Digital Oilfield Virtual Summit
WORKFLOW TRANSFORMATION

CONFERENCE PROGRAM
GUIDEBOOK AND AGENDA

LIVE ONLINE:
NORTH AMERICA: September 12, 2012
EUROPE/MIDDLE EAST/ASIA: September 13, 2012
ON-DEMAND: September 2012 ONWARDS

Safe, Faster and More Accurate Decisions for E&P

Services works with companies like yours to improve business processes, optimize operations, and facilitate effective technology adoption in the E&P environment.

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OPTIMIZATION

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Conference Agenda

Digital Oilfield Virtual Summit "Connectivity & Infrastructure Security" AGENDA

	Wednesday	Thursday
	12-Sep-12	13-Sep-12
(All session times include post-presentation Q&A period)	(Americas)	(EMEA)
	US PDT	UK BST

<u>Live Keynotes</u>

Workflow Transformation Comes of Age	9:00am	9:00am

Dr. Julian Pickering

Director

Digital Oilfield Solutions Ltd

This presentation is an introduction to the Workflow Transformation Virtual Summit. It considers the critical steps to executing a successful Digital Oilfield workflow transformation, extracting business value from it and building the required competence to support the new workflow. Julian Pickering considers some typical oil and gas workflows and looks at improvements that have been realized already through workflow transformation. Other industry sectors, such as automotive, have been forced to adopt novel automated workflows to remain competitive and there are significant learnings that the oil and gas industry can take from their experiences. It has now been demonstrated that workflow transformation is the essential component that enables Digital Oilfield to deliver a much higher level of operational performance.

Improved Decision-Making Using Next-Generation Workflow Automation	9:30am	9:30am

Justin Healy

Practice Manager for Intelligent Operations

Halliburton | Landmark Software & Services

The volume of information that asset managers, engineers, and operators must access to make decisions has grown dramatically in recent years, increasing the complexity of the decision-making process. Asset management teams have addressed this complexity by using comprehensive automated workflows. The next generation of collaborative workflows—the key element of the digital oilfield— is empowered through the use of artificial intelligence artifacts, such as proxy models and neural networks, coupled with a visualization engine for effective visual data mining. This state-of-the art approach not only saves time, it increases production, and reduces costs. Learn the principles and strategies for implementing next-generation automated workflows.

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Analytics Driven Workflow Transformation   **10:00am** **10:00am**

Co Presented by:

Barry Taylor

and

Simon Brock-Gunn, Senior Managing Consultant

IBM Global Business Services

Digital oil field workflow continues to automate collection, verification and validation of the right data so the right people have it at the right time in the right context. However as investments and capabilities continue to grow, particularly with respect to Smarter Wells and Smarter Assets, oil and gas companies have new opportunities to turn this information into actionable insights from these efforts. While traditional fit for purpose analytic tools function very well for the purpose they were originally designed for, these tools struggle to manage the sheer data growth. And, Smarter Assets produce challenges in how to manage the tremendous growth in data volumes, both structured and unstructured. However, new technologies in Real Time Analytic Processing, Complex Event Processing, Pattern Recognition, and Data Mining can be applied to deliver value from the asset. In this session we will discuss how these technologies are enabling the use of "actual vs expected" scenarios, running analytics on data before it is stored, and how data can be mined in order to drive new insights for work transformation.

Networking: Ubiquitous? Or Indiscriminate?   **10:45am** **10:45am**

Andrew Ginter

Director of Industrial Security

Waterfall Security Solutions Ltd.

Today's headlines include "The Network Is The Computer" and "Smart Sensors Everywhere" and "Relax And Leave The Driving To Your Car." Computers are everywhere, and networks are all inter-connected. Oilfields, pipelines and refineries are no exception - you can see your latest production figures on your cell phone after all. But - is it safe? As a rule, all connections which allow data movement also introduce safety risks. Don't ask a corporate security guru, or a consumer guru how to fix this - they'll just tell you to put in a bigger firewall. Corporate and consumer networks driving the interconnectedness trend do not control large, dangerous physical systems. Many security experts are on record as saying "network isolation is dead." They are right and they are wrong. They are right that data has to move -- silos cost too much. They are wrong though, because data movement must not put safety-oriented networks at risk. Experts, executives and engineers alike need to become aware of both risks and solutions. This high-level discussion outlines both risks to safety-critical software, and high-level concepts which must be incorporated into solutions, in order to protect safety-critical systems and networks.

