

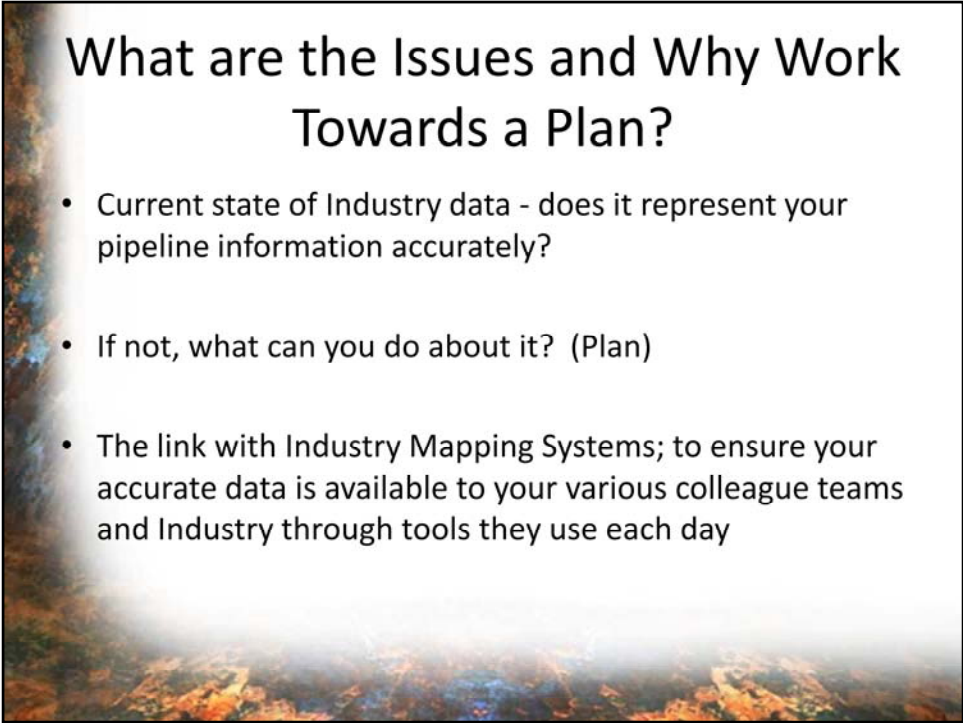


Late in the day, last on the agenda so the goal is to take a topic on data and information and make it engaging and exciting...

Well the title of my talk is Hopefully it has tweaked your interest...

The industry as a whole (primarily operators) has need to access pipeline information to support their business and make important decisions

There are a number of Industry Standard mapping systems used today for that access, some of the most common systems are AccuMap, geoscout and depending on the size of your organization internal GIS software such as ESRI. In addition to these mapping and reporting systems are integrity and risk assessment systems consuming the same data.



What are the Issues and Why Work Towards a Plan?

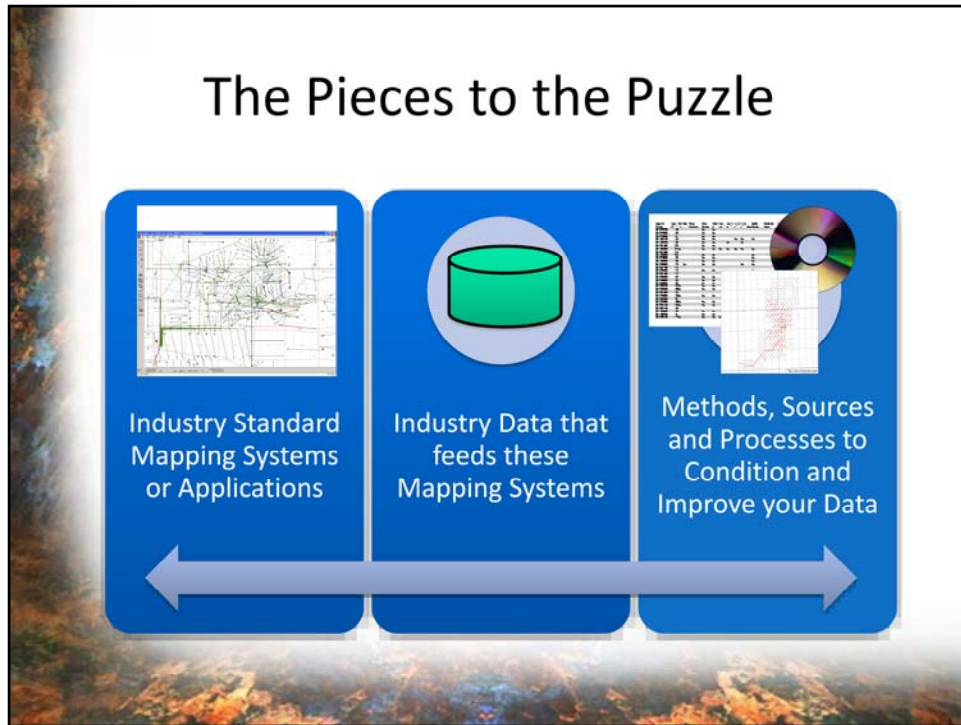
- Current state of Industry data - does it represent your pipeline information accurately?
- If not, what can you do about it? (Plan)
- The link with Industry Mapping Systems; to ensure your accurate data is available to your various colleague teams and Industry through tools they use each day

