cloud In the Oil Industry – The End Of Fear, Uncertainty and Doubt – Guy Holmes, TapeArk

Date & Time: April 17, 2018, 3:00 PM

Location: Interactive Room 2

Abstract: The oil and gas industry is famous for generating huge volumes of data that end up in ever expanding offline repositories that become increasingly more difficult to manage as time goes on. These repositories of information include tapes of various vintages containing seismic, well and production data, as well as paper, film, and ever increasing volumes of external hard disks. Using the data in these repositories is inefficient, costly, and is not keeping pace with changes in technology.

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Relatively recent changes in global technology trends have now made it possible to store these massive collections in an online state increasing our ability to use, share and reprocess this data in an “orders of magnitude” cheaper and faster way than ever before.

This presentation covers the impact of the cloud on conventional data management practices, as well as a demonstration which will include live seismic acquisition being performed in Oklahoma, and streamed directly into the PPDM conference into a shared cloud account. The data will then be indexed and QC'ed online, then pushed into a GIS mapping interface, and finally loaded into an interpretation system. All of the process will take place in the cloud without the need for any tapes with immediate dataflow to users of the data as it is acquired. The demonstration will also show how to migrate seismic data to the cloud from tape, retrieve it, and share it and there will be a simple comparative analysis and review of the costs and speed of both conventional and cloud based systems.

Biography: Over the past 19 years Guy has chased his passions wherever they led. In some cases, his passion led him to starting a company that imported wine accessories, and in another he founded a leading global data management company. Truth be told, after starting five companies, from scratch, in various industry segments, it should be no secret why Guy is bald. On the personal side, Guy has also chased his passions. The net result of that being five children, a wife of 27 years, summiting various mountains, running marathons, and being a member of an expedition to the North Pole.

In most of Guy's business ventures, magnetic tape storage was a key component to the business he was creating, and he spent a lot of time professing the merits of tape storage as the long-term storage medium of choice. However, late one night in 2015, after 19 years, and having read over 5 million tapes, this all changed for Guy when he made a profound discovery. That discovery led Guy to found Tape Ark – a company driven to eliminate historical tape archives from the planet. Guy has a degree in Physics, an MBA in Technology Management and maintains memberships with the ASEG, PESA & the AICD.

**PLEASE PLAN TO ATTEND OUR COCKTAIL RECEPTION,
TUESDAY, APRIL 17 BETWEEN 4 AND 6 PM!**

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Wednesday, April 18, 2018

Developing a Predictive Maintenance Solution Using Machine Learning and Python – Priya Aswani & Ranga Vadlamudi (Microsoft)

Date & Time: April 18, 2018, 9:00 AM

Location: Large Stage

Abstract: Learn how to develop a solution using services in Azure to a real world business problem from end to end. This will include defining the problem, developing an action plan and technical architecture of the solution, performing the data science and then deploying the model into the application. This will be an interactive discussion with those in the energy industry sharing their experience, Priya sharing best practices and learning from Microsoft's work building solutions with industry professionals and we will be making parallels to some of the hottest industry trends like AI and Blockchain!

Biography: Priya Aswani is an Artificial Intelligence leader at Microsoft working with the Fortune 20 Energy companies in their digital transformation journey. She partners with senior executives to help them understand and implement the impact of Artificial Intelligence in their industry fed by foundational technologies (cloud, blockchain, cyber security, HPC, etc).

Ranga is a Principal Program Manager in Microsoft Azure IoT Engineering team covering Azure IoT solutions. Prior to this role, he was a Big Data Architect at Microsoft working with customers on Hadoop, CosmosDB & Advanced analytics in Retail, Oil & Gas industries. Ranga has significant start up experience working in Healthcare & Mobile payments industries. He holds a Engineering Management Masters from University of Kansas and Computer Science Masters from UMKC.

Enterprise Data Lake Management for Data-Drive Oil & Gas, Jason Townsend (ConocoPhillips)

Date & Time: April 18, 2018, 9:00 AM

Location: Small Stage

Abstract: With turbulence in energy prices, the oil & gas industry is undergoing significant change. To compete in this dynamic world, energy leaders like ConocoPhillips have turned to data to transform their business. Using the power of Hadoop and Informatica's comprehensive AI-Driven data lake management solutions, ConocoPhillips is driving visibility into high quality oil well data and using it to improve oil production and drive more precising targeting of exploration investments. The consequence of this new enterprise data lake management approach to exploration and extraction is a highly repeatable and systematic refinery process for the data itself, which can fuel new business insights to drive profitability. In this session, learn how Jason Townsend, Director, E&P Analytics Services at ConocoPhillips is using Hadoop and Informatica's integrated solutions across data streaming, data cataloguing, and data preparation to deliver a data refinery for analytics.

