AGENDA

2018 Perth Data Management Workshop & Field Trip
Standards: Experiences And Lessons From This Region

Thank You To Our Sponsors

Platinum Sponsors

Workshop Sponsor
Happy Hour Sponsor
Venue Sponsor

Afternoon Break Sponsor
Speaker Sponsor
Gifting Sponsor
Print Materials Partner

Perth Town Hall, 601 Hay Street, Perth, WA, Australia
Wednesday, August 8, 2018

8:00-12:00 PM  “Introduction to Master Data Management” Training Course, Trudy Curtis, PPDM Association (not part of the Workshop).
Located at the CGG Offices at 1 Ord Street, West Perth.
Master data management principles are covered at a high level, including: data governance, data architectures, master data, data quality and the life cycle of data in the business. A high level overview of how the PPDM data model supports master data management is included.

12:00-1:00 PM  Break

1:00-1:15 PM  Bus picks up Field Trip attendees at meeting spots in Perth (Bell Tower) then in West Perth (Havelock & Parliament).

1:15-3:45 PM  “Touching The Rocks” Field Trip (optional)
In today's oil and gas technical environment, support functions for petro-technical analysis and interpretation can comprise teams with very diverse educational and work experience backgrounds. Data management, application support, business analysis, project management, software development, commercial support and data science all work with petro-technical data, but many team members may not have a geoscience background or have had the opportunity to see and understand how the data they work with on a day-to-day basis relates to rocks in the field.
This field experience is designed to help provide hands-on field context for common petro-technical data types, and to help those who work with the data understand some of the details around the acquisition, scale, and uncertainty involved in using this data to build an understanding of the subsurface. We will spend this trip looking at the Tamala limestone in the vicinity of Freshwater Bay near Peppermint Grove. This rock formation is a carbonate with deposits from both nearshore and backshore environments, laid down between 200,000 and 450,000 years ago. A carbonate is a sedimentary rock, usually limestone [CaCO3] or dolomite [CaMg(CO3)2], comprised of grains which are primarily derived from organic debris such as parts of shells or corals. It is estimated that more than 60% of the world's oil and 40% of the world's gas reserves are held in carbonate reservoirs. The Tamala limestone is a Mid- to Late-Pleistocene formation that can be seen in outcrops along almost 1000 km of the current West Australian coastline in a band up to tens of kilometers wide. As such it represents one of the largest documented exposures of this type and age known anywhere in the world, and because of its proximity to geologists working in Perth, has been extensively studied and documented.
Includes a Happy Hour and presentation by Neil Constantine of DataCo entitled “When Data Management Goes Bad!”

4:45-5:30 PM  Bus back to meeting spots.

Perth Data Management Workshop
Standards: Experiences And Lessons From This Region

Thursday, August 9, 2018

8:00-8:30 AM  Registration & Breakfast

8:30-9:15 AM  Welcome & PPDM Update
Trudy Curtis (PPDM Association)
Learn about what is happening at the Professional Petroleum Data Management (PPDM) Association

9:15-10:05 AM  Standards: Opportunities And Risks In A Data-Centric Industry
Interactive Discussion, Led By The Australia West Leadership Team

10:05-10:25 AM  Morning Break

Agenda, Subject to change, as of July 23, 2018
Thursday, August 9, 2018

10:25-10:55 AM  The $60bn Challenge
Ted Fletcher (Woodside/National Energy Resources Australia - NERA)

The World Economic Forum has identified the oil and gas industry’s poor productivity performance as a significant barrier to the sanction of large capital projects. 75% of large E&P projects between 2010 and 2014 exceeded their budget by 50% on average and 50% of these projects exceeded schedule by almost 40%. A major cause of these poor productivity outcomes is the lack of standardisation. In Australia, the Productivity Commission raised similar concerns about Australian projects. In 2015, the government launched its Competitiveness Agenda that saw the formation of six industry growth centres, including National Energy Resources Australia (NERA) for oil & gas, coal and uranium.

In 2017, NERA, as part of the global standardisation initiative being pursued through the International Oil and Gas Producers Association, successfully delivered a project to elevate Australia to full participating member status of the International Standards Organisation’s Technical Committee for oil & gas, petrochemicals and energy. Australian participation is co-ordinated through Standards Australia’s committee, ME-092, that also oversees several working groups progressing specific initiatives to enhance Australia’s competitiveness.