So with the access to data, information being fairly robust, what about the data itself... or more to the point the state of the industry upon which companies use in their decision process?


We ask a few questions...

Your answers to these questions are pretty as we link them to information access and the industry systems - slide

The Pieces to the Puzzle



These are the pieces of the puzzle that go into that effective work plan for data conditioning



Accurate Data - The Key Enabler

- Your efforts help your company to:
 - Make Smarter more timely Decisions
 - Be more proactive
 - Work more effectively business to business (operators, services and regulatory)
 - Better integration assessment data, production history, incidents, profiles etc.
 - Tangible and significant contribution to the bottom line

And I stress your efforts because at the end of the day the knowledge and experience of the operations experts, you determines in the end the best state of the information. If you folks don't know where he lines are then no one does...

So...



Take a look at the industry in some detail understand the current state and challenges

Explore solutions

And round things out with reviewing value and benefits



Industry Data – Challenges (Opportunities)

- Activity – a growing concern
- Change – A&D, regulatory
- Decades of data – “the data gap”; Simply knowing
 - What pipelines do I have?
 - Where are they?
 - What are their physical characteristics?
 - What does it contain?
 - BC, AB, SK & MB all wrestle with the same issues
- Effective Information Management Practices

Activity – breeds more data

Change – tied to activity but more so speaks external forces that add new dimensions or drive new requirements of your business

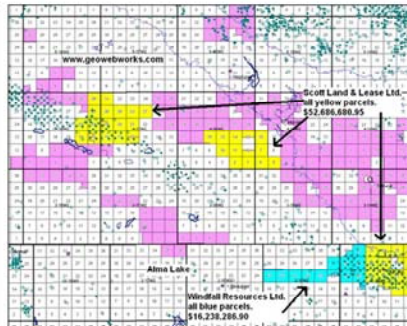
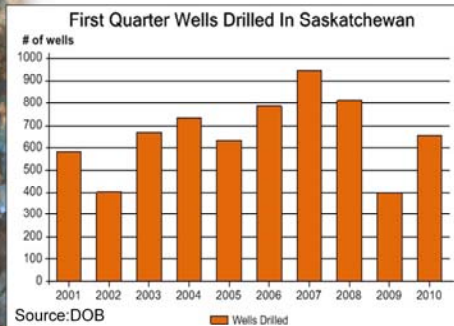
Data gap – data the basis of decisions

Historically IM was limited and unable to accommodate the volume, and the wide variety

Information management is now capable of handling all the data regardless of the format

Info Management – now opportunity based we’ll look at solutions

Saskatchewan Relatively Healthy



2010

- Well Activity up 64%
- Economic growth by 3.6% - 2nd
- \$12.9 billion capital spending
- Effective operating and fiscal environment

- April Land Sale \$191 Million- High of \$15,600/Ha
- 2010 Average Price/HA - \$1,629 (116, 676 Ha)
- 2009 Average Price/Ha - \$342 (34,155 Ha)

Yes 2009 was a year everyone would like or a do over

Future is shaping up, improving and driving activity which will also drive change A&D

Well counts up – land sales

Weyburn Estevan most active bonus of \$139 Million

Industry Data – Challenges (Opportunities)