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Connect People, Process and Technology with Workflow for Intelligent Operations

Dan O'Brien

Global Director Collaborative Software Solutions

Honeywell Process Solutions

	11:30am	11:30am

Technology, better processes, and connecting people can help transform your business and achieve intelligent operations. Now more than ever, companies are able to bring data together with workflow management technology and processes to drive intelligent operations. During this session, you'll learn more about the challenges of workflow management in the oil and gas industry as well as ways to overcome these challenges. Case examples will be provided that show how customers today are utilizing new technologies, like Honeywell's Intuition® Executive software, to achieve intelligent operations. If you have asked yourself, "what if I could make decisions to run my operations better, work together in new ways, see opportunities sooner, and operate with the confidence of seeing the right information when it can make a difference?" Then this session is for you.

<u>**Track Sessions**</u>

Using Semantics and Open Standards to Make Work Flows Really Work

	12:00pm	12:00pm

David Bruce Cameron

Senior Managing Consultant-Chemicals & Petroleum

IBM Global Business Services

Effective work flows in the upstream industry require information from multiple sources. Typical sources for are ERP, control systems, design systems, engineering database, drawing archives and simulators This presentation shows how IBM uses set of semantic models and open standards in a pragmatic way to support work flows that really work and to transform the way upstream workers do their job. This session provides an overview of the relevant standards and describes how IBM has implemented them so that they can support work process transformation, Examples are given that cover a variety of upstream disciplines, including well engineering, facilities engineering, production operations and maintenance.

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Integration of Competencies Can Deliver More Comprehensive Production Workflows	**12:45pm**	**12:45pm**

Miguel Rodriguez Villamizar

Production Management Consultant

Halliburton | Landmark Software & Services

The design, implementation, testing, and deployment of a production workflow solution require the teamwork of two important teams:
- The domain engineering team, that is, the domain experts who define the solutions to be implemented in the production workflows; and
- The IT team—those IT specialists responsible for transforming the domain team's solutions into actual technological tools that can be used for asset operation and management.
This session will illustrate how collaboration between these teams is critical to the successful development of truly comprehensive production workflows. Such workflows can optimize the decision-making process, generate improved production efficiencies, increase production, and reduce costs.

The Microsoft Upstream Reference Architecture	**1:15pm**	**1:15pm**

Dr. Ali Ferling

Managing Director, Worldwide Oil & Gas Mining Business

Microsoft

Dr. Ali Ferling, Managing Director of Microsoft's worldwide oil & gas and mining business, will discuss how Microsoft is working very closely with industry partners to enable oil and Gas professionals to be more productive. One key example is MURA, the Microsoft Upstream Reference Architecture initiative. This initiative has the goal to drive more interoperability into Oil & Gas Upstream.

Case Studies

Real-Time Well Test Validation – An Automated Workflow Case Study	**2:00pm**	**2:00pm**

Simon Finlaison

Senior Managing Consultant

Halliburton | Landmark Software & Services

Well test validation is a fundamental activity in asset operations. However, real-time well test validation workflows need to handle multiple sources of test data, coming in at varying frequencies and being analyzed by different personnel. All this needs to be in one system to provide the efficiencies expected in real-time analyses. This case study describes an active, real-time well test validation workflow deployed in an offshore field, the key steps and processes of the workflow, and the benefits gained by the operations teams.

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|		
The Wireless Digital Oil Field for Improved Workflows	2:30pm	2:30pm

