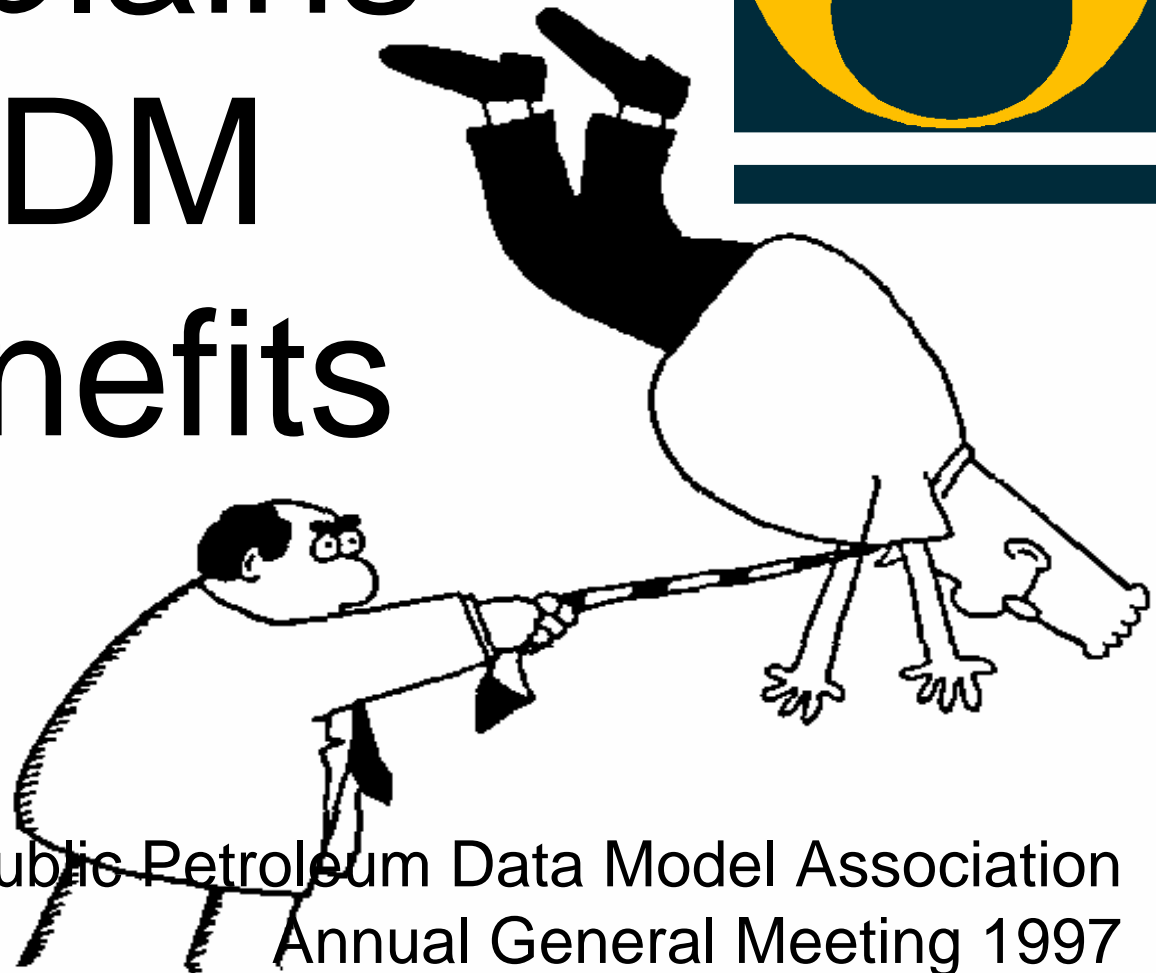


Dilbert Explains PPDM Benefits



Presented by:
Yogi Schulz

Public Petroleum Data Model Association
Annual General Meeting 1997



Outline

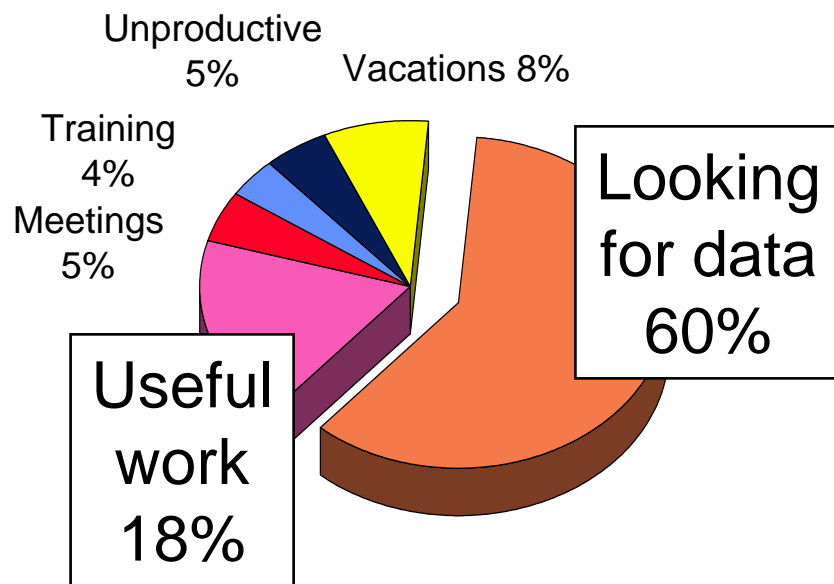
- ❑ PPDM supports cost reduction
- ❑ PPDM enhances productivity
- ❑ PPDM as a strategic direction
- ❑ Conclusions
- ❑ Recommendations

