

*PNEC 14<sup>th</sup> International Conference on  
Petroleum Data Integration, Information and Data Management  
Houston, Texas  
May 18-20, 2010  
Renaissance Greenway Plaza Hotel, Houston, Texas USA  
FINAL TECHNICAL PROGRAM*

*Thanks to Our 2010 Conference Sponsors*

**ExxonMobil**



**Tuesday, May 18, 2010**

**7: 00 – 7:45 am.**

**Registration and Continental Breakfast**

**7:55 am**

**Conference Welcome – Philip C. Crouse, PE, Program Moderator**

**Tuesday, May 18, 2010**

**Integration – Real World Case Applications and Solutions**

**8:10 – 8:40 am**

**(1) Integrating Structured and Unstructured Data**

Jeff Pferd, Senior Vice President Development, Petris Technology, Houston, Texas, USA

**8:40 – 9:10 am**

**(2) Capture and Integration of Value Added Data**

Randy Petit, Subsurface Well Data Management, and Quentin Chalmers, Shell Exploration & Production Company, New Orleans, Louisiana, USA and Hector Romero, Shell Exploration & Production Company, Houston, Texas, USA

**9:10 – 9:40 am**

**(3) Integrated Operations: Unlocking Your Data Secret  
for Fact Based Decision Making**

Abbas Mehrabian, Senior Principal, SME-HP Global Energy Practice, Hewlett-Packard, Houston, Texas, USA

**9:40 – 10:20 am**

**BREAK in Exhibit Areas**

**10:20 – 10:50 am**

**(4) A Value-Added Solution Emerges for OpenWorks® and Petrel® Software Integration**

Hector Romero, Shell Upstream Americas, and Jeremy Eade, Landmark Software and Services, Houston, Texas, USA

**10:50 – 11:20 am**

**(5) A Standard Data Management Platform Enables A Complex, Integrated Application Environment**

Peggy Groppell, Lead Application Consultant, Shell Technology Center, Houston, Texas, USA, Jenice Meek, R5000 Implementation Lead and Randy Petit, Application Implementation Lead, Subsurface Data Systems Implementation, Shell Exploration & Production Company, Houston, Texas, USA

**Data Quality and Demand for Quality Data Case Studies, Approaches and Solutions**

**11:20 – 11:50 am**

**(6) Beyond the DQM Theory: HighMount's Practical Implementation**

Tina Boquet Warner, Business System Specialist, HighMount Exploration & Production LLC, Houston, Texas, USA

**11:50 am – 1:10 pm LUNCH (included with registration)**

**LUNCH SPONSOR – THE INFORMATION STORE**



**1:10 – 1:40 pm**

**(7) One Step Back Equals Three Steps Forward: Deploying a Data Quality Framework to Facilitate Growth at Southwestern Energy**

John Deck, Chief, Data Services, and Sean Turcott, Team Leader, Data Management, Southwestern Energy, and Abhijett Narvekar, Data Management Product Manager, Petris Technology, Houston, Texas, USA

**1:40 – 2:10 pm**

**(8) Scalable Data Quality Monitoring**

Philip Lesslar, Independent Consultant, Kuala Lumpur, MALAYSIA

**2:10 – 2:55 pm BREAK in Exhibit Areas**

**Seismic, G&G Case Applications and Solutions**

**2:55 – 3:25 pm**

**(9) Developing a Mapped-based Global Seismic Inventory**

Jim Blackwell, Max Gray and Keith Hagler, ExxonMobil, Houston, Texas, USA

**3:25 – 3:55 pm**

**(10) Global Seismic Data Management Policy and Standards: Implementation in the Royal Dutch Shell Group**

Cora Poche, Team Lead 3D Seismic Data Management, Shell Exploration & Production Company, New Orleans, Louisiana, USA, and Tim Stalker, SIEP Houston, Texas, USA, Hans van Smoorenburg, SIEP BV, Rijswijk, THE NETHERLANDS

**3:55- 5:00 pm**

**Global/Large Companies Panel**

***Critical Data and Information Management Issues -  
“Globalizing Teams and Leveraging Work”***

**Panel Chairs**



Michael P. Ryan  
Engineering and Geoscience Data Management Manager  
ExxonMobil  
Houston, Texas USA



Shari L. Bourgeois  
Well Information Manager  
Marathon Oil Company  
Houston, Texas, USA

Additional Panelist: Cora Poche – Shell E&P, New Orleans, Louisiana  
Tina Hunton – ConocoPhillips, Houston, Texas  
Annie Dutzer – Total S. A., Paris France

**5:10 – 6:10 PM**

**Reception in Exhibit Area -Sponsored by Halliburton**

**HALLIBURTON**

Landmark Software  
& Services

**Wednesday, May 19, 2010 – Breakout Session One**

**7: 00 – 7:55 am Continental Breakfast**

**7:55 am Opening Remarks**

**Archiving Applications and Solutions**

**8:00 – 8:25 am**

**(11) The Case for Database Archiving in the Petrochemical Industry –  
Understanding the Business & Technology Drivers and Realizing the ROI**