Duval Yeager

Associate Vice President – Product Marketing

Redline Communications

Oil and Gas companies around the world are installing ubiquitous, high-performance IP networks in their oil fields, connecting people and machines. They are motivated by the need to improve collaboration, increase visibility, reduce the need for on-site staff, and support Enhanced Oil Recovery (EOR) techniques. These four compelling network concepts come together to create an opportunity for unparalleled workflow efficiency. This opportunity is realized when the teams in the oil field have access to office applications, the teams in the office have visibility and can participate in the field operations, and software is installed which enhances the ability of both teams to improve KPIs through collaboration and data sharing. These improved workflow concepts are driving every major oil company in the world to install a multiservice high-performance IP network in their oil fields and then connect these networks to their corporate IP Core network. But connecting all these devices, people, and applications is not simple. Most oil fields cover thousands of square miles in remote regions with varying types of terrain and environments – from hot, dry desert sands to cold, arctic mountains to deep water, ocean operations. Running wires or fiber optic cable to hundreds or thousands of oil wells is simply not practical. Additionally, much of the drilling and well equipment is moveable, so connecting them by fiber is not only impractical, it is impossible. The only choice for an intelligent digital oil field is to blanket the entire operation with a wireless network. In this session, Duval Yeager of Redline Communications will explain how wireless technology is enabling new levels of workflow efficiency in the petroleum industry and how oil companies can prepare their wireless network for this new paradigm in safety, security and collaboration.
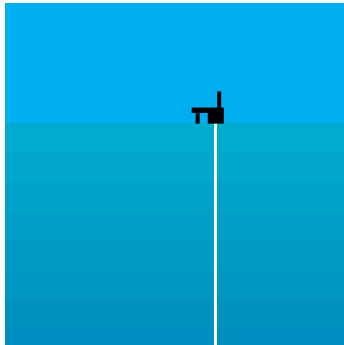
New oil is found in old wells.

On a smarter planet, chemicals and petroleum companies are faced with challenges of unpredictable energy supply and demand, risk and compliance pressures, as well as climate change and environmental concerns. With innovative solutions and a unique combination of industry and process expertise, IBM understands the need to improve asset management to enhance operational efficiency and optimize global operations by increasing visibility, mitigating risk, and lowering costs across the value chain. IBM has the tools, technology and the people to help you meet the challenges of today's chemicals and petroleum companies.
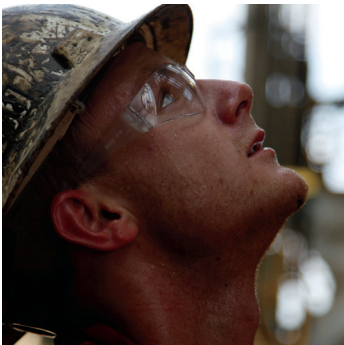
A smarter business needs smarter thinking.
Let's build a Smarter Planet.
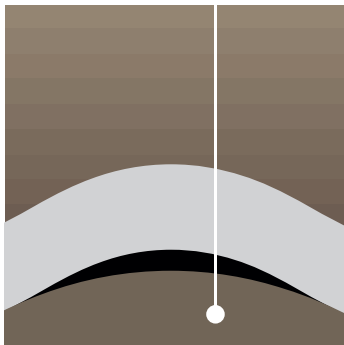
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About our Sponsors and Supporters

In today's fast-paced world, it can be challenging for you and your teams to keep up with the latest processes and techniques to ensure you're getting the most from your technology investments. Landmark Software & Services has been providing solutions to E&P challenges for more than 25 years through the continuous development and enhancement of our leading high-science software and the delivery of technology services from the best consultants in the business. We recognize that solving your challenges of today, and those of tomorrow, requires constant innovation around everything we do. Look to Landmark for the people, the processes, and the E&P solutions to transform your business and maximize your assets.

The exceptional diversity of skills and competencies that must come together to solve oil and gas business challenges is unprecedented. IBM is finding new answers and breaking new ground by applying its world class research and development capability, advanced technology solutions and industry consulting expertise to the petroleum industry's unique and complex business problems. IBM can help your business succeed, innovate and grow. For more information about our oil and gas industry solutions, please visit our booth and visit our website at: ibm.com/chemicalspetroleum.

Waterfall Security Solutions Ltd is the leading provider of Unidirectional Security Gateways™ and data diodes for industrial control networks and critical infrastructures. Waterfall's Unidirectional Gateways reduce the cost and complexity of compliance with NERC-CIP, NRC, NIST, CFATS and other regulations, as well as with cyber-security best practices. Waterfall's products are deployed in utilities and critical national infrastructures throughout North America, Europe, Asia and Israel. Frost & Sullivan describe Waterfall's solutions as ensuring "optimum security for networks across user verticals" and awarded Waterfall the 2012 Network Security Award for Industrial Control Systems Entrepreneurial Company of the Year. Waterfall's offerings include support for leading industrial applications, including the OSIsoft PI™ Server, the GE Proficy™ iHistorian and OSM™, Siemens solutions as well as OPC, Modbus, DNP3, ICCP and other industrial protocols.

