



### FEATURE STORY

## When the Walls Come Tumbling Down

By Dan Piette, OpenSpirit President & CEO



*OpenSpirit is your data integration watchdog!*

I attended the SIS Global Forum in Paris this last September. It was an excellent venue for sharing information about how to use SIS products in the context of exploration and production. They had some great speakers and interesting

panels. I was not able to attend every technical session, but the ones I did attend were informative and useful.

There were two events in the plenary session that I particularly enjoyed. One was a talk by Didier Cossin, President, UBS Professor of Banking and Finance, IMD International. Looking at his resume, it appears that his specialty is hedging equities and arbitrage between equity and debt. Complicated, non-oily stuff. He gave a presentation (with no Powerpoint slides), entitled "Industry Pulse: Financial Market Perspective of Oil and Gas". He has a perspective of the oil industry that most of us don't have. It was wide ranging and insightful. But I can tell you that the main take-away that anyone in the room left with is that his students, when they graduate, make a lot more money than almost all of us in the technical side of the energy industry. Makes you want to go back to school and get a PhD in Finance.

The second event I thought was good was the CEO panel. In that event, Dan Domeracki from SIS moderated a group of upper-level managers from Schlumberger (Andrew Gould), Aramco (Fahad Al-Moosa), KOC (Ali Al-Shammari), Anadarko (Jim Hackett), BP (Tony Hayward) and PEMEX (Carlos Arnaldo Morales Gil). These are smart guys who made interesting comments about the industry. But there was one comment from Andrew Gould that I wanted to

focus on for the purpose of this article. He said that there is technology being used today that we (those of us older than, say, 24) just don't appreciate.

### That new technology is how old?

I began to think about this in the context of how long it takes our industry to embrace new technology. Everyone I know is aware of the study done by McKinsey that said that it takes the oil and gas industry 22 years to bring an idea from prototype and field test to commercial launch. Other industries take less time (8 years for medicine, 11 for broadband technology).

Anecdotally, this just seems wrong. Maybe it is because I am in the technology side of the business, but it looks to me as if we are getting better at assessing and implementing new technologies. Look at something as new and different as ElectroMagnetic Seabed Logging, represented by EMGS. They got their first patent in 1997, and they had their first boat in the water in 2002. That is only five years. Today – just four years later – they have four boats collecting data. Take it from someone who has tried to get an "alternative" data collection business up and running – that is fast. So nine years from patent to commercial. Not too bad.

And how about dynamic mud control, as evidenced by a company like @balance? They started looking at the problem of mud control back in 1999, the company was incorporated in 2004, and they currently are in full-scale production. Seven years. Not a bad record.

Obviously, OpenSpirit has been faster than the 22 years that McKinsey predicted. The OpenSpirit idea was started around 1997, the company was incorporated in 2000, and we have achieved a level of commercial success in 2006. Nine years to acceptance is a pretty good effort.

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### Infinite Integration

Generate Results

Streamline Decisions

Build Your Data Infrastructure

Enable Integration

Empower Asset Teams

Envision Visualization

## Free Google Earth Adapter Handles G&G and GIS Data

In last month's issue, you were introduced to the **OpenSpirit Web Server** (currently in development), a lightweight browsing and selection tool for data coming from any OpenSpirit-enabled data store. In addition to offering a Web browser-based data list and simple graphical viewing, the OpenSpirit Web Server supports the generation of dynamic KML links to display well, seismic, and interpretation data dynamically in Google Earth (and other Geographic Exploration Systems) without the necessity of having any local files.

The OpenSpirit Web Server will be commercially available in Q1/Q2 2007.

### OpenSpirit Google Earth Adapter puts G&G and GIS data into Google Earth

For a quick import of data into your Google Earth Desktop, OpenSpirit will soon offer the **OpenSpirit Google Earth Adapter**. This adapter, which will be available at **no charge**, is a PC desktop application that runs on top of your existing OpenSpirit v2.9.x installation. It listens for OpenSpirit events and pushes the corresponding data into Google Earth for display as KML, point, polyline or polygon placemarks, or as an image overlay.

#### The Google Earth Adapter:

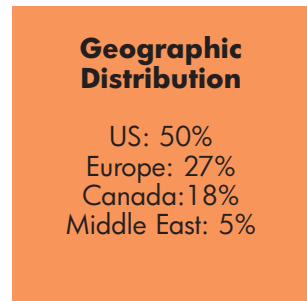
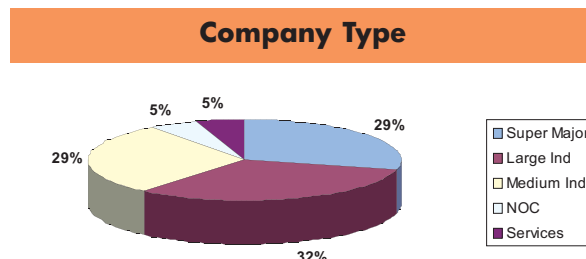
- Listens for data selection events (such as those sent from the Data Selector or ArcGIS Extension), including:
  - Wellbores
  - 3D surveys and seismic volumes
  - 2D lines, datasets and horizon grids
  - Points, polyline and polygon features
- Listens for GIS feature selection events for:
  - GIS points, polylines and polygons
- Takes received events and then streams data to your Google Earth Desktop as KML
  - Requires Google Earth Version 4.x
  - KML and horizon images are then stored locally on the PC
- Requires OpenSpirit to be installed on your PC desktop and uses your existing OpenSpirit Runtime and data connector licenses and a new Google Earth Adapter license

**The new Google Earth Adapter will be available for download from the OpenSpirit Website in the near future!** ♦

## Views Shared in Market Research Study

In mid-2006, OpenSpirit commissioned a global market research study 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.



