

PPDM and Open Business Model

Create a World of Data Possibilities

By combining the open technical standard of PPDM with an open business model that fosters partnerships with other software and data providers, Calgary-based geoLOGIC systems Ltd. is giving clients in the oil and gas industry more of what they've been asking for: improved access to the data they need to make better decisions.

geoLOGIC, which has been supplying data and software solutions to the energy industry for more than 20 years, has long been a proponent for expanding customer choice. This commitment to "opening data doors" led to the June 2005 launch of the geoLOGIC Data Center (gDC) and the development of a number of other tools since.

The launch of the gDC was more than a triumph in PPDM implementation. It represented a complete paradigm shift in the data industry. geoLOGIC had a well respected set of data that was available, on a proprietary basis, through its geoSCOUT product. In response to customer requests — and based on the company's own philosophy that customers in the data market deserve more choice and more openness in data availability — geoLOGIC decided to make their data available through an open distribution model using the gDC. To further minimize proprietary barriers, the company developed partnerships with data suppliers and other software companies.

"In the end," says geoLOGIC president David Hood, "our business is to provide the best quality data to our customers, in any way they need it. geoLOGIC's Data Partners are assured that their data will be presented in the best light, and our Software Partners are assured that any applica-



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tion that connects to the gDC will automatically see the data in the structure which that application prefers."

In addition to accessibility, the gDC also offers reliability. In developing the infrastructure for the gDC, the geoLOGIC team chose PPDM 3.7 because the data model was much richer and included a more fully developed Land component. They chose Oracle 10g for the back-end database because it offered tremendous capacity and flexibility. They made arrangements with multiple telecommunications providers to ensure compatibility with the various connections end-users already had in place. And they created a complete fail-over system that would ensure superior uptime guarantees.



The results have been positive from both a technical standpoint as well as from a business and partnership perspective. The gDC has set new standards for speed, functionality, reliability, security, data quality and customer support. Today, the gDC contains 1,347 tables, with more than 27,000 columns and 86 million rows of the most current, value-added data from geoLOGIC and its Data Partners. Users can access everything from simple well data, to pipelines and facilities data, directional well data, land data, raster logs and more.

Through its open business model, geoLOGIC has also partnered with other solutions providers to ensure this valuable data is accessible using a wider range of software solutions. One such collaboration, with OpenSpirit Corporation of Sugar Land, Texas, has allowed clients to access gDC data using a variety of tools from both companies. geoLOGIC has already entered into more than 30 other partner relationships with data providers and software companies serving the energy industry. geoLOGIC plans include continual expansion of the rapidly growing network and building further momentum toward an open industry.

"All of these undertakings at geoLOGIC illustrate our commitment to make data both more accessible and usable to companies in the energy industry both here in Canada and internationally," says Hood.

A commitment to PPDM, coupled with an open business model that eschews traditional barriers, is helping to open up a whole world of possibilities as geoLOGIC prepares to move into markets outside the Western Canada Sedimentary Basin. It's also helping geoLOGIC to deliver on its promise of providing clients with access to superior, value-added data and flexible software solutions for better decision making.

For more information about geoLOGIC, petroCUBE, geoSCOUT or the gDC, call 403-262-1992 or email sales@geologic.com.



PPDM™ - be open to the possibilities.

Knowledge makes anything possible. The ability to gather the right data and interpret it effectively enables companies to identify markets, adapt to changing economics and plan for the future.

PPDM is setting the standards for the global E&P industry.

Since 1989, the not-for-profit Public Petroleum Data Model Association (PPDM) has worked to set an open, business-driven standard for the collection and exchange of data among international exploration and production firms. Because it promotes a common standard, PPDM:

- eliminates the need to develop and maintain individualized standards and custom software
- reduces duplication and systems-related costs, while improving the quality, quantity and timeliness of information
- improves reliability and reduces risk with clear, concise data definitions
- enhances business processes by clarifying data ownership and minimizing data transfer between software applications or multiple databases

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...the Business Driven Standard

geoLOGIC

- a proud member of PPDM.

Open technical standards and open business practices help geoLOGIC to deliver value-added data for value-added decisions. geoLOGIC is proud to be one of more than 100 petroleum companies, government agencies, software application and data vendors and service companies – all working together to unlock a world of possibilities in E&P data access and analysis.

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