Emergence of New Data Types in Unconventional Plays

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Data Management Drivers – Mid-Size North America Operators

1) Growth through Mergers, Acquisitions, and Drilling

2) Focus on Operational Expenditure

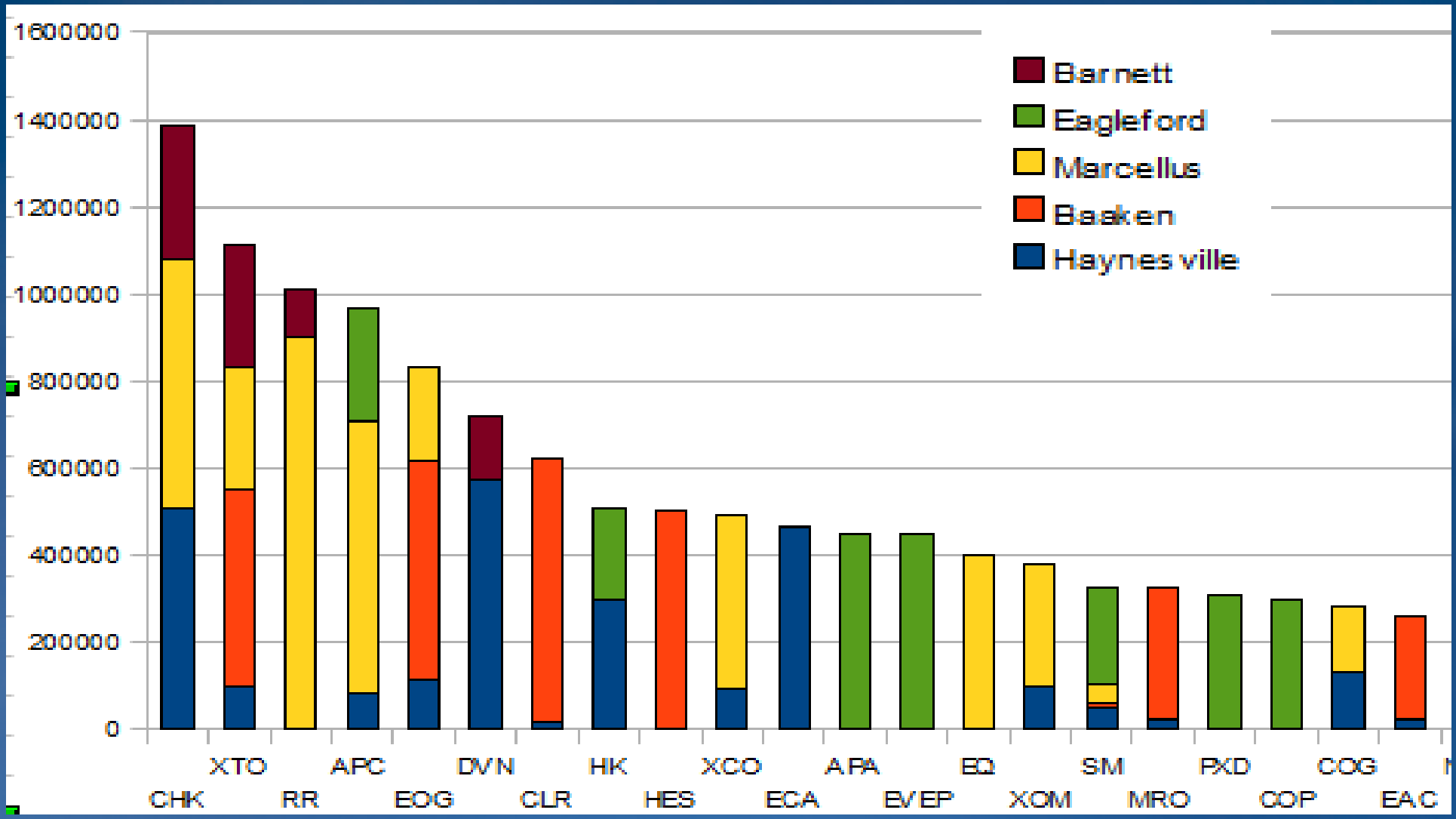
3) Lean data management staff

4) Locations under-served by major software suppliers

5) Real-Time data from long reach horizontal wells

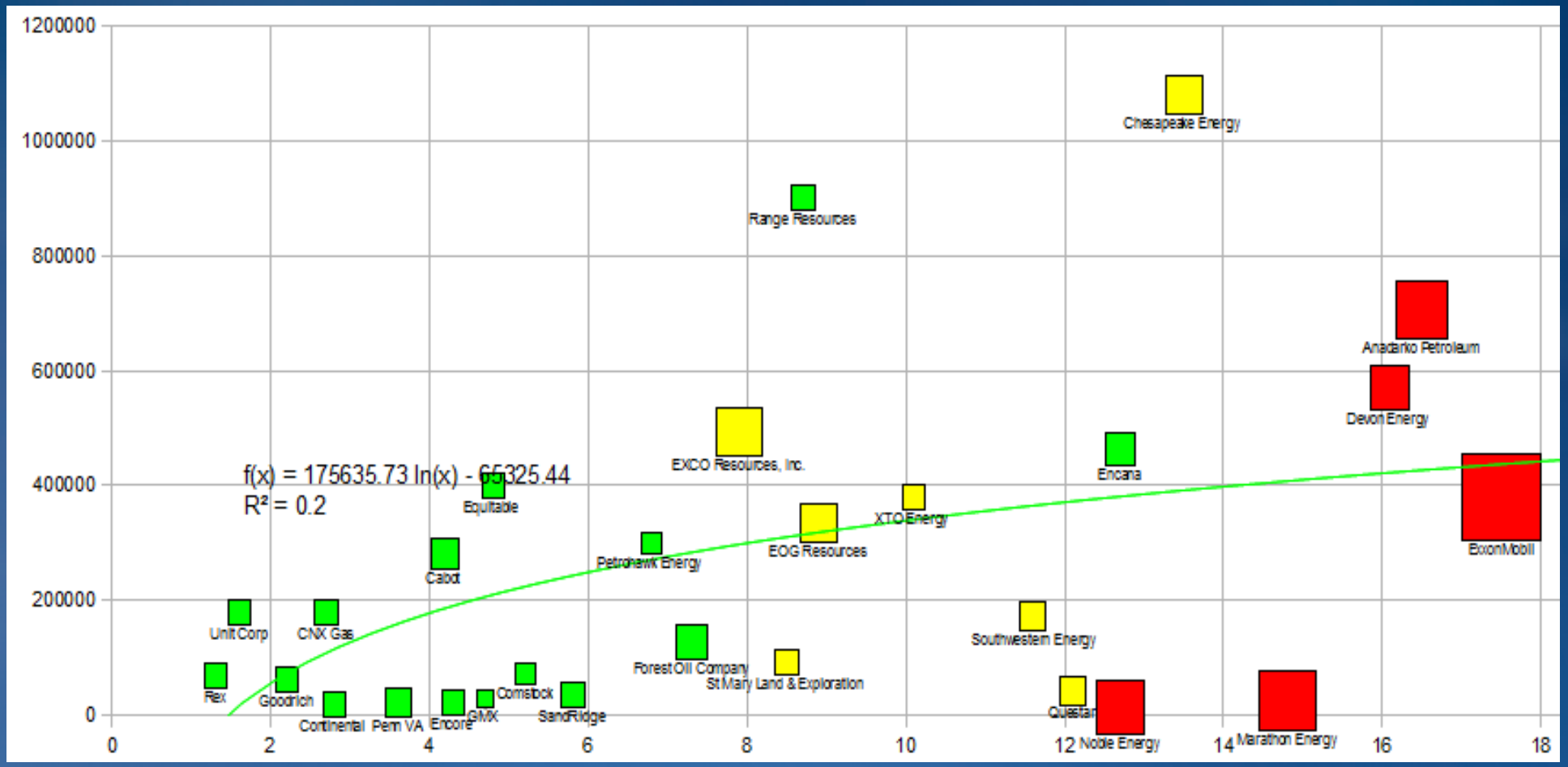
6) New data types:
True Stratigraphic Position, Water Resources