Biography: Jason Townsend is Director, E&P Analytic Services at ConocoPhillips. With 11+ years of experience in the oil and gas industry, Jason has developed service delivery models, managed a globally dispersed team of 60+, and lowered operating costs by 25% year over year. Jason has worked with strategic technology partners to innovate and create new solutions that have made a significant impact at ConocoPhillips during the lower for longer oil commodity price environment. Jason has a BS of Computer Science and MBA Information Technology Management from the University of Tulsa and lives in Houston with his wife and 4 children.

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Petroleum Data Management On the Norwegian Continental Shelf – Status, Challenges and Perspectives for the Norwegian National Data Repository – Diskos – Elin Lorentzen & Eric Toogood (Norwegian Petroleum Directorate)

Date & Time: April 18, 2018, 9:00 AM

Location: Campfire Stage

Abstract: National Data Repository Diskos, Norwegian Petroleum Directorate (NPD), Fact Maps, Factpages, EPIM, ECIM, Energistics / Industry Standards Sharing Our Best practices National Data Management for exploring and exploiting hydrocarbons. Gaining maximum benefits, values for oil Companies.

The presentation will describe how the NPD manages the key reference data from the Norwegian Continental Shelf (NCS) as published on the NPD Fact Pages. Detailed insight into the management of E&P data in the Norwegian NDR “Diskos”, will be given, describing how the data is managed on behalf of the NPD and the Norwegian oil industry. Insight into the technologies used for the management of the main data types stored, (seismic, well and production data) will be given focus. Data submission according to the Petroleum legislation is based on open standards but adoption and compliance with such standards is a challenge for our industry. We will explain how we are addressing this issue. Data quality assurance and completeness control (Master data management) is another area of focus and the challenges and our approach will be presented.

If we are to sustain the current successful system we will need to embrace new technologies and approaches to E&P data management, such as cloud computing, data analytics, artificial intelligence techniques etc. This is all in line with industry focus on more efficient work processes for the whole data life cycle. How we are facing these challenges will be described with a basis in ongoing initiatives.

Biography: Eric Toogood, Norwegian Petroleum Directorate (NPD), Director at Energistics Elin Aabø Lorentzen, Diskos Deputy Manager, Norwegian Petroleum Directorate (NPD). Please see details from Our LinkedIn profiles

Conquer Your Fear. Reach Your True Potential – Abhijeet Narvekar (FERVID)

Date & Time: April 18, 2018, 9:00 AM

Location: Interactive 1

Abstract: This fun filled Motivational presentation starts with all attendees doing a 2 minute Bollywood dance (Who can say no to this?), and then the presentation focusses on driving 3 points home –

1. How to deal with Fear
2. How to stay positive
3. How to celebrate all small wins which helps both points above

Join Abhi for a little bit of fun and positivity that will go a long way in a day filled with technical presentations.

Biography: Abhijeet Narvekar has experience in the Upstream Oil & Gas industry with companies like Schlumberger, Petris and has worked in various roles, gaining invaluable domain expertise in the Data Management domain. (Borehole and Seismic Data Management – Applications and Workflow)

In 2010, he founded The FerVID Group, which incorporated a novel idea of Expert-led recruiting, which is a seismic shift in the way recruiting is done. In his current role leading The FerVID Group, Abhijeet draws on his domain insights, and keen entrepreneurial acumen to execute innovative approaches for talent acquisition, upstream consulting and Big Data in HR. The name ‘Fervid’ is a derivation from fervor -meaning passion and enthusiasm, which is one of the core values of the company. Abhijeet Narvekar has been presenting on several occasions. Recently he was a speaker at the SPE MIT June 2017 event, SPE – Pay it Forward network in October 2017, Positivity and Motivation for an Architecture firm in November 2017.

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Data Model – Hydraulic Fracturing Update – Trudy Curtis (PPDM Association)

Date & Time: April 18, 2018, 9:00 AM

Location: Interactive Room 2

Abstract: An update on the work being done related to Hydraulic Fracturing in the PPDM Data Model

Biography: Trudy is the Chief Executive Officer of the Professional Petroleum Data Management (PPDM) Association, the global Not-For-Profit society focused on data management best practices and standards and data management as a professional discipline. Based in Calgary, Canada, Curtis has nearly four decades of years of experience in the industry and is known around the world for her outspoken advocacy data as a strategic asset, and its management as a core business function. After receiving a BSc. from the University of Calgary in 1978, Curtis went to work in the Oil and Gas industry. In 1996, she joined the PPDM Association as architect, CIO and ultimately CEO of PPDM Association. Curtis is leading the way to the emergence of data management as a global discipline, the creation and industry adoption of data management standards and best practices, the development of professional development and certification programs for data managers, and the professionalism of data management in the petroleum industry. In addition to her role as CEO of the PPDM Association, Curtis is co-founder of the Standards Leadership Council.