Ideas to promote PPDM Use

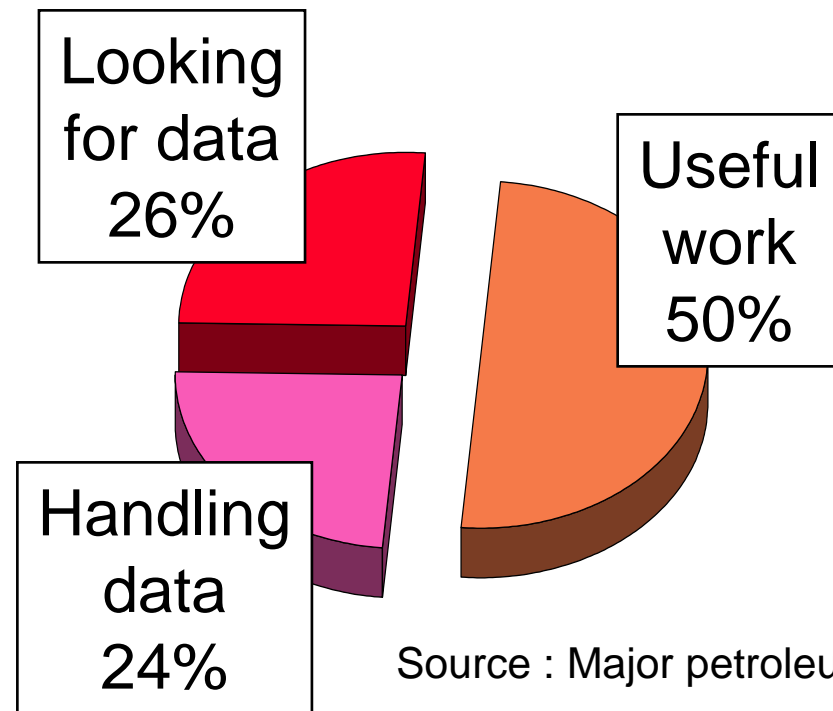


E & P Professional's Time Effectiveness

Engineers & Technical Staff

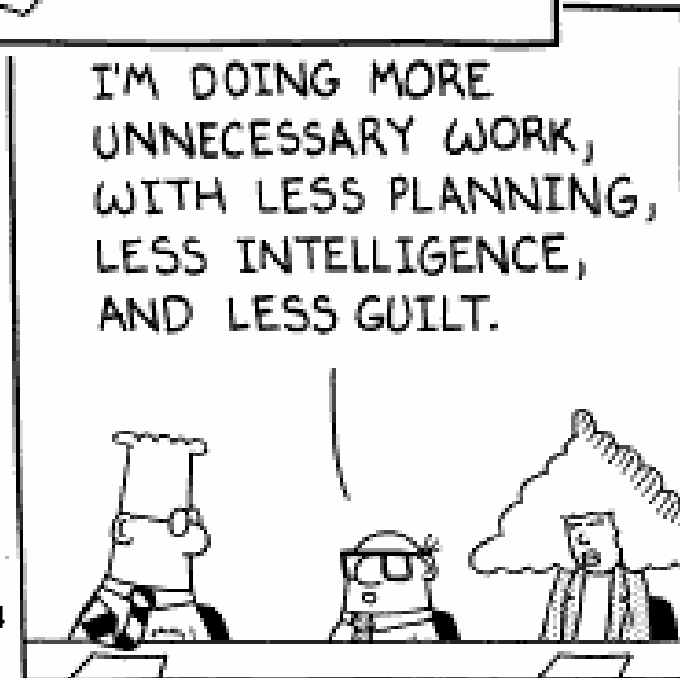


Professional Engineering & Technical Staff



Source : Major petroleum firm

Dilbert Explains Cost Reduction



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Yogi Schulz
Corvelle

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... the Business Driven Standard