Energistics is a global, not-for-profit, membership organization created to serve as a neutral body to facilitate and manage open data, information and process standards for the upstream oil and gas industry. Energistics strives to be the industry-recognized best resource for information sharing and collaborative work. We provide the non-competitive, vendor-neutral infrastructure for energy industry professionals to do the work required to develop, maintain, adopt and deploy standards. We perform the technical implementation, testing and maintenance of all standards developed by the SIGs. We serve as the one-stop information source for the freely available standards related to or of interest to the upstream oil and gas industry. We unite diverse companies and industry professionals around issues and ideas to facilitate information sharing and business process integration with the overall goals of improving: operational efficiency, cost efficiency and profitability for upstream oil and gas.

Digital Oilfield Solutions is a professional consulting and training organisation with consultants in the United Kingdom and the United States. All our consultants have in excess of 30 years' experience in the oil and gas industry, much of this time working directly for major International Operating Companies. We are experts in all aspects of the Digital Oilfield including strategy and business value definition, people and process management and technology deployment. Our clients include international and national oil and gas companies, independents and industry service providers. We have a network of associate companies who provide technology solutions and have specialist expertise in areas such as drilling hazards management, data standards and oilfield services.

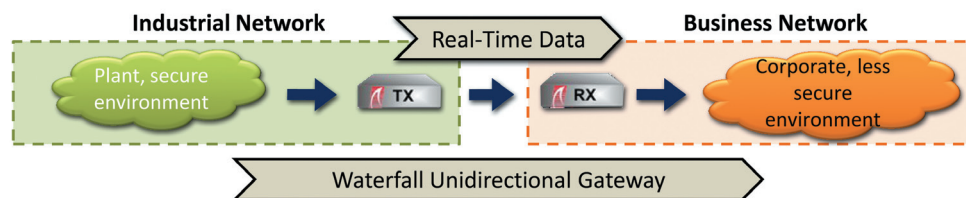# Industrial Cyber Security Keeping your Critical Network Safe

- *Absolute protection from external network attacks*
- *Secure your SCADA and DCS networks*
- *Unidirectional Gateways are better than traditional IT security (FW, AV, etc.)*
- *Assists in achieving regulatory compliance*
- *Hundreds of sites deployed in industrial, critical or operational environment types*

Waterfall® Security Solutions Ltd. is the leading provider of Unidirectional Security Gateways for Process Control Systems, SCADA systems, Remote Monitoring and Segregated Networks, enabling secure and real-time data transfer, from critical (e.g.: SCADA, production, industrial, etc…) networks to external/business networks.

Waterfall's customer base includes Power Generation plants, Oil & Gas upstream/downstream companies, Water and Wastewater facilities, Chemical, Transportation and other utilities and industrial facilities.

Waterfall's Unidirectional Security Gateways include inherent integration with leading industrial applications such as OSIsoft PI™, GE Proficy™ iHistorian, Siemens WinTS, McAfee SIEM as well as leading industrial protocols such as OPC, Modbus, DNP3, and many other SCADA and industrial applications and protocols. Waterfall's security solutions assist in achieving compliance to NERC-CIP, NRC, NIST, CFATS and other regulations as well as cyber-security best practices.

Industrial Network → Real-Time Data → **Business Network**

Plant, secure environment → TX → RX → Corporate, less secure environment

Waterfall Unidirectional Gateway

Media Partners

OilOnline (www.OilOnline.com) is the original online information source for the oil and gas industry since 1995. The site covers all aspects of the energy industry, from upstream through midstream to downstream as well as alternative energy and renewables and features real time global news coverage in the world of energy 24/7/365. Site visitors have free and complete access to articles featuring editor insight into the implications of breaking news in the industry. The latest in technology is keenly reviewed – whether it's the hottest new product or a field-tested stand-by. OilOnline is part of the ATCOM Energy Group, which also includes Offshore Engineer and Asian Oil & Gas magazines.

