

An abstract graphic consisting of several overlapping, flowing, curved shapes in shades of light blue, teal, and green, creating a sense of movement and transition. The shapes are layered, with some appearing in front of others, and they curve upwards and then downwards, resembling waves or a stylized 'C' shape.

# **Transition: Embracing the Future**

## **The PPDM Association Strategy Position 2022 - 2027**

# Introduction to the PPDM Association

Technology advances have made it possible to improve the energy industry's productivity, efficiency and social credibility. Business paradigm transformations, driven by climate change and environmental accountability concerns, engage the industry in the boardroom, in the field, and courtroom alike.

Demands for trusted, integrated, reliable and accessible data to fuel industry transformation recognize data's place as a critical strategic asset. This urgent need for "good" data drives demand for competent and capable data professionals who are supported by a powerful foundation of data standards and professional development.

With a **30-year history** of delivering industry-leading standards and professional development, the PPDM Association is uniquely positioned to be at the forefront of development. The PPDM Association works with the PPDM Association Council of Chairs, committees, work groups and hundreds of volunteers to develop **three primary pillars that support data capability**.

A globally connected **(1) Data Community** works collaboratively to develop **(2) Data Resources** that drive data's strategic usefulness and interoperability. The competency and capability of **(3) Data Professionals** is developed and verified, ensuring access to qualified, portable experts.

These experts steward data as a strategic asset that supports both the immediate and long-term needs of industry across the energy spectrum.

Each of the **three PPDM Association Pillars** is grounded in member driven program families that support data systems that are accessible, trusted and ready to use.



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### ABOUT US

The PPDM Association is the global, not-for-profit society within the energy industry that provides leadership for the professionalization of energy data management through the development and dissemination of best practices and standards, education programs, certification programs and professional development opportunities.

30+

Years of experience

19,800+

Community supporters

130+

Countries are part of PPDM's global reach

1,000s

PPDM volunteers have collaborated to build products and services that benefit industry

### SUMMARY

Formed by Industry  
October 1991

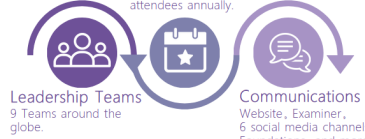
Governance  
Volunteer Board of Directors  
Elected by members

Status  
Registered Not-for-Profit

Locations  
HQ Canada  
Members Global

### DATA COMMUNITY

Events  
6 event types for 1,000+ attendees annually.



Leadership Teams  
9 Teams around the globe.

Communications  
Website, Examiner, 6 social media channels, Foundations, and more.

### DATA AND PROFESSIONAL CAPABILITY

Well Identification Standards - Global, US, Canada

Technology Neutral Data Objects - Framework, Reference lists, Data Rules, Objects

Semantic Standards - Taxonomy, What is a Well, What is a Completion, Well Status, What is a Facility

PPDM Data Model - 14 Versions containing over 60 business knowledge areas

1990 2010 2012 2014 2016 2018 2020 2022

PPDM Learning Program - 6 Learning categories, 39+ classes

Certified Petroleum Data Analyst (CPDA™) - Global adoption

Competency Framework - (3 versions) - 15 competency families

PD Resources - Job descriptions, compensation studies, etc.

### MEMBERSHIP

Companies

Professionals

Regulators

Educators  
Students

# Overarching Position Statement

This document describes the five-year strategic plan that guides the framework underpinning the PPDM Association’s three Pillars.

## Intent (What we plan to do)

The PPDM Association will support the entire energy value chain: Petroleum, New Energy, Environment, and Technology.

We will leverage the PPDM Way to expand our circle of influence and develop data standards, enable knowledge sharing, and provide professional development for data professionals and data consumers across the energy industry.

