

# CALGARY DATA MANAGEMENT SYMPOSIUM, TRADESHOW & AGM

October 22-24, 2018

Telus Spark Science Centre

'A New Reality'



## 2018 Calgary Data Management Symposium, Tradeshow & AGM *Speakers Abstracts* October 23, 2018

### **Conquer Your Fear. Reach Your True Potential**

#### **Abhijeet Narvekar (The Fervid Group)**

**Description of Presentation:** 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.

#### **Short 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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## **Driving Business Value Through Data Management Innovation (Keynote Presentation)**

**Tim Workman (Prescient IAM)**

**Description of Presentation:** TBD

**Short Biography:** For nearly three decades, Dr Tim Workman has been an accomplished thought- and practice-leader in improving operational performance productivity, and safety. Tim served as a senior officer in the Canadian Forces, led strategic innovation programs while at the National Research Council, and has been supporting innovation in Canada's natural resources sectors for the past 10 years. His expertise and passion are currently focused on helping oil and gas organizations explore how to transform their operations through technology-enabled workforce transformations.

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## **PDC Catalogue Update**

**Tracey Heim (Professional Development Committee)**

**Description of Presentation:** A discussion on the upcoming Professional Development Committee catalog on [ppdm.org](http://ppdm.org)

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**Title:** AER's Changing Data Landscape

**Irene Dawe (Alberta Energy Regulator)**

**Description of Presentation:** TBD

**Short Biography:** Irene serves as the Chief Data Officer for the Alberta Energy Regulator where she fulfills the role as an executive business lead and thought leader. Irene is accountable for AER's transition from a process driven, technology model to a data centric model where data is

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treated as a strategic asset that is managed, stewarded and shared in an open environment. With over 28 years of related experience as a Sr. Information Technology / Management professional Irene successfully established a career primarily defining enterprise data management strategies, practices and systems. Before joining the ERCB/AER, Irene held many Sr. Leadership roles within Hughes Aircraft Company, IKON Technology Services, Sterne Stackhouse, Charon Systems (Futurelink), Bell Canada and TELUS Business Solutions.

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## **Trillion Dollar Data Brawl** **Mark LeCour (Modalpoint)**

**Description of Presentation:** Upstream data collection is growing everyday. - Who owns this data, Operator or the Service company? - Why is this data so valuable, and how will it be monetized?

**Short Biography:** Mark has lived at the intersection of Oil and Gas and Technology for over 23 years. Later he started his own market research company and has a well-earned reputation as an industry "insider" and independent 3rd party researcher. This led to him becoming a part of the new media, where he has the top podcasts in the oil and gas industry. He is a sought after public speaker, author, sits on several oil & gas boards and has one of the top oil & gas presences in social media.

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## **Board Candidate Introduction**

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## **An Emerging Disruptive Technology** **Andrew Bruce (Data Gumbo)**

**Description of Presentation:**

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*Objectives/Scope:* Tasked with finding millions of dollars in efficiency savings, Blockchain as a Service (BaaS) provides industrial use cases allowing them to integrate vendors and customers into a blockchain network. By capturing key data related to total spend, the result is radical transparency, coupled with automatically enforced transactions. Therefore, providing huge opportunities to collaboratively identify and reduce expenses while incentivising efficiency.

*Methods, Procedures, Process:* Using a tailored cloud-based and configurable blocks, an emerging disruptive technology in the industrial space, allowing all relevant data to be consolidated into a single block. Each block represents a transaction or event that encapsulates a step along the tracking, planning and optimization of a well through each phase of its development. A simple yet profound level of security and control where only the participants can see transactions. All parties can trust that the information they are viewing is correct and identical to the information everyone else has.

*Results, Observations, Conclusions:* By leveraging this technology, we have seen, in live studies, a reduction in Days Sales Outstanding of nearly 60% - reducing the need for employees to spend time rectifying information and increasing the working capital available to a company. With an indisputable record of events and transactions, we have seen a 50% reduction in audit costs to participant companies. Smart contracts execute now - removing expenses, duplication of effort and inefficiency, while increasing transparency and accuracy.

The following six major use cases that span all industrial businesses: Performance contracts, contract execution, document origin tracking, resource sharing, single window, and logistics will be streamlined and disrupted by this emerging technology.