Shale Players – One year ago...

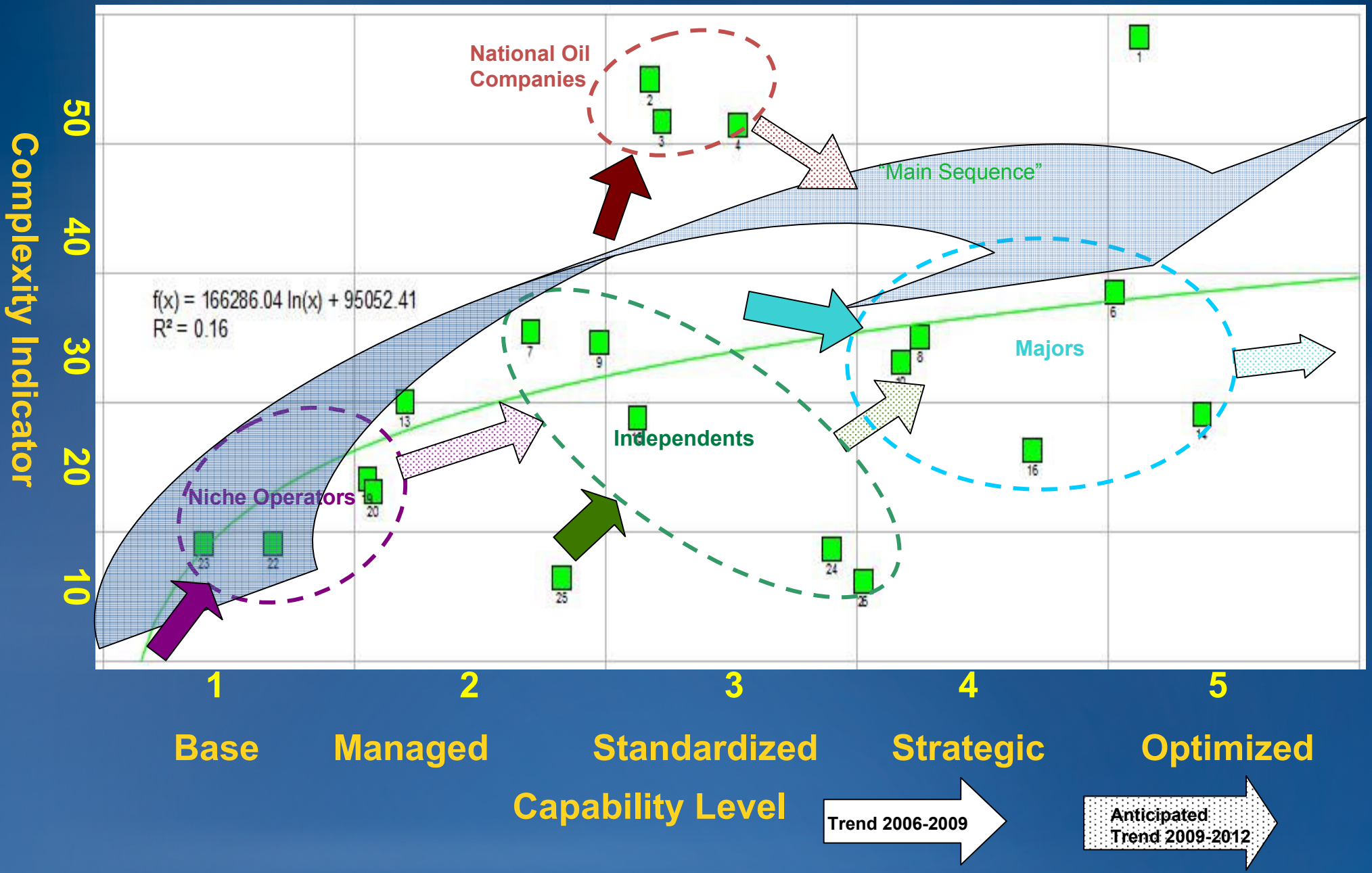


Publicly reported leasehold end of 3Q09 – not including pending M&A

Opportunity to Improve Performance Through Data Management Initiatives



Industry Information Management trends on a Capability Maturity Model



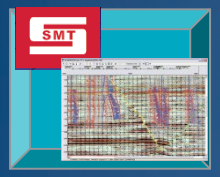
Data Management Challenges – Mid-Size North America Operators