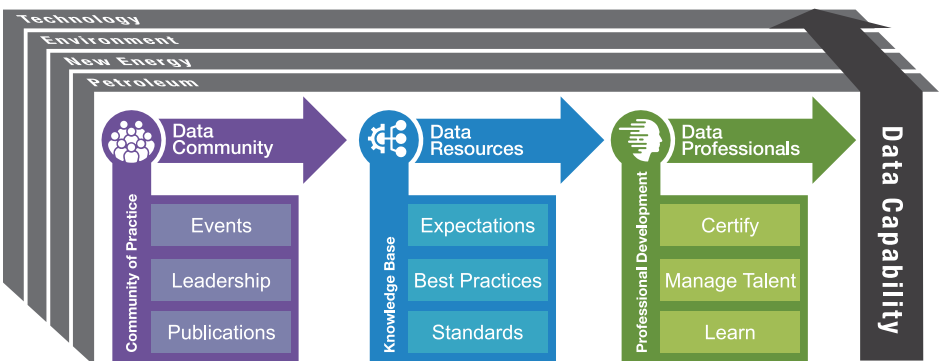
## Value (The benefits to industry)

The PPDM Association’s proven methodology provides leading data best practices and standards that, when deployed consistently by data professionals, can accelerate adoption across the energy spectrum.

## Impact (Positive outcomes that directly impact industry)

PPDM Association standards and professional development programs ensure that baseline data practices are in place to support interoperability. Better data, stewarded by qualified data professionals, offers competitive advantages that include increased professional productivity, decreased operating costs, reduced risk, improved social responsibility, and better use of capital. Outcomes include consistent data definitions, standards, training which supports better analytics and better data to make more informed business decisions in energy.

Competent data professionals are more resilient in a changing industry, have greater portability and reduced time to productivity.



## **Our Vision**

The PPDM Association is the not for profit, global society that enables the development of data professionals, engages them in community, and endorses a collective body of knowledge for data capability across the energy and natural resources industry.

## **Our Commitment**

The PPDM Association will continue to serve data management and business workflows that support a responsible and efficient energy industry including the growth into renewable energy.

## **Our Future**

As the energy industry transforms, the PPDM Association's members and core strengths position us to ensure that the necessary foundation for data is in place. The PPDM Association will leverage and continue to nurture the petroleum industry, while expanding our scope and remit to include New Energy, Environment and Technology, accelerating development in these new areas with our experience and knowledge.

## **Our Strategies**

The PPDM Association strives to develop, define and align our programs and services consistent with the evolving trends and requirements across the energy and natural resource industry and its data professionals.

## **Our Methods**

Annually, the PPDM Association works with the PPDM Association Council of Chairs, committees and work groups to bring together plans specific to each objective. Through member engagement, goals and objectives are tested to ensure that they help resolve current business challenges in the energy spectrum and proactively lead efforts based on trends faced by industry today and into the future.

The PPDM Association methodology is grounded in "The PPDM Way," described at <https://ppdm.org/ThePPDMWay>.

# Energy Industry Domains

## Petroleum

## New Energy

Intent

Continue to support data professionals in the petroleum industry with work as defined in “the PPDM Way.”

Lead the “What is a Facility” PPDM work group to support regulatory reporting and clarity through the facility life cycle and add other work groups based on industry and member demand.

Develop data standards, enable knowledge sharing, and provide professional development for new energy opportunities.

Leverage and expand upon existing taxonomy, semantics, reference lists, data and business rules, technology neutral data objects.

Build a portable, flexible energy data professional community.

Value

Better petroleum data, managed by qualified professionals, helps increase productivity, lower the cost of operations, reduce environmental and legal risk and improve social responsibility.

Leverage industry’s investment in the capability of each data professional’s capabilities by deploying them into new opportunities as they arise.

Accelerated data consistency for common, technology-neutral data objects, and interoperability for emerging energy data and increased regulatory oversight and regulation.

Clear semantics and agreement defining “good” data reduces data attenuation.

Align with SMEs from other energy verticals (mining, solar, etc.) to develop standards that support business capabilities.

Impact

Digital innovations return consistent data value faster when PPDM Association standards and best practices are used to improve data capability through a multi-stakeholder life cycle.

Technology advances can be adopted independent of data systems when the PPDM Association’s technology neutral data object definitions support data portability.

Industry need for powerful data systems to support expanded energy demand are supported by remediating existing standards or best practices in these new areas.

Broadly impactful, strategic standards and best practices and professional development programs will support continuity across all energy segments.

## Environment

Broaden support for data standards to support interaction with, and conservation of, environmental resources.

Identify gaps or challenges that result in data attenuation, loss of data integrity, or lack of clarity.

Assess and leverage existing materials that can be supplemented or repurposed to support environmental responsibility.

Existing PPDM Association standards and best practices will enable environmentally-focused projects, such as Carbon Capture and Storage (CCS) injectors, to be implemented and adopted more efficiently and without starting from scratch.