Convergence: E&Ps, Cloud Computing & Machine Learning – Mike Hogan (DeepData)

Date & Time: April 18, 2018, 10:00 AM

Location: Large Stage

Abstract: Cloud-based applications are revolutionizing one industry after another; now they are revolutionizing the E&P business. The powerful combination of cloud computing, social computing, smart meters (Internet of Things), and machine learning will reshape the oil & gas industry. Learn how you can ride this wave of change to maximize production while reducing costs.

Biography: As CEO of DeepData, Mike drives the company's strategy and execution. DeepData is a cloud-based solution for operational data and processes, handling design, reporting, data management, and visualization for the Drilling and Completion processes. The company also provides solutions for Vendor Management, AFE Management, and Water Management. Prior to DeepData, Mike was CEO of Dianomic (formerly ScaleDB) an IoT data management company. He also founded ZiXXo, a Web 2.0 company he sold to Microsoft in 2007. Before that, Mike headed strategy, business development and market development for POET Software, a company he took public in 1999, and which was later acquired. Mike also founded two other software companies, both of which were acquired.

Taking Data Governance to the Analytics Level – Bill Bruner (Trilucent)

Date & Time: April 18, 2018, 10:00 AM

Location: Small Stage

Abstract: While many companies have initiated data governance programs that support operational data quality, the move in oil & gas companies to using advanced analytics requires new levels of data governance to support enterprise reporting and analytics. Existing operational data governance primarily helps define and insure what the data should be, where it should be kept, and when it should be there. Analytical data governance requires more information and at a higher level of detail to provide adequate support.

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- A more detailed description of data elements including their source, timing, and proper use in reporting and analytics.
- An understanding of the entity each data element is associated with. (i.e. reserve pools, well origin, well bore, well completion, meter, lease, contract, sales agreement, etc.)
- Documentation of how entities from different departments are related.
- Definitions of measures used including a standard calculation along with what data should be used (for consistent application and results across the enterprise)
- Definitions of hierarchies including methods for applying hierarchies to specific lists
- Documented assignments of owners, stewards, and custodians of each data asset
- Clear and accessible storage of all of this documentation (as opposed to SharePoint lists or Word documents)

A clear discussion about each of these will assist in planning the extension of current data governance efforts to the support of advanced analytics in our progressive energy companies in the future.

Biography: Bill Bruner is the head of Trilucent Consulting, a data management company focusing on the energy sector in the United States. He has over 40 years of experience in IT, most of it in the solutions delivery area. Bill has spent the last ten years on multiple data management client project working with business user groups establishing data governance organizations as well as working with both users and IT to implement master data management, metadata management, reference data management, and hierarchy management solutions as well as establishing policies, processes and standards for corporate data management. Bill's innovative and strategic capabilities have created value to numerous leading edge and challenging projects over the years. Bill and his wife Cheryl are in the process of downsizing their home as his youngest son is graduating from college this semester and are enjoying their empty nest. Bill is the father of seven children and seventeen grandchildren. In addition to spending time with family, Bill enjoys making music playing multiple instruments and has recently taken up the hobby of blacksmithing.

Marathon Oil's Master Data Management Journey – One Year After Go Live – Jesus Rodriguez (Marathon Oil)

Date & Time: April 18, 2018, 10:00 AM

Location: Campfire Stage

Abstract: Marathon Oil went live with a Master Data Management solution in September 2016. Since that time the solution has grown to provide value across the company. In this presentation, Marathon Oil will discuss the challenges that led them to implement a solution, where they started, and how the solution and benefits evolved over time. Marathon Oil will discuss the impact to analytics, process automation, data transformation, integration, data governance, lessons learned, success factors, and more.

Biography: Jesus is an exploration and development geoscientist with over 15 years of experience from prospect maturation, evaluation, drilling, operations, and planning for deep water and deltaic prospects and fields. He joined the IT organization in January 2016 with the task of creating a well database that is reliable, consistent, and accessible to everybody within the company. During this short journey in IT, Jesus has been able to understand the challenges, processes and responsibilities within the IT organization. Now, he is responsible for the evaluation, analysis, design, implementation, and management of the corporate well database that integrates business tools and subsurface systems in Marathon Oil.

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CPDA Information Session

Date & Time: April 18, 2018, 10:00 AM

Location: Interactive Room 1

Abstract: Practical problem solving with data involves more than just visualization or applying the latest machine learning techniques. Intuition, domain knowledge, and reasonable approximations can mean the difference between a successful model and a catastrophic failure.