1) Unstructured Data on Shared Drives

2) Interoperability of Legacy Applications

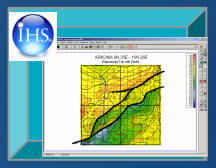
3) Nascent GIS Capabilities

The Business Challenge: Legacy Systems

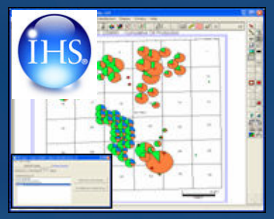


Kingdom

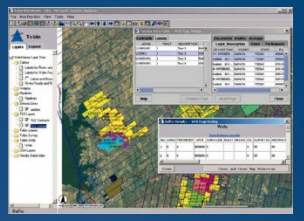
ascii file transfer



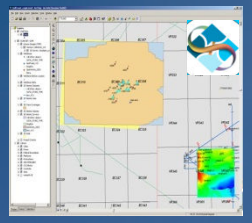
Petra



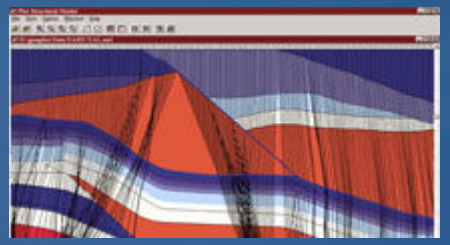
Enerdeq Browser



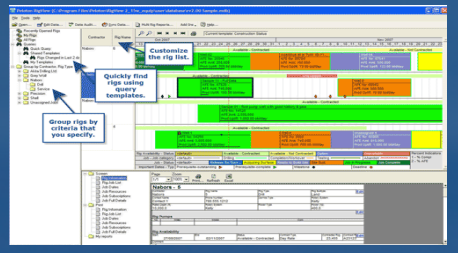
Tobin Web Viewer



OpenSpirit

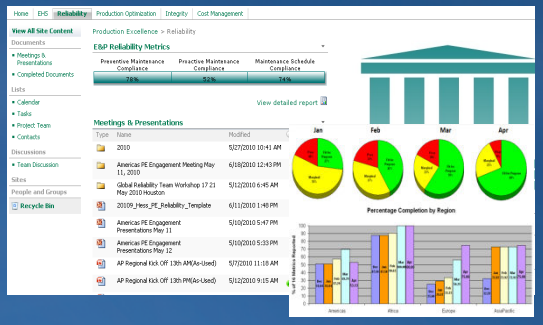


Geographix



Peloton

ARC SDE 9.2



Sharepoint Portal

- Un-integrated point solutions
- Business processes not consistent across locations
- Only anecdotal understanding of value of data

= Maximum Level II (Managed) capabilities

Data Discovery – Interpretation – Reporting Cycle Time

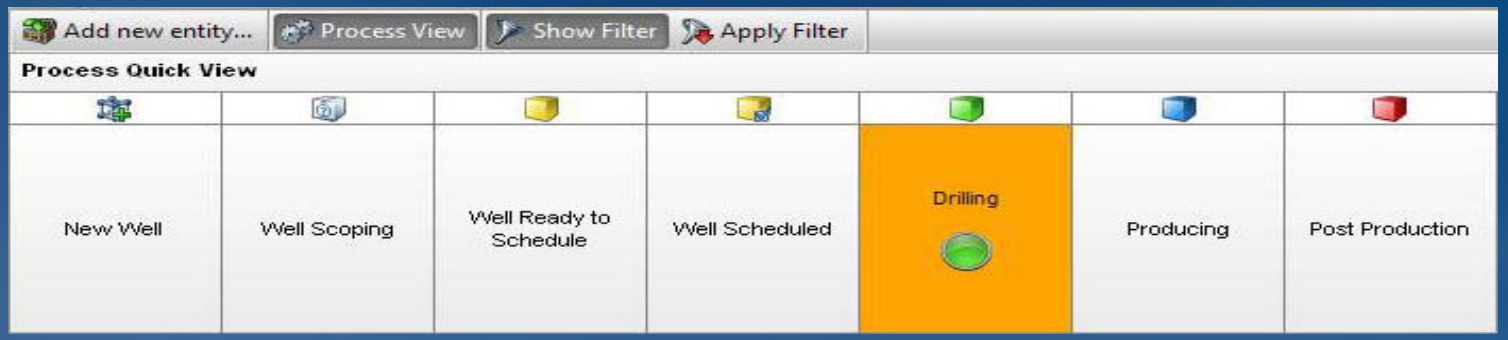
Inadequate Data Management

- *Extends the time required for data discovery*
- *Makes Interpretation Reporting more complex*
- *Takes time away from the interpreter of the data*

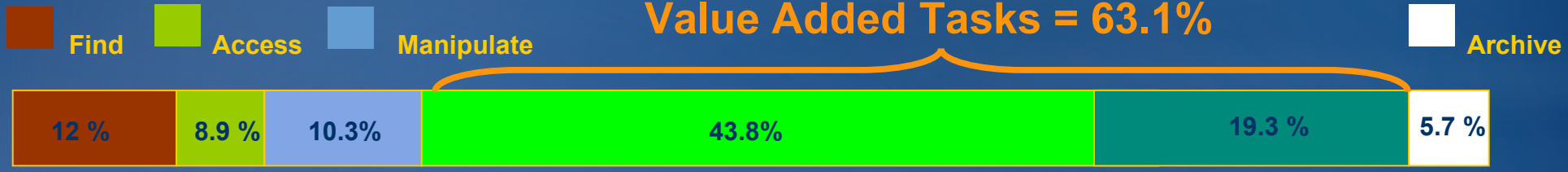
Solutions to Data Management

- *Rig Centric data flow*
- *Embed data managers within Interpretation groups*
- *Learn how the data will be used from the users*

