



FEATURE STORY

The Democratization of the Marketplace

(or Why You Want to Buy Stuff from Us)

By Dan Piette, OpenSpirit President & CEO



When I started in the software business in 1982, there was a plethora of choices surrounding E&P computing. They varied from big computers (DEC 2060s and above) to HUGE com-

puters (IBM MVS machines). Even though the IBM PC was announced in August 1981, nobody in oil and gas took it seriously as anything but a toy.

We were all trained that computers needed big staffs, raised floors, special environments and a lot of money. One rule of thumb was that you paid no more for the software than you did for the hardware. Not a bad deal if you were a vendor back then – hardware was expensive, maintenance was expensive, and software was expensive.

Huge staffs maintained and supported the machines and software. Viruses didn't exist, and users had to kowtow to the IT people.

At that time, engineers used calculators (usually HP calculators with RPN logic) and geologists used paper maps. Geophysicists used color pencils, unless they were processing geophysicists, which meant that they spent a lot of time in basements.

Oil companies used home-grown solutions to process their data and evaluate their prospects. Every big oil company (and many small ones) had proprietary software for everything from seismic processes to potential field evaluation.

There was not much talk of – let alone interest in – integration. Exploration was done in boxes: *Global. Regional. Basin. Prospect. Well.* Geologists handed off to geophysicists who handed back to geologists who handed off to engineers.

The media of choice was paper, and it was analog.

But as much as I like to reminisce, I don't want this to be yet another "Back in MY day!" column. The only point I ever have in looking back is to recognize what we can learn, what has changed, and what we can do better.

What can we learn?

I think that one can reasonably assume that none of those oil companies stopped writing their own code because it was more expensive to buy it. No, I think that they all saw that their competitive advantage lay elsewhere. Writing software to calculate the Bouger corrections did not help them identify prospects faster, find oil with more certainty, or produce it for less cost. What they *did* learn is that if you share the cost of writing software, your cost of finding oil drops.

Expanding on this theme for a moment, the logical question is where does the line get drawn? Now that most oil companies have pretty much given up writing ANY software, when do the service companies start doing the same? One could argue that they already have. Back in the early days, Landmark Graphics had to write their own windowing software. They had to modify MS/DOS to address the hardware that was needed to store and display seismic data, and they had to custom build widgets (such as a window close box) that are now readily available from any software developer's toolkit.

What else has changed?

Twenty-five years ago, every computer installation was a custom installation. It didn't matter if you were only installing those ancient IBM PCs (and you would not have been), it didn't work out of the box.

continued on page 2

FEATURE STORY

The Democratization of the Marketplace

END USER CORNER

An Interview with Jake Doruiter

Oil company averages 89% efficiency improvement

Monthly Webcasts Starting in October

SHORT SHOTS

OpenSpirit News

2005 OpenSpirit Technical Symposium – Houston



Infinite Integration

Generate Results

Streamline Decisions

Build Your Data Infrastructure

Enable Integration

Empower Asset Teams

Envision Visualization



continued from page 1
FEATURE STORY

Consider this quote from the original press release:

An enhanced version of the popular Microsoft BASIC programming language and easily understood operation manuals are included with every system. They make it possible to begin using the computer within hours to develop personalized programs quite easily.

Today, the installation is still customized, but you are focusing on what software you want, where your data are located, and how much speed you need to do your job. You have a computer in everyone's office – sometimes two. You no longer need the citadel atmosphere to run the computer. You see them in every office, at every drilling site, in every country all over the world. (A brief aside – I was in Lima, Peru in 1993 before Abimal Guzman was caught. The Sendero Luminoso were still active, and the PetroPerú building had no glass in the windows, for they had all been blown out by a Sendero car bomb. But there were IBM PCs on every desk. They were ahead of their time).

So what does this mean? It means you must have a way to get all those applications, and more importantly, all that data, linked together. This is usually a non-trivial task, but there are ways to make it easier. Enter OpenSpirit middleware.


What can we do better based on how the technology has changed?

I think that we can now safely say that embracing change is the best way to get things done. Sticking to old ways, old workflows, and old file structures doesn't find more oil. It can, in fact, inhibit your efforts. Just because a workflow has been successful in the past, doesn't mean that it will be successful in the future, especially when success is measured in terms of competitive advantage or opportunity costs.

So how does this all roll back to OpenSpirit?