This paper describes Australia’s position within the global oil and gas standardisation initiatives, highlight the strategy being pursued to maximise productivity through the adoption of international standards and discuss areas being led by Australian initiatives as part of the international program. Delegates will be informed on how opportunities can be realised through this initiative and their role in supporting Australia’s drive to build a regional oil and gas hub that will attract capital investment for decades to come.

10:55-11:25 AM  The Role Of Data Governance In Enhancing Legal And Standards Compliance
David Yates (DAMA)

The boards and senior managers of oil and gas companies, and, for that matter, companies in many other industries are presently saying “Something must be done!” when it comes to cyber security specifically, and information management more generally. In this they are, no doubt, entirely correct, and the oil and gas industry faces its own challenges, including with the increasing interconnectedness of previously isolated operations, and legacy industrial control systems not designed for security. Unfortunately this directive from on high can lack the direction the company needs, and may lead to the generation of various management tools, guides, policies and procedures from multiple directions and sources which lack a coherent common thread. Ultimately this activity, focused on “execution”, may not actually enhance legal and standards compliance, nor contribute to cyber resilience or data management.

This presentation will, first, consider the legal framework within which oil and gas companies must manage their data assets; what are the obligations? Second, what exposures are there specifically for companies in the oil and gas industry, in terms of their legal risk, when it comes to the management of data and cyberattacks? Then the presentation will consider how an appropriately structured data security and management governance framework can provide that common thread, that single point at the top of the management hierarchy. This will enable the board and senior management to ensure that execution is appropriately managed; is thorough, given the legal and practical exposure; is sufficiently resourced; and is allocated in terms of responsibility to each of the key roles within the organisation, ensuring accountability. It is through good data governance that an oil and gas company can manage its data assets, and minimise its legal exposure, thereby adding to the value of the company.

11:25-11:55 AM  Coping With Diverse Information Systems
Rendra Utama (SKK Migas)

Special Task Force for Upstream Oil and Gas Business Activities (SKK Migas) is an institution established by the Government of the Republic of Indonesia in order to manage the upstream oil and gas business activities under a Cooperation Contract, with the aim of maximizing the benefits and revenue to the state from the exploitation of the state's oil and gas natural resources for the greatest welfare of the people. SKK Migas performs various functions related to planning, monitoring, and control of oil companies' operations. Differences in the way oil companies manage their data including diverse range of technology implementations is one of key issues faced by SKK Migas in managing information to perform its task. To deal with this issue SKK Migas is developing a framework called SOT, which is based on the implementation of open standards such as PPDM, PRODML, XBRL, SOA, etc. In this presentation we will share our experiences and challenges in implementing the system.

11:55-12:00 PM  Sponsor Spotlight - AGIA (Australia Geoscience Information Association)