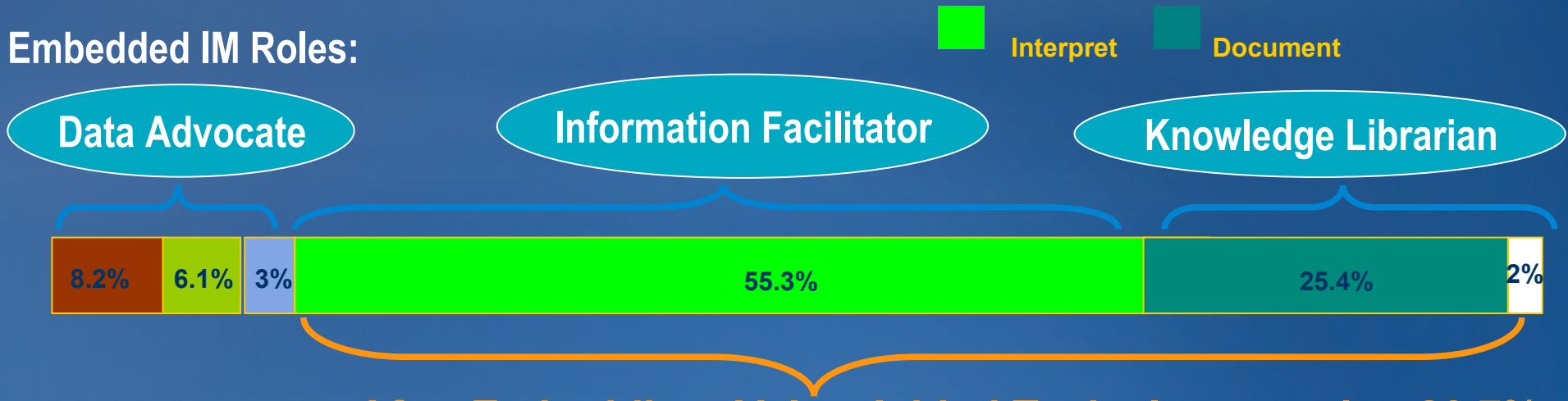
How embedding IM tasks improves efficiency – case studies



Before Embedding:
Value Added Tasks = 63.1%

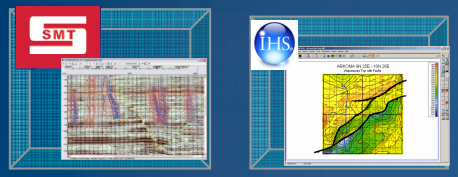


Embedded IM Roles:

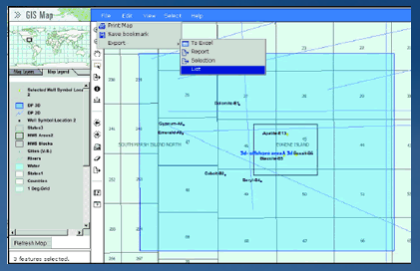


After Embedding: Value Added Tasks Increased to 80.7%
17.6% Improvement

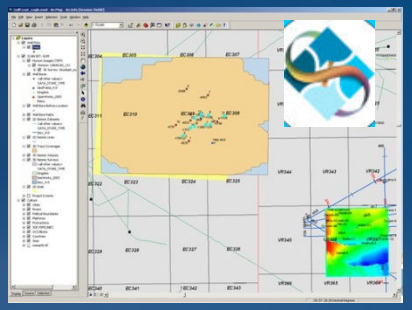
Quick Win Solutions:



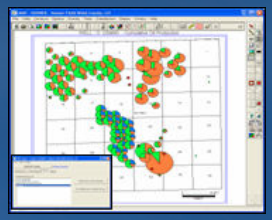
Legacy Apps
(Kingdom / PETRA)



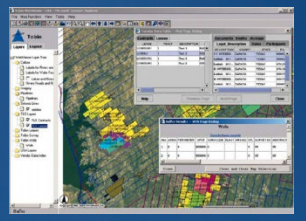
Enterprise Data Access



Middleware Data Connectors



Browser



Web Viewer

- Partnering with Technology Providers
- Measuring Against Industry Standards
- Leveraging Best Practices

= Maximum Level III
(Optimized) capabilities

ARC SDE 10

Geo-Tagging

The Law of Unintended Consequences Does Not just apply to Politics and Economics!

When more time is created to interpret data ….new things are discovered in the data

- *New data types in objects we thought were defined*
- *Integration of data that was not thought to be connected*
- *New ways to Report Data*

New Data Types in the wellbore information

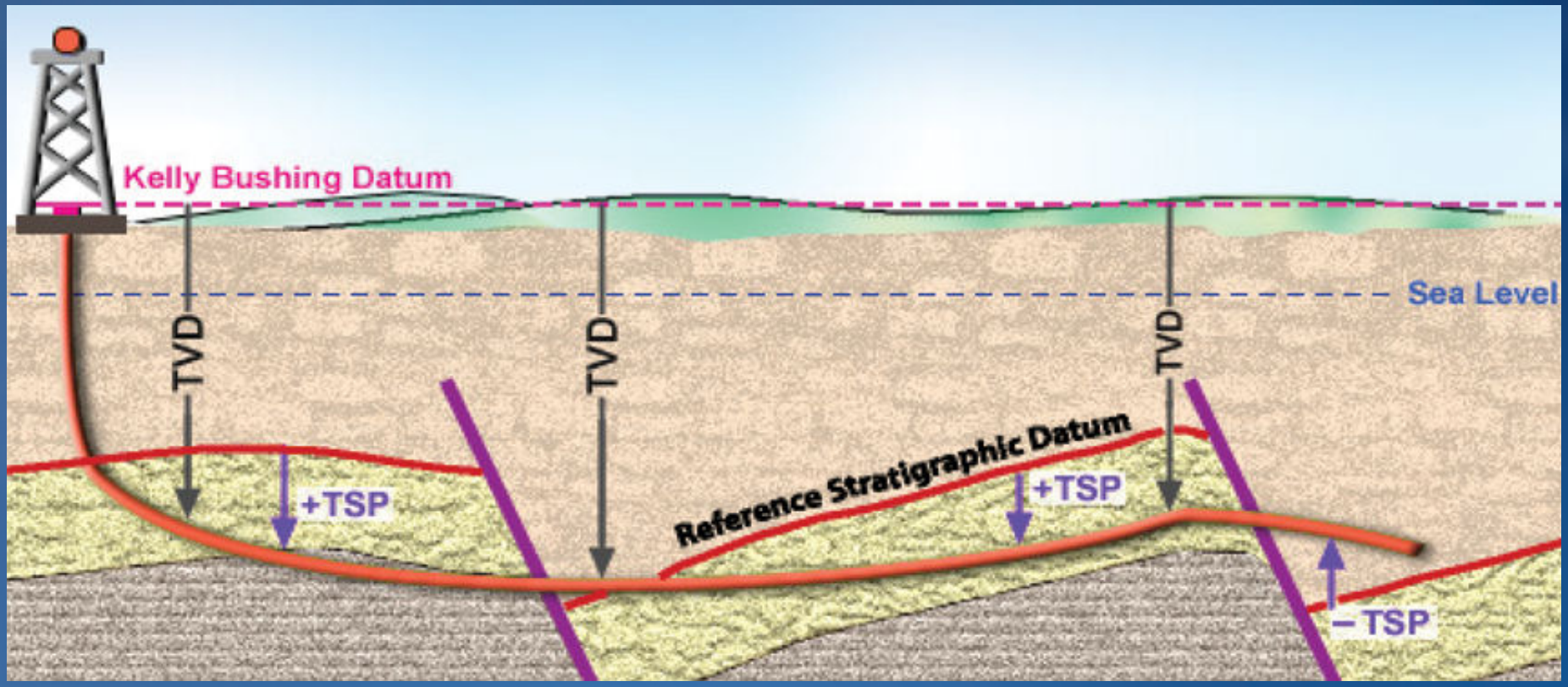
Horizontal Wellbores Expose New Data Types and Data Structure