GEO ExPro is an interdisciplinary magazine and online publication and app which discusses geoscience and technology in an easy-to-read manner, allowing busy professionals to catch up on industry developments within the Earth Science disciplines.

Headquartered in Seoul, Korea, PETROFINDER is the leading and young company which is providing the most advanced online real time trading and auction solutions for international oil and gas industries and major market. Even though PETROFINDER is a young and small company in Far East Asia, our ability and vision are higher than any other giant oil and gas company. PETROFINDER is developing international partners and associates in order to build a global oil and gas network. Our vision and leadership will make us the greatest energy company in the world, because our business operations and services always come from such as high passion and vision.

Professional consultancy today for business value tomorrow.

Let us manage the 5 key steps of Digital Oilfield for you …

- *Engage your business*
- *Define business value*
- *Define the work processes*
- *Design a secure IT architecture*
- *Manage deployments*
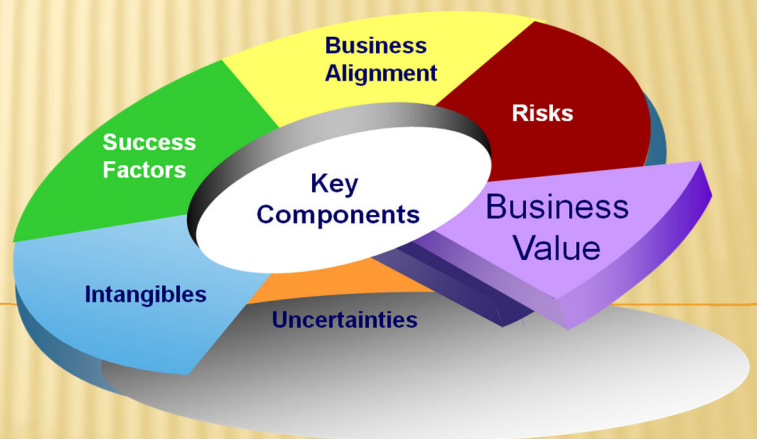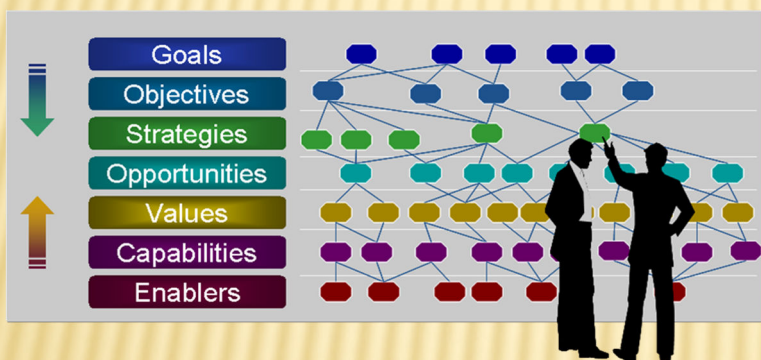
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About the Presenters

Dr. Julian Pickering
Director
Digital Oilfield Solutions Ltd

Dr. Julian Pickering has a degree in Applied Physics from Brunel University, London and a Ph.D. in Chemical Engineering from Cambridge University, where he was a BP scholar. He worked for BP for 32 years and held major posts including the Head of Digital Technology for Global Drilling and Completions and the Head of the Field of the Future Facilities Programme. He left BP in March 2010 and set up his own company, Digital Oilfield Solutions, with partners in the United States of America. He has provided consultancy services to many large oil and gas companies and is a consultant to the Energistics data standards organisation, where he is also Deputy Chairman of the WITSML Executive Team. He has a strong industry profile having authored many technical papers and journal articles and has chaired several digital oilfield public meetings.

Justin Healy
Practice Manager for Intelligent Operations
Halliburton | Landmark Software & Services

Justin Healy is the practice manager for Intelligent Operations - Western Hemisphere at Landmark Software & Services, a Halliburton product service line. He is directly involved in the development and implementation of enabling technologies for the digital oilfield, with a focus on advanced workflow techniques and collaborative work environments. Justin has also worked for SAIC and Schlumberger and has over 10 years of global experience in the oil and gas consulting industry. A native of England, his expatriate assignments have included North America, Europe, and the Middle East. Justin holds a BSc in cybernetics from the University of Reading in Berkshire, UK, and an MBA in finance from DeVry University's Keller Graduate School of Management.