OpenSpirit offers software companies access to the most popular data stores used today. We make them more efficient by removing non-core tasks (data access and application interaction), which give them no competitive advantage (or indeed, the lack of which constitutes a disadvantage). They can then spend their time doing what they do best – creating new technology that reduces cycle time, lowers risk, and increases rate of return.

OpenSpirit offers oil companies the ability to use a commercial, off-the-shelf integration environment that allows for the selection of best-of-breed software that can tune their workflows to their needs.

And all this great stuff comes right from us. We have started a new way to deliver software and services, called our One Stop Solutions shop. Go to our Website and check it out. 

ONE-STOP SOLUTIONS!
www.openspirit.com

END USER CORNER

An interview with Jake Doruiter

Jake Doruiter, Independent Consultant, has been using OpenSpirit since 2001 throughout the Canadian region.

As a consultant, what's the most important factor in your business?

I have to deliver on my promises. A lot of the people in Calgary use OpenSpirit because I recommend it to them, and delightfully, OpenSpirit delivers effectively. For the Canadian geospatial market, virtually all of the data managers I know use OpenSpirit. In my opinion, it is still the best and fastest way to build and transfer data between projects, including the CopySync application, which copies entire databases between different applications.

Companies in Calgary, especially Landmark shops, like using OpenSpirit. The OpenWorks® data model is very fast, enabling companies to transfer data directly into Petrel® via OpenSpirit. I've never had OpenSpirit alter any data item when trans-

Oil company averages 89% workflow efficiency improvement using OpenSpirit

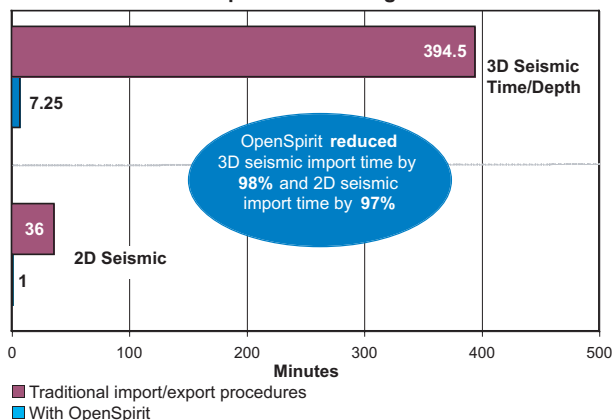
Speed counts, but only if it has a positive impact on your business. OpenSpirit provides dramatic workflow efficiency improvements, and since 2000, clients have been telling us that they are seeing improved productivity, better decision making and lower costs by using OpenSpirit to integrate their applications and data stores.

Recently, an oil company client shared statistics showing a **50% to 99% performance improvement** when using OpenSpirit to import seismic, interpretation and well data into their reservoir modeling solution vs. traditional import/export procedures.

You CAN have speed and quality

Having confidence in your data integrity makes the added benefit of high-performance data management workflows that much sweeter.

2D and 3D Seismic Import Time Savings



continued on page 4

ferring from one application to another. At one point, one of my clients thought OpenSpirit was introducing rounding errors after the eighth decimal place, but they discovered that configuration settings were inaccurate in their application. OpenSpirit does what it's designed to do.

[Editor's note: OpenSpirit supports data store connections for GeoFrame®/IESX/Charisma, SeisWorks®, FINDER®, Managed SEG Y and GOCAD, as well. PPDM, PETRA®, SDE Culture and KINGDOM are currently in Beta, with a data server for Recall under development.]

Are your clients getting good results with OpenSpirit?

Yes – the time savings are astronomical. When I can demonstrate to clients that they can reduce their data management efforts from days to minutes, I get immediate buy-in. For example, I did a demo for a geologist who needed to transfer five surfaces into his Petrel project. After six hours using his application suite, he still wasn't getting anywhere. We ran the project import with OpenSpirit in only 30 seconds. This sold him on the concept right away.

Another one of my clients had spent several months trying to load thousands of deviation surveys into Petrel via another data management product. Using OpenSpirit, we populated Petrel in just 7 minutes.

There is a learning curve, but it's very intuitive, and once people adapt to it, it is highly efficient. After you set up a session and a project list, you are pretty much done. You just select the data and transfer it.

Smooth installation procedures must be important when juggling multiple clients.

Sure, but upgrades and installations are efficient, very easy and generally free of problems if you take the effort to follow the instructions. I recommend being current on the latest release of OpenSpirit to maintain maximum efficiency.