In order to meet the petroleum industry's need for recognition of competence of data management professionals, the Professional Petroleum Data Management (PPDM) Association has established the Certified Petroleum Data Analyst (CPDA) certification examination.

A CPDA certification will validate to employers, clients, and colleagues that a CPDA credentialed professional possesses data management knowledge, experience, and skills to bring success in petroleum data management.

The certification program has been incorporated as an independent unit into the PPDM Association to ensure its autonomy. Governance and decision-making are the responsibility of the Petroleum Data Management Committee (PDMCC).

Join us in this interactive discussion led from the CPDA's perspective where you will learn more about the CPDA Program, the knowledge and skills participants acquire, and the perspectives on how the journey has benefited this in real-world.

Biography: Prashanth's journey to becoming a CPDA last year came with a rich blend of experience and education. With 14 plus years of experience in Techno Functional role with a engineer degree in Computer Science he is adept in upstream production data management through data management, manipulation, integration and analysis. He is experienced in hydrocarbon/production accounting and revenue accounting with managing op and non-op oil and gas production data. With a good knowledge on implementing PPDM Data Model for Upstream Production Data and having worked as Upstream Data Integration specialist covering all the Modules from Exploration to Revenue and on Exchange Standards like PRODML and WITSML and Oildex's - Check Stub Connect (CDEX) integration with Revenue Module round out his experience, becoming a CPDA was a logical next move for Prashanth. Enforcing Data Quality in Upstream Data using standard business rules and validations, working as Business Intelligence Specialist on Upstream Data to strategically design and implement BI software systems, as well as Oil and Gas Production Regulatory Reporting. Beyond this Prashanth has rich accomplishment in Business Analysis, with expertise in managing & overseeing successful initiation, execution & delivery of projects and expertise in areas of project management, requirement gathering, functional specifications, support, IT service management and user training.

Is Your Operating License at Risk? – Sue Carr & Trish Mulder (Katalyst Data Management)

Date & Time: April 18, 2018, 10:00 AM

Location: Interactive Room 2

Abstract: Is your operating license at risk? In the current environment of abundant corporate mergers and acquisitions, what steps are you required to follow to ensure your company's data base accuracy and legitimacy? Join Sue Carr & Trish Mulder from Katalyst Data Management as they lead you through a theoretical case study of an acquisition of seismic assets. How do you know if you are entitled to the incoming data? What are the 6

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integration phases you need to be aware of? Sue and Trish will highlight what you must do to ensure your seismic environment remains compliant.

Biography: Trish Mulder, Director; Business Development, Katalyst DM: a seismic data expert with over 18 years of experience in data management at both E&P and service companies. Trish has a strong vision for the future of data transactions and compliance. Sue Carr, Manager Consulting Services, Katalyst DM: over 35 years of implementing software and data management systems and leading subsurface data teams. Sue is focused on building a DM Consultants Group to help solve E&P companies' data challenges.

Can the PPDM Data Model Support Data Analytics? – Brian Richardson (Richardson Data Works)

Date & Time: April 18, 2018, 11:00 AM (Mini-Session)

Location: Large Stage

Abstract: Is the PPDM data model appropriate for storing data analytics results? Many of the necessary data attributes are in the database, so why not the results of analysis and the process details also? We all have a pretty good idea of what the inputs are to analysis, but what are the results of analysis? This presentation will show how primary data and analysis results can coexist in PPDM.

Biography: Brian Richardson has been involved in Exploration and Production data management for some time. With an MS in Geology, he started with Amoco in New Orleans and has enjoyed working in many locales. Brian has worked a variety of projects over the years, including application data support, E&P work flows and data flows, database migration, system implementation and support, database design, database administration, system administration, application design and business development. He has held numerous technical and managerial positions in upstream E&P data management and analytics projects involving vendor and oil company data systems. He is an oil industry data management and analytics professional who strives to provide the best exploration and production upstream data possible. His passion has always been the data, all the data and nothing but the data. His professional life has been transformation, integration, aggregation, extraction, QC, visualization and analysis of data. Without good data, operational decisions are less robust and have more risk. Analytics without good data are just shadows that obscure, blinding people to the truth. When not engaged in solving data issues he spends time educating laymen on the temporal/spatial displacement differences between Buckaroo Banzai's oscillation overthruster and Dr. Emmett Brown's flux capacitor.

New Insights From Old Data – Wes Baird (geoLOGIC systems)

Date & Time: April 18, 2018, 11:15 AM (Mini-Session)

Location: Large Stage

Abstract: In today's world that we live & work in, there is lots of data available. Probably too much for us to make sense off it easily, or is it? This talk will delve into a standard well header & well production data set that is then extrapolated to gain new insights such as - Can we identify which operator has produced a field better? - Do operators change operating efficiencies year over year? - What, if any outside outliers might impact production (or drilling)?

