

SMT Leverages OpenSpirit to Support Multivendor Coexistence Strategy



Quick. What is the most widely used geoscience software application suite in the upstream industry today? Schlumberger? Halliburton? Nope. According to *The Welling Report 2009*, more E&P companies use KINGDOM from SMT than any other solution in the world. No kidding. More than 2700 customers in more than 95 countries...and counting.

In the latest *Welling Report*, SMT came out No. 1 in "Most Likely to Recommend," as well as No. 1 in 11 of 13 seismic interpretation categories, including reliability, price, ease of use, speed, functionality, support, training, reputation, and dependability. Since 2006, 20% more companies have identified SMT as their primary interpretation vendor—moving it into the No. 1 slot today. Surprised? Don't be. SMT has been strategically expanding its KINGDOM suite to cover everything from advanced geophysics and geology to full-blown subsurface modeling on the Windows platform—all for a fraction of the cost of comparable functionality from the big guys.

It's no wonder, then, that SMT's KINGDOM is experiencing a groundswell of interest from energy companies of all sizes, especially in the wake of global economic woes. In addition to consultants and smaller operators, an increasing number of mid-size to large E&P organizations are evaluating and embracing SMT as part of their infrastructure. That's good news. But therein, too, lies the challenge.

"Large company environments typically run OpenWorks, GeoFrame and other G&G applications—as many as seven different packages," observes Arshad Matin, President & CEO of SMT. "When customers are forced to move data back and forth between this many solutions, valuable time is lost—impacting productivity. We believe ensuring cross-vendor connectivity is OpenSpirit's area of expertise. This is why we decided to incorporate their latest technologies into KINGDOM to support our multivendor coexistence strategy."

Why SMT Partnered with OpenSpirit

Early on, SMT learned some valuable lessons from their experience building direct links to competitors' E&P repositories, which proved expensive and difficult to sustain.

"It's hard for competing software vendors to play the connection game," says Kay Sutter, Product Manager for SMT Data Management & Connectivity. "Usually it's a one-off solution you do for a big client who demands connectivity, but you can't market that elsewhere. It's a painful and expensive development process! It's costly not only to build the link, but also to retool it every time the other vendor's platform, architecture, or implementation changes.

"That's OpenSpirit's specialty," she adds.

A number of years ago, therefore, OpenSpirit and SMT developed an initial KINGDOM data connector and "Tunnel O," a special import/export wizard that enabled users to move data smoothly from OpenSpirit-enabled commercial repositories into and out of KINGDOM projects. As interest in SMT burgeoned among larger E&P organizations, it became clear that even greater interoperability—especially among today's best-of-breed applications—would be necessary to ensure KINGDOM had an important place in geoscientists' increasingly heterogeneous workflows.



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*— Arshad Matin
SMT President & CEO*



After extensive research and modeling, SMT decided in early 2009 to expand its existing relationship with OpenSpirit. Why? "OpenSpirit has evolved significantly since the early years," Sutter notes. "Their integration framework is used by so many different oil companies and software providers, it would be virtually impossible for another solution to achieve the momentum and level of connectivity OpenSpirit offers today. Besides, the toolkits, processes and framework they provide have improved dramatically, making it even easier for developers like us to integrate."

"SMT invested the time to realistically model potential coexistence alternatives," explains Brian Boulmay, Director of Business Partners for OpenSpirit. "Therefore, once they selected OpenSpirit, we were able to define the necessary tasks very quickly. Because of SMT's vision, it has been extremely easy to work with their management, development, sales and marketing teams to deliver the solution their customers need."

The new strategic partnership has been systematically enhancing SMT's multivendor coexistence strategy in three ways: first, by improving the original KINGDOM data connector; second, by embedding OpenSpirit components in SMT's new KINGDOM

Data Management system; and finally, by creating a powerful KINGDOM Application Adapter to integrate with OpenSpirit-enabled G&G software from any other vendor.

