

PPDM Success At Petro-Canada



The oil and gas industry faces many information management challenges. These include IT costs to support the business, business efficiency in accessing and interpreting information, cross-functional business process efficiencies, and collaboration.

This is where the PPDM Association can help. "PPDM provides not only data models, reference values, business processes and technology capabilities, but also a collaborative work group process that brings together industry experts to deal with specific subject areas. This is invaluable, as there are otherwise very few methods to discuss current challenges, or find opportunities for standards to address them," says Arthur Boykiw, Petro-Canada Director, Oil Sands Systems/IS Enterprise Program Office and Chairman of the PPDM Association's board of directors.

Petro-Canada is one company that has seen significant benefits as a result of its membership in the PPDM Association and its use of PPDM standards. A PPDM member since 1995, Petro-Canada supports the PPDM Association in a number of ways: subject area work group participation, leadership, and involvement on the association's board of directors. It is a commitment that has brought far-reaching benefits. In 1998, for example, Petro-Canada was running E&P systems in a mainframe environment that was quickly becoming outdated and unsupported. The company needed to find a place to move all of its data - a location that would be accessible by the many different vendor software programs that were no longer mainframe based. And PPDM provided the answers. Petro-Canada implemented PPDM seismic, well, production, and technical records modules to migrate unsupported mainframe technology to a client server-based environment to support advanced geological, geophysical, land and survey modeling and mapping applications.

This strategy immediately paid dividends when five duplicate and independent systems with parallel processes for managing this valuable data were integrated into one environment, reducing support costs and improving information quality and access. "We saved \$300,000-plus by using the PPDM data model as our data management approach, as opposed to purchasing or building our own model for seismic well production and technical records data," Boykiw says.

When Petro-Canada acquired Amerada Hess Canada, PPDM standards and data model also allowed Petro-Canada to transfer Amerada Hess's exploration and production data to a Petro-Canada standard environment in just three to six weeks. It was an easy transition that brought significant

benefits, allowing Petro-Canada to proceed with its continued operations and opportunities with minimal disruption. The PPDM data model also identified data integrity problems that were quickly corrected, preventing costly errors.

The use of PPDM standards has provided Petro-Canada with the ability to integrate multiple data sources in the company's Geographic Information System, providing business efficiencies in many areas ranging from seismic survey programs to land mapping, drilling, facilities operations and competitive analysis. For example, the use of satellite photos and GIS data has improved up-front information and planning capability; and real-time updates in the field have improved information capture. "PPDM standard definitions have also enabled data integration across our functional areas of geology, geophysics, land, reservoir, engineering and drilling business areas to improve efficiency and business cycle times."

PPDM's ability to meet new business demands and influence vendor solutions, while staying current with technology, continues to provide strategic benefits to Petro-Canada. The importance and influence of PPDM standards often goes unnoticed by business, but there is no question it provides valuable improvements in both efficiency and information quality. "The impact of having a consistent approach to standards is a long term vision, and the PPDM Association continues to grow in its depth and breadth to deal with more complex and emerging challenges," Boykiw says.

With PPDM, small software companies can take advantage of a ready-to-use data model and focus on functionality and value proposition, rather than on data design. And PPDM gives large vendor organizations a window into the challenges that E&P companies face, as well as potential solutions. Thanks to PPDM, E&P companies are able to influence and provide guidance to the support industries to help improve the energy industry's efficiency in discovering and producing petroleum resources.

PPDM is an international organization with a widely diverse membership, including government regulatory bodies, E&P companies, software vendors, consulting services providers and data vendors. "The broad participation of all of these organizations provides a holistic approach to

supporting our industry," Boykiw says.

PPDM collaborates with many industry professional organizations, including the Society of Exploration Geophysicists, Association of Records Managers and Administrators, American Association of Petroleum Geologists, European Association of Geoscientists and Engineers, Society of Independent Professional Earth Scientists, Canadian Society of Exploration Geophysicists, CSEG, Canadian Society of Professional Geologists, CSPG, Canadian Association of Oilwell Drilling Contractors, CAODC, Canadian Association of Petroleum Land Administrators, CAPLA, and Canadian Association of Petroleum Landmen, CAPL. Members of these organizations provide significant professional expertise that help to continually develop and improve the PPDM standards. PPDM also works with other standards organizations, including API, PIDX, ISO, EPSG, OGC, W3C, Pipeline Open Data Standard, and Energistics.

"We encourage everybody to become members. We encourage all E&P organizations and service and support organizations to join the PPDM Association," Boykiw says.

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