Simon Brock-Gunn
Senior Managing Consultant
IBM Global Business Services

Simon Brock-Gunn is Senior Managing Consultant for IBM Global Business Services. In this role Simon interfaces with leading oil and gas clients primarily in the area of borehole data management. He has in-depth knowledge and understanding of well log data lifecycle, practices and implementations, and of related industry standards. Areas of focus for Simon's consulting work have included automation of workflow and data quality for large and increasing data volumes and value, implementation of corporate global taxonomies and other standards, systems integration within corporate and third-party vendor environment, streamlining workflow for expert users and federation of multiple data sources across global networked systems. Simon has nearly 20 years of experience in the petroleum industry and prior to joining IBM he was the Vice President at Petris Technology, defining and directing global vision and strategy for the company's borehole data management solutions.

Andrew Ginter
Director of Industrial Security
Waterfall Security Solutions LTD.

Andrew Ginter is the Director of Industrial Security at Waterfall Security Solutions in Calgary, Alberta, Canada. He spent the first part of his career developing control system products for a number of vendors, including Hewlett-Packard and Agilent Technologies. At Industrial Defender, as product architect, CTO and CSO roles, he lead the development of the core industrial security product suite. Andrew holds degrees in Mathematics and Computer Science from the University of Calgary, as well as ISP, ITCP, and CISSP accreditations.

Dan O'Brien
Global Director Collaborative Software Solutions
Honeywell Process Solutions

Dan O'Brien is director of collaborative solutions software for Honeywell's business performance, operations management, and manufacturing execution systems offerings. Operational Excellence, Supply Chain, and Manufacturing execution systems (MES), also called collaborative production management systems, are software systems that occupy the space between process and business systems. MES is business mission critical software to collect, monitor, manage, direct, collaborate, and plan results and operational excellence; then inform the enterprise by providing the right information to the right people at the right time in the right context. Honeywell leads the industry providing these solutions. Dan, with 20 years of process industry experience, is responsible to ensure customers receive world class value, integration, and satisfaction with Honeywell's solutions.

David Bruce Cameron
Senior Managing Consultant-Chemicals & Petroleum
IBM Global Business Services

David Cameron is Senior Managing Consultant in the Chemicals & Petroleum Center of Competence, IBM, Global Business Services. He has nearly 30 years of experience in the metallurgical, chemical and petroleum industries. His main interests and contributions have been in process data analytics: combining rigorous simulation of process systems with statistical methods and control theory to optimize process selection, design and operation. He has worked for BHP Steel, Norsk Hydro, Fantoft Process Technologies and Kongsberg Oil & Gas Technologies. He holds a B.Eng (Hons) in Chemical Engineering from Sydney University, Australia and a Ph.D., again in Chemical Engineering, from the University of Cambridge.

Miguel Rodriguez Villamizar
Production Management Consultant
Halliburton | Landmark Software & Services

Miguel Rodriquez is a production management consultant for Landmark Software & Services, a Halliburton product service line for the energy and production (E&P) sector. Miguel joined Landmark in 2006 as a software developer for the Intelligent Operations Solutions group. He has project managed client projects in Venezuela, Brazil, the Middle East, and the United State, and has been instrumental in creating automated workflows that facilitate the integrated asset optimization for surface and subsurface networks. Since 2010, he has led a multinational developer team to deliver advanced workflows such as artificial lift optimization, virtual metering, reservoir visualization and optimization, smart surveillance and more. Miguel holds a bachelor's degree in computer engineering from Simon Bolivar University, Venezuela, and a master's degree in oil and gas project management from Federal University of Rio de Janeiro, Brazil. He is currently enrolled in a master of science program in petroleum engineering at Heriot Watt University, Edinburgh.