Eric Offenberg, Business Development Manager, IBM Software Group, Princeton, New Jersey, USA

**8:25 – 8:50 am**

**(12) The Business Impact of Your Seismic Archive Decision**

Jill Lewis, Chair of SEG Technical Standards Committee, and Managing Director, Troika International, Sussex, UNITED KINGDOM, and Chris Hughes, Group Sales Director, Kestrel IDM, Bill Rimmer, Seismic Champion, and Rick Johnston, Global Business Development, Schlumberger, Houston, Texas, USA

**Seismic and G&G Applications and Solutions**

**8:50 – 9:15 am**

**(13) BrazilGeodata – The Challenge to Integrate Beyond Geochemistry, Geology,  
and Seismic Data Through the Web**

Gilberto Paulo P. Carmo Jr., Software Development Manager and Yubo Xu, CEO, IPEXco, Rio de Janeiro, BRAZIL

**9:15 – 9:40 am**

**(14) Challenges in Seismic Master Data Management**

Volker Hirsinger, Managing Director, and Rob Bruinsma, Senior Database Analyst, Petrosys Pty. Ltd, Adelaide, AUSTRALIA, Peter Richards, Regional Manager, Petrosys Canada Inc., Calgary, Alberta, CANADA, and Mike Silva, Manager Western Australia, Petrosys Pty. Ltd, Perth, AUSTRALIA

**9:40 – 10:25 am BREAK in Exhibit Areas**

**10:25 – 10:50 am**

**(15) Optimizing Migration of Unstructured Data with Automated Geographic  
Metadata Creation**

Stephanie Byrd, Hess Corporation, Houston, Texas, USA and Jonathan Williams, MetaCarta Business Integration Manager, Schlumberger, Houston, Texas, USA

**10:50 – 11:15 am**

**(16) Data Evolution in E&P**

Duane Moonsammy, Product Manager, and Suzi Hutchinson, Senior Product Manager,  
Halliburton-Landmark, Houston, Texas, USA

**New Approaches in Data Management**

**11:15- 11:40 am**

**(17) Applying DAMA to Oil Industry Data**

Steve Hawtin, Solution Architect, Schlumberger, London, UNITED KINGDOM

**11:40 pm – 1:00 pm                    LUNCH (included with Registration)**

**Well Data and Information Management Approaches**

**1:00 – 1:25 pm**

**(18) The WellLink Desktop (WLDT) -A Breakthrough System for Delivering & Managing Oilfield Data**

Mike Rosenmayer, Business Development Manager, BHI Corporate IT, Baker Hughes,  
Houston, Texas, USA

**1:25 – 1:50 pm**

**(19) Standards for Well Status and Classification**

Steve Cooper, CCO, PPDM Association, Denver, Colorado, USA

**1:50 – 2:15 pm**

**(20) Getting Started with PPDM – Master Well Data Management at Continental Resources Inc.**

David McMahan, Manager GeoTechnical Services, and Mark Wiggins, Information Technology, Continental Resources Inc., Enid, Oklahoma, USA,  
and Tarun Chandrasekhar, Product Manager, Neuralog, Inc., Stafford, Texas, USA

**2:15 – 3:15    BREAK in Exhibit Areas**

## General Session Resumes

### Data Management Approaches and Solutions

3:15 – 3:40 pm

#### (21) Delivering a Data Governance Strategy That Meets Business Objectives

Fred Kunzinger, Senior Manager, E&P Data Management, Hess Corporation, Paul Haines, Senior Principal, Noah Consulting, and Scott Schneider, President/CEO, Volant Solutions, Inc., Houston, Texas, USA

3:40 – 4:05

#### (22) Well Numbering and Naming Around the World

Trudy Curtis, CEO and CIO, and Dave Fisher, Consultant, PPDM Association, Calgary, Alberta, CANADA, and Bruce Smith, Vice President, IHS Energy, Englewood, Colorado, USA

4:05 pm – 5:05 pm

### Mid and Smaller Companies Panel

#### Panel Chairs



Tina B. Warner  
HighMount Exploration & Production LLC  
Business Systems Specialist  
Houston, Texas, USA



Pat Ryan  
Manager, Technical Data Management  
Nexen, Inc.  
Calgary, Alberta, CANADA

5:05 – 6:05 pm

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The Schlumberger logo, featuring the word "Schlumberger" in a bold, blue, sans-serif font.

