



### FEATURE STORY

## The Boom is Back

By Dan Piette, OpenSpirit President & CEO



When I was at SEG last year, an old friend came up to me and said, "This boom will last forever." I looked at him like he was crazy, and after a beat he added, "Just like all the others."

So I will say it. The boom is back. This is no surprise to anyone who has been trying to buy properties, hire people, or contract rigs over the past couple of years. And I think that this is a boom for the common folks.

The common folks in this case being the hard-working and long-suffering professionals in the exploration and production world. We are starting to see sign-on bonuses and salaries bumping up not only for geologists, geophysicists, and engineers, but for the technicians that make the geologist's, geophysicist's, and engineer's lives easier and more productive. The white-collar, middle-class, hard-working, salt-of-the-earth geoscientists and technicians are finally going to be able to feel secure in their jobs and confident about their futures.

The problem with booms, however, is that they spawn waste. It's easy to say, "I can't change the way I get this done because it would take too long to learn a new method." I think that Stephen Covey called these things "Sharpening the Saw" activities (as in: "I can't stop cutting down this tree to sharpen the saw, as I am too busy cutting down this tree, and it is taking so long because I have a dull saw..."). You get the picture.

We in the software business see it all the time. It goes something like this: In the bust, we can't afford new software. In the boom, we are too busy working to take the time out

to look at new software, so we just keep doing what we have always done. (We do the same things ourselves! In a case of the cobbler's kids going barefoot, you don't want to know how we manage some of our own internal processes.)

There has been a lot of talk about how slow the oil and gas business is to adopt new technologies. If this is really true (which may be the subject of a future article and another hat picture), I don't think that the reason is because we are a bunch of old fogies stuck in the mud. I think it's because we are all simply too busy to try to find new ways to do things.

But with this boom, the demands on the people that are now working will be greater than in any previous period of rapid growth. There are fewer of us, for one thing. Another thing is that we have seen great leaps in productivity over the last 20 years. I believe that just like the easy oil, all the easy productivity gains have already been reaped.

That means that we will all have to start looking for these gains in unexpected places. How about logistics? How quickly can you get your materials onsite? How much money do you have tied up in transit? How can we take advantage of things like cross docking that Walmart has pioneered?

Knowledge capture is another area we need to learn how to exploit. When going back into an old field, how can the new geologist take advantage of all those who have gone before? Companies like Raytheon and Xerox have spent many years and millions of dollars trying to develop knowledge management systems that would capture crucial information that can easily be lost as their people spend less time with each other and more time with computers. Think about the institutional knowledge that we will lose as the next great wave of retirements take

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Monthly Webcasts Underway

OpenSpirit and GEOSEIS Team Up for Training

### REGIONAL FOCUS

Managing Coordinate System Migration

Making Copies - Three Ways to Streamline Project Workflows with Confidence

### SHORT SHOTS

OpenSpirit News



## Infinite Integration

**Generate Results**

**Streamline Decisions**

**Build Your Data Infrastructure**

**Enable Integration**

**Empower Asset Teams**

**Envision Visualization**

# OpenSpirit Launches Monthly Webcasts

In February, we kicked off our new live monthly Webcast series with Clay Harter as he discussed why keeping your OpenSpirit licenses up to date is important. Attendance was very good and participants reacted favorably to the format and content.


Webcasts will be held on the first Wednesday\* of each month at 9:30 a.m. CDT. The programs are via Internet phone, so you only need speakers or a headset to participate. Questions are posted and answered via the online chat function. Each Webcast is approximately 30 minutes long and will be recorded and posted at [www.openspirit.com](http://www.openspirit.com) for on-demand viewing.

Here are a few of the upcoming topics, and we welcome your input and ideas.

- March 1:** GIS Integration via OpenSpirit
- April 5:** Data Transfer via OpenSpirit
- May 3:** OpenSpirit Introduction for Java Developers

To be **added to the monthly invitation list** or to **suggest a topic**, please send an email to:

[kathy.ashmore@openspirit.com](mailto:kathy.ashmore@openspirit.com)

\*Depending on the timing of various industry events, some Webcasts may be scheduled later in the month. 