These cloud-based blocks are configurable and not purely for financial transactions. Tracking, planning, and optimizing the well through each phase provide the ability to reduce spend, eliminate waste, improve processes, and better align all parties to deliver the well successfully.

*Novel/Additive Information:* While blockchain smart contracts are simple design concepts, they will have a similar impact on commerce as the TCP/IP network protocol has had on the internet. Smart contracts will soon become the equivalent of TCP/IP for commerce.

## **Short Biography:**

Mr. Bruce is Chief Executive Officer of Data Gumbo. Andrew created Data Gumbo to realize billions of dollars in efficiencies across the industrial value chain. To accomplish this, Andrew is leveraging Data Gumbo's proprietary blockchain, Internet of Things data platform and smart contracts to foster trust amongst counterparties, reduce barriers associated with doing business and reduce transaction time and cost. As a result, companies who use Data Gumbo's platform will become more profitable and allow them to be recognized as an industry leader. Prior to Data Gumbo Mr. Bruce was Chief Operating Officer for

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MHWirth, an Oil and Gas drilling solutions company, where he was responsible for global operations. While at NOV, Andrew was the founder of the NOVOS project – a first-of-its-kind semi-autonomous drilling system – where Andrew holds a patent jointly on Rig Automation. Andrew has years of IT consulting experience and is a serial entrepreneur. Mr. Bruce earned a Bachelor of Science degree in Computer Science from Worcester Polytechnic Institute. He is also a member of IADC and SPE. To move Data Gumbo forward, he has formed a team of business executives and industry leaders to make his vision come to fruition.

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## **YAI? Why Artificial Intelligence?**

**Rob Burton & Jeff MacLeod (IBM), Sue Carr & Trish Mulder (Katalyst Data Management)**

**Description of Presentation:** AI is the new buzz word that everyone is talking out. We all want to get to AI.

Getting to AI is a multi-step process that starts with the WHY. Katalyst and IBM will step you through WHY and HOW you can get to AI starting with paper well files.

**Short 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.

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## **Data Model Update**

**Trudy Curtis (PPDM Association)**

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**Description of Presentation:** Learn more about the work being done on the Public Petroleum Data Model (PPDM).

**Short Biography:** Trudy Curtis 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 of data as a strategic asset, and its management as a core business function. 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.

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## Rules Interactive

### **Rules Committee (PPDM Association)**

**Description of Presentation:** Come learn about the Rules Initiative at PPDM, what Rules are, and how you can get involved.

**Short Biography:** Trudy Curtis 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 of data as a strategic asset, and its management as a core business function. 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.



## **October 23, 2018**

### **Executive Panel: A New Reality**

**Featuring: Tim Workman (Prescient IAM), Tom Schmidt (Saskatchewan Ministry of the Economy), Glen McCrimmon (Husky Energy), Bimal Mehta (JWN Energy), and more.**

**Description of Presentation: TBD**

**Short Biography: TBD**

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### **CPDA Certification Update**

**Petroleum Data Management Certification Committee Members**

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### **Well Planning Efficiencies gained through combining Business Process Analysis and Data Management Principals**

**Robert Best (Infosys) & Kevin Brunel (Devon)**

#### **Description of Presentation:**

In the current era of multi-well pad drilling and stacked plays, having accurate and timely data and efficient interdisciplinary collaboration is paramount for efficiency. This presentation covers the transformation of Devon's well planning process from one of manual steps involving hardcopies, paper documents and phone calls to one where multiple wells could be planned at one time in a collaborative environment with the key people being involved at the right time all with the best available data. This was facilitated by leveraging Business Process Modeling and Data Management principals.

**Short Biography:** Robert has spent over 25 years in the upstream oil & gas software and Information Management consulting areas in a variety of roles. His oil & gas career began with the co-founding of Neuralog – a technology and service provider for E&P data capture. While serving as President,

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Neuralog steadily grew its customer base worldwide and developed operations in the US, Venezuela, Ecuador and Mexico. Robert currently serves as the Chairman of PPDM, an Association that promotes data standards, professional certification and a community of practice. Robert's career at Noah Consulting and Infosys has been focused on working with oil and gas companies to improve their operations by leveraging data and optimized processes.

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## **The 2<sup>nd</sup> Shale Revolution**

### **Lewis Matthews (CrownQuest Operating)**

**Description of Presentation:** 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.

**Short 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



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workshops have proven to be incredibly popular and helpful to enhance the general understanding of the strengths and limits of these incredibly hyped technologies.

