

Unique Capabilities Boost Efficiency And Profitability

For the last 55 years in Canada, Schlumberger has provided our customers with software and services to help them reduce the risks and costs associated with poor data quality. Through rapid, secure access to operational data of known quality, customers have been able to boost their efficiency and profitability. Today, Schlumberger offers information management solutions that allow customers to quickly and easily manage all geoscience and engineering data to improve their workflow efficiencies.

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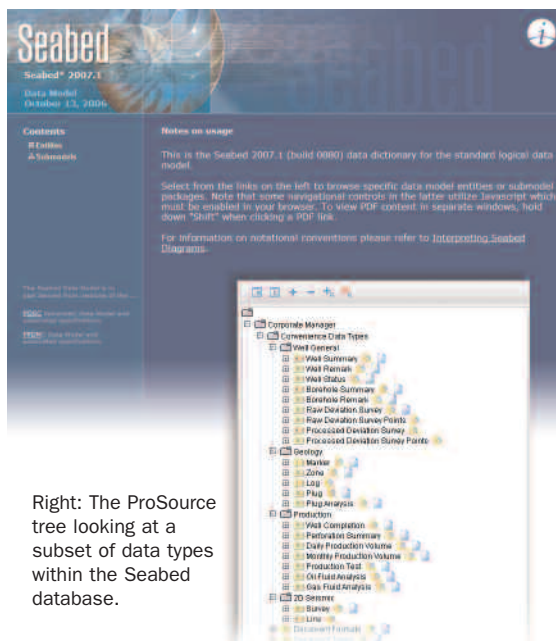
The unique capabilities of the Schlumberger ProSource* multisource data management application simplifies information management practices for data management professionals and end users alike. Its access technology provides information professionals with the ability to perform and manage information management workflows across multiple distributed repositories, with a customized interface that can manage multiple data types required across all of the disciplines in an exploration and production organization. Modular by design, ProSource comes with different components that can be licensed separately, and includes such features as a general corporate data management system, results management system, and a seismic management system.

ProSource's benefits include: a single desktop application for browsing, editing, creating, managing and transferring data from many repositories; a folder tree interface that supports simple, concise data browsing; and row level data entitlements that support secure information sharing with partners and contractors, enhancing productivity. Users can browse secure and entitled information through an ESRI GIS interface, and launch third-party applications from a single common interface. The ProSource tool kit can also attach itself to a PPDM implementation.

ProSource can access, manage, and quality control data within any repository without costly migration, since its flexible user interface lets you easily connect to any underlying database. "That's why it works with our competitors' databases; it works with any database," says Schlumberger Principal Data Architect, Jay Hollingsworth.

The Seabed data model — Schlumberger's next-generation common data model and database — forms the key component of ProSource's underlying infrastructure, as with most of the new products from Schlumberger. ProSource combines the unique capabilities of the Seabed datastore system and the Schlumberger integration engine, making the entire information

management process more effective. Seabed with its associated services and utilities is incorporated into several commercial Schlumberger products, service offerings, and internal business systems. The next generation of ProSource workflow extensions, such as ProSource Seismic, ProSource Results, and ProSource Advanced Transfers and other solutions are all built using the Seabed infrastructure.



Right: The ProSource tree looking at a subset of data types within the Seabed database.

Convenient and extremely easy to use, Seabed is totally modern technology built from scratch, with the data model derived in part from PPDM. "Seabed is the first 21st century E&P database," Hollingsworth says. "Seabed is designed to be one data model, but with as many databases as can conform to that data model as you'd like to have. We can generate physical databases that contain any desired subset of the entities defined in our data model." This means users won't have extraneous information cluttering up their databases.

"Because Seabed is built on components of different standards such as PPDM, it gives people opportunities for a more complete system," says Gerry Toms, Schlumberger Information Management Team Lead. "The spatial components of PPDM work really well within a

ProSource environment as well." In addition to ProSource, other Schlumberger applications, for example Osprey* drilling risk prediction software, also use the Seabed data model.

ProSource is enabled with ESRI's geographical information system technology, and can work with the spatial data engine component that accompanies the ESRI technology. "It's true for PPDM as well — PPDM has a way of working with ESRI shapes," Hollingsworth adds. ProSource works with regular PPDM databases, and there are PPDM databases that are enabled with this geographical information system component.