- *Multiple Formation Penetrations with Spatial Location Information*
- *True Stratigraphic Position (TSP)*
  - *Projected formation surfaces relative to the horizontal wellbore*
  - *Petrographic data versus TSP*
  - *Mapping using TSP (Zone Maps)*

New Data Types in the wellbore information

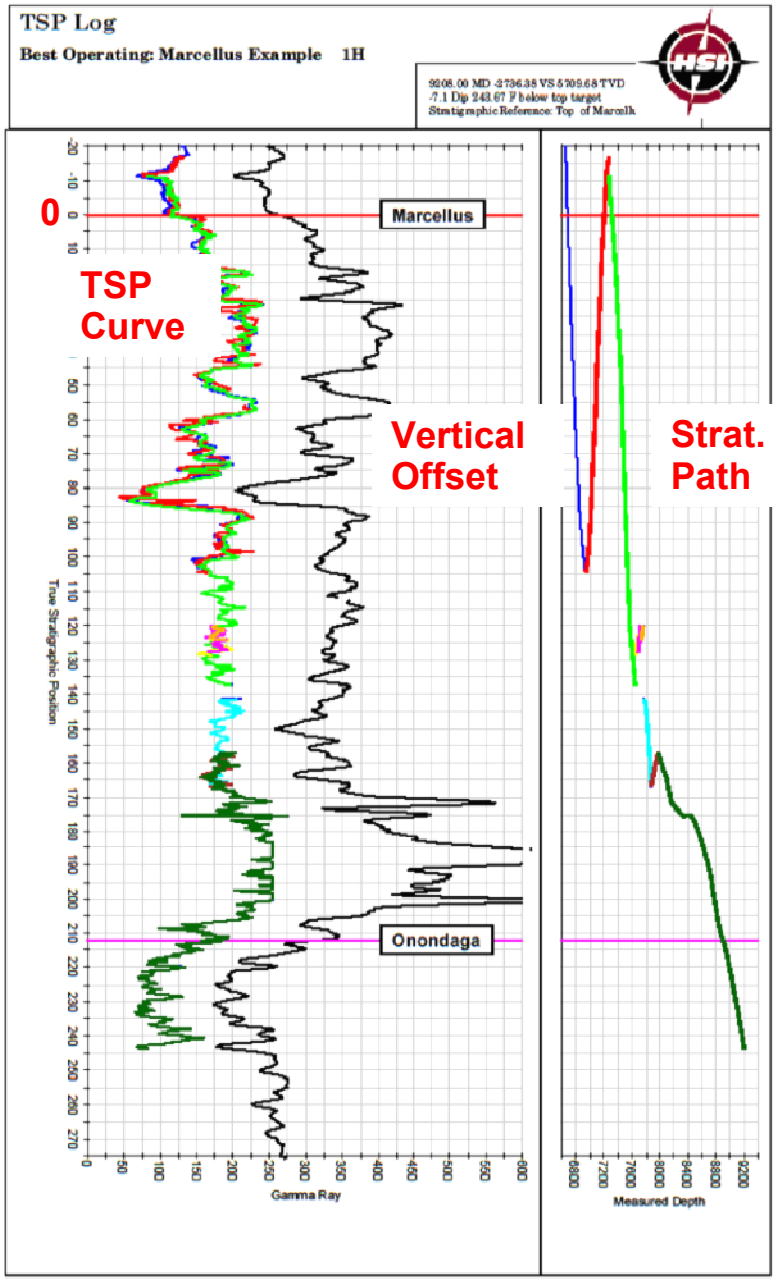
TSP is the position of the Wellbore, relative to a reference Stratigraphic Horizon such as the Top of Target.

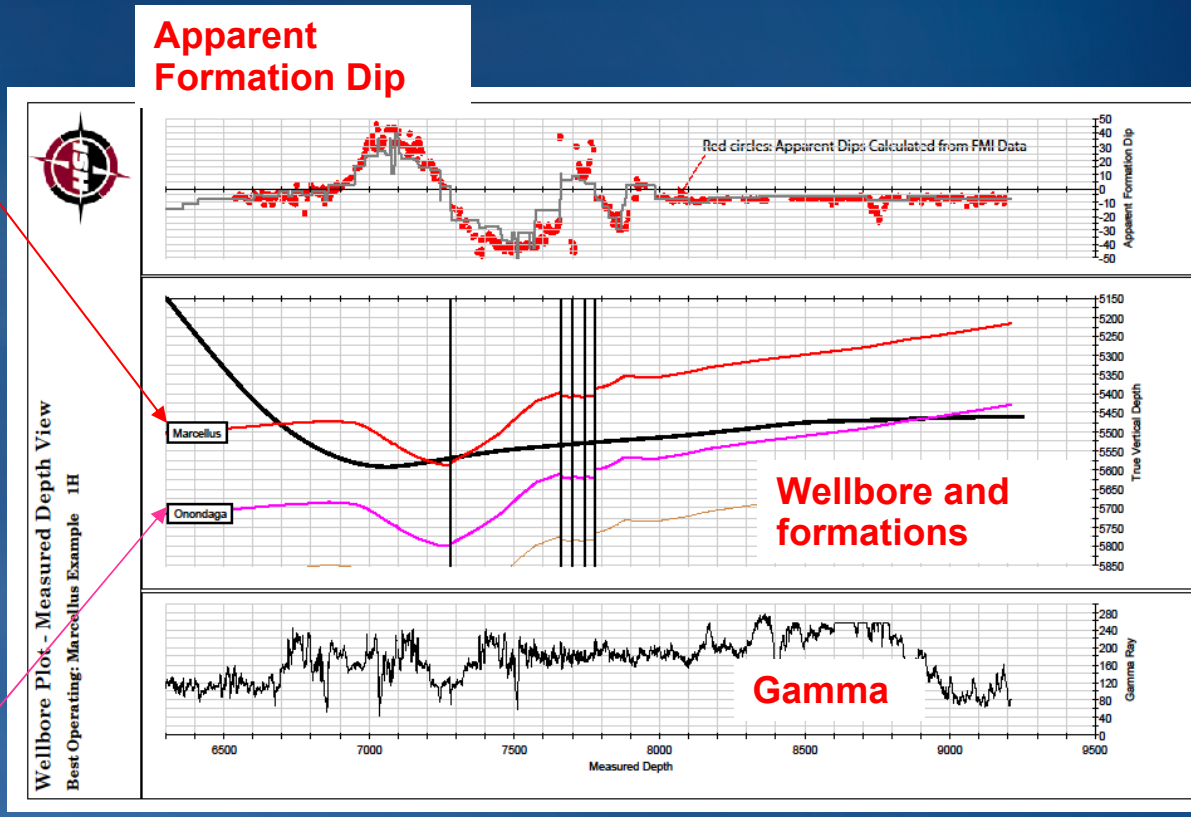
TSP is negative (-) when well is above datum and positive (+) when well is below datum.



