

Fifth ARCHIE Conference

*"Visualization Technology to
Find and Develop More Oil and Gas"*



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Workshop Facilitators:

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VISUALIZING A PETROLEUM ENTERPRISE IN THE INFORMATION DOMAIN (Demo)

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Abstract: Visualizing a Petroleum Enterprise is like taking 3-D seismic data to the nth dimension. Using an information map of how the ideal oil & gas company works enables management and employees to accomplish their work "just-in-time." This information structure enables the making of optimal cost-effective and timely decisions. In addition it provides a structure for the quantitative accounting of goodwill, or intellectual capital (that significant "walking data base" that is becoming too rare in our re-engineered industry).

This interactive HyperJournal presentation introduces how IDEF Activity Modeling, developed by the U.S. Air Force to enable complex information flow, can be used by the Oil & Gas Industry. For instance, in building the B-2 bomber the Air Force needed CAD systems (the equivalent of a seismic interpretation workstation) to communicate with finite element fluid flow systems (equivalent to reservoir simulators). True integration can not be accomplished with functional based process models that do not have context. The multi-discipline interaction required to solve complex geotechnical problems requires an easy way to visualize a petroleum enterprise in the information domain.