Biography: Wes Baird has worked in the Oil & Gas industry since the Cretaceous was young..., okay maybe not that long but it's been an interesting ride. Being a firm believer in integrated data was the initial draw for Wes to get involved with PPDM back in the 90's. Since that time Wes has contributed intellectual property & knowledge to the association in whatever capacity was required from a data modeler to a board member.

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Currently Wes works as a product manager at geoLogic working on integrating public data with proprietary based on a gold compliant PPDM 3.8 database. But storing & integrating data in a database is only half the battle and Wes has talked about this in past presentations. The other is visualizations. Lots of times we have some very good databases that just can't get the message out, other than Excel extract of course. Wes's talk today hopes to show you how you can visualize data in a simple manner and show the value that you have locked up in your PPDM database.

Anatomy of a successful data management solution – Mark Priest (Wipro)

Date & Time: April 18, 2018, 11:30 AM (Mini-Session)

Location: Large Stage

Abstract: Subsurface Data Management is far from just a “Technology” solution. There are technical aspects that are essential, but the key ingredients for success must include Sustainable processes, Business Buy-in, and Business understanding that Data Management is not a one-time-cost. What very few people outside Data Management realize is that data management is predominantly people and processes with technology comprising only 10 to 15 percent of the solution. What are the characteristics of a sustainable data governance program to keep data entropy from consuming your organization? The difficult part is that differing organizations each require data management processes that fit their mindshare. This paper will share the recipe of a successful on-going Data Management solution by examining the full spectrum processes, people's activities and the technology employed for several subsurface data types. By mining through companies with successful data management programs we can reveal the nuggets of wisdom that can be applied to your organization to create successful data governance.

Biography: Mark holds a bachelor's degree in Computer Information Systems from West Texas State University supplemented with many hours of Geoscience studies as a Geology major. He began his career in the oil & gas industry in 1988 with Maxus Energy. He worked for Triton Energy and Burlington Resources before joining Schlumberger Information Solutions (Geoquest) in 1998 where he spent over 9 years in various roles: on-site DM support, Technical Sales Support, Data Management Business Owner for Schlumberger Information Solutions in Nigeria, and InTouch Team Lead for DM applications. He enjoyed assignments in Dallas, Midland, Houston, Port Harcourt, Nigeria, Houston. In 2005, he joined RasGas, in Doha, Qatar, as the Head of Data Management in the Petroleum Engineering department. When Data Management was elevated from Team to Section status, he served as Manager of the Systems Development and Enhancement Section of the Subsurface Technology Department, in the Subsurface & Technology Group. From 2011 to 2013, Mark served on the PPDM Petroleum Education Task Force and contributed to the development of the PPDM Certified Petroleum Data Analyst credential. In mid-2017, Mark joined Wipro as an Energy, Natural Resource, and Energy (ENU) Practice Partner.

Lessons Learned On the Data Management Journey – Bill Robertson (Microsoft)

Date & Time: April 18, 2018, 11:00 AM

Location: Small Stage

Abstract: In this presentation, we will share lessons that we have learned along our data analytics journey. While some lessons will be most beneficial for service providers, the majority will be applicable to anyone striving to derive more value from their data. For example, we will cover: analytics without data management, analytics without a

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business case, and analytics without data scientists. By exploring these topics through case studies, we will illustrate the potential that can be realized through improved data management and analytic capabilities.

Biography: Bill Robertson is a Solution Specialist at Microsoft who focuses on data and artificial intelligence. Prior to joining Microsoft, Bill led technology development efforts for Baker Hughes and Schlumberger. Born in Kentucky, Bill welcomes any opportunity to discuss bourbon, horses, or basketball. He left the Bluegrass State to attend Rice University, where he completed his bachelor's degree in computer science and MBA.

Value of Embedding Technical Data Management Support in a Deepwater Americas Asset Team– Katherine Otto, Josh Etkind & Mike Harris (Shell)

Date & Time: April 18, 2018, 11:00 AM

Location: Campfire Stage

Abstract: The problem of spending countless hours searching for files and data is not unique to one team, one company, or even to our industry. With the vast amounts of data pouring in daily from operations & planning, the challenge is organizing data in a way that reduces time wastage, increases safety & helps to make the best decisions for the future. A new culture where data is treated as an “asset” & data management is viewed as an integral part of the company becomes vital to the success of business decisions that are made based on the data.

Technical Data Management (TDM) worked with a DeepWater asset team to implement a solution while still allowing the team to deliver against a challenging project timeline. By applying existing TDM Discipline standards, a workflow was established for the data lifecycle. A standard document folder structure was implemented for the team and replicated to other area asset teams. Data quality teams were also formed for each tech. discipline, with an overarching regional team focusing on Data Quality.

