



### FEATURE STORY

## Embracing your Inner Openness

By Dan Piette, OpenSpirit President & CEO



*I'm open for anything!*

I was chatting with one of the founders of Landmark Graphics the other night. We were talking about the implications of decisions that were made long ago, and how those decisions seem to have an effect that outlives

the people who made them. In particular, we were talking about the decision to make OpenWorks open. (Making it work, back in those first release days, was a different story!). Therein lay the groundwork for making OpenWorks as successful as it is today.

You can look at any number of systems on the market and analyze an "open" versus "closed" philosophy.

The arguments in favor of "closed" systems always start out with the "closed" company saying something like: "It is better for the users to have a closed system. It is easier to support, the testing is better, it will be faster without all those extraneous applications bouncing around in there."

I can translate that very easily: "We make more money. We have you locked in, and you can't do anything about it."

The arguments for an "open" system go something like this: "You can add what you like, when you like. You can buy from others besides us, and not be locked in. You have the ability to expand your system from multiple vendors. You may pay more or less, but the value you get from the openness more than makes up for it."

**What the companies are really saying is: "We are so confident in our wares, we will compete in the free market against all comers."**

### What openness brings

So where does the value lie? In my somewhat skewed version of life, it is plain to see the value "open" products bring to the users. But you may well ask, what is the value to the company providing such a service?

Well, if we use the word, say "Apple", as a synecdoche for the "closed" system and "IBM PC" as the synecdoche for the "open" system, things become clearer without anyone getting their feelings hurt. Well, except for Apple and IBM.

When Apple was young and idealistic, there was quite a bit of "openness" surrounding its computers – especially the Apple II. Then the Mac was released, and Steve Jobs saw the value of a closed system. The value to Apple, that is.

When the IBM PC was first released, the entire computer was "open". The operating system was supplied by a small company from Redlands, WA. And they had permission to sell that same operating system to whomever they pleased. And the bus that handled hardware communications was open. So anyone could design and sell hardware that would become "One" with the PC.

And the results today could not be more convincing as to what path generates the most value. The Apple Macintosh has about 6% market share according to Net Applications (<http://www.netapplications.com/>). Linux (an open-source operating system) has about 3%, and the rest is the direct descendant of those original IBM PCs. Now they are all running Microsoft Windows.

I will postulate that this amazing result is because of the initial decisions to make the IBM PC an "open" rather than a "closed" system. And I don't want to speculate further, but if a certain open-source operating system becomes just a *little* easier to use, and with a desktop that is a *little* more familiar to end

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### Infinite Integration

Generate Results

Streamline Decisions

Build Your Data Infrastructure

Enable Integration

Empower Asset Teams

Envision Visualization

users, that 3% Linux market share will start to grow to reflect the strength of another open system.

This "open" philosophy is what drives us here at OpenSpirit. We have our data model readily available for anyone who wants to use it. We have released some small, easy-to-use utilities that will plug into Google™ Earth and ArcGIS® Explorer and allow the access to data quickly and easily.

At the same time, let's not think that we will not be driven by profit. We intend to make money by providing valuable software products and services that our clients will eagerly pay for. But our commitment to having an open company which will work with everyone in the market, and will sell to everyone in the market, is our standard.

So let's hear it for open systems. The ability to buy what you want, when you want it, and make it work wherever you want -- faster and more efficiently and with a higher degree of quality. That is what openness does for a company. And that is what OpenSpirit can do for you. ♦

## OpenSpirit Expands Sales Organization

### New team supports VARs

OpenSpirit has created a new team dedicated to supporting our existing Developer Kit customers and building relationships with new partners that provide important geoscience applications to the upstream oil & gas industry. Led by Jeff Rubenstein, Chief Operating Officer, this group will help ensure that our global partners have the tools and support they need to streamline the implementation of their OpenSpirit-enabled applications.

### Sales team adds new Technical Advisors

The OpenSpirit direct sales organization, led by Larry White, Vice President of Sales and Marketing, has added two technical advisors focused on working directly with clients to understand their organizational needs. Working with the global sales team, the technical advisors will provide onsite training, recommend solutions and assist in implementation of OpenSpirit solutions and services. ♦

## Views Shared in Market Research Study, Part 2

In the Q4 2006 issue, we shared some of the results from the global market research study commissioned in mid-2006. The purpose of the study was to help us better understand the needs of our clients and the industry by gathering perceptions and opinions from OpenSpirit users, as well as others with experience in upstream oil & gas technology. The study was facilitated by an independent research agency. Questions were open-ended and the responses were anonymous. Twenty one OpenSpirit clients were interviewed (see Q4 2006 issue for demographics).