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

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

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place. Not long ago, IDC reported that Fortune 500 companies lose more than \$31 billion every year by failing to share knowledge. But by the same token, CIO Magazine did a study in 2004 showing that 85% of knowledge management initiatives fail to meet expectations. Technology exists to help capture information, but without a change in process behavior, it can easily be lost.

I already talked about "The Grid" and how that can change day-to-day computer operations in an oil company. So I won't go there again.


Additionally, there are a litany of new technologies being released everyday, and these need to find early adopters – companies willing to take the risk and try them. EM comes to mind, as well as 3C seismic. I am sure that there are some magical black box technologies out there as well, and they all need a test bed.

And, of course, technology is needed to get the data into the hands of the scientist when they need it, where they need it. When a geoscientist sits down at a workstation, they shouldn't have to guess where their data is. They shouldn't have to guess if the data they have is the most recently acquired data. They shouldn't have to guess if the units and projection systems are right. They shouldn't have to guess if someone had changed an interpretation on them then night before, and failed to update the database.

To meet the demands of this boom, that individual will have to have on-demand data – served up to their workstation in a timely and accurate manner with the assurance that it is both the right data, and the right amount of data. To do this right takes an investment. Luckily for us, (all of us, not just us at OpenSpirit) one thing that this boom has provided is plenty of cash. And that cash can be used to solve these problems.

Anecdotally, we know that oil company professionals spend between 40-70% of their time looking for data and getting ready to interpret their data rather than actually looking at their data. The industry must learn how to make these people more productive. And I think everyone knows that the answer is not to hire more and bigger support staffs. No, the answer to this problem lies squarely in the court of companies like OpenSpirit.

Getting access to data when and where it is needed is still a big problem for most oil companies, and the boom just makes it worse. We are seeing companies buying data they already own because that is easier than trying to find out where it resides on their internal systems. We have heard of many stories of wells being loaded multiple times, and the result of that being that nobody knows which well is the authoritative source.

So, we all need to take some time to reflect on what are goals are, and how to achieve them. Oil companies thrive on risk, and we need to see that risk taking moved into area of the company where the new productivity gains will be found. There are solutions out there, and we must take the time to find and implement them. 

## Stepping Up Regional Training and Support for Canadian Clients

OpenSpirit and GEOSEIS Inc. are joining forces to help clients achieve rapid implementation and uptake of the OpenSpirit solutions. Through this alliance GEOSEIS will provide support to Canadian users of OpenSpirit-licensed products. In addition, GEOSEIS will be a reseller of OpenSpirit products in the Canadian marketplace. This will include pre-sales evaluations, training, and workflow assistance and development.

"OpenSpirit recognizes the importance of local advice and support to assist clients in effective implementation and maximum utilization of the technology," says Dave Birnie, President of GEOSEIS. "GEOSEIS is using the OpenSpirit solution within our own business, so we are very familiar with their reputation for first-rate global customer support. We are pleased to be selected as the trusted connection to their Canadian clients."

Jake Doruiter, Manager of Data and Technology Integration Services, is the leader of GEOSEIS's team supporting clients wishing to leverage OpenSpirit products and applications in their businesses. GEOSEIS has initially committed two people to this venture with additional resources to be added as OpenSpirit-related activity grows.

"Our clients have asked us to provide a 'regional Calgary connection' for their training and support needs," says Dan Piette. "GEOSEIS is recognized for their integrity, quick response, and ability to provide necessary resources and expert guidance. Dave, Jake and the rest of the GEOSEIS team are an integral part of our client support strategy."

A joint OpenSpirit-GEOSEIS training course for OpenSpirit clients has been scheduled in Calgary in March 2006. Register at [www.openspirit.com/training.html](http://www.openspirit.com/training.html).