When I set up a data manager to use OpenSpirit, I generally don't hear from them unless there's a problem upgrading to a new release. Data managers know how data loads and what it looks like, and since many of them saw the early OpenSpirit development at Shell and Chevron, they recognize it and know exactly what to do. It's very easy to use. Most errors come from the upgrades to the applications that use OpenSpirit, not from OpenSpirit itself.

What else would you like to see?

People love working in the Living Model™, which is a Schlumberger Information Solutions concept where you have direct access live from your interpretation projects – usually in Petrel – to your GeoFrame or Landmark data stores. One of the challenges about working in the Living Model is that whenever GeoFrame or OpenSpirit upgrades, the links can get broken and this impacts data availability. As the communication middleware provider, OpenSpirit needs to continue to maintain a very close integration and synchronization with all vendor partners.

I'd like to see some functionality around CPS 3 grid support and 2D lines for GeoFrame, which was not in version 2.8. This is being escalated to GeoFrame and OpenSpirit champions within Schlumberger, so it's on the development radar.

ArcView integration is also a hot item. When I show the ArcView-OpenSpirit connection to clients they are very, very impressed. Of course, they always want more functionality, so we'd love to see the OpenSpirit ArcView Extension replace all of the culture loaders within Landmark and GeoFrame. Everyone I speak with makes the same comment. Collectively, the data managers in Calgary love ArcView Extension.

[Editor's note: OpenSpirit is in the process of implementing this solution with the release of the SDE Culture Data Server (Beta) in v2.8.]

OpenSpirit Announces Monthly Webcasts

Keeping connected throughout the year is important, so starting in October, OpenSpirit will begin hosting **live monthly Webcasts** for end users and developers. Each Webcast will be approximately 30 minutes in duration and will cover a pre-determined topic, featuring live demos and supported by online chats. The live sessions will be repeated for various time zones to ensure that everyone has an opportunity to participate and interact.

Here are **a few** of the topics on tap, and we welcome your input and ideas.

GIS Integration via OpenSpirit * Data Transfer via OpenSpirit * OpenSpirit Introduction for Java Developers * OpenSpirit Introduction for .NET Developers

You'll receive invitations to the events and a calendar via WebEx in the near future.



SHORT SHOTS OpenSpirit News

Now Online – OpenSpirit Developer Forum!

The OpenSpirit team is dedicated to delivering support solutions to meet your challenges, and the new Online Developer Forum is an example of your requests coming to life. Based on input from our global family of developer partners, we designed this online portal as a means to give you 24x7 real-time assistance via threaded correspondence, archived support information and downloadable files and programs. You can interact with other forum members, as well as the OpenSpirit support team.

Check out the OpenSpirit Developer Forum at <http://devnet.openspirit.com/index.php> and start taking advantage of:

- Search engine for quick access to relevant information
- Knowledge repository to archive information for future reference
- Discussion threads so you can communicate with the entire community of OpenSpirit developers and support staff
- Developer files and documentation
- Up-to-date sample programs that you can apply to your own workflows

Please note that you'll need to set up an account to access the new system. It only takes a moment to become an active participant in the OpenSpirit Developer Forum!

We welcome your feedback and suggestions, so please let us know what you think!

Clay Harter to present at SEG

SEG has accepted a paper by OpenSpirit Chief Technology Officer, Clay Harter, for presentation during SEG 2005 in Houston. Please check your SEG program guide for the time and location!

Abstract:

"Are your G&G software solutions steering your bit in the wrong direction?"

Proper treatment of coordinate reference systems and units of measure has a dramatic – and potentially economic – impact on where you put the bit and where you locate your reserve estimates. It is a vital part of a systematic approach to handling spatial data to avoid costly mistakes.

This paper reviews the current state of commercially available software databases and interpretive applications and characterizes their treatment of coordinate reference systems and units into several broad categories of increasing rigor. The role middleware can play in addressing shortcomings of existing software is also discussed.

continued on page 4

Mark your Calendar for the 2005 Houston Technical Symposium

A few months ago in Madrid, we launched the first **one-day OpenSpirit Technical Symposium**. Participants appreciated the shorter format and open-forum discussion, so we are rolling out this program again in Houston to coincide with the SEG.

The Technical Symposium will be held the **day after the close of the exhibition (Thursday, November 10)**, so you won't miss one minute on the show floor, and will conclude with dinner that evening.

Version 2.8, as well as our future roadmap for the next generation of OpenSpirit products,

will be highlighted, and the afternoon will be dedicated to real life, business-driven user experiences.

