Professional Petroleum Data Management (PPDM) Association

SPEAKER ABSTRACTS

2018 OKLAHOMA CITY DATA MANAGEMENT WORKSHOP

JUNE 5, 2018

CHESAPEAKE ENERGY – GREEN ROOM
Speakers Abstracts

Welcome & PPDM Update – Trudy Curtis (PPDM Association)
Abstract: Opening Remarks for the Oklahoma City Data Management Workshop, 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 - Jim Claunch Jr (Equinor)
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 Equinor (formerly 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.

Implementing “What Is A Well”: Some Practical Considerations – Daniel Perna (Devon)
Abstract: PPDM has had their “What Is A Well” (WIAW) materials published for several years, and most people familiar with PPDM are also familiar with its concepts – well origin, wellbore, wellbore completion, and much more.
Those concepts are helpful, but implementation is tricky. Not all disciplines or systems follow those definitions or care about well data at the same well levels. In a world where detailed computer code can transform and move data quickly and consistently, all that remains to bring the WIAW concept to practical reality is getting the detailed logic right for your data.

That logic is what this presentation is about. How do you take data that is provided at a completion level and “roll it up” to a wellbore or well origin level? Conversely, how do you take data that is provided at a wellbore level, and “unroll it” to match it appropriately with the individual completion records that exist on that wellbore? What are the gray areas? This covers specific questions to answer, some principles to follow, and a few examples.

Biography: Daniel Perna is a Data Management Professional at Devon Energy, where he has worked for ten years. As a part of the geoscience and well data management team, he does business analysis, data analysis, coordination, and training for stakeholders across disciplines. He also applies his subject matter expertise to standards, best practices, solutions development, and the improvement of data quality and integrations.

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

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.

Biography: John Rowe is a Principal at Enaxis Consulting where he leads the Data & Analytics service line. Mr. Rowe has over 24 years of consulting and industry experience spanning a number of verticals including oil & gas, automotive, financial services, healthcare, manufacturing, retail, and transportation. Rowe has conducted a multi-year artificial intelligence research program working with leading universities & industry thought leaders. His publications have been featured in national publications.

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

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

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.

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.

The 2nd Shale Revolution – Lewis Matthews (CrownQuest Operating)

Abstract: Just over a decade after the 1st shale revolution, the Permian Basin sits on the verge of another revolution. Laboratory results are suggesting that recovery factors could increase from roughly 12% to >50% with EOR. The implications of this value creating revolution are huge and stand to further tip US energy production in America's favour. However, the Permian Basin is still wrestling with trying to find the optimum spacing and completion method that maximizes value. Optimal well spacing to maximize value at the granular level is a unique solution for each well and is dependent upon geology, geophysics, geomechanics, well bore geometry, proximity to other well bores, drilling engineering, and completion engineering, price of oil and cost of inputs. Within these typical datasets there are literally thousands of variables yielding unwieldy sized solution spaces with sparse datasets. Many companies are turning to non-parametric modeling to make predictions in data where parametric models have failed. These non-parametric methods are very quickly hitting the limits of the data which are thousands of variables with only hundreds of samples. This ill-posed problem results in poorly constrained endpoints that increase the probability of having failed to realize maximum value. This talk is about solving these problems together and what that framework is starting to look like.

Biography: Lewis Matthews was born and raised in the United Kingdom of Great Britain. At the age of 17 he emigrated to the USA and enlisted in the United States Navy where he served for 9 years as a Corpsman with Marines. Since then Lewis has received several degrees including economics, geology, and an MS in geophysics and seismology during which he independently discovered fractal clustering in petrophysical logs. He currently works for CrownQuest Operating as a data scientist where he evangelizes solutions to complex problems. To encourage understanding and broad collaboration across companies Lewis teaches machine learning.
applications for oil and gas problems. These workshops have proven to be incredibly popular and helpful to enhance the general understanding of the strengths and limits of these incredibly hyped technologies.