Zero (0)

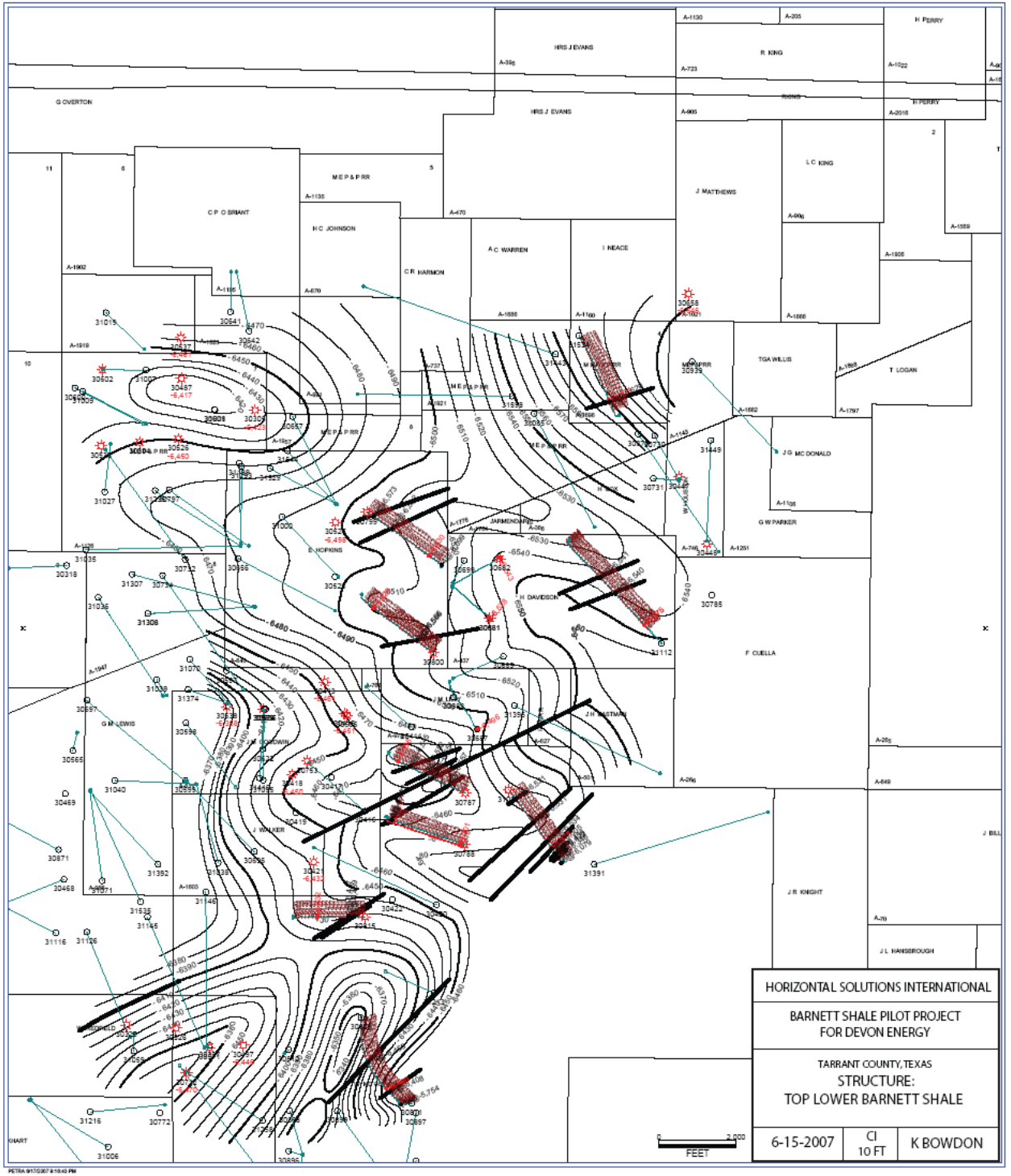
TVD is the depth of the wellbore below the surface datum


TSP Log
Best Operating: Marcellus Example 1H
0
Marcellus
Onondaga
TSP Curve
Vertical Offset
Strat. Path
Gamma Ray
Measured Depth


Apparent Formation Dip
Red circles: Apparent Dips Calculated from FMI Data
Apparent Formation Dip
Wellbore Plot - Measured Depth View
Best Operating: Marcellus Example 1H
Marcellus
Onondaga
Wellbore and formations
True Vertical Depth
Gamma
Gamma Ray
Measured Depth

