



**Discover
Your
Potential**

By unleashing the
power of GeoGraphix



Supporting the way that Younger Geoscientists want to work

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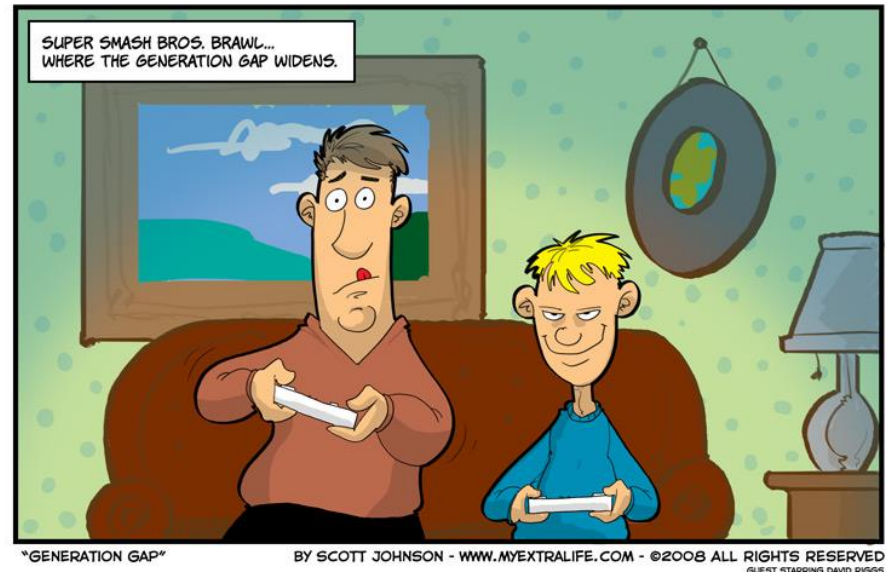


The “Great Crew Change”

- Average age in E&P companies is 50. (Deloitte, 2005)
- Not enough experienced employees to manage E&P projects.

Key Drivers - Rapid Demographic Change

The new generation of engineers and geologists were raised on video games and have different expectations around what G&G Software should look like.



The World is Changing to easy to use high technology...





Key challenges for younger Geoscientists

- Multi disciplinary teams of Geologists, geophysicists, geo-modellers, reservoir engineers
- Huge amounts of subsurface data to load and analyze
- Faster turnaround of information required
- They are savvy in technology but poor in experience



Perceptions of Oil and Gas Industry

Low paid Vs Financial Industry

But

Low Tech also ?

Many many vendors!

Multiple vendors vs single vendor



How has software helped?

G&G software now let's both experienced and novice geoscientists interpret in minutes, visualize huge volumes of data and integrates all types of data sources.

Trend towards Integrated Suites with plug-ins to specialized software packages (rock physics, attributes etc.)

Television will never be a serious competitor for radio because people must sit and keep their eyes glued on a screen; the average American family hasn't time for it. - New York Times, 1939



The Future

Difficult to predict but...