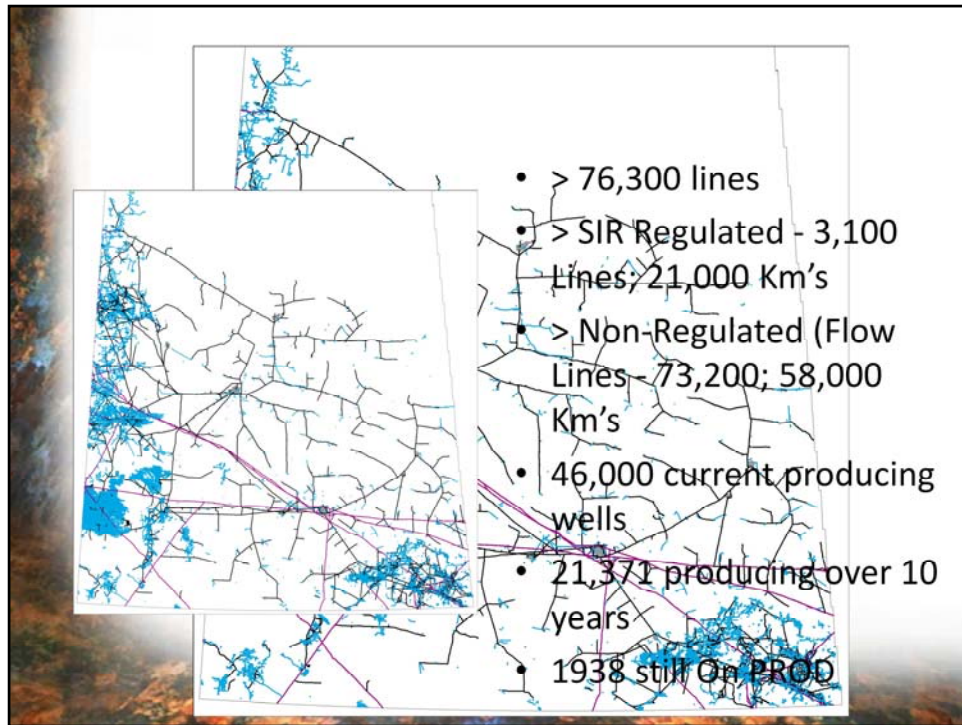
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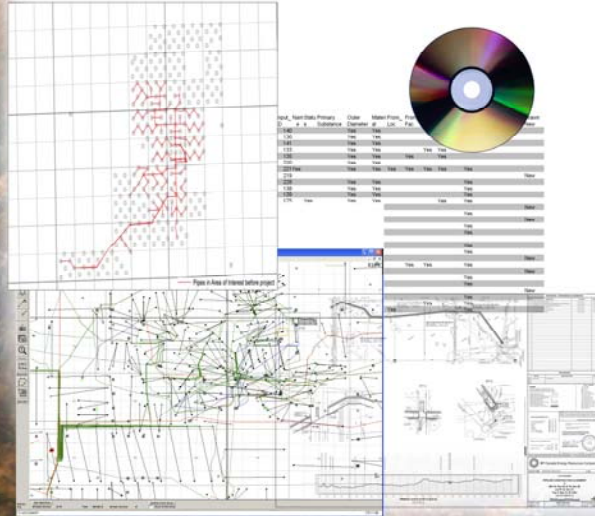
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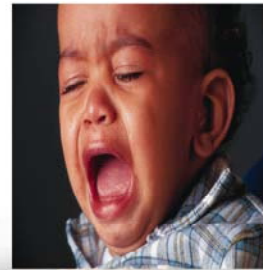
The data gap (subject to activity and changes (A&D))

Answering some of the questions what to I have , where is it, what's in it what are the specifications..... An so on

So much data, cry's out to be managed..



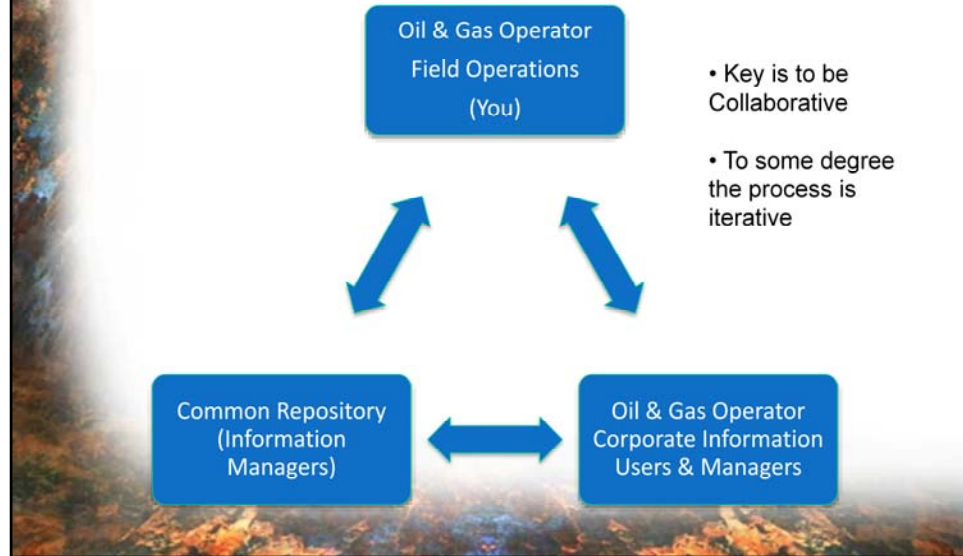
The all too often response from users and decision makers



