



PPDM™

Oklahoma City Petroleum
DATA WORKSHOP

June 16, 2022

*The Era of
Consolidation*

AGENDA

“The Era of Consolidation”

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8:00-8:30 am	Registration Opens
8:30-8:40 am	Introductory Comments Melanie Crawford (Oklahoma City Leadership Team)
8:40-9:10 am	Welcome Remarks & PPDM Association Update Trudy Curtis (PPDM Association)
9:10-9:50 am	Keynote - El Toro, Millennium Force, Kingda Ka, and Energy Consolidation Adam Hutchinson (Stonebridge Consulting) <i>Over the past decade, we have experienced a roller coaster ride of M&A within the energy industry that rivals Dollywood's Lightning Rod. Segments of the ride have included expansion through startups, organic investment and inorganic acquisitions. As we have emerged from the last corkscrew of screams, consolidation across energy operators, oilfield services, software providers, and system integrators continues at a solid pace. We will examine the resulting opportunity delivered by consolidation as well as explore the potential for a whole new ride coming to a park near you soon!</i>
9:50-10:20 am	NETWORKING BREAK Sponsored by Texas A&M University's Masters of Geoscience Online
10:20-10:50 am	Fast-Tracking the Development and Deployment of Workflows and Data Lakes to Quickly Develop New Energy and ESG Operations Susan Nash (AAPG) <i>This presentation uses new data management and analytics techniques to develop workflows that allow operators to optimize their assets and conduct carbon management in a scalable, affordable way. Specifically, it addresses strategies to rapidly identify and develop lower-risk conventional oil and gas reservoirs and other opportunities (CCUS, energy storage, local electricity generation, etc.) within the footprint of an unconventional field or block of acreage using a multi-pronged analytics approach. The approach is predicated on a guiding vision of a world with efficient, economical, and innovative ways to produce energy that fully uses analytics tools and existing infrastructure to simultaneously optimize oil and gas reservoirs, reduce emissions, clean up the environment, build capacity using rapid collaborations. We look at one example of optimizing resources on leases that where there is Haynesville production and there could be production in the shallow zones (Upper Jurassic Cotton Valley and Cretaceous Hosston, Sligo, Pearsall, Woodbine) and multiple other opportunities, which can be analyzed by bringing together data for analysis, and then analyzed again within a geospatial framework. The example involves a 4-phase approach with at least 16 milestones for the data architecture, machine learning transformation of the data, and final geospatial analysis and display with GIS.</i>

To Our Volunteer Leadership Team - Thank You

The Oklahoma City Leadership Team has been invaluable in the creation and execution of the 2022 Oklahoma City Petroleum Data Workshop. These amazing individuals are key to the building of the Oklahoma energy data community and we sincerely appreciate all their efforts:

- Melanie Crawford (Chair)
- Tricia Ruud (Secretary)
- Jenifer Wick
- Lindsay Gowan
- Lee Elliott
- Dara Oney
- Anne Emberson
- Andy Reinert
- Chris Cox
- Shana Swirin-Miles



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<p>11:00-11:30 am</p>	<p>Enablers for Consolidation</p> <p>John Pomeroy (The FerVID Group)</p> <p><i>Evolving data management challenges driven by potential data challenges imposed by M&A activity, and shifting business focus and priorities (CCS, LCV, geothermal etc), combined with COVID-19 pandemic constraints mean that there is an opportunity and a growing need to consider the why, what, who, and how of energy sector data management. In particular, M&A activities necessitate integrating large volumes of legacy company data - this can be especially challenging given disparate data management practices, data governance approaches and maturity, conflicting system and IT landscapes and a limited and expensive tool chest for wrangling complex data types.</i></p> <p>Some key approaches include:</p> <ul style="list-style-type: none"> • <i>Opensource and low/no code tools for handling standard formats, data analysis, data engineering, mapping, transformation, DQ, ETL, ML, workflow management.</i> • <i>Process automation.</i> • <i>Value analysis and strategic data governance and prioritization.</i> <p><i>These approaches are complementary and enable the following:</i></p> <ul style="list-style-type: none"> • <i>Timely gathering and integration of incoming data from acquired companies, with techniques that also support access to data from data rooms, partners, etc.</i> • <i>Reduced end-user NPT and smoother organizational transition.</i> • <i>Aligning of data management activities with actual value proposition.</i> <p><i>Taking a holistic strategic view and leveraging the burgeoning range of opensource tools available nowadays helps weather the storms of evolving business climate and unlock higher enterprise value from data management teams.</i></p>
<p>11:40-12:10 pm</p>	<p>Enterprise Data Management in the Era of Consolidation</p> <p>Seth Tribbey (S&P Global)</p> <p><i>We have been in a new era in the oil and gas industry for the last decade. An era unlike the last 30 years in our industry. Despite three significant commodity price recoveries since 2010, the number of employees in the industry have declined by almost half (43%) rather than growing along with commodity price as in the past. This is in major part due to consolidation of companies and the assets they own and operate alongside pressure from investors to operate within cashflow. The hiring sprees of the past appear to be gone for the foreseeable future. At the same time, we are entering into a new era of data management in oil and gas. We have seen the transition from desktop/project focused data management in the 90's to server focused trends in the 2000's, to the emergence of SaaS and data lakes/warehouses in the cloud in the 2010's, to the beginning of the era of data automation through AI and ML today. The evolution of data management through these eras has led to bloated application landscapes, considerable technical debt, reliance on manual data-focused workflows, and lack of agility - limiting ability to embrace automation. Trends have shifted from custom, numerous point solutions and staff to support them to data movement, data quality, and analytics being largely driven by AI and ML. As a result, the second consolidation trend we are seeing in the industry is a consolidation of software in-use and the redundant infrastructure, data, and custom code that supports it. Most upstream operators have a similar suite of applications in place and as such oil and gas software has been somewhat commoditized. Unlocking the value of data that is created, flowing between, and consumed by these applications to make better, faster decisions than your peers is the true key to differentiating yourself from your competition and embracing automation, not the specific piece of software you choose. However, in the era of consolidation, the data tells we must do so efficiently and with fewer resources than ever before. Because of the way oil and gas companies work with diverse disciplines, data types, and applications, an enterprise approach is required to pivot to this era of automation and to unlock the value of your organization's data. In this presentation we will discuss these trends, why data is the differentiator in the era of consolidation - not software, why an enterprise approach to data management is necessary in oil and gas, key elements of enterprise-oriented data solutions, and best practices for taking an enterprise approach to data management to ensure your success.</i></p>

