



### FEATURE STORY

## Grease is Good for You!

By Dan Piette, OpenSpirit President & CEO



*I'm looking to OpenSpirit to help me manage my steak bones.*

I was in Wisconsin recently visiting family. While there, I had the opportunity to read a copy of *The Milwaukee Journal Sentinel* – the local Milwaukee newspaper. On the front page, above the fold, there was an article about how

Wisconsin needs to brand itself better. They pointed to Virginia (Virginia is for Lovers), Kentucky (Unbridled Spirit) and Oregon (We Love Dreamers). And it isn't just states in the USA that take pride in labeling their home turf. Consider Brazil (Land of Palm Trees), Canada (The Great White North) and Indonesia (Emerald of the Equator).

Now, I grew up in Wisconsin, and dearly love the place. But the last time they thought they needed a new slogan (America's Dairyland) they came up with "Eat Cheese or Die" (following New Hampshire's lead). Now THAT is a slogan I can get behind. I am not sure what else they would use. "Yes, we really DO have cows!" or maybe "Oh ya, you betcha. Gets cold up here, ya know."

But of course, I am not writing this to make fun of the state where I was born and bred. It has to do more with the bigger picture of how people think about something. A state, a country, a company, a theme park, or a service.

### Keeping the wheel turning

We at OpenSpirit do one thing, and we do it very well. I have started to characterize it as being the grease that keeps the wheels of data transfer turning. As all you engi-

neers out there know – you can turn wheels (or gears) without lubrication. You can move big things without block and tackle, and you can lift things without a hydraulic pump. In each case, each little thing (the grease, the chain, the fluid) is a small but absolutely critical part of the motion involved.

And we like to believe that we are that grease – integration grease. I was visiting a client recently and was told that they have been very happy with how our software is working. The comment went something like this: "We can do this without you, but why in the world would we?!"

In past columns, I have talked about how we work and the value we bring in terms of minutes, hours, and even days saved in an interpretation. We are the grease that keeps those wheels turning.

By claiming to be the grease it puts some tremendous pressure on us as a company. The consequences of the grease failing are spectacular. It is

not a matter of the roller bearing failing (that would be a small thing to repair.) but the lost production that results from the roller bearing failing, and then the spinning table, then the whole darned machine – and then the worst part – the lost production.

In our case, the lost production could be something even worse – that is, having the data moved, but having it moved *wrong*. We spend a lot of time making sure this doesn't happen. For example: one would think that a foot is a foot. But that is not so – there are US Survey feet, International Feet, 1963 Indian feet, and 1975 Indian feet. And that is not ALL the feet that are defined out there. They are *close* in measure, but not exactly the same. Using the wrong foot does not result in an obvious error on a map (all these feet are very close to one another in

*"A big problem in exploration is that the world is not flat. Another problem is that the world is not round."*

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## Grease is Good!

Register for London Technical Symposium

OpenSpirit Broadens Reach

SHORT SHOTS  
OpenSpirit News

PNEC Presentation



### Infinite Integration

Generate Results

Streamline Decisions

Build Your Data Infrastructure

Enable Integration

Empower Asset Teams

Envision Visualization

*“Excellent – the symposium was very useful and let me hear about future OpenSpirit products and meet users and developers that I normally don’t have an opportunity to talk to.”*

– Oil company end user, Vienna 2006

## Register for London!

The **OpenSpirit Technical Symposium** brings together end users and best-of-breed software vendors for an open-forum information exchange featuring technical information and end-user case studies. Attendees return to their organizations with new ideas about how to leverage OpenSpirit technology within their G&G workflows.

**Join your colleagues from across Europe and guest presenters from Landmark, Norsk Hydro, OMV, Paradigm, PGL, Rashpetco and Schlumberger!**

**Friday, June 15  
0830 to 1730**

Novotel London Greenwich

A social event will be held on Thursday evening, June 14  
Trafalgar Tavern, Greenwich (at 1930)

Registration: \$250 USD

**Register for London**

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

*“Excellent presentations with examples that can be used in my position.”*

– Oil Company End User, Calgary 2007

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measurement). Thank goodness there is only one meter! (Since 1983 the meter has been defined as the distance light travels in a vacuum in exactly 1/299,792,458th of a second).

But getting the type of foot wrong can put you on the wrong side of a fault.