If you are interested in presenting a user/developer story, contact Kathy Ashmore (kathy.ashmore@openspirit.com or +1-281-295-1420).

Target Audience

- Oil company technology managers, planning managers and end users
- Software vendor product planners, marketing staff and development managers

Details and registration

- The Houston OpenSpirit Technical Symposium will be held to coincide with the SEG Annual Conference & Exhibition
- Thursday, November 10, Hilton America Hotel (across the street from the SEG venue)
- Registration includes: Continental Breakfast, lunch and evening social event/meal

Registration Fee: US \$125

More details to come!

continued from page 2

WORKFLOW EFFICIENCY

OpenSpirit provides infinite integration – giving your applications and data stores the flexibility and power to create, read, update and delete data from anywhere within your network without compromising quality. Around the world, asset teams are shortening the time between data loading and data analysis by using OpenSpirit to move data between their applications and data stores.

OpenSpirit is all you need for complete integration

Integration has never been easier – you're only one step away! You can enable the OpenSpirit functionality that's already embedded in your applications by simply calling OpenSpirit and purchasing the licenses you need.

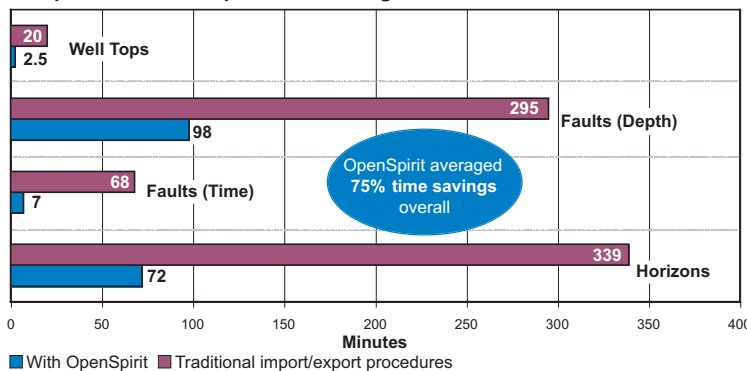
OpenSpirit is your one-stop resource for a complete, integrated solution supporting not only the OpenSpirit family of products, but upstream applications and data stores from industry-leading E&P solution providers.

Call for an evaluation today and chart your own numbers

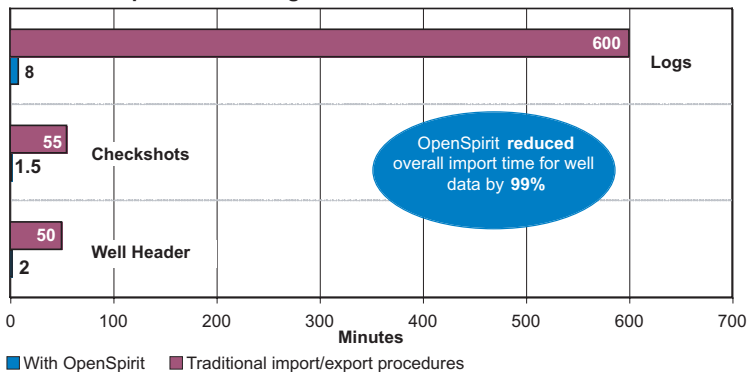
You can have speed without sacrificing data integrity. OpenSpirit can be part of your long-term strategy to achieve data management efficiency.

Try it in your shop and see what the numbers look like for you. Request and evaluation today at sales@openspirit.com.

Interpretation Data Import Time Savings



Well Data Import Time Savings



continued from page 3

SHORT SHOTS

OpenSpirit Calendar of Events

We will be at the following events for the remainder of 2005 and early 2006. Please come by and visit!

- SEG, Booth 2614, November 6-9, Houston, Texas
- OpenSpirit Technical Symposium, November 10, Houston, Texas
- ESRI UK PUG, October 13, Aberdeen
- PESGB, December 5-6, London
- GEO 2006, Booth 1146, March 27-29, Manama, Bahrain

OpenSpirit Training Dates for 3rd & 4th Quarters:

OpenSpirit Basics

- Tuesday, September 13
- Tuesday, December 6

OpenSpirit for Administrators

- Wednesday, September 14
- Wednesday, December 7

All courses will be held at our offices in Sugar Land Texas. Information and registration instructions/form are available at: www.openspirit.com/training.html



OpenSpirit Connection is a quarterly publication of the OpenSpirit Corporation. It is distributed via email and through the corporate Web site: www.openspirit.com

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