

What's the Big Deal With Big Data?

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The Leaders' Summit
10th - 12th August, 2015
Bethesda North, Maryland, USA

Setting the Stage

Conversation Points:

- “Big Data”...what is it?
- Challenges facing the O&G industry
- What does success look like?



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What is “Big Data”?

Big Data is a phrase used to describe massive volumes of both structured and unstructured data that is so large it is difficult to process using traditional database and software techniques.

- Courtesy of GOOGLE
- Courtesy of wikipedia



Challenges Facing Oil & Gas

- Lack of Consistency
- No “True” Authoritative Source
- Misunderstood Technology
- Secrets & Conspiracies
- Ever-increasing Volumes (of data)

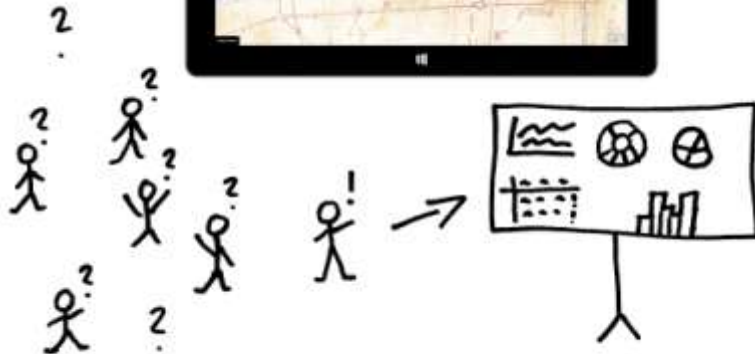


Challenges Facing Oil & Gas

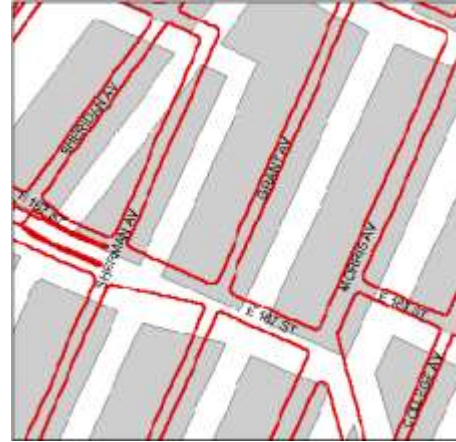
Non-technology-based information...



...poor control of tech...



...summary data leaves others in dark.



...misaligned data...



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& Gas



Hope to be able to take a more integrated approach to information with existing, often
to be a hard work to do happens to be gas? Can it fail at this?

How are Challenges Addressed?

- Keep it Simple
 - Centralize Location Management to GIS
 - Break into Manageable Bits and Bytes
 - Solutions Should Match Needs
- Don't Be a Bully
 - Let Data Owners Own Their Data
 - Custom Apps Solve Custom Problems...That's Okay
- Practice Makes Perfect
 - Move Slow, Plan Often, Sustain Over Time
 - Educate & Train at All Levels
- Don't Forget Those Processes!!



Financial Systems, PM Tools,
Web Environment, Etc.

GIS, Mobile Tools, Risk
Mgmt, W/F Mgmt, Etc.

Executive Dashboards,
Reports, Planning Tools, Etc.

Approach

Horizontal
Application
Platforms

Vertical
Application
Platforms

BI/Analytics &
Associated Tools

Location Mgmt Strategy, Data
Nomenclature, ETLs, Communication

Core Storage Repositories, Centralized
Information Management Platforms

Data Integration

Databases & Data
Warehouses

P
R
O
C
E
S
S
E
S

User Access &
Entry Points

Data Mgmt &
Storage

Infrastructure
Components

Hardware

Security

Delivery Solutions
(Cloud, Network)



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QUESTIONS?



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