



# Digital Oilfields USA Summit

December 8-10  
Houston

[www.DigitalOilfieldsUSA.com](http://www.DigitalOilfieldsUSA.com)

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# Welcome

Next year, the value of digital oilfield services is expected to exceed **\$200 billion**, which is a growth of more than **40 percent** from current market size.

IQPC's [Digital Oilfield USA Summit](#) this **Dec. 8-10** has been designed to take Digital Oilfield capabilities from amplification to optimization with the use of full-cycle Digital Oilfield Technology integration.

The dynamic evolution of advanced technology in the oil & gas industry is continuing to enable geophysical assessment, drilling, exploration and production .

With the rise in adoption of advanced technology, operators have developed innovative ways to curb those issues of days past with new highly automated production machinery that are enabling a level of production optimization.

Analysis suggests improved net value of approximately 25 percent from digital oilfield-related implementation. Digital Oilfield technology not only drives the bottom line, but can also facilitate ever-increasing project complexity, improve asset integrity & maintenance issues.

We hope you'll be able to join us this December in Houston to learn how to optimize and integrate your technology solutions. We've highlighted some timely topics to consider ahead of the conference as well as some glimpses into our event agenda.

I hope to see you soon.

Kind regards,



Hannah Hager  
Online Content Director  
IQPC

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## Research and Markets: Digital Oil Field Market Outlook 2024

Tuesday, Dec. 9 at 9  
a.m.

Data 2.0: How Big Data  
Aggregation and  
Analytics is Enhancing  
and Changing the Oil  
and Gas Business

Dr. Harold Walters,  
Ph.D.  
Chief Technical Advisor  
Halliburton

The global DOF market is estimated to reach **\$38.49 billion by 2024**, with a projected CAGR of **4.6 percent**, which signifies a high growth of Digital Oil Field services and processes, according to Research and Markets' new report, [Digital Oil Field Market by Services & by Processes - Global Trends & Forecasts to 2024](#).

With the rising demand of crude oil, the oil & gas companies have started to redirect their exploration focus towards the unconventional and deep hydrocarbon reservoirs such as shale gas, coal bed methane (CBM), tight gas, heavy oil and pre-salt - considered as original due to low availability of conventional reservoirs. The petroleum industry currently has advanced IT based machinery and software to carry out operations in different unconventional and deep reservoir conditions.

This leads way for new age technology as the tool to execute stiff operations. This factor drives the DOF technology and increases receptiveness in the industry.

Read the full report [here](#) . . . .

## Exploiting the Digital Oilfield: 15 Requirements for Business Value

Several rare decades of implementation of digital technology for business value has proven to be both good and bad. The good news is that, when successfully implemented, such technology can be a major boon to business. The bad news is that implementations are far more complex and difficult than anyone had imagined.

Learning about implementation has been slow ... but sure. The most significant learning has to do with managing different kinds of risks.

According to, Dutch Holland, Ph.D., and the author of Exploiting the Digital Oilfield: 15 Requirements for Business Value, the Business Value from implementing new digital technology is totally dependent on the successful identification and management of three separate, but inter-related risks:

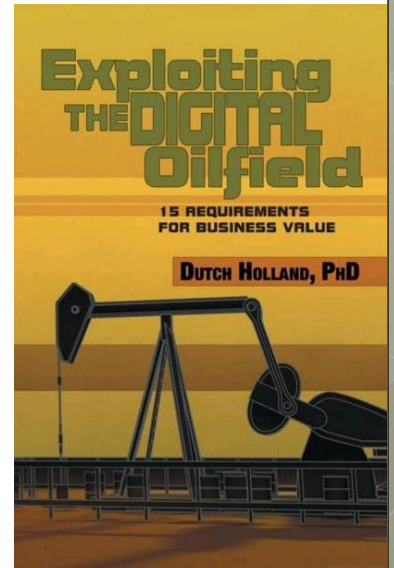
- **Technical risks** – will the technology work?
- **Organizational risks** – if it does work, will the organization use it?
- **Business risks** – if it works and is used, will the company gain business value?

This book, which describes the business value architecture for implementing the Digital Oilfield, has been written with “great risk management learning” taken into account in every dimension of the architecture described.

Tuesday, Dec. 9 at 11:15 a.m.