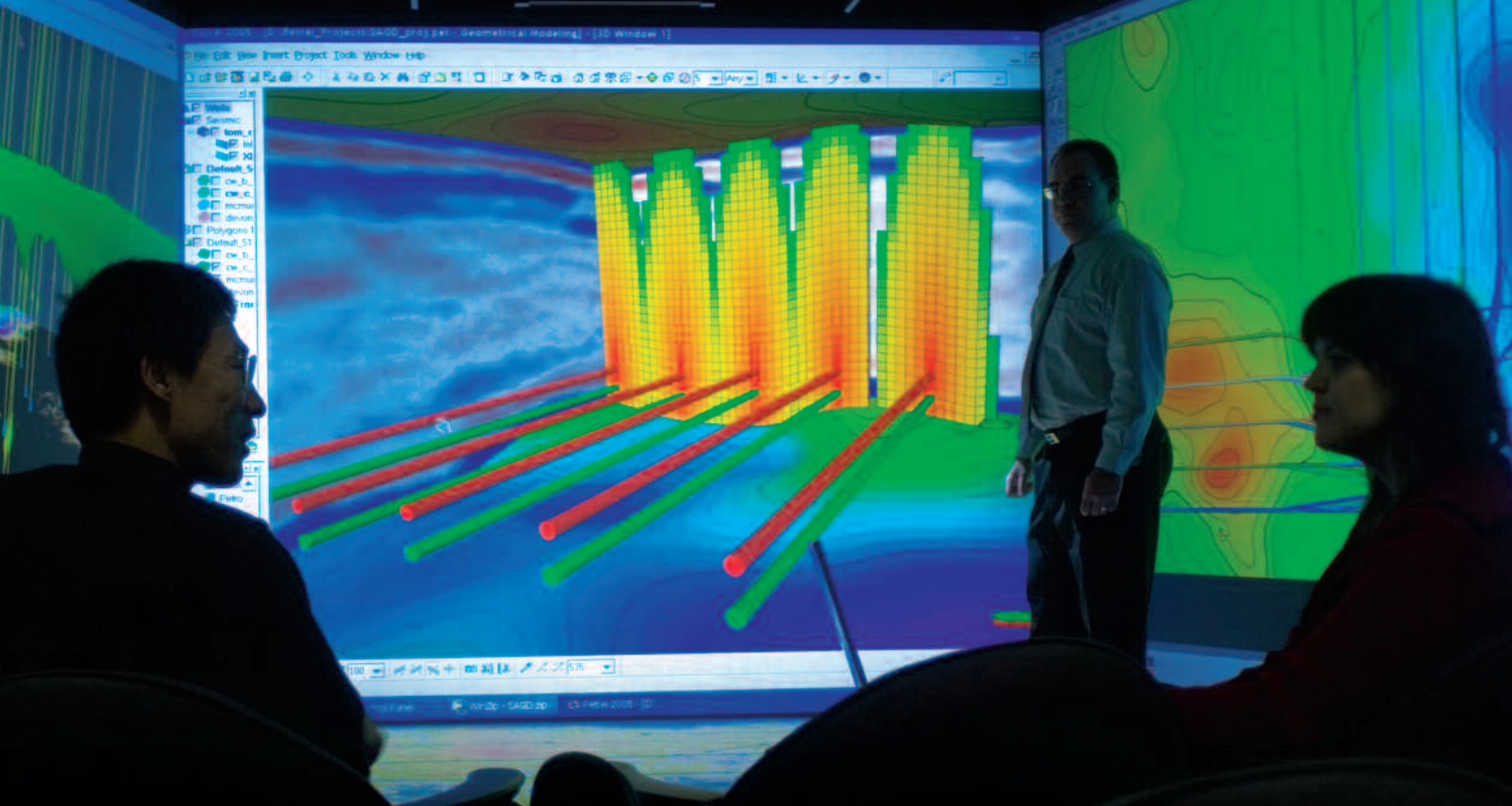
Schlumberger, which provides consulting, software, information management, and IT infrastructure services to the oil and gas industry, has been a longtime member of the PPDM Association and a strong PPDM supporter over the years. Schlumberger personnel have been involved on the association's board of directors for several years and Hollingsworth, the current representative, is into his second term on the PPDM board.

According to Hollingsworth, there are both strategic and practical reasons for energy firms to support the PPDM Association. Strategically, the oil industry needs a place where companies can discuss data management modeling issues. "The PPDM Association is a really important place for industry to come together — a place not only where issues can be discussed, but also where industry can agree on standards," Hollingsworth says. "We need to be able to communicate with each other. PPDM is one of the few places where everybody can get together — including regulators, authorities, operators, service companies and data providers — and discuss these things that come up."

Practically, the PPDM Association plays an important role as well, for example by providing industry with standard lists for everything from reference values to data models. "PPDM provides us with a good place to get that kind of information, so we don't have to come up with it ourselves," Hollingsworth says. "The PPDM Association continues to be something that industry needs. We absolutely anticipate remaining a member for the foreseeable future, and encourage other companies to do the same."

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