The positive impact is already being seen, but work continues to reach the vision and replicate this approach across the rest of Deepwater.

Biography: Katherine (Kate) Otto is an Information Management Business Analyst for Exploration within Shell Oil. Kate has been with Shell Oil company for over six years, as a contractor and staff, with various roles within Technical Data Management and Information Management and has spent the majority of her time supporting the Deepwater Asset Teams. Kate is a Sam Houston State University graduate with a B.S. in Geology and minor in mathematics offering a strong academic background and subsurface technical knowledge.

Diversity & Systems Thinking: Circle or Cycles? – Chaimie Riley (HEDS Group)

Date & Time: April 18, 2018, 11:00 AM

Location: Interactive Room 1

Abstract: More details to come

Biography: More Details to Come

Regulatory Data Standards Committee

Date & Time: April 18, 2018, 11:00 AM

Location: Interactive Room 2

Abstract: Who is the Regulatory Data Standards Committee? What are they focused on now? What is next for the RDS? Explore this and more in this “choose your own adventure” interactive session where you will get to pick and

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then explore a problem as the RDS Committee would. We'll also show how it is possible to get regulators, operators, and data vendors together and avoid fisticuffs.

Biography: I have over 25 years of experience in the oil & gas industry, all with the same company. I started with geoLOGIC systems ltd. as Canadian Sales Manager in 1991 and in 1995, shifted to product design, product documentation and product support focus as the Operations Manager. In 1997 I became Vice-President, Operations and Technology where my responsibilities included overseeing product design for geoSCOUT, the gDC (geoLOGIC Data Center), and multiple web-based products and services. In my current role I evaluate new technologies and mentor the next generation of development and data specialists at geoLOGIC.

In addition to serving on the Regulatory Data Standards Committee, I have participated in several PPDM workgroups (What is a Well 1, What is a Well 2 – Well Status and Classification, Global Framework for Well Identification, US Well Number Standard, Canadian Well Identification System Standard) as well as representing geoLOGIC on the Sponsor's Steering Committee for the overall Well ID Project.

Reducing the Dimensionality of Real Time Sensor Data – Dominique Heger (Data Analytica)

Date & Time: April 18, 2018, 1:00 PM

Location: Large Stage

Abstract: In many scientific field such as oil & gas, physics, or weather analysis, as well as in domains such as security or risk assessment, massive amounts of sensor generated measurement data is produced that has to be analyzed and mined to gain insights. The actual data is collected over time and the vast amount of observations lead to a collection of ordered data on a time line. Traditionally, time series data reflects high-dimensional data that requires large amounts of memory and storage space. In oil & gas, data collected on rigs may exceed the capacity potential of the network link (for uploading the data), as well as the actual local storage that is available. Hence, the traditional approach of defining machine learning algorithms that operate on the stored datasets is not feasible. This talk focuses on bringing machine learning to the source (sensors) and so reduce the dimensionality of the data in flight. The major challenge is to represent the meaningful information of the time series' data via a low-dimensional representation while capturing the essence of the data pattern in flight.

Biography: Dominique Heger has over 30 years of IT and analytics experience, focusing on systems modeling, performance evaluation, and capacity planning. Further, he specializes in optimizing Big Data processing environments, Predictive Analytics, as well as Artificial Intelligence, Machine Learning, Robotics, and Deep Learning related projects. He is the owner/founder of DHTechnologies (www.dhtusa.com), an IT performance consulting firm, Data Analytica (www.mlanalytica.com), a Big Data and Predictive Analytics company, as well as Hotshot Sports Analytics (www.hotshotanalytics.com), a Predictive Analytics firm that focuses on athletes and sports franchises alike. All 3 companies are headquartered in Texas. He has successfully conducted large-scale IT and Big Data projects for companies such as Boeing, AT&T, LLNL, NERSC, Dell, QLogic, Wells Fargo, EBay, EOG Research, Google, Nvidia, ESPN, Oceanneering or CERN. Prior to DHT, Data Analytica, and Hotshot Sports Analytics, Dominique worked for IBM, Hewlett-Packard (at CERN in Geneva), and Unisys. Over the years, he has published over 40 papers and books with IEEE, CMG, or the IBM Press. He holds an MBA/MIS from Maryville University St. Louis, and a Ph.D. in Information Systems from NSU, Florida. Next to his work in computer science, he very much enjoys spending time with his family, training horses in the Texas Hill Country and the cowboy sport of team roping.