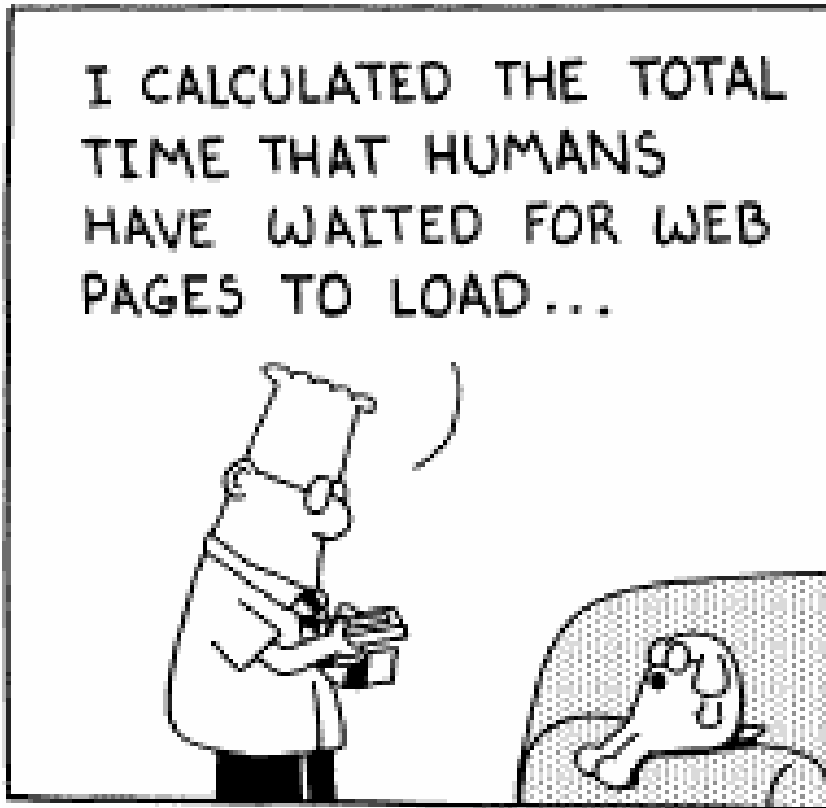


PPDM Supports Cost Reduction

- ❑ Reduces data management costs
 - shared data modeling effort
 - supports data hub concept
- ❑ Minimizes application development costs
 - supports buy strategy / shared cost
 - standard data types and structures
- ❑ Reduces operating costs
 - industry standard / well understood
- ❑ Utilizes vendor-neutral components
 - proven relational technology