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12:10-1:00 pm	LUNCH BREAK
1:00-2:00 pm	“The Era of Consolidation” Interactive Round Table/Panel Discussion Trudy Curtis (PPDM Association), Adam Hutchinson (Stonebridge Consulting), Virginia Hullinger (Oklahoma Corporation Commission), Susan Nash (AAPG), Seth Tribbey (S&P Global), Melanie Crawford (Red Rock Resources) & John Pomeroy (The FerVID Group)
2:00-2:15 pm	NETWORKING BREAK Sponsored by WellDatabase
2:15-2:45 pm	Securing Your Data from Insider Threats and Malicious Actors Andrew Lemon (Alias) <i>Should the new hire be able to access Executive Salaries? Is your API leaking all your secrets? Data security is the practice of protecting digital information from unauthorized access, corruption, or theft from malicious individuals. Ensuring the security of your data encompasses every aspect of information security from physical security of devices to administrative and access controls. It also includes organizational policies and procedures. In this presentation, you’ll learn how an attacker views your data and why it’s important to protect your data and how you can make sure it’s secure in the era of consolidation.</i>
2:45-3:00 pm	Closing Remarks, Trudy Curtis (PPDM Association)

Sponsor Spotlight - PakEnergy (Workshop Sponsor)

PakEnergy, LLC offers best-of-breed, cloud-based business automation software for independent oil & gas upstream and midstream companies, including E&P operators, crude oil purchasers, transporters, haulers, investors, and accounting firms. Founded in 1986 and headquartered Abilene, Texas, PakEnergy serves over 2,000 customers primarily in North America. With its staff of experienced software developers and oil & gas accounting and land professionals, PakEnergy automates the most complex business processes, reduces operating costs, saves time, and increases profitability while providing customers with the reporting, analytics and decision support systems that were once exclusive to the major integrated oil companies.

Land | Production | Accounting | Transportation. The Pak Has Your Back!

For more information and demos, please visit PakEnergy.com.



Sponsor Spotlight - WellDatabase (Break Sponsor)

WellDatabase|Next General Oil and Gas Tools

WellDatabase puts the entire industry’s knowledge at your fingertips. We combine all public North American oil and gas datasets with next-generation analytics tools to enable you to monitor and visualize what is happening across the industry as well as decipher new opportunities. Whether you are a producer, service company or investor, this easy to use and comprehensive dataset will provide the knowledge needed to advance your business. Using either our simple filters or our intuitive GIS interface, you can instantly generate detailed reporting for any group of wells.

With the option of unlimited data, unlimited files, and unlimited exports, WellDatabase is the best oilfield analytics platform to capitalize on all the available industry data. Whether you are in exploration, production, midstream, oilfield services or investing, WellDatabase provides the most comprehensive data solution in the industry, including permits, completions, production, and frac data. What’s more, our powerful analytics engine enables you to compare and analyze production and type curves by field, operator, basin, or formation down to the well level. WellDatabase has proprietary algorithms for allocating to the well level to generate cleaner and more accurate information.

You need oil and gas data to compete, but it can be painful. It is expensive, the systems are complicated and the contracts are prohibitive. WellDatabase gives you simplified access to data, tools to get the answers you need, a price that makes sense, and no contracts. Stop wasting your time and money digging for data and focus on your business. Simply log onto www.welldatabase.com to request a trial or a demonstration.