Accelerated development and adoption support of new standards through the application of powerful PPDM Association methodologies.

Critical industry demands for high quality, consistent and auditable data that is flexible enough to meet complex and variable regulations, can be addressed by strong collaborative programs grounded in “the PPDM Way.”

Regulatory agencies align with, recognize, and leverage PPDM Association developed standards to support better compliance.

## Technology

Focus on data and technology-neutral data objects that express data as a strategic asset which can be leveraged by industry.

Represent the Association’s focus on data capability and advise on its standards in Open Subsurface Data Universe (OSDU™) Forum meetings. Lead or participate in OSDU™ Forum teams and other data critical forum programs.

Build an energy-centric resource pool of data professionals.

Strengthened competitive advantages arise from strategic, technology-neutral data foundations supported by data preparedness, allowing technology to be deployed quickly and reliably.

Certified data professionals are effective in supporting digital engineers as they build innovative data platforms and resolve data-related technology problems.

Ensure the successful deployment of data within new and emerging technologies using data objects, data definitions, and reference data established through work groups led by PPDM Association members and volunteers.

Ensure that data professionals are equipped to support new technology deployment faster, more effectively, and with more reliable data.

# Pillar 1: Data Community

## Publications

## Leadership

Intent

Develop practical communication tools that broaden the knowledge of each audience.

Present technical standards and best practices with clear, relevant documentation.

Broaden community knowledge through collaboration and technical or learning programs.

Connect the community independent of region or travel.

Data professionals assume leadership roles within their community and companies, increase their knowledge and expertise, understand current trends, expand their network, and develop their personal skills and knowledge.

Community leaders represent the needs of regions to the PPDM Association for consultation when developing and deploying programs.

Value

Website and social media form an accessible online environment to communicate across global networks.

Journals and newsletters share information, ideas and best practices.

Technical publications and white papers provide a consumable learning environment and support learning programs.

Provide a focal point within each community to help organize and lead local communities, taking into consideration their specific business, economic and social needs.

Business and data experts are connected in a global framework of committees or work groups based on the interests and skills of each participant.

Impact

Data professionals around the world benefit from access to practical, consumable information, standards and best practice materials that help them be productive and effective.

International exposure is supported through authorship of papers, participation in events and collaboration in PPDM Association programs.

Global and regional industry needs are articulated by the connected, visible leadership community in the PPDM Association Leadership Teams, Council of Chairs, and Board of Directors for deployment into appropriate and relevant programs.

This network of industry leaders allows professionals to learn from each other and leverage industry experience to position their projects for success.

## Events

Create and grow a strong, connected network of data professionals from different regions, organizations, levels of experience, technical background and aptitudes.

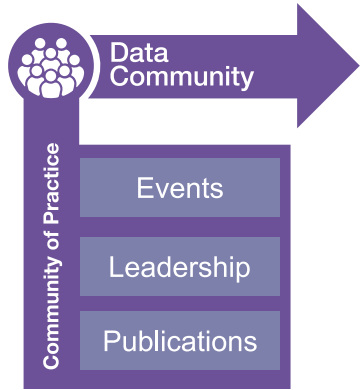
Encourage interactivity and stronger networking and learning opportunities.

Identify and support community segments that are regionally dispersed or otherwise under-supported.

Subject matter experts across the globe work collectively to build trusted networks that allow knowledge sharing. The resulting standards and best practices or professional development programs benefit all stakeholder groups.

A globally robust, trusted economy of producers and consumers is grounded in the neutral, mutually beneficial PPDM Association community.

Swift access to a global marketplace of products and service providers allows industry to select best in class systems that address consumer needs.



-  Develop leadership skills
-  Community resources
-  Successes (and failures)
-  Networking and dialogue
-  Share knowledge
-  Find products / services
-  Build trusted relationships
-  Learn from each other
-  Talent acquisition

# Pillar 2: Data Resources

## Standards

## Best Practices

Intent

Expand standards, such as data definitions, data objects, reference lists and data rules, to include additional subsurface, surface operations, alternative energy, environmental or carbon capture needs.

Focus on how data is used and interpreted using common data platforms, data analytics, Artificial Intelligence (AI), and Machine Learning.

Expand best practices focus areas such as semantics, taxonomies, data auditability, and reference lists to alternative or new energy and environmental disciplines.