12:00-12:55 PM  Lunch
Thursday, August 9, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 12:55-1:35 PM | **Implementing CFIHOS - An Industry Standard Handover Specification**  
Steven Parvin (AVEVA)  
Capital Facilities Information Handover Specification (CFIHOS - pronounced "see-fos") is an emerging standard for a consistent approach to information handover. It was started by the Owner Operator community; its purpose, to reduce the inefficiencies and costs in the information supply chain. It has seen membership increase dramatically over the last few years and now has strong support across the Owner Operator, EPC, Equipment Supplier and Software Vendor communities. CFIHOS is driving standardisation of terminology and deliverables across the industry. This standardisation will realise benefits across all stages of an asset life cycle, from design through to decommissioning. In this interactive session we will look at the CFIHOS standard and its goals. We will also explore some of the practical principles of the implementation of the standard. Attendees will gain a better understanding of what this emerging standard is and how it could benefit them within their organisation. |
| 1:35-2:05 PM  | **Float, Sink Or Swim. Standards And Data Lakes**  
Doris Ross (Woodside)  
There is a lot of heightened expectations around machine learning, cloud capabilities and data lakes in terms of improving productivity and innovation. What this really means is not the same for everyone. Data lakes are the progression from the data warehouse of the 90s where the explosion of data and technology creation have driven the need for more data and data types, faster processing and more variety to support a broad range of analytical needs. The advantages include low cost raw data capture and storage, diversity of data types in one repository due to the limited standards and structures for data lakes. The dark side is without enough governance and custodianship, the lake has the potential to quickly turn into an inaccessible and unusable data swamp. A successful data strategy within the backdrop of dramatic technological change can be created with solid information practices and, yes, standards. This is a story of some of the insights WEI have gained. |
| 2:05-2:25 PM  | **Afternoon Break, sponsored by CGG**                                                                 |
| 2:25-3:25 PM  | **Panel Discussion: Seismic Data Management**  
Moderated By Jess Kozman (Woodside Energy) & Featuring:  
- Andy Cairns & Kerry Blinston (CGG)  
- Andrew Owen (Geoscience Australia)  
- Guy Holmes (TapeArk)  
- Stephen Rogers (Chevron) |
| 3:25-3:55 PM  | **Can Data Standards Facilitate Open Innovation?**  
Chris Schmid (Unearthed Solutions)  
Unearthed has recently conducted several crowd-sourcing competitions that have connected hundreds of data scientists from many countries around the world to industry data sets. As a result, we're starting to learn a bit about how to work with data sets of our industry partners, the kinds of source data required to get good results, and the technical and organisational issues companies face in trying to get value from such engagements. Is a data standard for such competitions possible? Would it promote more rapid development of data science tools for industry? |
| 3:55-4:15 PM  | **Closing Remarks**  
Trudy Curtis (PPDM Association) |
| 4:15-6:00 PM  | **Happy Hour, the Painted Bird Bar & Kitchen (Shop 10, 93-95 William Street, Wesley Quarter, Corner of William & Hay Street, behind the Church), sponsored by DataCo** |
Lay the Data Foundation for Digital Transformation.

EnerHub™ is the game-changing data management solution built on Stonebridge Consulting’s 20+ years’ experience in driving operational excellence in oil and gas.

Learn more at www.sbti.com/EnerHub.

Sponsor Spotlights - Stonebridge Consulting (Platinum Sponsor)
Stonebridge Consulting focuses 100% on the oil and gas industry. Our domain knowledge, project IP, and solution accelerators and software tools enable us to deliver projects end-to-end – from the drawing board and solution development to implementation and ongoing support. We create innovative solutions that help our clients drive measurable improvements in operational efficiency, accelerate project timelines, and reduce project costs by as much as 50%.

EnerHub™ from Stonebridge Consulting is an oil and gas data management solution that simplifies data management, provides business users with dynamic insights, and generates bottom-line value. EnerHub’s modular design allows oil and gas companies to select specific data management solutions to meet their current and future needs. EnerHub modules include:

- **Data Quality** – Ensures business decisions are based on the most accurate information
- **Data Integration** – Integrates data from Reserves, D&C, Operations, Finance, and third-party sources
- **Master Data Management** – Matches, blends, and synchronizes data from Reserves, D&C, Operations, Finance, and third-party sources
- **Analytic Cubes** – Enables interactive viewing of key metrics (LOE, Volumes, Capital Spend Over Time, Well, Zone, Play)
- **Analytic Packs** – Provides pre-configured analytic applications (Shale Play Optimization, Financial Analytics, Production Analytics, Downtime Analytics)
- **Upstream Dimensional Data Model** – Includes template data structures optimized for analysis and reporting
- **Electronic Well File** – Provides pre-configured repository for well documents based on ECM best practices
- **Energy Portals** – Function-specific portal solutions (Well Portal, Partner Portal, Lease Portal)
- **Connectors** – Pre-built connectors to move data in and out of commercial applications

Learn more about Stonebridge Consulting at www.sbti.com.
geoLOGIC systems ltd (Platinum Sponsor)
Headquartered in Calgary, geoLOGIC systems has been creating and supplying data and integrated software solutions to the energy and production industry for three decades. Our market-leading decision support tool, geoSCOUT, is a fully integrated, Windows-based exploration system that supports oil and gas professionals in their search for hydrocarbons by combining presentation-quality mapping and cross-section tools with data handling and analysis software. We also offer a range of data and data management solutions, including a robust data center (the gDC) which houses spatially enabled value-added government well and land data in an open Public Petroleum Data Model, as well as a proprietary data engine for all of your company’s data management needs. Our industry leading well and land data is also offered through a web-based interface, gDCweb, granting our clients access from almost anywhere.