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Managing Risk In the Data Management Change Portfolio – John Pomeroy (FERVID)

Date & Time: April 18, 2018, 1:00 PM

Location: Small Stage

Abstract: What characterizes your data management initiatives? Conflicting? Reactive? Interdependent? Duplicative? Inconsistent technology? The data needed to run an oil and gas business are complex, and variability in the business environment, organizational silos, inconsistent data governance, and changing technology often result in shifting priorities and fluctuating funding across the landscape of business and technical data. These factors can prevent a coherent approach to data management change. While Data Architecture is often regarded as being a largely strategic tool, a holistic architecture framework coupled with analytics can surface and qualify opportunities for change. Analytics across these opportunities and the broader DM/IT change portfolio then reveals dependencies, conflicts, duplicative efforts, and technology redundancy, enabling informed prioritization and sequencing.

Biography: John Pomeroy is Vice President of Data Management at The Fervid Group. Over the past 35 years John has worked for software, consulting and Oil and Gas operating companies. As well as many years of experience in subsurface data management, John's areas of expertise include solution architecture, data architecture, business architecture, and enterprise architecture. Key strengths include the ability to think big and act small - balancing broad vision and strategy with essential tactical process and data improvement initiatives.

Geodatafy – An enabler for a Digital E&P Business (Sponsor Demonstration) – Clay Harter (Bahwan Cybertek)

Date & Time: April 18, 2018, 1:00 PM

Location: Campfire Stage

Abstract: An overview and demo of a new framework for registering, finding, managing and using subsurface data. This new framework uses a modern web user interface to allow users to easily find structured and unstructured data across the enterprise, and then to visualize the selected data or make it available for use in other geoscience and engineering applications.

Biography: Prior to joining BCT, Clay was the CTO and a founder of OpenSpirit Corp. (incorporated in 2000 and later acquired by TIBCO Software). He earned a B.A. degree in Physics and Geology from Amherst College in 1976 and a M.S. degree in Geophysics from Stanford University in 1977 and with over 40 years' experience in oil and gas and related software industry, Clay leads BCT's efforts to deliver innovative solutions for oil and gas customers

Career Development Track – David McFarland & Joel Verhoff (Addison Group)

Date & Time: April 18, 2018, 1:00 PM (3 hour session)

Location: Interactive Room 1

Abstract: Professional Petroleum Data Management Houston Petroleum Data Expo April 17-18, 2018 Career Development Track by the Addison Group We propose a three-hour track where we will have three staff members available to provide small group hands-on assistance to individuals by enhancing their career development skills. Topics can include: Job Search 101, Resume Building and Review, Interview Tips, Social Media Do's and Don'ts, Difficult Conversations with Your Supervisor.

Biography: I am the Branch Manager of Direct Hire IT with Addison Group located here in Houston, Texas. I have been with Addison Group going on 8 years in a Lead/Senior Staffing capacity within the IT industry local to Houston. I

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have never looked at my career as solely just a "Head Hunter", but more as a career adviser. Addison Group and I have assisted thousands of candidates and clients through some of the most tumultuous times in their lives (Job Searching and Hiring) most often helping wherever we can

What Every Business Needs To Know About Artificial Intelligence – John Rowe (Enaxis Consulting)

Date & Time: April 18, 2018, 2:00 PM

Location: Large Stage

Abstract: Artificial intelligence (AI) promises to disrupt most every industry. Organizations that are able to leverage AI have the opportunity to significantly boost profits and market valuations. Companies failing to understand how and where AI investment is necessary will likely experience long-term sub-optimal, or even disastrous, results. There is much market hype around what AI can and can't do - it's important to separate fact from fiction so businesses are best prepared to integrate what is quickly becoming a general-purpose technology, similar to electricity and computers. This presentation offers practical answers and insights about how you and your organization need to prepare for this rapidly developing and game-changing digital technology. The presentation will answer many questions that are top of mind at all levels of every organization including:

- What's the history of AI? Why has AI suddenly garnered so much market attention?
- What are the key technology components and data sources associated with AI?
- What industries are positioned to be disrupted and why? When will these industries be disrupted?
- What tasks can artificial intelligence accomplish today? Which tasks are better accomplished by humans, for now?
- How is the workforce likely to be impacted by AI? How do we re-skill the workforce (and yourself) and when?
- What are examples of revolutionary business use cases utilizing AI?
- How do you and your organization plan for AI investment?
- Where do you go to learn more about AI?

Biography: John Rowe is a Principal at Enaxis Consulting where he leads the Analytics & Information Management service line. John has over 23 years of management consulting and industry experience spanning a number of industry verticals including oil & gas, automotive, financial services, healthcare, manufacturing, retail, and transportation. He has gained a wealth of knowledge in both business process and information technology management. John has conducted a multi-year Smart Machine research program working with leading universities & industry thought leaders. John has chaired both regional and national conference panels addressing the business and societal impact of artificial intelligence.