Provide methods and recommendations that support resolving and reconciling differences in various data stores, regulations, dialects, or technologies.

Value

Differences between vocabularies, methods and technologies used to store, transfer and use data can be accommodated and reconciled.

Standards create a foundation of competency and capability for data professionals that supports job readiness and supports better data results for employers.

Materials and tools aid data professionals in the development and implementation of data programs that accommodate interoperability, usefulness, and trust for data users.

Best practices provide a globalized foundation for competency and capability in data professionals that will provide a reduction in time between recruitment and “value add” for new data professionals.

Impact

Data readiness, trust, efficiency, interoperability, agility, and reliability are supported when practical PPDM Association standards and best practices are deployed by industry.

Users of the OSDU™ Platform, or other technology environments, benefit when robust data standards (such as reference lists or data rules) are incorporated.

Core data competencies and knowledge of best practices allow data professionals to develop skills that are broadly applicable.

Companies benefit when their data strategies are free of local bias in favor of globally developed robust systems.

# Expectations

Develop an aligned family of products that enable clear, measurable expectations about data content and behaviour to be set in contracts or other legal instruments.

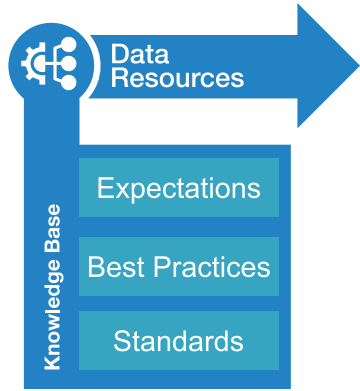
Create a code of conduct for data professionals to support their development and deployment as a trusted and essential asset.

Clear expectations allow data professionals to specialize in critical value-added data processes, rather than repeatedly verifying and fixing data.

Professional code of conduct validates industry’s commitment to high quality data in an efficient and unattenuated data ecosystem.

Data attenuation can be controlled through the use of data auditing mechanisms that support measurable conformance to PPDM Association data objects definitions that are the foundation for how “well formed” data behaves.

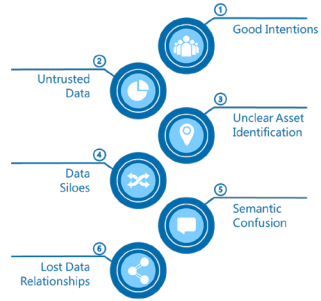
Industry benefits when data professionals adhere to a code of conduct that supports an integrated, collective approach to data governance.



## The Data Ecosystem

PPDM Association standards and best practices work in critical data ecozones to help industry build healthy, resilient data ecosystems that support digital transformation through data interoperability, technology preparedness and strong data competencies.

## Critical Data Ecozones



## Technology Neutral Data Objects



# Pillar 3: Data Professionals

## Learn

## Manage Talent

Intent

Deliver “best in class” learning programs grounded in competency and capability development for data professionals throughout their career.

Deliver competency-based reskilling programs that focus on data knowledge and build additional business-centric data knowledge as needed.

Recognition of data professions as a professional career choice that is grounded in the technical or ethical standards.

Build professional discipline materials that enable recruiters and candidates to match competency and capability profiles with greater reliability. This will increase confidence in recruiting campaigns, encourage retention of useful skills, and reduce onboarding time.

Value

Core competencies and capabilities help data professionals develop data strategies and plans that position employers for successful data governance and data management programs.

Learning programs grounded in industry standards and best practices position data professionals to converge in core practices for improved consistency and trust.

Clear, collectively developed resources, such as job descriptions, career ladders, compensation frameworks, and professional development plans, help energy companies to be efficient and aligned with industry expectations.

Professionals benefit when they understand how their skills and knowledge position them for work placement and provide agility as industry transforms.

Impact

Employers and data professionals benefit by deploying collectively developed programs tuned to many learning environments and the needs of many industry sectors.

Industry needs for a portable, accessible pool of data professionals with verified knowledge are supported through exams and other skill verification mechanisms.

Mobilize and leverage data professionals through career frameworks that leverage and expand on existing skill sets.

Support industry and data professionals to embrace new data roles, such as data scientist, or data engineer.

Understand the shifting landscape of recruitment and reward systems.

# Certify

The Certified Petroleum Data Analyst (CPDA™) credential is the primary globally recognized verification of data competency in the energy industry.