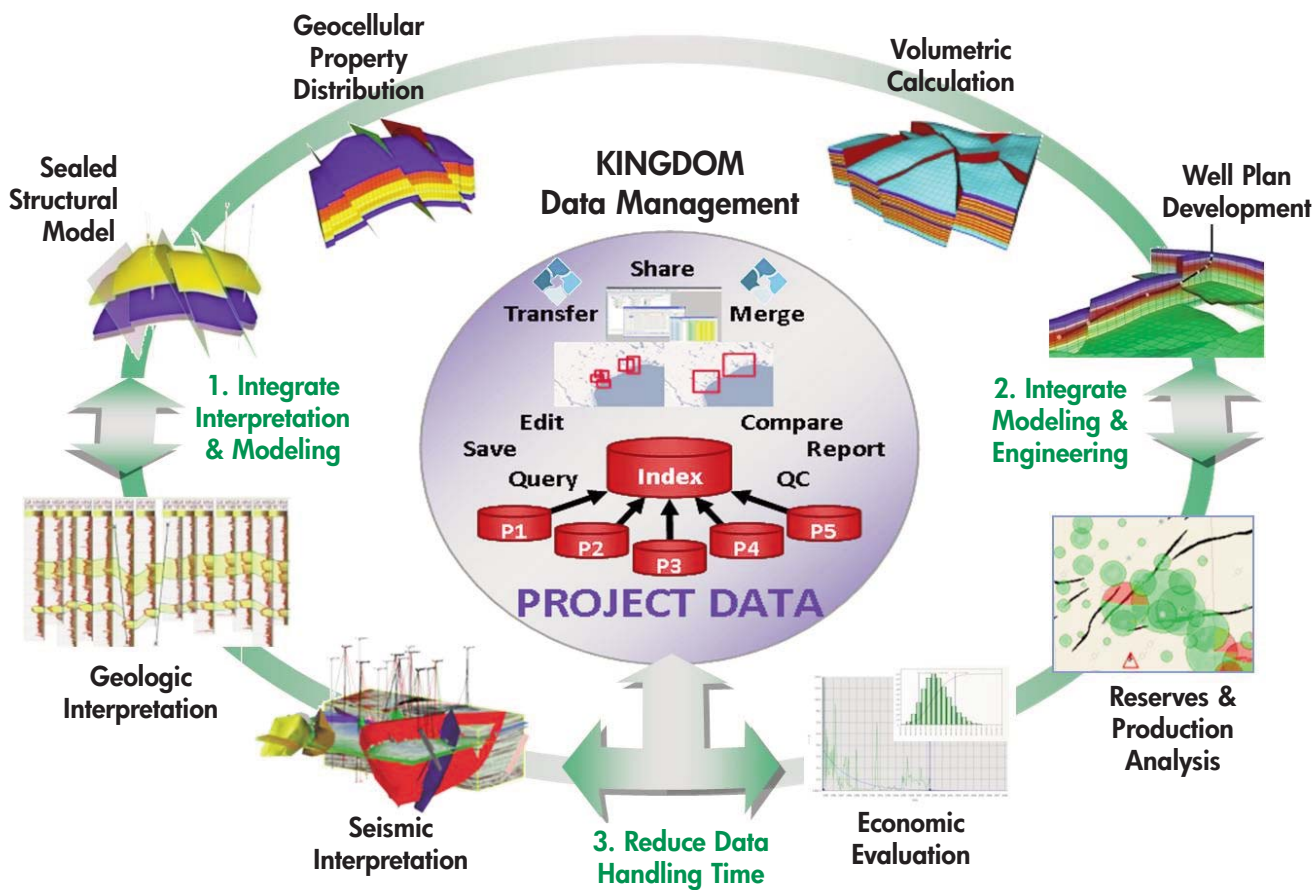
"OpenSpirit lets us focus on what we do best – making leading-edge geoscience easy to use."

– Kay Sutter, Product Manager, SMT

Multivendor Data Connectivity & Application Interoperability

In mid-2009, OpenSpirit and SMT released the enhanced KINGDOM data connector, which significantly improves performance and scalability for the growing number of SMT customers who are working on large, regional projects. By early 2010, SMT also introduced its next-generation KINGDOM Data Management system, with embedded OpenSpirit technology playing a critical role.

"For some time, we had a product that could scan, find and copy KINGDOM projects," says Sutter. "However, as copied projects became more numerous across customers' networks, we wanted to optimize the data transfer capability from one project to another, to reduce project proliferation. Working with OpenSpirit, we designed a solution: embedding OpenSpirit's Copy Manager tool as an OEM component in our new KINGDOM Data Management solution, officially released in January 2010." OpenSpirit tech-



Leveraging the OpenSpirit technology inside KINGDOM Data Management enables efficient, automated data transfer between multiple KINGDOM projects.

nology now enables efficient, automated data transfer between multiple large-scale KINGDOM projects, transforming coordinates and converting units on the fly, as needed.