Dr. Ali (Albrecht) Ferling
Managing Director, Worldwide Oil & Gas and Mining Industries
Microsoft

Dr. Ali (Albrecht) Ferling joined Microsoft in September 2007 and is responsible for Microsoft's growth in the worldwide oil & gas and mining segment, including global strategy, solutions and solution deployment, alliances and partnerships. Ferling joined Microsoft from HP, where he led the company's Energy Industry segment. Prior to that, as regional managing director of HP Middle East, Ferling tripled company revenues in 13 countries over four years. In the late 1980s and early 1990s, Ferling established HP's presence in the Czech Republic and led HP's business in the former Soviet Union. Based in Dubai, United Arab Emirates, Ferling is a certified ISO9000 auditor and holds a diploma in industrial and civil engineering from the Technical University in Graz, Austria. He was awarded his doctorate in ergonomics and human engineering from the Technical University in Vienna, Austria, where he has been an official lecturer on building highly competitive organizations since 1993. Ferling is also a frequent speaker at international energy

Simon Finlaison
Senior Managing Consultant
Halliburton | Landmark Software & Services

Simon Finlaison has over 15 years in the oil and gas industry, working in both operating and service companies. As a Landmark Services consultant, he has managed and implemented many integrated production operations and optimization system projects in the Americas, the Middle East, Europe, and Africa. His expertise has been applied to numerous well surveillance, automated technical workflow, and advanced production optimization projects. Most recently, he has been responsible for managing a digital oilfield system deployment project in Nigeria and Angola. Simon studied petroleum engineering technology at the Northern Alberta Institute of Technology in Edmonton, Alberta, Canada. He is a member of the Society of Petroleum Engineers.

Duval Yeager
Associate Vice President – Product Marketing
Redline Communications

Duval Yeager has spent more than 16 years helping build broadband wireless networks for major companies such as Phillips, Chiquita, Telmex and AT&T and cities such as San Diego, Rio de Janeiro, and Buenos Aires. Duval's responsibilities include educating customers about Redline's technology and solutions, identifying customers' future requirements and interfacing with Redline's product management and R&D teams to incorporate these requirements into Redline's products. Duval has been with Redline since 2007, coming to the company from Alvarion, a global 4G communications company where he was director of sales for the CALA region. His many contributions to the broadband industry include serving as chairman of the CALA Task Group of the WiMAX Forum for five years and developing numerous wireless broadband tutorials at Universities around Latin America. Duval studied engineering in Sao Paulo Brazil and went on to graduate from the University of California at San Diego with a double major, earning Bachelor of Arts degrees in Economics and Spanish Literature. He also holds a Master of Business Administration from the University of Miami.
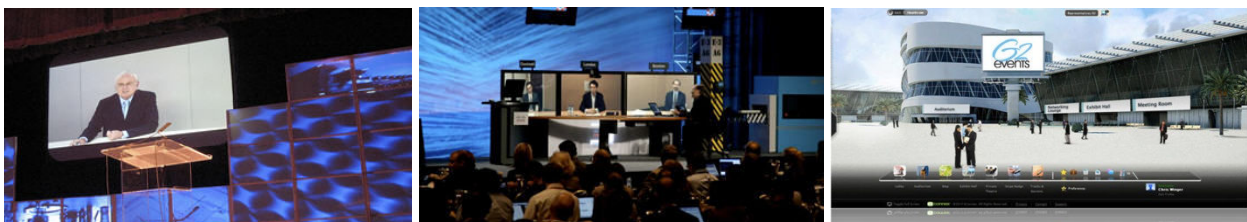
About the Organizers

G2Events is a leading professional organizer of virtual events for industries ranging from high-tech, to oil-and-gas, to environmental and water issues. We are pioneers in the integration of telepresence and high-definition video-conferencing technologies into the virtual event environment.

Advances in virtual event platform technologies, coupled with a shift in personal attitudes towards, and corporate embracing of, virtual world interactions, are changing the rules of business, culture and society. G2Events, building on over 30 years' experience of its team members in the physical conference and exhibition arena, has taken a lead in the professional organization of virtual conferences and tradeshows. The company stages its own virtual events, and also produces virtual events for enterprises and partner organizations. In addition to having a thorough familiarity with virtual event platforms, the G2Events team includes experts in content management, speaker coordination, virtual booth design and content management, and event marketing, with a specific focus on digital marketing via new media and social networks. For more information, or to plan a virtual event for your organization or business, please contact us.

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