Designing Systems to Enable Real-Time Surveillance and Optimization to Maximize Business Value Through Technology

**Mark Reynolds**  
Solutions Architect,  
Upstream Integrated Operations  
Southwestern Energy



## DOF Technology and Connectivity Deliver the Best Minds to Chevron Operations Worldwide

High in a Houston office tower, the info-tech-savvy team at Chevron's Machinery Support Center (MSC) monitors thousands of pieces of equipment on six continents in real time, including hundreds of units in Kazakhstan and two massive compressors in Colombia that deliver enough natural gas to supply approximately **65 percent of that nation's demand**.

Tuesday, Dec. 9 at 4:45 p.m.

Developing Data Drive and Engineering Guided Models for Digital Oilfield Implementation

Dr. Robello Samuel  
Ph.D.  
Chief Technical Advisor  
& Fellow  
Halliburton



In the Real-Time Drilling Optimization Center, drilling experts study live-trend data from wells around the world.

Stuffed with screens and software, the new nerve center is already making a difference. The busy crew at Sanha may be adept at identifying problems, but now this and other Chevron Upstream operations have solid backup to detect any similar situations in other locations with the teams and technologies at the global MSC.

Until recently, the MSC was just a proposal. Today it's one of several elaborate technology solutions in an orchestrated Chevron initiative called Upstream Workflow Transformation, or UWT. The new program follows a decade of investment in infrastructure and instrumentation—mostly in Chevron's North America operations—under a broad business priority known as the digital oil field. Now the company wants to extend the proven solutions and safety gains from its U.S. oil and gas fields to its operations on six continents. [www.DigitalOilfieldsUSA.com](http://www.DigitalOilfieldsUSA.com)

## The Digital Oilfield: Real-Time Field Management

Digital Oilfield production software applications capture the behavior of the oilfield on the PC. The applications are used as an on-line management system of the oil and gas company's assets throughout the assets' entire lifecycles.

### Panel Discussion

Wednesday, Dec. 10 at  
4 p.m.

How to Integrate  
Various Business Units  
Across the Enterprise to  
Enable Digital Oilfield  
Growth and Success

**Dr. Anil Varma Ph.D.**  
VP of Data Science &  
Analytics  
**Schlumberger**



**The Digital Oil Field**

REAL TIME FIELD MANAGEMENT

The Petroleum Experts' digital oilfield technology provides an enterprise-level, vendor-neutral approach to visualizing reservoir, wellbore and gathering facility information. Our approach enables rational decision making through the use of models, workflows and intelligently filtered data within a multi-disciplinary organization of diverse capabilities and engineering skill sets.

The core elements of the Petroleum Experts' Digital Oilfield:

- Visualization
- Engineering and Business Management Logic
- Organization and Auditing
- Data Management
- The Virtual Field

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Click [here](#) to read more ....

## Delivering the digital oilfield of tomorrow



Tuesday, Dec. 9 at 4 p.m.

Making the Predictive Analytics Process Systemic to Add Value across the Business and Provide a Dynamic Impact to Operations & the Bottom-Line

**Dr. Anil Varma Ph.D.**  
VP of Data Science & Analytics  
**Schlumberger**

Implemented at scale across BP, the Field of the Future® technologies harness the opportunities created by the latest digital techniques to deliver significant benefits in operating efficiency and recovery.

They are underpinned by 1,242 miles of fiber-optic cable linking BP's operations with 35 Advanced Collaborative Environments (ACE) worldwide, so the experience can be shared globally. An ACE is a monitoring center based on shore, which enables our experts to see relevant information from platforms in real time and talk to operators offshore, no matter what the conditions.

Real-time data about our reservoirs and operations are made available to the right people at the right time, breaking down geographical and organizational boundaries. And BP uses Field of the Future® technologies in a standardized way to analyze and visualize this data.

The technologies fall into three broad categories:

- Monitoring wells
- Enhancing facilities
- Supporting operations

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Join Us!

2nd Annual

# *Digital* Oilfields USA Summit

December 8th- 10th, 2014 • Houston, Texas

## Join us this winter and:

- Address the complexity of retrieving, managing and analyzing the right data
- Learn from real case studies of DOF integration and the lessons learned
- Hear from data experts on defining actionable intelligence and creating predictive analytics for improved asset maintenance and well-life projections
- Increase your awareness of cyber security issues to avoid future attacks
- Discover advancements in communications technology that enable rapid information sharing from even the most remote field operations

## Three Ways to Register:

Visit [www.DigitalOilfieldsUSA.com](http://www.DigitalOilfieldsUSA.com)

Call 1-800-882-8685

Email [enquiryIQPC@IQPC.com](mailto:enquiryIQPC@IQPC.com)

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