### Vendor neutrality deemed important

OpenSpirit customers think vendor neutrality is highly important. It means to most that a company cooperates effectively with other vendors and they said that's necessary because no one these days uses software from exclusively one vendor.

*OpenSpirit seems to play to the largest vendors and that is where the need is. But they play with all of them.* [Supermajor]

*Vendor neutrality is very important because I can get a new application and get it to talk to our data without costly conversion of the data. It will be more important in the future.* [Large Independent]

Most respondents gave OpenSpirit high marks for being vendor neutral, or at least working very hard at it.

*It's as open as you can get.* [Medium Independent]

*If OpenSpirit appears not to be vendor neutral, it is through no fault of their own. Not all vendors cooperate with them.* [Supermajor]

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## \*\*Special Invitation for Calgary Clients!\*\*

The geoLOGIC Data Center (gDC) is a comprehensive online petroleum information system providing rapid access to a family of rich data sets. OpenSpirit integration expands your reach by enabling easy access into your corporate and project data stores.

**Tuesday, November 28**  
**10 a.m. or 2 p.m.**



Calgary

**Register TODAY** with  
sarahcrew@geologic.com

During your choice of a 90-minute morning or afternoon session, you will learn about the benefits of connecting the gDC hub to the OpenSpirit integration framework using the new PPDM (v3.7) data connector from OpenSpirit. ♦

So, what is it that intrigued me about Gould's message? I guess it is that we oldsters just don't know what will be done with the new technology

that is emerging today. There is a new generation of people who have grown up not only with the "always on" aspect of broadband technology, but with social networking applications like Facebook and MySpace, as well as sharing sites like KaZaa and YouTube.

I have been trying to imagine what life will be like in oil companies once this sort of technology is widely deployed. I have not been very successful at this imagining. I have never used these sites (well, with the exception of uploading a movie of my dog playing with one of her doggie friends onto YouTube). It was amazingly easy. The video is amazingly uninteresting (as are most of the other millions of YouTube videos). Face it. Most of us are talentless pikers when it comes to video editing. That is why the people in Hollywood make so much money.

**Trivia Break:** YouTube is currently serving 100 million videos per day, with more than 65,000 videos being uploaded daily. According to Hitwise, YouTube videos account for 60 percent of all videos watched online and people spend about 17 minutes per session on the site. According to Nielsen NetRatings, YouTube has nearly 20M unique users per month.

### **Cut through the clutter and bring on clean, simple sharing**

I began to think about this in the context of a typical exploration workflow. The geologist needs to interact with the geophysicist. The drilling engineer needs to interact with both. The reservoir engineer then needs to know what the geologist knows (or thought!), what the geophysicist believes, and what the drilling engineer encountered. And after that, the production engineer needs to get information from ALL those guys. Well, except maybe for the drilling engineer. Then to top it all off, the facilities engineer needs to understand how big a topside needs to be built based on the sum total knowledge of what the field will produce, how close it is to a pipeline or some other collection facility, and it just keeps flowing.

You can see how a technology like MySpace, Facebook, or Friendster could help with these types of interactions. Instead of "friends" you would have colleagues. They would be broken down into different fields of expertise and different levels of experience. You could even envision a means of collecting how "trusted" these colleagues would be (a five-star rating system? "Joe knows sand, but don't ask him about carbonates!" "Sally is great at shallow hazard identification". You get the idea).

Over the years, an honest effort has been poured into knowledge management communities with the hope of spawning collaboration and knowledge sharing, but perhaps the more grass roots, "bottom to top" philosophy described in the emerging technology mentioned above is really the answer.

These new technologies are coming, and it will make it easier to find oil. The more interaction we have between the disciplines the better off we all will be. A long time ago when I worked for Exxon, I had a manager who was always insisting that the engineers talk to the geologists and the geophysicists. He said that when you climb over those walls between the professions and look down BETWEEN the walls you find something – you find oil. These new technologies will help tear down those walls.

Just like we at OpenSpirit have been doing on our own for six years. Tearing down walls so you can find more oil. ♦

## **OpenSpirit v2.9.2 Update Available**

OpenSpirit v2.9.2 was released in mid October. This Master and Satellite update release, which includes the enhanced ArcGIS Extension Plus and Excel Adapter made available in v2.9.0.1, is intended for all v2.9.x installations.