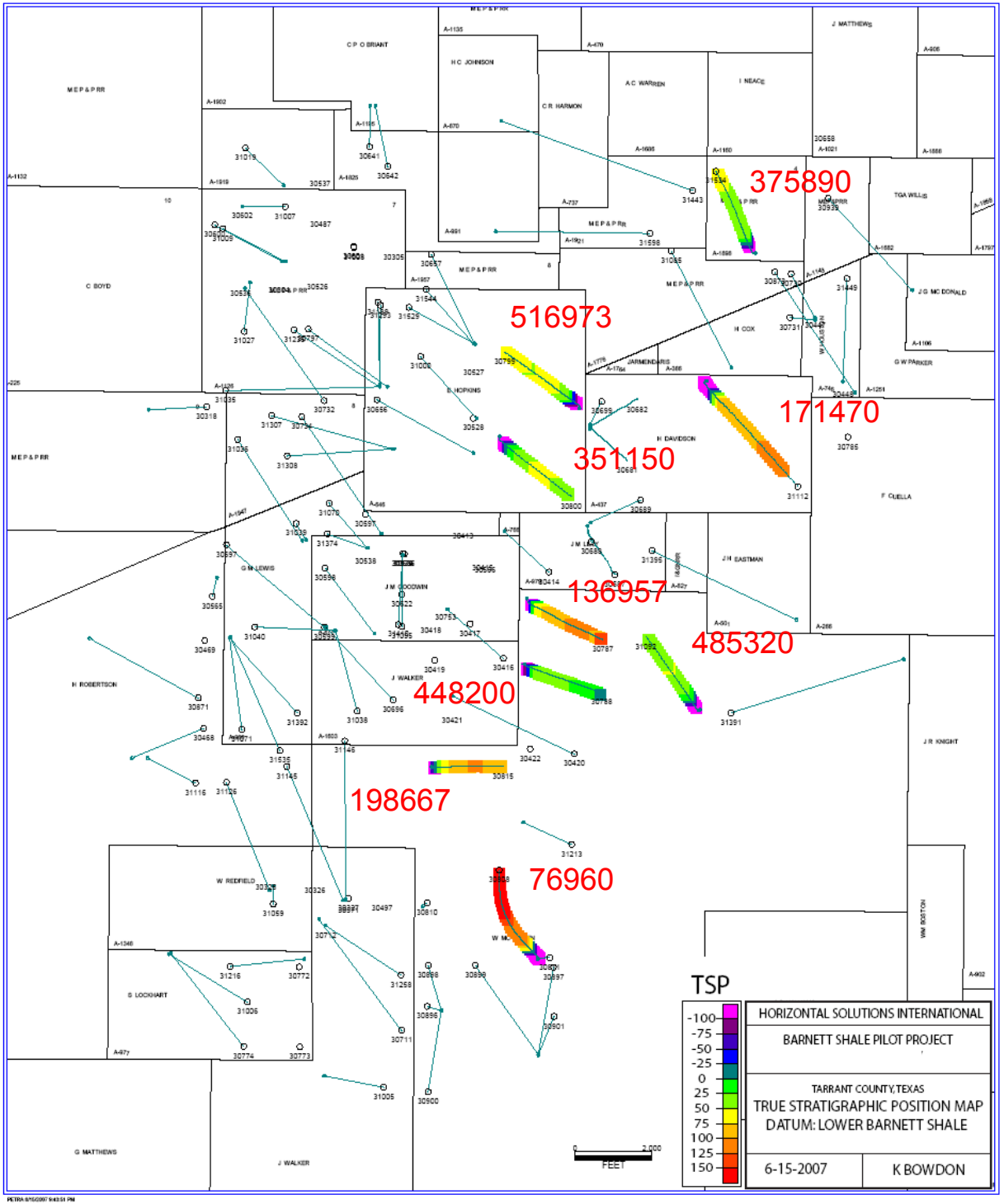
Mapped on Stratigraphic Datum

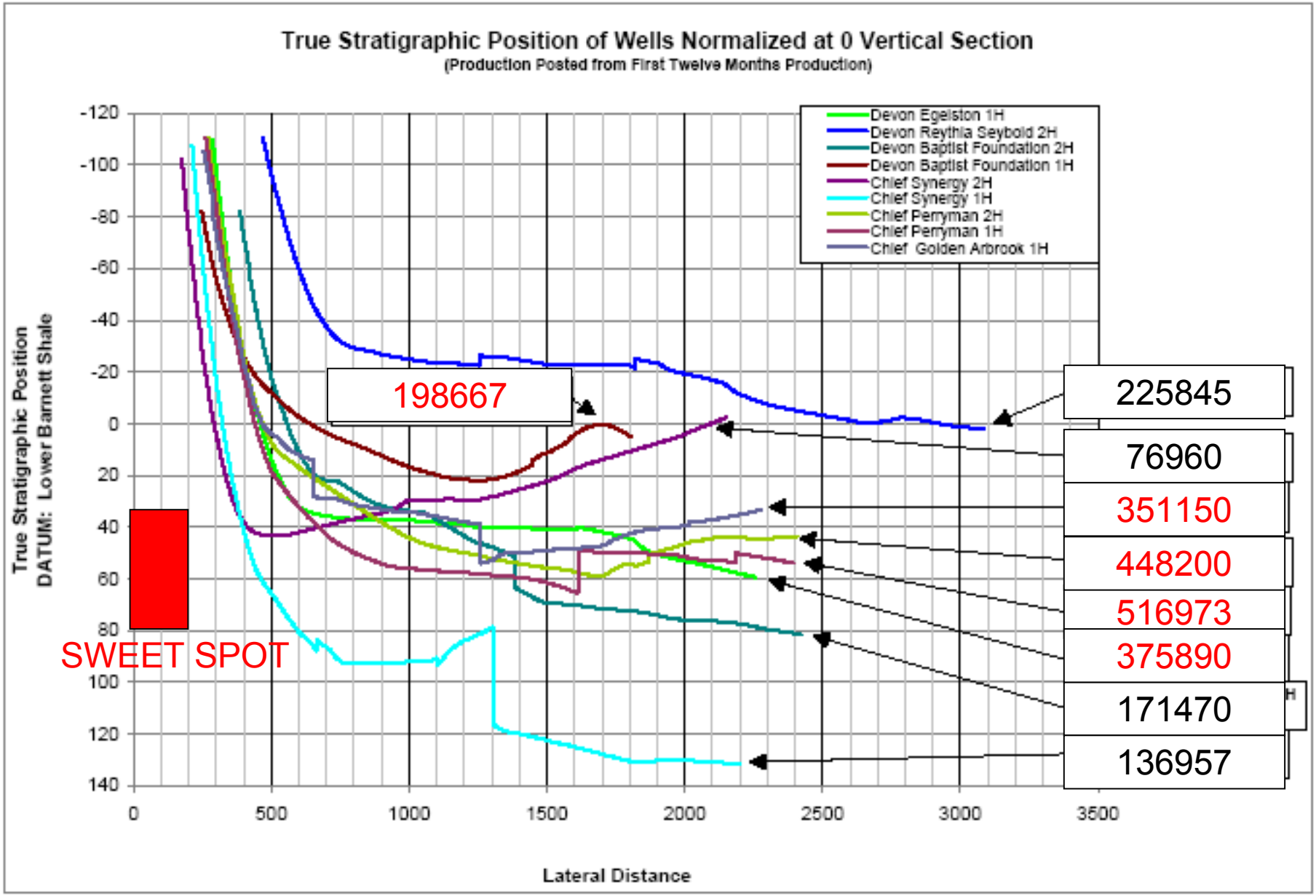
- *Structural data point every 100’*
- *Spatial position of fault plotted*



