

# Is this the RIGHT time for Standards?

Standards Leadership Council  
Public Workshop  
March 19, 2015  
Houston, TX

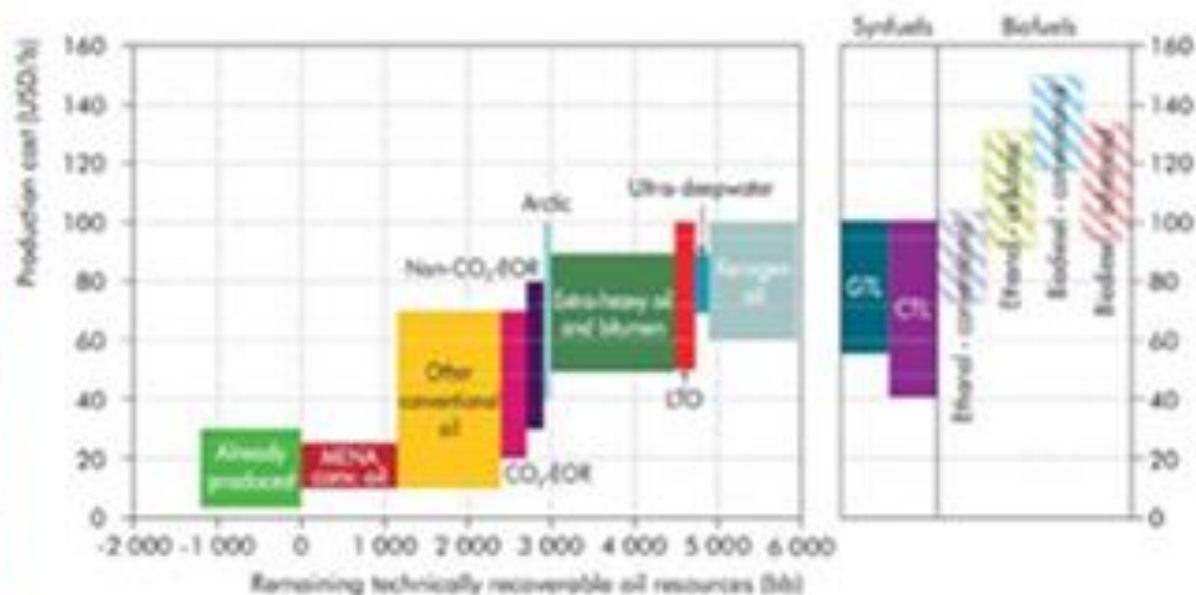
# Is it time to hunker down again?



Crude Oil Price History Chart



In many cases, oil production costs have doubled since 2005 ...



... as a result of political, commercial and technological factors

# Industry Responses

- Survival Mode (and some won't)
  - Reduce costs & sell assets
  - Pray a lot
- Hunker Down and cut costs
  - It is not how much but where you cut
  - Fall father behind emerging technology
- Strategic Investing
  - Pick up the assets at fire-sale prices
  - Prepare for better days

# Common impression about standards work



# Why Not?

- Standards process is tooooooo slow
  - Developing them
  - Adopting them
- Never the right time
  - When prices are low – no budget
  - When prices are high – no time
- Not my Responsibility
  - Leave it to IT
  - Leave it to others
- WIFM (lack of a business case)
- Addicted to legacy solutions and custom integration
- Platform Lock in from leading vendors
- Standards limit Innovation

# Standards Leadership Council

## SLC Vision

- The vision of the Standards Leadership Council is to unite the leaders of the upstream oil and gas industry standards organizations in a collaborative environment promoting the adoption of open and freely-available standards.
- Our Objectives: By Working Together
  - Identify areas of intersection to avoid creating duplicate or conflicting standards
  - Identify areas for synergy so we can build our successes together
  - Better deliver the value proposition message for standards implementation
  - Ensure maximum member benefits through participation in standards organizations

# The Journey of the Standards Leadership Council

- 2013: Recognition of the opportunity
  - Respond to Industry Challenge of lack of integration
- 2014: Building on Common Ground
  - Units of Measure
- 2015: Standards Foundation leads to Interoperability pilots



# Interoperability

## **What is the Goal?**

- Interoperability
- Standards Foundation

## **Required Elements**

- Business Processes
- Asset Lifecycle
- Conceptual Architecture
- Test Bed
- Loose Integration based on existing standards
- Adoption Commitment
- Product Compliance

# Completion Data Drilling ↔ Production

Drilling & Completions Domain

Production Domain