Conjuring Up The Oracle of Advanced Machine Learning for Upstream Operations – Rama Manne (Infosys)

Date & Time: April 18, 2018, 2:00 PM

Location: Small Stage

Abstract: Artificial Intelligence and Advanced Machine Learning are transforming our ways of lives and the way Business Enterprises operate. Agricultural and Industrial revolutions were focused on making humans efficient. Information Age made us more effective. We are at the cusp of, what we call, Intelligence revolution, which is fundamentally going to amplify human potential, extend our imagination horizon and shrink our known universe. Researchers at Google were able to discover an exoplanet, using machine learning techniques, by training a computer to identify the change of brightness patterns when planets revolve around their stars (<https://www.nasa.gov/press-release/artificial-intelligence-nasa-data-used-to-discover-eighth-planet-circling->

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[distant-star](#)). Doctors are using machine learning to predict the effectiveness of drugs thereby improving the efficiency of clinical trials. Banks are using AI and Machine Learning to identify fraudulent transactions which has a potential to significantly reduce the \$50 bn risk that Americans are exposed to. Retail Giants like Amazon and Alibaba are creating demand by analysing behavioural patterns of purchases and making relevant recommendations. Uber uses a machine learning modelling appropriately named "GeoSurge". Oil & Gas industry is lagging in adopting the advances in these technologies. There are several ways in Advanced Machine Learning can be leveraged to transform Upstream Operations in Oil & Gas. Over the past one year we have worked on number of pilots in Upstream leveraging Machine Learning to predict equipment failures on the rig site, predicting well workover success rate, improving safety of oil and gas operations, optimizing capital expenditure, production surveillance, production optimization, optimizing working capital etc. In this session we will focus on showcasing our learnings leverage Machine learning to help Upstream Operations.

Biography: Rama has 26 years of management consulting experience in Oil & Gas, Oil Field Services, Refineries and Chemical Industries helping clients with their digital and advanced analytics transformations. He has managed several large scale business transformation projects involving C level stakeholders on a global level. He has interacted extensively with both business and IT stakeholders to ensure ongoing alignment of program objectives with business strategy and vision. He has built effective client relationships by understanding client's current as well long term needs.

Training Session – Trudy Curtis (PPDM Association)

Date & Time: April 18, 2018, 2:00 PM (2 Hour Session)

Location: Campfire Stage

Abstract: More details to come

Biography: Trudy is the Chief Executive Officer of the Professional Petroleum Data Management (PPDM) Association, the global Not-For-Profit society focused on data management best practices and standards and data management as a professional discipline. Based in Calgary, Canada, Curtis has nearly four decades of years of experience in the industry and is known around the world for her outspoken advocacy data as a strategic asset, and its management as a core business function. After receiving a BSc. from the University of Calgary in 1978, Curtis went to work in the Oil and Gas industry. In 1996, she joined the PPDM Association as architect, CIO and ultimately CEO of PPDM Association. Curtis is leading the way to the emergence of data management as a global discipline, the creation and industry adoption of data management standards and best practices, the development of professional development and certification programs for data managers, and the professionalism of data management in the petroleum industry. In addition to her role as CEO of the PPDM Association, Curtis is co-founder of the Standards Leadership Council.

Machine Learning – It's All About The Data – Sarah Coffman (ConocoPhillips)

Date & Time: April 18, 2018, 3:00 PM

Location: Large Stage

Abstract: Provide an introduction to Machine Learning with an emphasis on data as well as data science best practices. Walk through a real-world example of a data science analysis.

Biography: I have over 25 years of Information Technology experience including roles as a data architect, technical lead, and application developer. For the last 3 years, I have been working as a Data Scientist for ConocoPhillips. I received my B.S. In Applied Mathematics and my M.S. in Computer Science from Texas A&M

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University. My graduate work focused on the design and analysis of algorithms. I am currently pursuing a M.S. in Analytics offered through the Texas A&M Department of Statistics.

Chemical Analytics for E&P – Chris Smith & Akash Sharma (DrillingInfo)

Date & Time: April 18, 2018, 3:00 PM

Location: Small Stage

Abstract: What is really impacting production? This presentation will take a deep dive into drivers beyond total proppant, total fluid and lateral length and will evaluate the impact of chemicals of production performance.

Biography: Akash Sharma is a petroleum engineer with technical expertise in reserves estimation and Unconventional reservoir engineering. He is a published author with SPE and AAPG and has presented at server technical and industry conferences. He has a MS in Petroleum Engineering from the University of Houston and a Bachelor's in Petroleum Engineering from the University of Petroleum and Energy Studies, India. He joined DrillingInfo in 2016 and has worked in the Analytics & Engineering and the Market Intelligence group, working on developing new workflows and analyses for the upstream oil and gas industry.