“Now customers can easily see where projects overlap, select the delta, move only that data over, consolidate projects and clean up their environments,” she explains. “Many of our customers work in data rooms and bring several consultants in. With better tools, they can subset their data, and streamline those data management workflows. We’re hearing a lot of happy feedback as a result!”

Despite the value of new data connectivity and data management capabilities, G&G professionals would rather spend their time working within familiar interpretation applications. The new OpenSpirit KINGDOM Application Adapter, called KINGDOM Connect, is due for release by late 2010. It will enable SMT customers to interoperate seamlessly with other vendors’ applications—from directly within KINGDOM’s user interface.

“We’re taking cross-vendor connectivity to a completely new level with OpenSpirit’s Application Adapter Toolkit,” says Sutter. “OpenSpirit has provided tools and a whole lot of guidance into

our development process. We’re one of the first software vendors to build on their new toolkit, which nicely wraps up a set of common functions from OpenSpirit’s Software Developer Kit.” For the past year, she says, SMT has been broadening Tunnel O from a import/export tool to a full multi-vendor workflow tool with cursor tracking between applications, broadcast and reception of data events, and integration with industry-standard GIS systems.

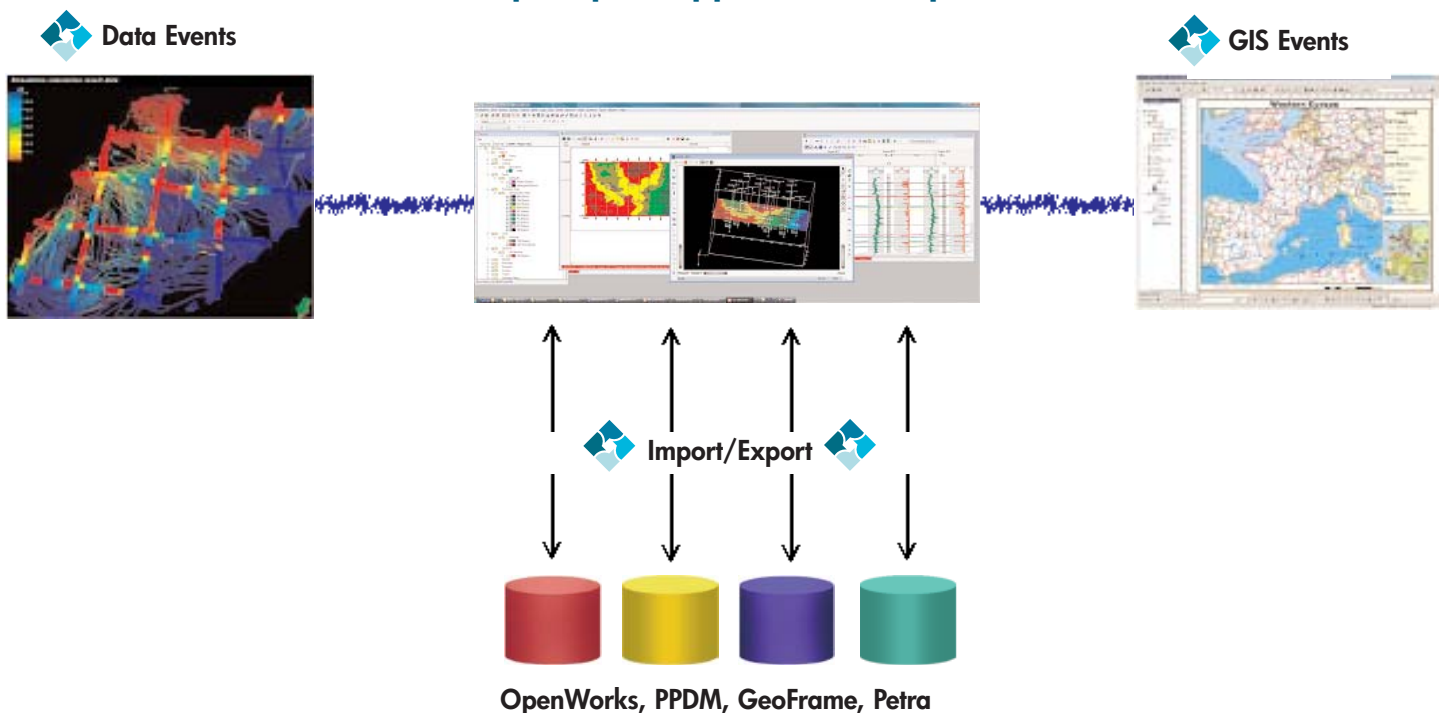
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“G&G companies are big users of GIS software like ArcGIS Desktop and ArcGIS Explorer,” she adds, “so connectivity with GIS environments has been a big request from our customer base. That turns out to be a pleasant additional benefit of interoperability through OpenSpirit.” Users can share GIS events between applications, and gain read access to their enterprise geodatabase with OpenSpirit’s SDE Data Connector.