Designed, built and tested in-house by our team of experts, you can count on geoLOGIC’s comprehensive suite of decision support tools and value-added data to help you do your job faster and with unparalleled accuracy. With decades of experience, strong government, regulatory and partner relationships, and proven systems and processes, we provide industry leading data solutions for thousands of clients. From high level decision makers to end users, our solutions provide our customers with the tools they need to find answers, every step of the way.

To learn more about geoLOGIC, visit www.geoLOGIC.com, or twitter.com/geoLOGICsystems.

Katalyst Data Management (Workshop Sponsor)
Cloud Services for Subsurface Data Management
Katalyst Data Management provides a complete data management solution assisting oil and gas companies with the difficult challenge of managing the vast amount of subsurface data and information acquired for exploration and production. Katalyst’s complete life cycle solution includes every step in the process, from data capture and verification, to data storage and organization, to marketing seismic data online.

28 Petabytes of Data Managed via iGlass
Katalyst’s hosted data management software iGlass provides a complete set of tools that encompass the full life cycle of our customers’ subsurface assets. Gold-certified for the PPDM 3.8 public data model, iGlass incorporates a web based ESRI GIS map interface for direct access to subsurface data, including data types across multiple domains, in a single map view.

Subsurface Data Management Services
With 30 years in the industry and four global datacentres, Katalyst is capable of handling any scale of project for managing subsurface data. Our data services include:

- Tape Transcription
- Data Conversion
- Scanning and Imaging
- Metadata Capture
- Professional Data Audit
- Navigation Verification and Loading
- Well Log Scanning & Digitization

For more information, please visit katalystdm.com.
DataCo (Happy Hour Sponsor)

DataCo is one of the largest independent Data and Information Management service companies to the global upstream Oil & Gas industry. Our brand stands for quality. We recognise the importance to your business of making technical, commercial and safety decisions on the highest quality data and information. Since founding in 2001, our company has grown significantly through the provision of services and solutions to many of the world’s leading E&P companies. Being independent and with our business focussed primarily on Upstream Oil & Gas, we offer our clients an alternative option to using locked-in products or cross-industry generic solutions provided by the multi-industry service companies. We work to your specific requirements making sure you get exactly what you need to achieve success.

Our long track record in the industry together with our extensive workforce of data and information management specialists enables us to provide you with unbiased expert advice founded on years of experience in our field. We seek to build long-term business relationships built on quality, reliability and trust. Our services are available wherever you operate in the world and are supported from one of our global technical centres.

Please contact Neil Constantine to learn more about our operations in Australia and across the broader Asia-Pacific region.

CGG (Afternoon Break Sponsor)

CGG Smart Data Solutions is a global organisation with offices right here in Perth that serve as our global data transformation centre of excellence. Colleagues work from Houston, Calgary, Conwy (UK) and Stavanger. We use the deep specialist knowledge of CGG’s 5000+ staff, combined with our data management expertise, to provide customers with a full range of services, including:

- Digitalisation and Data Transformation – Solutions that utilise emerging technology to release hidden value from legacy data collections, addressing the essential time, cost and quality challenges that are critical to success.
- Digital Data Management Services - Management and control of data in secure environments: efficiently accessible to man or machine and protected against loss or corruption.
- Physical Storage and Services - An understanding of the data under our stewardship, providing optimal storage environments and processes to preserve it for future use, proactively recommending effective data management plans to our customers.

Digitalisation is an increasingly common challenge for our customers and we can support you on your digitalisation journey with bulk data conversion projects and next-generation, cloud-based, analytics-ready data management applications. We use machine learning systems to classify unstructured documents and deliver the results of seismic data transcription direct to the cloud, all fully integrated with our customers’ workflows. As a sponsor of this event we are well represented amongst the audience and the speakers. Please take 5 minutes to chat with one of the team about what we do and how we can help you.
One Person Can Do So Much

Together we can do so much more

Now It’s YOUR Turn

The PPDM Association needs volunteers like YOU to continue to identify professional development opportunities, grow certification programs, advance data management standards, and more.

We have immediate opportunities for volunteers with a variety of skill sets and experience in both our Professional Development Committee and Petroleum Data Management Certification Committees.

Apply Now

Contact volunteer@ppdm.org to find out how you can make an impact.