**Wednesday, May 19, 2010 – Breakout Session Two**

**7: 00 – 7:55 am Continental Breakfast**

**7:55 am Opening Remarks**

**PPDM Model Applications and Solutions**

**8:00 – 8:25 am**

**(23) Integrated Workflows with a PPDM Master Data Repository**

Clay Harter, CTO, OpenSpirit Corporation, and Tarun Chandrasekhar, Product Manager, Neuralog Inc., Stafford, Texas, USA, and John Bigerstaff, CEO, ETL Solutions, UNITED KINGDOM

**8:25 – 8:50 am**

**(24) PPDM as an Enterprise Data Repository – a Standardized Approach**

Pat Rhynes, Customer Solutions Manager, geoLOGIC systems ltd., Calgary, Alberta, CANADA

**8:50 – 9:15 am**

**(25) PPDM Implementation Considerations -**

**You Need a Target and a Gun to Use a Silver Bullet**

Martin P. Cooper, Managing Consultant, SAIC, Houston, Texas, USA and Dean C. Mikkelsen, Petrotechnical Data Analyst, SAIC, Calgary, Alberta, CANADA

**Enterprise Architecture**

**9:15 – 9:40 am**

**(26) The Role of an Enterprise Data Warehouse in a Service Oriented Architecture**

David Brand, Senior Solution Architect, Teradata Corporation, Sugar Land, Texas, USA

**9:40 – 10:25 am BREAK in Exhibit Areas**

**10:25 – 10:50 am**

**(27) Framework for Smart Energy Information Design in an Efficient World**

Pradeep Vaswani, Senior Principal, and John Ruddy, Noah Consulting, Houston, Texas, USA

**10:50 – 11:15 am**

**(28) Practical Experience Leveraging SOA Middleware to Streamline PC-Based Data Management Workflows**

Kay Sutter, Product Manager, Seismic Micro-Technology, Inc., Houston, Texas, and Brian Boulmay, Business Partner Manager, OpenSpirit Corporation, Stafford, TX

**11:15- 11:40 am**

**(29) Gaining Usage Transparency with OpenIT**

Bill Roberts, Director – Security, Architecture & Compliance, Information Technology, and Mike Persons, Supervisor-Technical Platforms, El Paso Corporation, Houston, Texas, USA

**11:40 – 1:00 pm**

**LUNCH (included with Registration)**

**1:00 – 1:25 pm**

**(30) Towards TRPS Models for High Performance and Distributed Computing**

Basem Madani, Computer Engineering Department, King Fahd University of Petroleum and Minerals, and Raed Al-Shaikh, CSYS Administrator, EXPEC Computer Center, Saudi Aramco, Dhahran, SAUDI ARABIA

**1:25 – 1:50 pm**

**(31) The Impact of Data Storage Choices on Data Integrity, Reliability, and Utility**

Robert Chadwick, Software Engineer, Schlumberger, Houston, Texas, USA

**1:50 – 2:15 pm**

**(32) Big Bang or Steady State: Deployment Choices For Your Data Management System**

John Berkin, Information Management Advisor, Schlumberger Information Solutions, Aberdeen, Scotland, UNITED KINGDOM

**2:15 – 3:15 BREAK in Exhibit Areas**

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**Thursday, May 20, 2010**

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**7:55 am Opening Remarks – Philip C. Crouse, PE, Program Moderator**

**8:00 – 8:25 am**

**(33) Automate the Process of Managing Well Logs Data**

Turki A. Al-Ghamdi, Exploration System Analyst - GIS/DM, Saudi Aramco, Dhahran, SAUDI ARABIA

**8:25 – 8:50 am**

**(34) Knowledge Management -Building Through Agile Software Development**

Fahad Aldhubaib, Business Systems Leader, E&P Information Management Team, Research and Technology Group, Kuwait Oil Company, Ahmadi, KUWAIT

**8:50 - 9:15 am**

**(35) The Social Network Revolution – Tweet, Protect, Integrate or Die!**

Rick Johnston, Global Business Development Manager, and Dwight Smith, Manager – Data Quality, Schlumberger, Houston, Texas, USA

**9:15 – 9:40 am**

**(36) Defense Information Interoperability Solutions for Oil and Gas**

Jarl S. Magnusson, Principal Consultant IM, Det Norske Veritas, Houston, Texas, USA

**9:40 – 10:20 am BREAK in Exhibit Areas**

**10:20 – 10:45 am**

**(37) Corporate Data Management for Engineering**

Janet Hicks, Senior Manager, Halliburton Landmark, Houston, Texas USA

**10:45 – 11:10 am**

**(38) Global Web-Based Environment for Drilling Decision Support**

Bill Chmela, Executive Vice President, Integrated Operations, Kongsberg Oil and Gas Technologies, Sandvika, NORWAY

**11:10 – 11:35 am**

**(39) Automation of the Workflows Around Borehole Data in Eni's Well@Desk Initiative**

Claudia Lunghi and Mario Fiorani, ENI, Milan, ITALY, and Chris Hamley, Petris, London, UNITED KINGDOM

**11:35 – 12:00 noon**

**(40) Integrating a Web-Based Enterprise Solution for a Mobile Workforce**

Glenn Vlass, President, CartoPac Field Solutions, Fort Collins, Colorado, USA

Drawings, Presentation of Star of Conference and Ending Comments

Conference ends 12:15 noon

**Program and Speakers cannot be guaranteed, and program changes may occur.**

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