Endorse, Implement, Embed

“Interoperability is the ability of a system or a product to work with other systems or products without special effort on the part of the customer.” – Margaret Rouse, TechTarget
Or How Many Others View Standards

How did the industry standards meeting go?

Did you convince 83 companies to adopt standards that benefit only us while dooming the entire industry in the long run?

Or are you a complete failure?

Can I hear those choices again?
The Digitization of E&P
What’s going on in my business?

• When prices are HIGH – insight into asset
  – Resource to Reserves
    • Complex reservoirs/ low oil recovery
    • IOR/EOR
    • Supply Chain – can they keep up with me
  – Major Capital Projects
    • On time/ on budget
What’s going on in my business?

• When prices are LOW - transparency
  – Operational efficiency
    • Where are the costs I can reduce
    • Where are the bottlenecks I can eliminate
    • Integrity & Maintenance
  – Supply Chain
    • Where are the costs I can reduce
    • Is there hidden value/ inefficiency in how I operate
Predictive Analytics
Per capita consumption of chicken (US) correlates with Total US crude oil imports.
The Challenge of Point to Point Integration

Point-to-point Integration Example
But You can’t ignore data management practices

- Big Data Strategy
- Governance
  - Standards
  - Stewardship
  - Data Quality
- Master and meta-data Management
- Systems of Record
- Enterprise Content Management
- Real-time data (operational data stores and historians)
- Architecture & Data Virtualization
Industry Ask

• Allow your SMEs to participate
  – Talent leaving the industry, will we remember how we used to do this?
• We need you to participate
  – On Individual Standards Boards
  – On the Operator Advisory Panel
• Design for Interoperability
  – Based on existing standards
"I think you should be more explicit here in step two."