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## **What is a Completion Update** **"What Is A Completion' Work Group**

**Description of Presentation:** The What Is A Completion Work Group has been disambiguating the term Completion and are now ready to share their hard work with our members.

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## **Securing the Digital Oilfield** **Donovan Farrow (Alias Forensics)**

**Description of Presentation:** Over the past 10 years the energy industry has made significant growth by utilizing the power of computing. Overtime, we have made access to the field so easy we have exposed our companies to dangerous cyber-attacks. During the presentation, we will go over the many technological advancements and how they have not only damaged companies but destroyed billions in revenue for multiple energy companies. The presentation will further assist the audience on ways they can mitigate the risk and safely use the full potential of the Digital Oilfield.

### **Short Biography:**

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## **A Bright Technology Future for Upstream Oil & Gas** **Yogi Schulz (Corvelle Consulting)**

### **Description of Presentation:**

Yogi Schulz will describe leading technology developments that are likely to provide a future economic benefit to the exploration and production of oil & gas resources. Yogi will describe these technologies:  
1. IoT, Big Data and Data Analytics  
2. Artificial Intelligence, Machine Learning and Quantum computing

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3. Robotics 4. Autonomous vehicles 5. Blockchain and Cryptocurrencies For each of these technologies, Yogi will describe today's capabilities, outline likely short-term developments and speculate about future advances.

**Short Biography:** Yogi Schulz founded Corvelle Consulting. The firm specializes in project management and information technology related management consulting in the upstream oil & gas industry. Mr. Schulz has 40 years of Information Systems experience of which over 35 have been spent as a consultant. He holds a B. Comm. from The University of Calgary. Yogi has presented at many conferences including oil & gas conferences. Yogi served as a member of the Board of Directors of the PPDM Association.

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## **The OODA-lytic Loop: Winning with Data in a High-Stakes World** **Sheldon Wall (Deeper Data Insights Inc)**

**Description of Presentation:** What do fighter pilots and data professionals have in common? The OODA loop of course! For the fighter pilot their systems of observation, orientation, decisions and actions (OODA) with feedback are fundamental to their survival. They are constantly living and breathing this mantra in their engagements. In terms of winning there are only a few choices; cycle that loop faster than your enemy, slow down your enemy's cycle time, or both. The data professional's goals for the enterprise are surprisingly similar. The "Internet of Things", "Modern Data Warehousing", "Data Science and Self-Serve Analytics" and "Artificial Intelligence" are the pillars of the OODA loop and form part of a companies winning strategy. Those that can cycle this loop are the winners. Sheldon Wall will share insight on how adopting an OODA loop perspective will help in many ways; from formulating your company's information strategy to laying a foundation for execution and ultimately winning.

**Short Biography:** Sheldon attended the University of Saskatchewan (Bachelor of Science – Computational Science 1987) and began his career in Calgary where he has spent the last 30+ years in a life-long learning adventure from punch-cards to applied artificial intelligence. Sheldon is passionate about many things; particularly the topic of data/information and all aspects of unlocking its' potential to generate greater value. Current interests include pursuit of precision medicine through genomics data science

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## **Data Consumer's Perspective – How Integrated Data Governance can Achieve Measurable Improvements**

**Gautam Pamula (Melin)**

**Description of Presentation:** Beauty is in the eye of the beholder. Similarly, quality of data is determined by its consumer. Depending on the consumer of the data and its fit for their use, a set of data can be graded poor, good or best. We see this happen every day at work. A report that uses data from a warehouse may be great for certain users, but not good for analytics users. It may not be timely, or missing data, or not valid during the lifecycle phase of data. There could be a whole slew of reasons why data may be good for some, but not or others.

Data governance and quality, that takes into account the consumers point of view helps alleviate these issues. A governance model that integrates various pieces of data management highlighting the good and bad in the processes, data, integrations, security, storage and usage aspects of data helps business and IT professionals identify items that can be improved with proactive measures and sustain them with minimal effort. We present a model that can be implemented either as a single instance or federated over several applications, working cohesively, to provide data consumers and data management professional with a unified view of the health of their data.

### **Short Biography:**

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## **How AI is Changing the Data Management Landscape**

**Mervin Van Der Spuy (ATB Financial)**

**Description of Presentation:**

**Short Biography:**

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