For a complete description, please see the Release Notes at: [www.openspirit.com/documentation.html](http://www.openspirit.com/documentation.html).

You can download the v2.9.2 update kits at [www.openspirit.com/downloads.html](http://www.openspirit.com/downloads.html).

**User Name/Password:** openspirit/osplvwle

If you have questions about v2.9.2, please contact us and we'll be happy to assist you. ♦



### **Roxar to release OpenSpirit-enabled Irap RMS**

The upcoming v8.0 of the Irap RMS reservoir modeling and mapping solution is being released in Q4 2006 and will provide, for the first time, a link to the OpenSpirit environment.

This release will enable Irap RMS to read well, log, horizon, and fault data from OpenSpirit-enabled data stores, as well as cultural data using OpenSpirit's new ArcSDE link. The RMS 8.0 release also contains other important enhancements, such as uncertainty management and major mapping improvements.

### **Sales team adds Pre-Sales Support Specialist**

Kerry Gosler has joined the OpenSpirit sales organization as a global pre-sales support specialist. Formerly with the commercialization & support team, Kerry will work directly with clients to understand their organizational needs, provide onsite training, recommend solutions and assist in implementation of OpenSpirit solutions and services.

### **OpenSpirit makes business lists**

The Houston Business Journal (HBJ) recently named OpenSpirit as #19 on their *Largest Houston-Based Software Development Companies* list – up two places from 2005. OpenSpirit was also ranked #21 on the HBJ *Top 25 Houston-Based Software Development Companies* list in late May.

### **OpenSpirit training dates**

OpenSpirit Basics

- Tuesday, February 27, 2007

OpenSpirit for Administrators

- Wednesday, February 28, 2007

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).

### **OpenSpirit is now hiring**

Can you help us help clients get the job done? Sales, Tech Support and Developer positions are available. Check out [www.openspirit.com/careers.html](http://www.openspirit.com/careers.html) to learn more! ♦

# OpenSpirit Technical Symposia Program Expands for 2007

We are pleased to announce the addition of a Calgary Technical Symposium for Canadian-based clients in 2007. Historically held annually in Europe and Houston, increased interest and participation has highlighted the need to add a Calgary session to meet client need.

**Spring 2007 – Calgary**  
**June 2007 – London**  
**October 2007 – Houston**

Attendees at the 2006 Vienna and Houston events provided valuable input about what they would like to see at future technical symposia, and we will do everything we can to address these topics, as well as encourage the specially requested oil companies and partners to be available.

If you would like to see a presentation from a specific OpenSpirit partner or oil company client, then let us know! We'll do our best to make that happen.

## Join the Portal

Keep up with the latest information about 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>). ♦

## Have Ideas for the Connection?

If you do, then we want to know about them!

**What are your ideas for topics, interviews, etc.?**

Make the **OpenSpirit Connection** work for you by sharing your comments with Kathy at [kathy.ashmore@openspirit.com](mailto:kathy.ashmore@openspirit.com).

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**RESEARCH STUDY**

## Seamless integration means different things to different people

Customer attitudes toward seamless integration were more complex. Several respondents thought “seamless” meant something different in different contexts, for example end users vs. data managers.

While a few chuckled and said they had never actually seen it, others noted that it was certainly a “worthwhile ideal” or a “high ambition”. Some noted that OpenSpirit believes in and fosters seamlessness, but has no control over how developers actually use the OpenSpirit developer kit. Those who thought seamlessness was possible – and desirable – thought its goal was to insulate users from the nitty-gritty of data management.

*To an end user it all should look like one environment and they don't have to know what's what. [Service Company]*

Several mentioned that they thought Petrel was going in the direction of seamlessness and they liked that OpenSpirit was initiated by the user inside of Petrel.

*Petrel is the first application that I've seen that's made a stab at seamlessness. [Supermajor]*

## Who uses OpenSpirit?

The answer to this question was almost always technicians/data managers and some end-users.

Clients describe a variety of situations:

- The only end-users who ran OpenSpirit for themselves are the application experts.
- Originally, end-users were intended to run OpenSpirit, but it is really handled by technicians.
- OpenSpirit is sometimes perceived to be “too complex” for end-users.
- End-users have to do it themselves because OpenSpirit is run from inside the application.
- In some situations, companies don't want users to do any data management tasks for fear they will damage or overwrite data.

There seem to be two categories of OpenSpirit user, IT or data professionals and end-users, and these two groups have very different needs and differing levels of expertise.

*Our initial mistake was that we should have targeted technicians and data managers as users. [Supermajor]*

*The average end-user is daunted by the process of setting up OpenSpirit. [Large Independent]*

**Editor's note:** From infrastructure to desktop, the upcoming OpenSpirit v3.0 will introduce easier, more streamlined installation, an intuitive user interface, enhanced deployment flexibility and even easier use among OpenSpirit-enabled applications. Developers and end users will benefit from improved performance, extensibility and flexibility across the board. ♦

*Next issue:* Data types, data store connectors, future functionality and competitive environment



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