The previous issue addressed opinions about vendor neutrality, integration, and the type of end users that leverage OpenSpirit. Below is a summary of the rest of the categories included in the study.

### Data types and connectors

OpenSpirit customers identified the following **data types** that they most want to see supported in the future:

- 3D models/geocellular models
- Core and bore image data
- Dipmeter
- Grids
- Mechanical information
- PVT
- Well data basics with extra attributes
- Borehole
- Data types in PIDM (IHS)
- DST
- Lithologies
- Perf meters
- Synthetics

The **applications** they most want to see OpenSpirit enabled are all from Paradigm: SeisX, GeoLog, Stratimagic and VoxelGeo.

Requested **data stores** include Recall\*, EPOS, EDM and PIDM.

\* OpenSpirit offers a data store connector for Recall.

### Future functionality

Customers' highest priorities for additional or ungraded functionality include:

- The ability to connect to proprietary databases
- Enhancements to CopySync
- Enhanced QC tools

The ability to handle custom coordinate systems and the ability to run OpenSpirit entirely on Windows are more attractive to the largest companies. The ability to add data model extensions is of more interest to smaller companies.

Web-enabled functionality is not a high priority for most companies now, though a significant number of respondents say it will be more important in the future.

### Competitors

Respondents did not mention many competitors to OpenSpirit, but indicated that ASCII file transfer is an option. A few companies said they can develop (or have already developed) scripts for file transfer, but others say they don't want to devote resources to writing and maintaining scripts.

**Editor's note:** V3.0, which was released in December 2006, will be the new backbone for many of the additional data types, functionality areas and data store connectors that clients mentioned during the market research study. ♦

# Register for the OpenSpirit Technical Symposium – Calgary & London

## Registration is open for the first Technical Symposium to be held in CALGARY.

Increased interest and global participation in the European and Houston events has highlighted the need to add a Calgary session to better serve our end users. This year, we are pleased to announce the addition of a one-day Technical Symposium for Canadian-based clients

You can count on plenty of information about the latest releases of OpenSpirit and the upcoming **OpenSpirit Web Server**, as well as our plans for upcoming releases. **Version 3.0**, will be discussed and demonstrated.

You will also learn more about the **Google Earth and ArcGIS Explorer Adapters**, free OpenSpirit utilities that will help you integrate your G&G and culture data into your OpenSpirit workflows. The latest information about enhanced and future functionality for the **PPDM** data store connector will also be addressed.

**Thursday, May 17**  
**8:30 a.m. to 5:30 p.m.**  
TELUS Convention Centre

Social Event to follow at the  
Metropolitan Grill

Registration: \$250 USD

**Register for Calgary TODAY**  
<http://www.openspirit.com/usergroup/2007-Calgary/UserTechnicalSymposiumRegistration.htm>

## Scheduled presenters to date:

- ConocoPhillips
- geoLOGIC
- GEOSEIS
- Intervera
- Paradigm
- Zokero

## Registration is also open for the LONDON Technical Symposium

EAGE is right around the corner, and that means the OpenSpirit Technical Symposium for Europe is also on the horizon. The agenda is still being planned and speakers are being scheduled at this time.

**Friday, June 15**  
**0830 to 1730**

Novotel London Greenwich

A social event will be held on Thursday evening, June 14  
(details to be announced)

Registration: \$250 USD

**Register for London**

[http://www.openspirit.com/usergroup/2007\\_Europe/UserTechnicalSymposiumRegistration.htm](http://www.openspirit.com/usergroup/2007_Europe/UserTechnicalSymposiumRegistration.htm)

## Join the Portal

Keep up with the latest information about all upcoming Technical Symposia and download presentations from past programs by becoming a member of the **Technical Symposium Portal** (<http://openspirit.icentera.com/register.asp?A93Q83>). ♦



## SHORT SHOTS OpenSpirit News

### v2.9.3 is now available

This release includes updates to handle the Daylight Saving Time changes that will affect U.S. time zones and addresses several miscellaneous issues.

OpenSpirit v2.9.3 is a Master and Satellite update release and is intended for all v2.9.x installations.

For a full description, see the Release Notes included with the update release at:  
<http://www.openspirit.com/documentation.html>

You can download the v2.9.3 update kits at:  
<http://www.openspirit.com/downloads.html>

### User Name/Password:

openspirit/osplwle

### OpenSpirit announces addition of Paradigm as equity investor

OpenSpirit Corporation announces that Paradigm™, a leading provider of enterprise software solutions to the global oil and natural gas exploration and production industry, has joined Schlumberger, Shell Technology Ventures, Inc., and CTV Investments LLC, the venture capital arm of Chevron Corp., as an investor. The total investment amount, including a cash infusion from existing members, totals \$4 million.