# OpenSpirit Helps Canada Tackle Specialized Challenges

## Immediate Solutions for Your NAD27 to NAD83 Datum Migration Projects

For decades, Canadian E&P companies and the Canadian government have used the North American Datum 1927 (NAD27) to reference spatial data, but the adoption of the more accurate geocentric-based NAD83 has made it difficult for companies still using NAD27 to submit/acquire spatial reference values to and from government agencies.

As NAD83 becomes Canada's preferred geodetic datum for spatial data, the race is on to find reliable NAD83-compliant conversion solutions that will meet government and CAPP requirements, ensure the integrity of data and minimize datum migration costs. OpenSpirit provides the **NTv2 algorithms** needed to meet government requirements.

## The Coordinate Migration Service used in all OpenSpirit products complies with government-required NTv2 datum migration algorithms

OpenSpirit data management and GIS applications include fast and scalable copy engines and powerful solutions for the integration of sub-surface data with GIS systems. Confidently migrate well location, well directional survey, seismic navigation, culture and interpretation data using one of many datum-shift procedures, including the NTv2 algorithms from NAD27 to NAD83 coordinates named in the government specifications.


**OpenSpirit Data Selector Plus** – Use the basic or advanced OpenSpirit query builder to find the spatial data located in all of your corporate master and project data stores with a single federated query.

- Display selected attributes of all OpenSpirit managed sub-surface data types, including coordinate reference systems.
- Use GIS spatial selection to broadcast and display data from ESRI's ArcGIS to the OpenSpirit Data Selector Plus and OpenSpirit Viewers for visual inspection.
- OpenSpirit supports connections to:
  - OpenWorks®/SeisWorks®
  - PPDM (v3.7) GeoFrame®/IESX/Charisma
  - Managed SEG Y
  - Finder®
  - GOCAD
  - KINGDOM
  - Recall (under development)

**Scan Utility** – Use the OpenSpirit Scan Utility to build shape files or SDE layers of your spatial information, including well location, well directional survey, seismic navigation, culture, and interpretation data in all of your master and project data stores. The Scan Utility manages multiple coordinate reference systems, including NAD27 and NAD83.

**CopySync Utility** – In a single step, use the OpenSpirit CopySync module to perform coordinate reference system migrations and transfer data on the fly between multiple OpenSpirit-enabled data stores.

The OpenSpirit data management utilities can help you TODAY and at greatly REDUCED costs compared to custom-built solutions.

Contact us at [sales@openspirit.com](mailto:sales@openspirit.com) or +1 281 295 1400 to see how we can help your company with this migration project! 



# OpenSpirit News

## Rock Solid Images adds OpenSpirit data integration to iMOSS

iMOSS® is Rock Solid Images' flagship well-based, rock physics-driven seismic modeling and analysis system.

"Robust rock physics models and appropriately conditioned log data for synthetic seismic generation is a key to exploration success. iMOSS technology, paired with OpenSpirit, will provide more efficient access to this invaluable data, enabling geoscientists to better understand the often subtle relationships between reservoir properties and their seismic expression," said Gareth Taylor, SVP at Rock Solid Images.

"iMOSS establishes the link between quantifiable physical rock properties and seismic characteristics, which are by nature more interpretive," said Dan Piette. "This pairing of hard and esoteric data provides a more complete picture and ensures faster, more reliable decisions by interpreters. OpenSpirit integration allows easy access to the data that feeds iMOSS, as well as the subsequent transfer to geophysical applications and data stores that are used for further evaluation."

## OpenSpirit Calendar of Events

We will be at the following events for 2006. Please come by and visit!