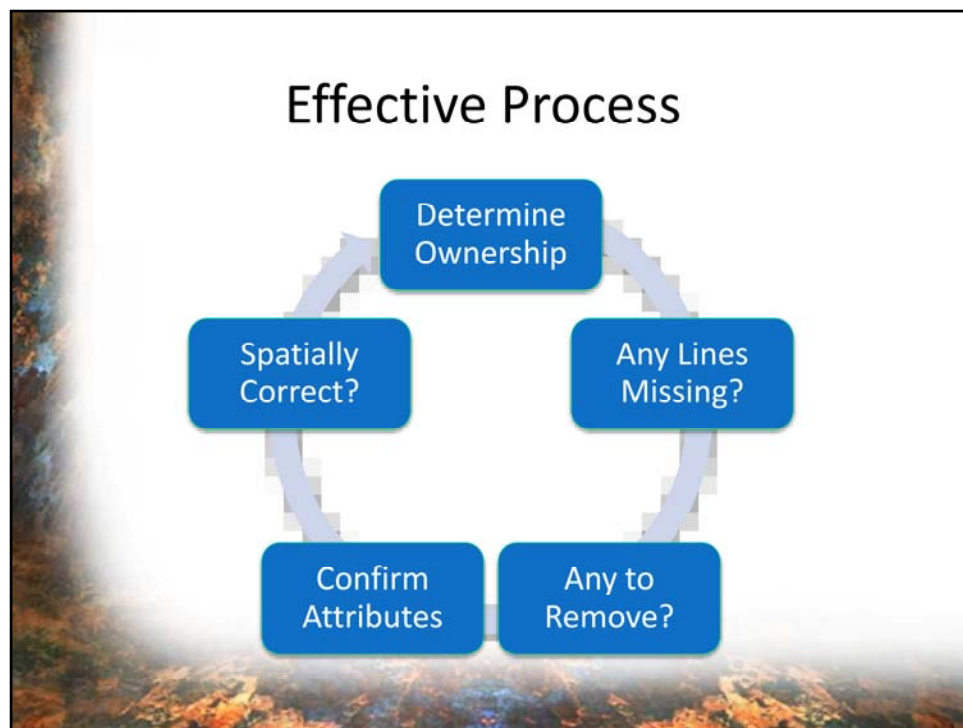
Dig into Some of the Detail

- Industry data
- **Solutions for Improvement**
- Results – value and benefit

Effective Work Plan Relationship and Communication

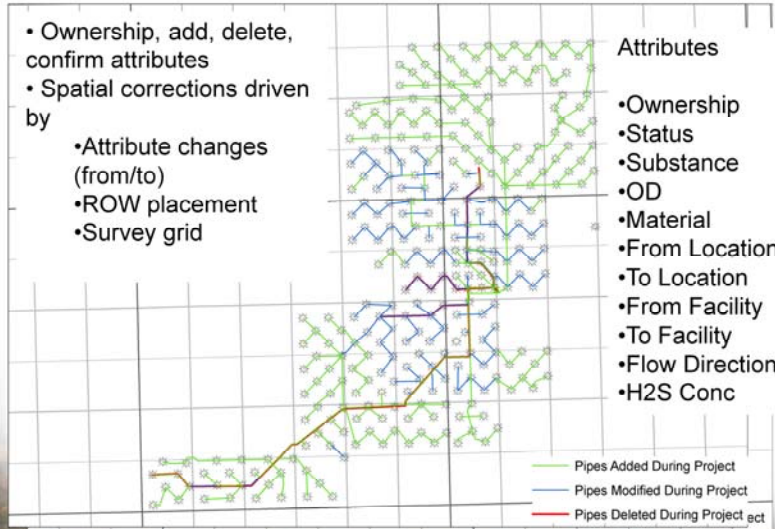


How can this process of data improvement and consistent data dissemination work?