Build additional programs that are relevant and practical for industry and data professionals as industry evolves to broader energy portfolios.

Support recruitment and preparation needs for CPDA™ candidates.

Certification provides verification for core standardized expectations of proficiency, knowledge, and skills needed by data professionals.

Certification provides employers with opportunities to make better-informed talent management decisions, accelerate job readiness, and save money by leveraging verified and maintained skills.

Expand the resource pool by encouraging the growth, development and verification of new competencies.

Build career resilience for data professionals that enable movement within industry as the economy shifts and transforms.



## Certify Your Petroleum Data Analysts

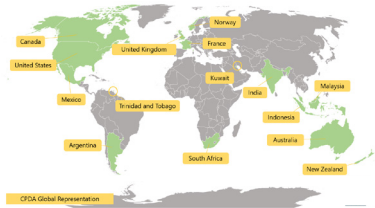


### Certified Petroleum Data Analysts (CPDA™)

- |                       |                |
|-----------------------|----------------|
| Elevate your Business | Add Value      |
| Leverage Standards    | Accountability |
| Career Resilience     | Reduce Risk    |

#### Competencies

- |                         |                          |
|-------------------------|--------------------------|
| Data Governance         | Spatial Data             |
| Data Analysis           | E&P Life Cycle Processes |
| Data Quality Management | Master Data Management   |
| Data Security           | Communication            |



### Competence and Capability Framework

Three core PPDM Association Committees collaborate to develop an end-to-end framework for professional capability, resiliency and portability. PPDM job descriptions, competency frameworks, learning opportunities and professional development pathways benefit both data professionals and employers.

# Working Together to Build Tomorrow

Through the health, social and industry challenges of recent years, the PPDM Association has remained firmly convinced that the petroleum industry will be a critical sector for the foreseeable future. Industry is also expanding in new energy and environmental stewardship. We are committed to powerful data ecosystems that are supported by qualified data professionals, so that technological advances can be leveraged for transformation.

The skills, knowledge, experience, and proven methodologies ingrained in the PPDM Association's membership will strengthen growth and diversity. We will continue to work with you to evolve, support, and develop best practices and standards that can be leveraged through data's lifecycle.

The capture, management, and assurance of data across the energy spectrum will demand diversity in our practitioner base. Dynamic domain knowledge will be a critical enabler to the future of energy.

**The PPDM Association is doing critical work to meet expanding data needs in an ever-changing energy industry landscape.** The PPDM Association is well positioned to lead the entire energy industry in defining data standards, developing data professionals, and accelerating adoption and commonality across the energy value chain.

Your membership supports the work of the PPDM Association to be sure that data is a viable and valuable asset that enables business transformation.

There are many opportunities to participate in this work, and to benefit from the outcomes. To learn more, contact us.



Lead

Participate



Contribute

Review



Adopt

Feedback



Learn

**info@ppdm.org**  
**www.PPDM.org**

# Our Volunteers Are Our Future



Hundreds of PPDM Association members volunteer their time and expertise to develop products and services that improve data and support data professionals.

The value of volunteer investment is immeasurable. From industry experts with decades of expertise, to eager young data professionals, every volunteer brings energy and excitement to the work the PPDM Association does.

As their interest dictates, volunteers may participate in strategic, technical, professional development and community building programs. Truly, volunteers are the life blood of the PPDM Association.

## PPDM ASSOCIATION 2021-2022 HIGHLIGHTS

### DATA COMMUNITY

- 1,344 attendees at 39 virtual and physical events.
- 9 leadership teams.
- 12 Data Examiners with 8,000+ subscribers.
- 6 Social Media channels with 9,800+ followers.

12 BOARD OF DIRECTORS



### DATA PROFESSIONALS

- Data Analyst Competency Framework published.
- Job Market Survey Results live dashboard launched.
- 2 New classes launched.
- 5 CPDA events hosted.

### DATA RESOURCE

- 200+ Reference Value lists published.
- 3,256 published rules, 221 rules in review.
- 5 Data Objects.
- 9 Publications in Best Practices and Standards.

Thank you to our volunteers.



**The PPDM Association** exists to create a global professional community of practice for those who manage oil and gas data and information as an essential asset using a collectively developed body of knowledge.

In collaboration with members, the PPDM Association delivers events, publications, professional development programs, and standards that support interoperability of people, processes, and data.

Contact us for more information:

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