The Emergence of a Professional Society for Data Managers

Trudy Curtis, CEO

Professional Petroleum Data Management Association
The place where professional data managers go for community, a body of knowledge, and professional development.

- Recognition of data as a critical asset for industry
- Creation of useful data management standards
- Supporting data management as a professional discipline

Founded 1991
SYNERGY AND COOPERATION MAKES US STRONGER!

Body of Knowledge

Professional development

Building Community
BUILDING COMMUNITY

Relationships
- Regions
- Disciplines
- Producers and consumers
- Experts and learners

Share ideas and knowledge
- Standards
- Innovations
- Best practices

Build the Knowledge Base
- Collective action

Body of Knowledge
Professional development
Building Community
Events (30+ / year)

- 3 global conferences
- Workshops, luncheons
- Students

Foundations Journal

- High quality publication for the data management community
- Issue 1: March 2014
Standards and a body of knowledge are essential to any professional discipline:

- Best practices
- Common language
- Process improvements
- Metrics
- Benchmarking
- Teaching
- Certifying
WHY BOTHER WITH STANDARDS?
WHY TAKE THE TIME TO COLLABORATE?

Lots of kinds of data
Through a complex life cycle

In many regulatory environments

Over a period of decades.

Drilled August 16, 1861
McClintock Well No. 1

Used by many different groups of people
### Global Well Identification Framework

The Global Framework is a model that helps identify and categorize wells. It is based on the following principles:

1. **Well Identification System**: A Well Identification System is a unique identifier for each well, which remains constant throughout the well's lifecycle.
2. **Well Life Cycle**: The lifecycle of a well includes various phases: planning, execution, and decommissioning.
3. **Well Business Interest**: The business interest associated with a well can include exploration, production, or abandonment.
4. **Well Structure**: The structure of a well includes the type of well, such as vertical, horizontal, or deviated.
5. **Wellbore Trajectory**: The trajectory of a well includes the direction and depth of the wellbore.
6. **Wellbore Fluid Direction**: The fluid direction includes the flow of fluids through the wellbore.
7. **Wellbore Status**: The status of a well can include active, abandoned, or inactive.

### 7 Guiding Principles for Designing the Framework

1. **Well Identification System**: The Well Identification System should be unique and unambiguous.
2. **Well Life Cycle**: The Well Identification System should reflect the lifecycle of the well.
3. **Well Business Interest**: The Well Identification System should reflect the business interest associated with the well.
4. **Well Structure**: The Well Identification System should reflect the structure of the well.
5. **Wellbore Trajectory**: The Well Identification System should reflect the trajectory of the wellbore.
6. **Wellbore Fluid Direction**: The Well Identification System should reflect the fluid direction.
7. **Wellbore Status**: The Well Identification System should reflect the status of the well.

### Example Well Identification

<table>
<thead>
<tr>
<th>Status Type</th>
<th>Status Value</th>
<th>Qualifier Type</th>
<th>Qualifier Value</th>
<th>Active?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wellbore Status</td>
<td>Abandoned</td>
<td></td>
<td></td>
<td>Y</td>
</tr>
<tr>
<td>Fluid Type</td>
<td>Oil &amp; Gas</td>
<td>Abundance</td>
<td>Primary</td>
<td>N</td>
</tr>
<tr>
<td>Role</td>
<td>Produce</td>
<td></td>
<td></td>
<td>N</td>
</tr>
<tr>
<td>Well Status</td>
<td>In-Active</td>
<td></td>
<td></td>
<td>Y</td>
</tr>
<tr>
<td>Fluid Direction</td>
<td>Static</td>
<td></td>
<td></td>
<td>Y</td>
</tr>
</tbody>
</table>

For more information, visit [WellIdentification.org](http://WellIdentification.org) and [WhatIsAWell.org](http://WhatIsAWell.org).
Which elements of standards work add to the **Body of Knowledge for Data Management Professionals**?
- Data managers should be a strategic (not tactical) resource
  - What makes a person a true asset?
- We need more data managers
  - Recruit, Retain, Reward
  - Portability
  - Faster ramp-up
- Blueprint for development
  - HR
  - Supervisors
  - Data managers
FIRST PRIORITY FOR CERTIFICATION

Foundational Skills for Data Management Professionals (3 – 5 years)

- Business Analyst
- Records Analyst
- Data Analyst
- Geo Spatial Analyst

Common Skills and Knowledge

- Seismic
- Well Header
- Production
- Well Logs
- Well Tests
TRAINING DATA MANAGERS
COMMUNITY DRIVEN
COMMUNITY SUPPORTED

Professional development
Building Community
Body of Knowledge

Community

Best Practices
Business Rules
Data Rules

Education
Certification
Portability
Workflows
Metrics
 Benchmarks
Thanks for your attention

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