

## **What's driving the accelerated uptake of PPDM?**

**Author: Yogi Schulz**

What's driving exploration and production (E&P) companies to adopt PPDM in increasing numbers? During the last few years more E&P companies have launched implementation projects than in any other comparable period.

PPDM has been available in various releases for over 15 years. However, it appears that recent developments in PPDM and trends in the industry have combined to produce this accelerated uptake. The following are the major contributing factors:

### **Improving Master Data Management**

More and more E&P companies are seeing a need to establish an enterprise Master Data Management (MDM) solution. The driver for this is the increased value that can be derived from the significant investments E&P companies have made in the acquisition and interpretation of G&G data. PPDM is increasingly being viewed as a vendor-neutral enabling technology that significantly reduces the cost and risk of MDM projects.

### **Critical Mass of Software Packages**

PPDM has been adopted by a significant number of software suppliers that E&P companies value. This adoption creates a business case at E&P companies for implementing PPDM as a corporate data store to serve data to various software packages.

### **Demand for Enhanced Application Integration**

Most E&P companies are continually pushing to accelerate their G&G workflows. Often the achievement of this goal is predicated on improved integration among various software packages. Using PPDM as a shared data store to facilitate the exchange of data between software packages accelerates G&G workflows.

### **Increased Scope of PPDM**

Every PPDM release has increased the number of modules, tables and columns over its predecessor. Each PPDM release has conformed better to the published architectural principles. PPDM now contains enough breadth, depth and quality to ensure that implementation delivers significant business value.

### **Availability of Experienced Service Companies**

More IT service companies have gained experience in implementing the PPDM through real-world projects. These service providers are available to consult with E&P companies to reduce the risks associated with PPDM implementation projects.

### **Managing Large Data Volumes**

Every E&P company is experiencing dramatic increases in data volumes as the resolution

of seismic and well log data increases. Employing PPDM as enabling technology to better manage this valuable E&P asset protects the data and makes the data more easily accessible for interpretation.

## Improving Data Quality

Many E&P companies have come to recognize that data quality issues are hampering their efforts to accelerate G&G workflows. Implementing the standardized data definitions and data relationships of PPDM reduces the cost and accelerates progress of projects to enhance data quality.

## Conclusions

A combination of industry trends, application developments, and PPDM evolution is driving accelerated uptake in PPDM. What is clear is that success breeds success and PPDM is approaching a tipping point that could see implementations increase at an even faster rate over the next few years.

-----  
Yogi Schulz  
Corvelle Management Consultants  
1800, 250 - 6 Ave. S. W.  
Calgary, Alberta  
Canada T2P 3H7  
Phone/Fax: 403 249-5255  
E-mail: [YogiSchulz@corvelle.com](mailto:YogiSchulz@corvelle.com)  
Web: [HTTP://www.corvelle.com](http://www.corvelle.com)

Corvelle Drives Concepts to Completion  
-----

## References/Resources:

[Achieving Superior Application Performance amidst Skyrocketing Data Volumes](#)

[David Shimbo gives status updates from Occidental, Chesapeake and AspenTech projects](#)

[Chevron declares the Public Petroleum Data Model preferred upstream enterprise data model. Following multiple pilots, PPDM 3.8 forms master data backbone to Chevron's upstream architecture](#)

[About the PPDM Association](#)