Prospect Information Management

Software Led Design Provides New Way To Build An Information Management System For US Independent

Our Goals

- An Exploration And Development Company **MUST HAVE** Prospects To Survive
- We **NEED** To Drill The **BEST** Prospects
- We Are **MEASURED** By Our Success

Our Success is Measured

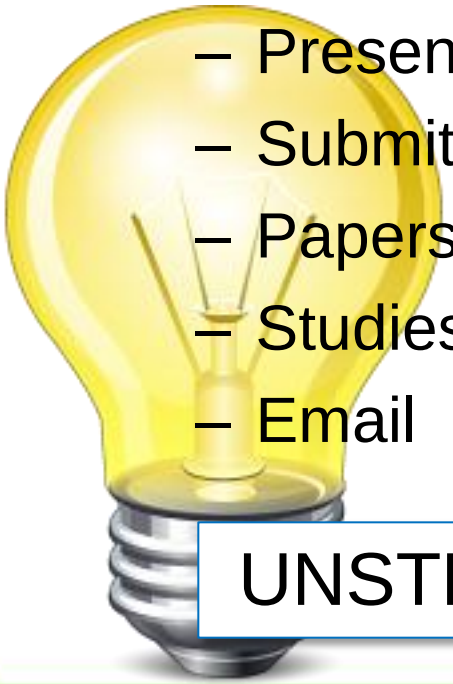
Pieces of the Puzzle

- Nothing Is Ever Simple
- There Are Things You Can't Control
- All Prospects Have A Life Cycle

… Even the ones we kill!

The Information Mess

- Information retained and stored in an **Ad Hoc** Manner
  - Maps
  - Presentations
  - Submittals
  - Papers
  - Studies
  - Email



UNSTRUCTURED

- Key **Decision influencing information** in a PowerPoint
  - Risk
  - Size of the Prize
  - Timing
  - Ideas
  - Where
  - When

SUBJECTIVE

Tracking Malaise

- Inventory tracked in “spreadsheets”
- For each Manager, Area, Time Frame ….

……. Many of them

What We Needed?

- Run Post Drill Analysis
  - RESULTS
  - What Worked, What Didn't
- Group Our Prospects For Budget
- Provide Data To Our IR Group For The Public
- Keep Track Of These Prospects
- Find the Prospects we Killed
- Balance Ownership of the Information
- Legitimate Prospect List

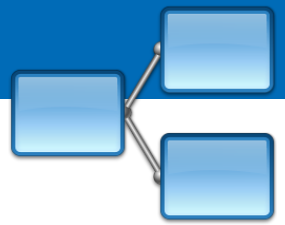
- Centralized
  - Secure
- Evolutionary

We needed Technology That…

- To Fit Reasonably In Our Budget
- Be Robust
- Was Flexible
- Could Be Managed In House
- Needed It Right Now

- Reasonable $
- Timely
- Effortless
- Seamless
- Centralized
- Secure
- Evolutionary