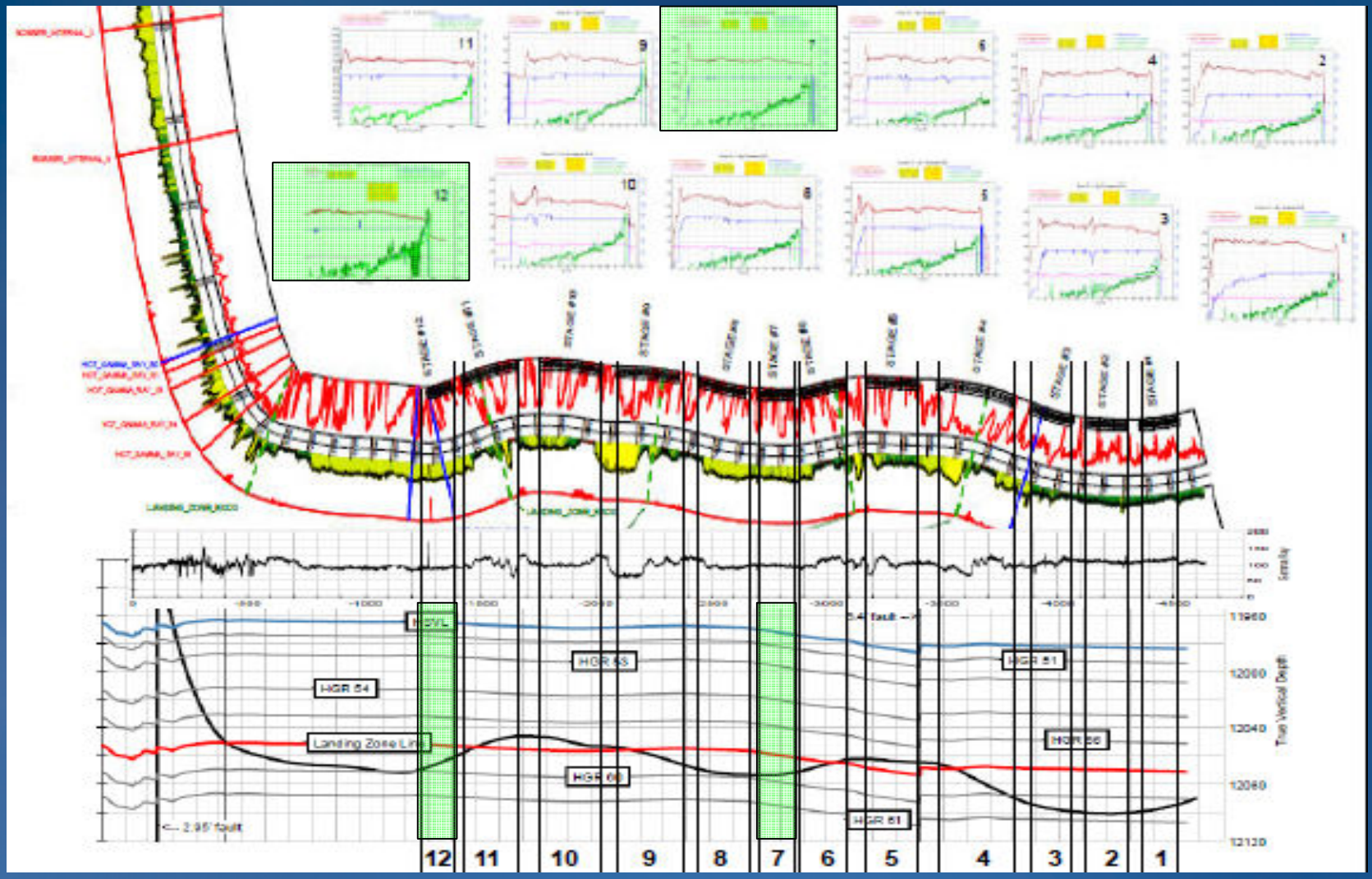
TSP Plotted (Zone Map)

- *Color Spectrum showing TSP*
- *Compare TSP with Production*
- *Target does make a difference*




True Stratigraphic Position of Wells Normalized at 0 Vertical Section
(Production Posted from First Twelve Months Production)
True Stratigraphic Position
DATUM: Lower Barnett Shale
-120
-100
-80
-60
-40
-20
0
20
40
60
80
100
120
140
0
500
1000
1500
2000
2500
3000
3500
Lateral Distance
Devon Egelston 1H
Devon Reythia Seybold 2H
Devon Baptist Foundation 2H
Devon Baptist Foundation 1H
Chief Synergy 2H
Chief Synergy 1H
Chief Perryman 2H
Chief Perryman 1H
Chief Golden Arbrook 1H
198667
225845
76960
351150
448200
516973
375890
171470
136957
SWEET SPOT

Cross-Domain Data Analytics - The Key to Improved Performance



An example of combining reservoir engineering data with geoscience domain data to better understand quantitative performance differences in horizontal frac jobs

Quick Wins and Best Practices - Where do I Start?

1) Data Discovery -
"You can't manage what you don't understand"

2) Automate data transfer processes

3) Standards and Naming Conventions

4) Data ownership and embedded data technicians

5) Make your data rig-centric for operations

6) Leverage the new data types from horizontal wells