



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

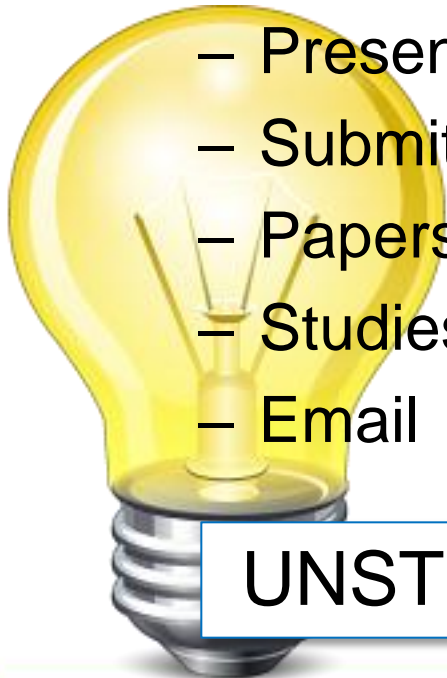
- Nothing Is Ever Simple
- There Are Things You Can't Control
- All Prospects Have A Life Cycle



... Even the ones we kill!

The Information Mess

- Information retained and stored in an **Ad Hoc** Manner
 - Maps
 - Presentations
 - Submittals
 - Papers
 - Studies
 - Email
- Key **Decision influencing information** in a PowerPoint
 - Risk
 - Size of the Prize
 - Timing
 - Ideas
 - Where
 - When



UNSTRUCTURED

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...

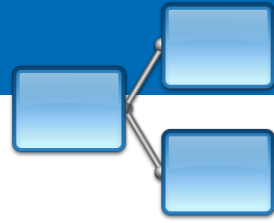
- To Fit Reasonably In Our Budget
- Be Robust
- Was Flexible
- Could Be Managed In House
- Needed It Right Now



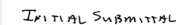
- Reasonable \$
 - Timely
 - Effortless
 - Seamless
- Centralized
 - Secure
- Evolutionary

Method to the Madness

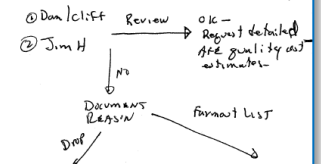
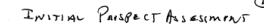
- Gather the “Design” Team ...
- What is the Business Object you want to track?
 - Prospect, Project, Opportunity, Well, Asset?
- Does the Prospect have a Process/Lifecycle?
 - Stages, Decisions, Status?
- Does it need to be secure?
 - Who can see, edit, control – Individual, groups, business units?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

[illegible][illegible]

PROSPECT
LIST
= EXPLORATION +
DEVELOPMENT
DETERMINES



approve Location for initial
Submitted List


ST completes form
with other data required
drilling/completion &

SHORE

R A T E D

Primary Database








: Prospect Inventory







Lifecycle Manager

Viewing Prospect A

[Prospect Stage Gate Manager](#)
[Lifecycle Audit](#)
[Name & Description](#)
[Explanation Comments Log](#)

Current Process		Process Quick View					
Well Planning & Tracking Lifecycle	      						
	<div>Initial Well Entry</div> <div>Screening</div> <div>Pre Drill</div> <div>Technically Ready</div> <div>Post Drill</div> <div>Farm-Out</div> <div>The Graveyard</div>						

Pending Decisions

Status Change	Decision
 	<p>Move on to Screening Stage</p> <p>Upgrade Prospect to Screening Stage. NOTE: Prospect should only be upgraded when Scoping Cost Estimate Required Date has been entered. Make sure Geology Powerpoint is uploaded and powerpoint included is set to Yes.</p> <p>Change: New Well to Screening in progress</p>
 	<p>Send to the Graveyard</p> <p>Move Prospect to the Graveyard</p>

Using Prospect Director Version 4.1.20
Launched October 24th 2011



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