There is even more variety in projection systems. The EPSG (European Petroleum Survey Group) designates the following:

- 2587 projection systems
- 383 geographic 2D systems
- 43 geographic 3D systems
- 53 geocentric systems
- 103 vertical systems
- 12 compound systems
- 17 engineering systems

**Total: 3198**

As a friend of mine said at OTC this past year: “A big problem in exploration is that the world is not flat. Another big problem is that the world is not round.”

These two functions account for part of our “grease”. Another significant aspect is that we allow applications from different vendors to communicate with one another. This ability to notify one piece of software from another gives the end user the unprecedented ability to assemble a Best-of-Breed strategy for their needs. No other company offers this sort of integration this easily.

Think about the advantages this brings to a workflow. No longer will you be tied to a single vendor because they have the best database. No longer will you be tied to a single bit of code because it gives you the best petrophysical analysis. We keep the wheels in motion, and allow you to pick *which* wheels you want to use. That is good grease.

Being the grease allows all this movement – units, coordinate systems, intertask communications – quickly, accurately, and invisibly.

OpenSpirit (Infinite Integration). This is more than our slogan.

It is our mission. ♦



# OpenSpirit Broadens Global & Technical Reach

## Lynn Babec: Marketing VP to put renewed focus on product planning and extension of OpenSpirit application and data integration footprint.

Lynn Babec joined OpenSpirit in April as Vice President of Marketing.

"Lynn's background in petroleum engineering and expertise in delivering E&P solutions and professional services will play an important role as we begin to broaden the functionality of version 3.0, our recently redesigned infrastructure," says Dan Piette, President and CEO of OpenSpirit. "Version 3.0 was the first in a series of releases that will include new and enhanced data types, domains and data connectors that are important to the E&P decision-making process. Lynn has the industry experience we need to expand into new geotechnical areas and help increase our global brand awareness."



Lynn Babec

*"OpenSpirit gives the E&P industry a unique opportunity to tie together the engineering and geoscience applications that asset teams need to make the best decisions possible. The ability to streamline complex geotechnical workflows and focus on the business of drilling wells and adding reserves is the reward."*

Lynn joins OpenSpirit from Halliburton Drilling Evaluation & Digital Solutions/Landmark where she held a number of production operations and systems development roles. During the past seven years, she managed product development, marketing programs and professional services delivery across the production and economics engineering domain, most recently as the Production Operations Practice Manager in the Consulting and Services group. Prior to this, she worked as a petroleum engineer in the areas of production surveillance, reservoir analysis and facilities operations for various Canadian E&P operators. Lynn holds a B.S. Degree in Chemical Engineering from the University of Saskatchewan.

Contact Lynn at [lynn.babec@openspirit.com](mailto:lynn.babec@openspirit.com) and share your thoughts about the additional OpenSpirit product functionality that will help you do your job better!

## Nick Cabot: New Business Manager for Europe

Nick Cabot came to OpenSpirit in mid May as the new Business Manager serving Europe and the CIS countries. He joins us from Geotrace where he had account responsibility for India, Libya, and part of Europe. Prior to this, Nick served as an account manager at Landmark where he established the company's Russian and Eastern European market presence. He was also a sales manager for Paradigm's Europe, Africa and Middle East regions.

Nick offices in Woking, Surrey (UK) and can be reached at: [nick.cabot@openspirit.com](mailto:nick.cabot@openspirit.com).



## Sebastien Ferriera: New Middle East/Asia Account Manager



Sebastien Ferriera will join OpenSpirit on June 1 as Account Manager covering the Middle East and Africa. He comes to us from Schlumberger (SIS) where he served as the Operations Manager in Muscat, Oman. He started with SIS as a Data Management Engineer and has assumed a number of different roles of increasing responsibility in Asia and the Middle East.

Sebastien will be located in Abu Dhabi, UAE and you can reach him at [sebastien.ferriera@openspirit.com](mailto:sebastien.ferriera@openspirit.com).



## SHORT SHOTS OpenSpirit News

### World Energy TV

See Dan Piette and other industry experts discuss Open Standards on World Energy Source TV.

<http://www.worldenergysource.com/wetv/standards/>

### Big Move Update!

Construction of our new office is moving at a rapid clip, and we expect to be onsite in our new location on June 11.