More importantly, Sutter points out, multivendor connectivity is now part of the end user’s workflow, not just a data transfer process, no matter how efficient. “Interpreters working in KINGDOM can share data dynamically with other applications using the OpenSpirit framework under the hood,” she continues. “They don’t have to break their train of thought, get out of their software, and use a different tool to import and export data. It’s

KINGDOM Connect OpenSpirit Application Adapter



The new KINGDOM Connect will enable cross-vendor data selection events, as well as the additional benefit of GIS interoperability.

right in their face, right on their desktop. It is a seamless, user-driven workflow, instead of a separate data management function.”

With the KINGDOM Application Adapter, SMT users will be able to mix and match OpenSpirit-enabled applications in custom, best-of-breed workflows. “For example, a lot of companies are looking at how to use KINGDOM for seismic and geological interpretation in a workflow with Petrel modeling, and upscaling to Eclipse for simulation,” she says. “With application interoperability, they can interpret in KINGDOM, select a grid, right-click and broadcast it directly to Petrel, just like that—or GOCAD or any other application that has an OpenSpirit adapter.”

Much of the appeal in OpenSpirit’s unique vendor-neutral approach to interoperability, Sutter says, is that its application adapters are “spreading like wildfire.” Hence, the sheer number of name-brand E&P applications with which KINGDOM can integrate continues to grow. “We get broader coverage as more vendors integrate their products and services with OpenSpirit.”

The OpenSpirit Advantage

Large E&P organizations worldwide have invested considerable sums in existing data management solutions. “Along with KINGDOM, they all have OpenWorks, GeoFrame, Finder, PPDM and other master data workflows or corporate storage platforms,” Sutter observes. “Our new OpenSpirit connectors allow customers to maintain those investments, to keep managing information right where they have it today, easily pulling data into KINGDOM whenever they need it, and moving it back. OpenSpirit does all the heavy lifting in the background.”

As SMT President & CEO, Arshad Matin, states: “OpenSpirit is the only solution that provides a complete, vendor-neutral platform for E&P data exchange and application interoperability.”

“With OpenSpirit, vendors like SMT no longer need to build, maintain and support connectors to every single vendor out there,” Sutter emphasizes. “OpenSpirit lets us focus on what we do best—making leading-edge geoscience easy to use.”

As more E&P organizations investigate SMT, often because of ease of use and leading Windows-based technology, many are pleasantly surprised to discover the full range of geoscience capabilities available within KINGDOM today—from seismic interpretation to geologic modeling. “Ultimately, with OpenSpirit connectivity, our value proposition goes way up,” Sutter concludes. “We fit more easily into more organizations’ workflows than ever before. Because we coexist well with other vendors in their environments, it’s easy for customers to bring in KINGDOM and use our tools whenever and wherever they want. We couldn’t be happier.”



Enabling Cross-Discipline Collaboration in the Digital Oilfield

Increasing reservoir complexity demands comprehensive analysis coupled with excellence in science. Multi-vendor environments allow you to bring together the best tools to view the subsurface, making collaborative workflows and cross-discipline decisions a business imperative.

However, fundamental integration challenges still exist in our industry. Data locked away in diverse data stores, multiple legacy projects and inherited IT environments are a barrier to realization of this Digital Oilfield vision.

At OpenSpirit, our sole focus is integration:

- SOA
- Standards Based
- Platform Independent
- Vendor Neutral
- Event Driven

As the industry's undisputed open-integration standard, OpenSpirit is the key to achieving true workflow transparency.

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