

Founded To Solve A Common Industry Problem

Aclaro Softworks, a Calgary-based software development company, creates Enterprise Information Management (EIM) solutions for oil and gas companies. The company's solutions include petroLOOK, a flexible web-based integration, analysis, and reporting system, as well as innovative business solutions for reserves reporting, budgeting and re-forecasting, capital planning, financial reporting, performance monitoring, and executive reporting.



Aclaro was founded in 1999, by a team of industry professionals: a mix of both petroleum engineers and petroleum software developers. The founders realized the vision held by many E&P companies to manage and optimize their asset and opportunity portfolios in 'real-time' would be hindered by the lack of data integration in those organizations. The aclaro founders also recognized that most of the systems in use in the industry lacked the analysis and reporting functionality required and desired by the end users of the information.

Many of the integration, analysis, and reporting needs at these companies were being addressed with a stopgap mix of technologies — usually featuring massive spreadsheets and databases.

While these solutions addressed the immediate needs of the organization, they tended to require considerable manual effort to populate, update, and manage, were poorly understood by users, and often existed in multiple versions — each of which yielded a different result.

As a result, a considerable amount of resources and time were dedicated to gathering, collating, formatting, and reconciling data for common business processes. Not only was this work de-motivating to many of the professionals involved in the process, it also limited the time available to analyze the data they spent so much time gathering.

The time required to prepare the data also meant important decisions with short lead times were being made without the best available information.

Aclaro's web-based flagship product, petroLOOK, was developed to remove these barriers that prevented professional staff from easily accessing and using their information and to allow them to re-focus on core activities.

Aclaro's innovative applications and unparalleled customer service have propelled the company's growth. Aclaro now has over 50 oil and gas clients in North and South America, Europe, and Africa, ranging in size from small independent to super-major, which are serviced through offices in Calgary, Houston, and Aberdeen.

aclaro petroLOOK™

PetroLOOK automatically integrates information from multiple data sources, and provides comprehensive and flexible analysis and reporting.

PetroLOOK provides an easy-to-use interface to any information in a company including accounting, reserves, daily field production, land, economics,

budgeting, planning, and marketing. PetroLOOK provides customizable mappings to commonly used business and technical applications including those of SAP, Microsoft, Hyperion, Landmark, Schlumberger, CGI, IBM, and Merrick Systems.

This open information access allows decision-makers to use the richest possible data pool, with petroLOOK's analysis tools ensuring consistent, repeatable and verifiable analysis and reporting.

PetroLOOK is designed to help users sift through corporate data to quickly find and analyze underperforming assets, impact assets, or any significant variance between versions of data or between actual and forecasted numbers.

At aclaro, working with clients continues to evolve the petroLOOK application. Some recent suggestions by clients have resulted in new features such as enhanced ad hoc reporting, auditable summary-level data adjustments, data submittal/approval/feedback capabilities, and user-defined variables and calculations.

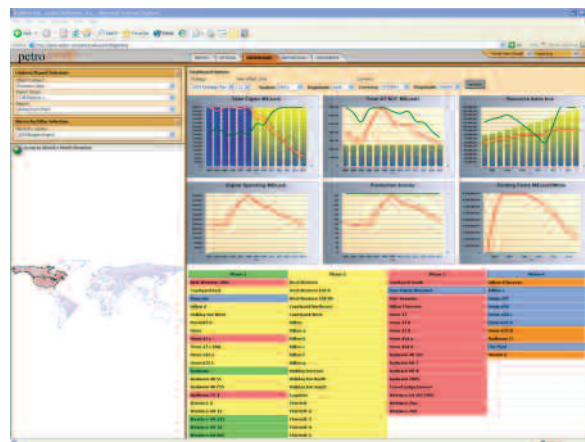
petroLOOK Business Modules

PetroLOOK is aclaro's foundation application, providing the integration, business intelligence, security, charting and reporting functionality to aclaro's suite of business modules. Each module is available as a customizable business solution and allows clients to configure the exact solution that best fits their needs and still complements their existing software.

Aclaro has developed these integrated modules to provide comprehensive business solutions for Reserves Reporting, Budgeting, Planning, and Financial Reporting. By leveraging the base petroLOOK functionality, these modules have several advantages over other commercial solutions: they can work with any number of different source systems, they provide rich reporting and charting, and each one can be configured to support, rather than replace, existing corporate processes. The advantages of this approach can be illustrated by looking at petroLOOK Reserves.

petroLOOK Reserves

With the increased scrutiny on reserves booking and reporting throughout the industry, many companies are looking for commercial reserves systems. The companies require a robust,



secure, auditable system to replace in-house solutions and help them comply with new regulations.

In most E&P companies, the information needed to perform the corporate reserves reporting is available in a number of systems, but there is no easy way to bring it together. Data must be found, manually linked, and correlated from a broad cross-section of economic engines, decline analysis tools, material balance applications, spreadsheets, and accounting systems.

PetroLOOK Reserves solves this by providing full reserves management, reconciliation, and reporting functionality on top of petroLOOK's data integration foundation. Reserves' flexible structure allows it to be configured to match and support existing reserve processes.

By replacing the integration effort, but not changing the source systems or the core processes, petroLOOK Reserves can be quickly deployed with minimal training or business disruption.

The petroLOOK Reserves module has a number of features that distinguish it from other reserves systems on the market, including:

- Automated data linking to multiple sources
- Automated change records with user-defined business rules
- Full security, auditability, and multi-level approval process
- Enhanced reserves and regulatory reporting, including EIA-23 and NI 51-101.

www.aclaro.com

Phone: (403) 299-6612

LOOK WHAT ACLARO IS DOING NOW!



*aclaro's web-based **petroLook** system is in the cockpit*

of some of the most technologically advanced oil and gas companies in North America, Europe and Africa. the petroLook's interface allows *easy access to data* from any system in the company and provides *powerful tools* to analyze and monitor company performance. in addition, petroLook allows companies to quickly merge data and systems from mergers and acquisitions.

enterprise business solutions

web-based integration, analysis and reporting;
reserves, planning, budgeting, financials.

www.aclaro.com +1.713.781.2000 +1.403.299.6612