### New Address effective June 11, 2007

**OpenSpirit Headquarters**  
**4800 Sugar Grove Blvd, Suite 500**  
**Stafford, Texas 77477**

**Phone:** +1 281 295 1400 (no change)

### Shows and Technical Symposia

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

- EAGE, Booth 605, June 11-14, London
- OpenSpirit Technical Symposium, June 15, London – **Register Today!**
- PNEC, June 27-29, Houston
- 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, August 28
  - Tuesday, November 27
- OpenSpirit for Administrators
- Wednesday, August 29
  - Wednesday, November 28

Courses are held at our offices in **Stafford, 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).

**Register for the next  
OpenSpirit Live Webcast!**

[www.openspirit.com](http://www.openspirit.com)

## No more ^ Lost Opportunities

Your geoscientists and data managers want integration solutions that break down barriers, maximize efficiency and deliver data they can trust. See how oil companies and best-of-breed software providers are using OpenSpirit to manage and streamline their complex workflows. You can manage your data using other methods, but why?

Join your colleagues for the  
**OpenSpirit Technical Symposium**  
in London on Friday, June 15.  
Register at [www.openspirit.com](http://www.openspirit.com)!



# OpenSpirit

[sales@openspirit.com](mailto:sales@openspirit.com)  
**EAGE Booth 605**



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### Agent/Reseller Family Grows

To meet the growing needs of upstream E&P companies working around the world, we are pleased to announce the addition of **3 new** authorized agents/resellers to the OpenSpirit family.

#### **KUWAIT: OpenWare**

Mithlesh Gadkary  
+965-4340560  
[mithlesh@duc.com.kw](mailto:mithlesh@duc.com.kw)  
[www.openware.com.kw](http://www.openware.com.kw)

#### **LIBYA: National Industrial Systems Co. (NISCO)**

Salah Elkadiki  
+218 (21) 361-7254  
[salah@niscolibya.com](mailto:salah@niscolibya.com)  
[www.niscolibya.com](http://www.niscolibya.com)

#### **NIGERIA/ANGOLA: Sonar**

Sona-Ari Jack  
+234 (803) 546-0957  
[sjack@sonarlimited.com](mailto:sjack@sonarlimited.com)  
[www.sonarlimited.com](http://www.sonarlimited.com)

#### **INDONESIA: Alliance Geotechnical Services**

Don Archer  
(62-21) 521 2062  
[donarcher@alliance-geotech.com](mailto:donarcher@alliance-geotech.com)  
[www.alliance-geotech-jakarta.com](http://www.alliance-geotech-jakarta.com)

#### **CHINA: Beijing Co-Sail Software**

Yabo (Brian) Zhang  
[Zhangyabo502@126.com](mailto:Zhangyabo502@126.com)  
[www.co-sail-soft.com](http://www.co-sail-soft.com)

#### **BRAZIL: IES Brazil Consultoria**

Carlos Eiffel Arbex Belem  
+55 (21) 2509-1722  
[carlos@iesbrazil.com.br](mailto:carlos@iesbrazil.com.br)

#### **CANADA: GEOSEIS Inc.**

James Webb/Dusty Baldree  
+1 403 294 1557  
[openspirit@geoseis.ca](mailto:openspirit@geoseis.ca)  
[www.geoseis.ca](http://www.geoseis.ca)

All of these regional experts are ready to support our clients and we are delighted to have them represent OpenSpirit. ◆

## Clay Harter to Present at PNEC

PNEC has accepted a paper by OpenSpirit Chief Technology Officer, Clay Harter, for presentation at the *PNEC 11th International Conference on Petroleum Data Integration, eCommerce and Data Management* (June 27-29 in Houston). You can register for the conference at <http://pneconferences.com/houstonconferencemain.aspx>.

### Abstract

#### *"Spatial Data Browsing: Leveraging Popular Technology"*

There are an abundance of new technologies available to view spatial data in 2D and 3D in conjunction with publicly available mapping data.

These include 3D globe-based viewers, such as: And Web-based map viewers, such as:

- Google Earth
- ERSI ArcGIS Explorer
- NASA World Wind
- Microsoft Virtual Earth
- Google Maps
- Yahoo Maps
- Microsoft Virtual Earth

Using practical examples, this paper will compare these products and assess their capability of being extended to include visualization of propriety E&P data. ◆



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