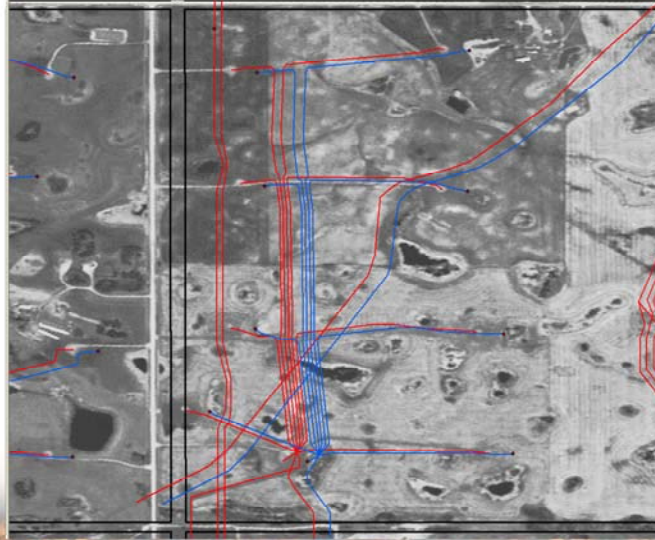


what does the physical process look like? The steps taken to get from A to B or around circle as it were...

Field Example – Before and After



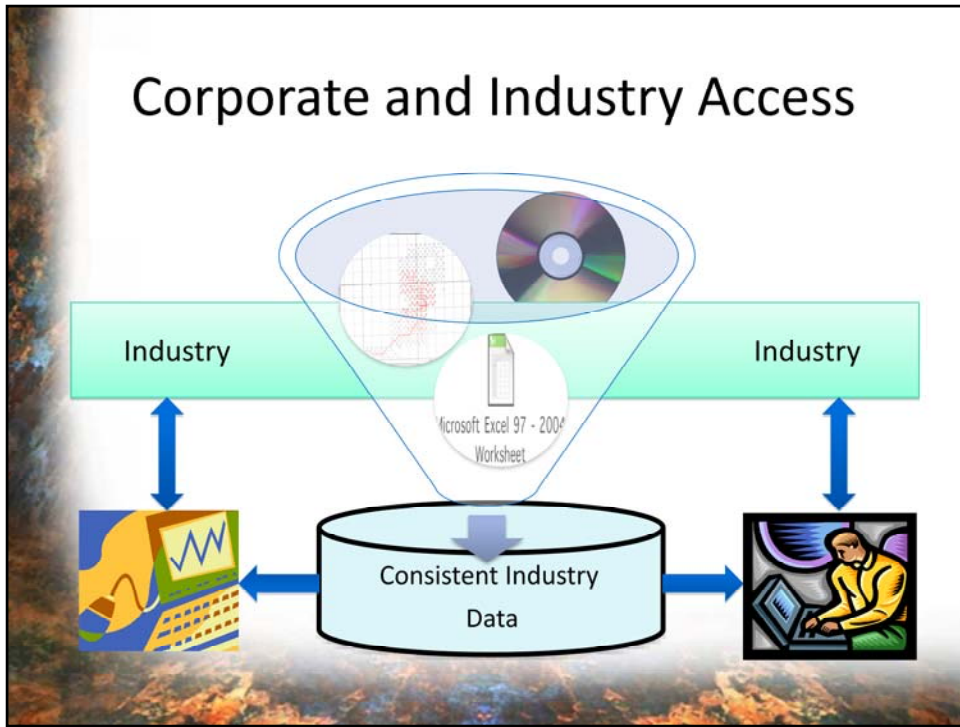
Manitoba Survey Grid Change



Dig into Some of the Detail

- Industry data
- Solutions for Improvement
- Results – value and benefit

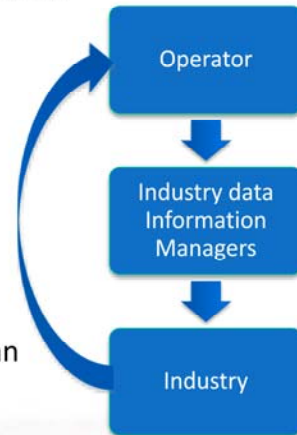
Corporate and Industry Access



The Result...

- Accurate data = better/smarter decisions
- Information is Consistent
- Knowledge is Preserved
- Process is Sustainable

- Companies can be more proactive
 - Regulatory/Compliance
 - ERP
 - Operations and Maintenance Plan
 - A&D
 - Production Accounting
 - Planning, Assessment



Folks like you your knowledge and expertise are critical to the solution

Thanks for Your Time

- Questions?