[http://www.openspirit.com/Press\\_OpenSpirit\\_Equity\\_Investor\\_February152007.htm](http://www.openspirit.com/Press_OpenSpirit_Equity_Investor_February152007.htm)

### Norsk Hydro selects OpenSpirit as critical cornerstone in integration strategy

As part of a two-phase project to more effectively leverage key applications and data across multiple offices in several countries, Hydro – one of Europe's leading oil and energy companies – has selected OpenSpirit as its data and application integration provider. This OpenSpirit implementation comes after an extensive application portfolio review to identify all business-critical G&G applications within Hydro. OpenSpirit will be used to seamlessly integrate this select list of applications.

[http://www.openspirit.com/Press\\_OpenSpirit\\_Hydro\\_January82007.htm](http://www.openspirit.com/Press_OpenSpirit_Hydro_January82007.htm)

# OpenSpirit v3.0 Launched

On December 29, 2006, OpenSpirit released v3.0, an evolutionary design change that will enable rapid expansion of the geotechnical data footprint. Version 3.0 will give geoscientists and data managers faster access to the additional data types, domains and data stores that are integral to the E&P decision-making process.

"Version 3.0 is a significant redesign of the OpenSpirit infrastructure, and is the stepping stone for upcoming OpenSpirit functionality," said Dan Piette, President and CEO of OpenSpirit. "Our current product provides great support for application developers, but often limits our ability to extend the data footprint into geotechnical areas that are important to our clients. We invested considerable time and resources to this release, the real beauty of which is not so much in the existing functionality, but in the underpinnings that will support OpenSpirit releases for years to come. It's really the engine to launch the additional data connectors, domains, and tools currently in development and that our clients have been requesting."

From the infrastructure to the desktop, v3.0 will have an immediate impact on end users through easier, more streamlined installation, an intuitive user interface, enhanced deployment flexibility and even easier use among OpenSpirit-enabled applications. However, the most exciting benefit of the v3.0 product line is data footprint extensibility. It is the first in a series of releases that will include new and enhanced data types, expanded domains and new data connectors. The streamlined infrastructure will allow faster rollout of this functionality throughout the years to come. ◆

## OpenSpirit Calendar of Events

### Shows and Technical Symposia

We will be at the following events during 2007. Please come by and visit!

- SIS Technical Symposium, March 28-30, Las Vegas
- CSPG/CSEG, May 14-16, Calgary (see us in the GEOSEIS booth)
- OpenSpirit Technical Symposium, May 17, Calgary – [Register Today!](#)
- EAGE, Booth 605, June 11-14, London
- OpenSpirit Technical Symposium, June 15, London – [Registration is Open](#)
- SEG, September 23-26, San Antonio
- OpenSpirit Technical Symposium, October 16-17, Houston
- AAPG Gulf Coast Section, October 21-23, Corpus Christi

### OpenSpirit Training dates

OpenSpirit Basics

- Tuesday, May 29
  - Tuesday, August 28
  - Tuesday, November 27
- OpenSpirit for Administrators
- Wednesday, May 30
  - Wednesday, August 29
  - Wednesday, November 28

Courses are held at our offices in Sugar Land, Texas, as well as in Calgary. Information and registration instructions/form are available at: [www.openspirit.com/training.html](http://www.openspirit.com/training.html). ◆

Your geoscientists and data managers want to be more productive

OpenSpirit helps G&G teams manage complex geotechnical workflows, integrate the best technology, and streamline tedious data management activities.

Give them the integration solution they need to break down barriers, maximize efficiency and impact your bottom line.



[www.openspirit.com](http://www.openspirit.com)  
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## SHORT SHOTS

### Dynamic Graphics, Inc. adds OpenSpirit data integration to EarthVision and CoViz 3D visualization solutions

Extending their proven track record of providing integrated, 3D software solutions for structurally complex petroleum reservoirs, Dynamic Graphics, Inc., has licensed the OpenSpirit application and data integration Developer's Kit to offer EarthVision® and CoViz® users increased integration with third-party applications and data stores.

[http://www.openspirit.com/Press\\_OpenSpirit\\_DGI\\_February202007.htm](http://www.openspirit.com/Press_OpenSpirit_DGI_February202007.htm)

### We're moving!

Our newest team members are standing in the hallways, so we're moving to a new 13,000 square foot office space in early Q2. Twice the size of our current Sugar Land location, the new office is just a few miles up the road and will have plenty of growing room and great training and meeting spaces. We'll keep you posted about the details!

### OpenSpirit is now hiring

Can you help us help clients get the job done? Sales, Technical Advisors, Tech Support and Developer positions are available.

Check out [www.openspirit.com/careers.html](http://www.openspirit.com/careers.html) to learn more! ◆



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