- GEO 2006, Booth 1146, March 27-29, Manama, Bahrain
- ESRI PUG, Booth 205, April 3-5, Houston
- CSEG, May 15-18, Calgary
- EAGE, Booth 820, June 12-15, Vienna
- OpenSpirit Technical Symposium, June 16, Vienna
- SEG, October 1-4, New Orleans, LA
- OpenSpirit Technical Symposium, October 5, New Orleans, LA


## OpenSpirit Training Dates

OpenSpirit Basics

- Wednesday, March 15 (Calgary)
- Tuesday, May 30

OpenSpirit for Administrators

- Thursday, March 16 (Calgary)
- Wednesday, May 31

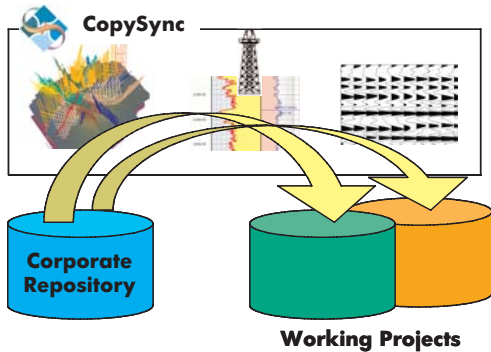
Courses are held at our offices in Sugar Land Texas, as well as in Calgary. Information and registration instructions/form are available at: [www.openspirit.com/training.html](http://www.openspirit.com/training.html) 

# Typical Usage Scenarios using OpenSpirit CopySync

The CopySync utility offers the ability to select data from any OpenSpirit-enabled data store by means of a powerful data selection tool and then copies selected data to a target project. Data may be selected by examining attributes or by spatial query given a GIS selection in ArcGIS (using the OpenSpirit ArcGIS Extension). Data is then copied from the source project(s) to the destination project in an efficient one-step operation without any intermediate files.

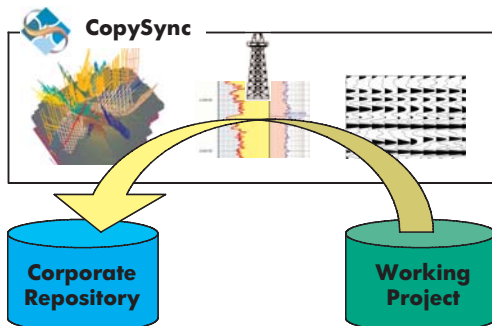
## Typical Usage Scenarios

### Refresh Working Projects



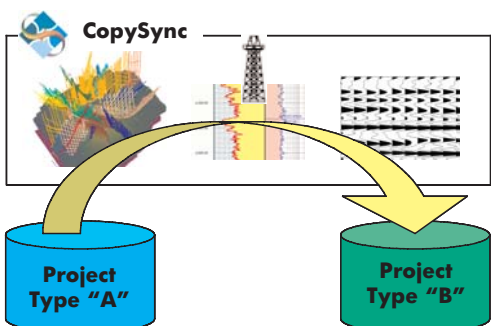
- Define selection criteria and run copy jobs on scheduled basis
- Keep working projects up-to-date with current data

### Capture Working Project Data



- Define selection criteria and run copy job on scheduled basis
- Capture new processed and interpretive data

### Project Conversion



- Easily reformat entire projects or selected subsets between disparate vendor formats

## Benefits

- Streamline the process of initial project loading
- Assure that all current relevant data is available in working projects
- Allow end-users to move data without requiring IT specialist support
- Avoid intermediate file formats
- Comply with governmental regulations regarding coordinate systems

## Features

- Select data from any OpenSpirit-enabled data store in your network
- Mix projects together from different data stores or versions
- Display selected attributes of all OpenSpirit object types
- Use basic or advanced query builder to find data
- Use GIS selection areas broadcast from ArcGIS
- Convert unit, coordinate, and attribute values on the fly to comply with requirements of target project
- Assert what data types to transfer and how to handle existing data in target project (write over or ignore)
- Copy job generates comprehensive Web-based transaction log
- Save definition of selection criteria and copy job to rerun later in automatic batch mode (will select any new data that meets selection criteria)

## Supported Platforms

- Windows NT/2000/XP
- Solaris 2.6, 8
- Linux (RHEC WS 3.0)
- IRIX 6.5



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