Dilbert Explains Enhanced Productivity



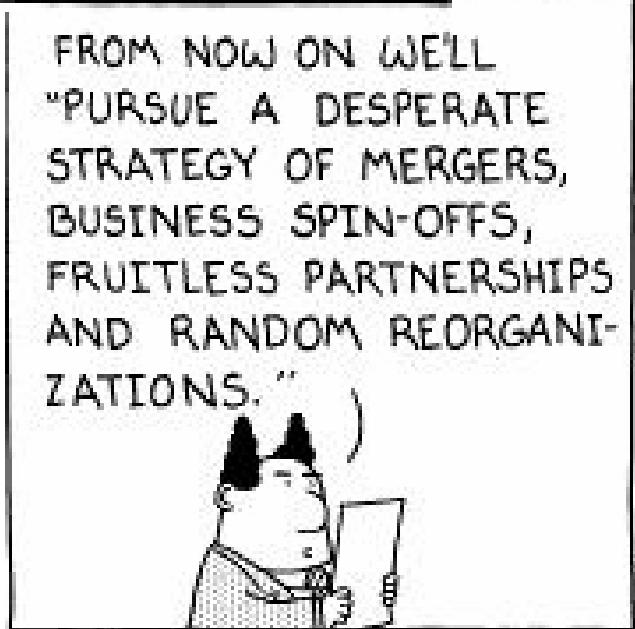
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PPDM Enhances Productivity

- ❑ Supports cross-disciplinary team work
 - reduces data ambiguity
- ❑ Improves data access, accuracy and reliability
 - supports data integrity
- ❑ Increases application functionality
 - common open data model
- ❑ Enhances total work environment
 - reduces time spend finding and fixing data

Dilbert Explains Strategic Direction



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PPDM as a Strategic Direction

- ❑ Enables architected vs. traditional method to delivery IT solutions
 - proactive and opportunity oriented
- ❑ Supports viewing data as corporate asset
 - maximize return on investment
- ❑ Enables “Best of the Breed” purchasing
 - data sources, applications
- ❑ Leverages customer, supplier relationships

Dilbert's Conclusions



THROW AWAY THE BAD TECHNOLOGY, GOOF OFF UNTIL THE NEXT PLANNED UPGRADE OF THE GOOD TECHNOLOGY. TELL YOUR BOSS THE IMPROVEMENTS ARE A RESULT OF HIS BRILLIANT BUYING DECISION.





Conclusions

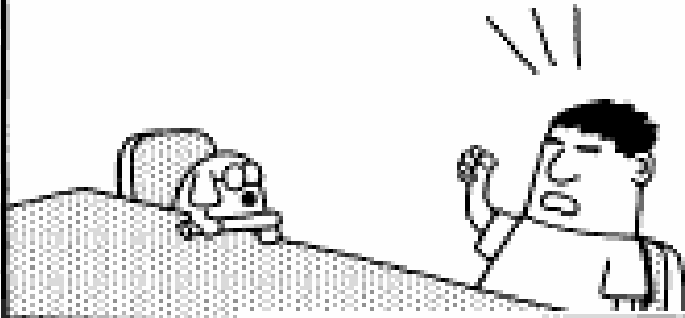
- ❑ PPDM is useful enabling technology for the oil & gas industry
- ❑ PPDM can deliver more benefits with:
 - continued development
 - more wide-spread take-up
- ❑ Fortunately, Dilbert lives in an imaginary cartoon world

Dilbert's

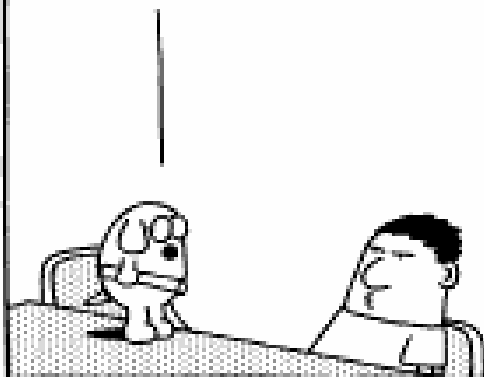
Recommendations

PEOPLE WITH BAD OPINIONS

THE INTERNET SHOULD BE FREE. WHY SHOULD I HAVE TO PAY SOME GREEDY CORPORATION OR LOOK AT ADS??!!



I WILL NOW USE THIS CARDBOARD TUBE TO EXPLAIN THE INTRICACIES OF CAPITALISM.



LESSON ONE:
THIS WAS SOMETHING THAT SHOULD BE FREE.



D971001

Yogi Schulz
Corvelle

... the Business Driven Standard



PPDM Recommendations

- ❑ **Enhance the business case for use of the PPDM in your organization**
- ❑ **Build an implementation plan to meet your specific objectives**
- ❑ **Become a champion for PPDM benefits within your organization**



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Time for Questions



Public Petroleum Data Model Association