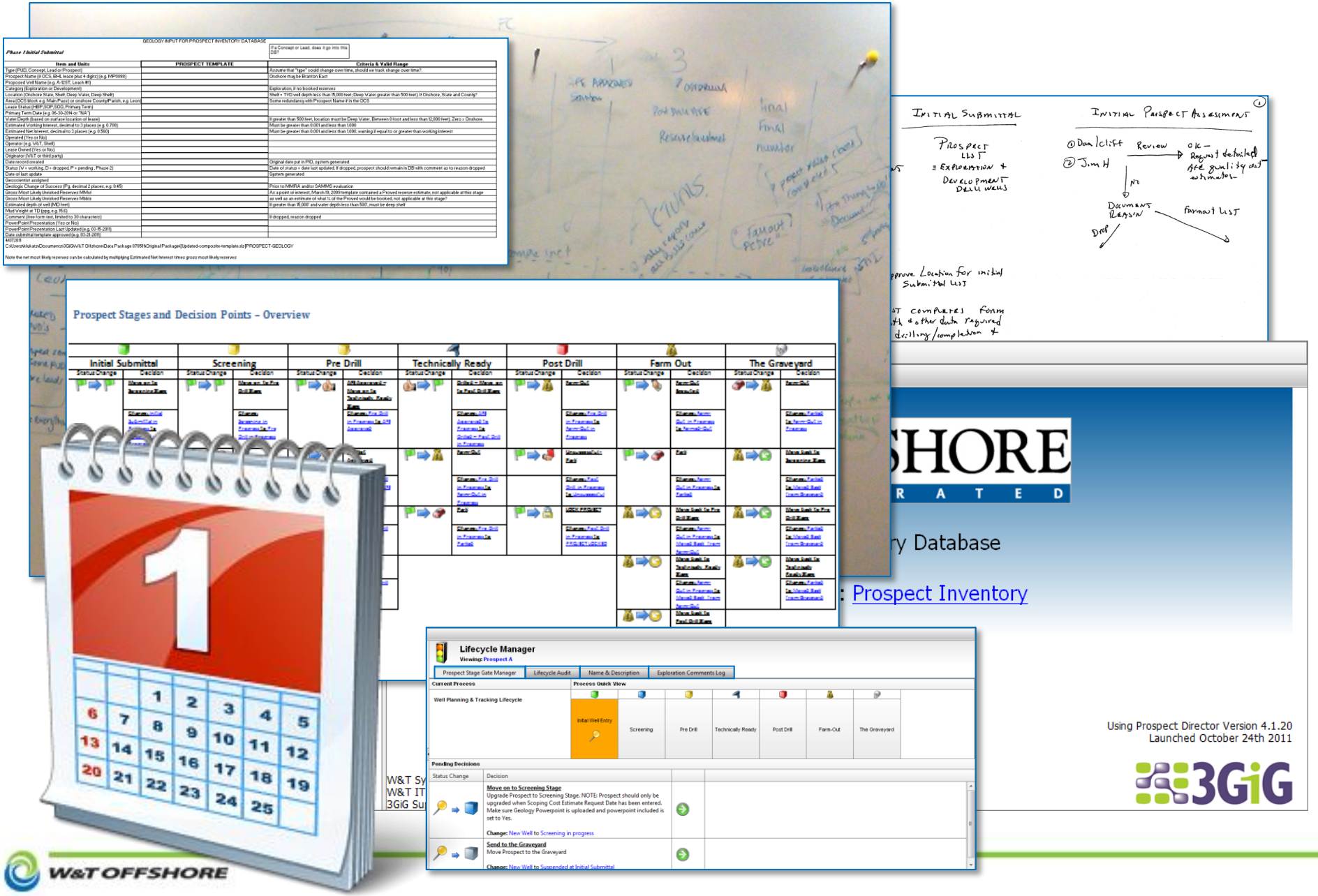
Method to the Madness



- Gather the “Design” Team …
- What is the Business Object you want to track?
  - Prospect, Project, Opportunity, Well, Asset?
- Does the Prospect have a Process/Lifecycle?
  - Stages, Decisions, Status?
- Does it need to be secure?
  - Who can see, edit, control – Individual, groups, business units?
- How do you Organize the Prospects?
  - Teams, Type, Areas?

- What Information do you want to collect for the Prospect and does it change through its life?
  - Size, Prize, Risk, Where is it, Who is working on it?
  - What is needed next, Dependencies, What is the current view?
- What unstructured information is useful to support the process?
- What inventory views are needed for each manager to see what they’ve got?

Design to Software



Lesson Learned

BUSINESS PERSPECTIVE

- Keep it simple, simple, simple
- Balance detail with Usability
- Balance Natural behaviors with standards
- EVOLVE
  - Exploration
  - A&D
  - Operations
  - Senior Executive Management

TECHNOLOGY PERSPECTIVE

- Balance Taxonomy versus Common Language
- Real Time design to system – iterative
- Think ahead about “Evolution”
- Usability transfers to the Business
  - “It’s got to be so idiot proof – That I could use it”

Thank You

Carol Hartupee

Senior Reservoir Technician

W&T Offshore

New Orleans LA

504 210 8165

carol@wtoffshore.com

Kandy Lukats

President and CEO

3GiG

Houston TX

281 433 5823

kandy.lukats@3-gig.com