GIS Data Growth in Oil and Gas

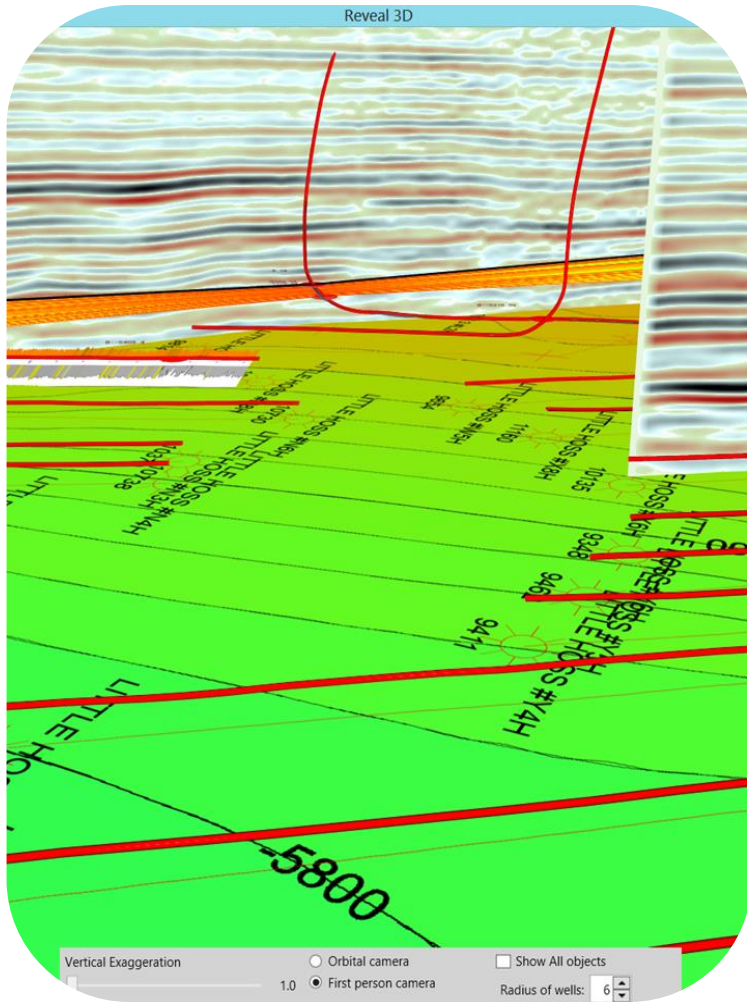
GIS use has exploded in the past 5 years

- GIS is now regarded as a strategic technology
- Rapidly expanding GIS workforce
- GIS is “going viral” – not just for the specialists
- Wide variations in GIS expertise depending on the company.

Land Use Planning

Thousands of wells drilled over hundreds of square miles

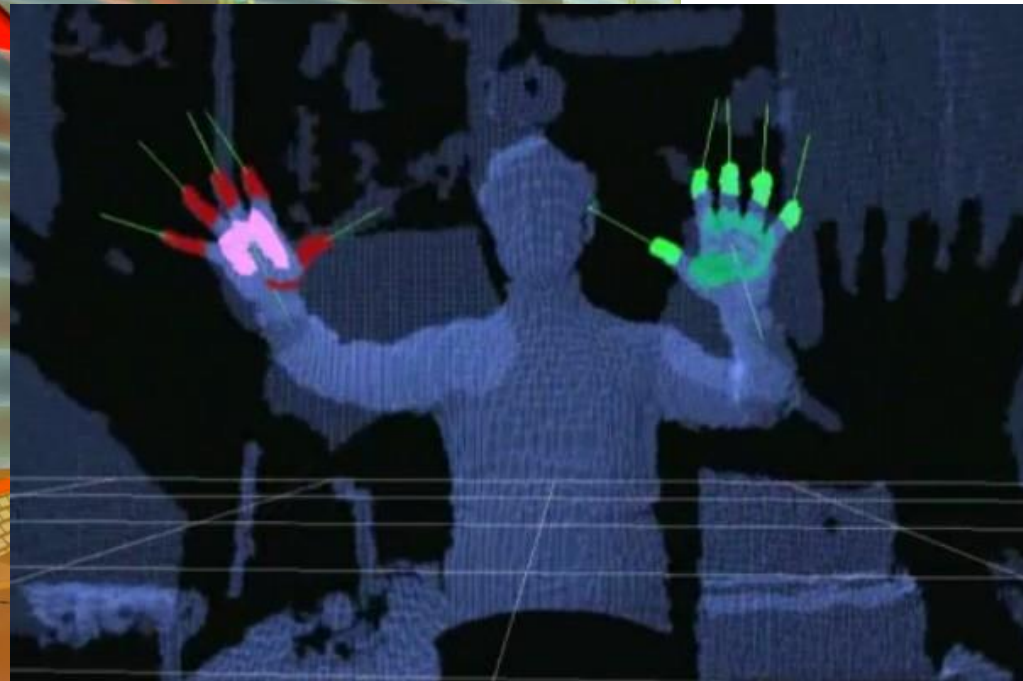
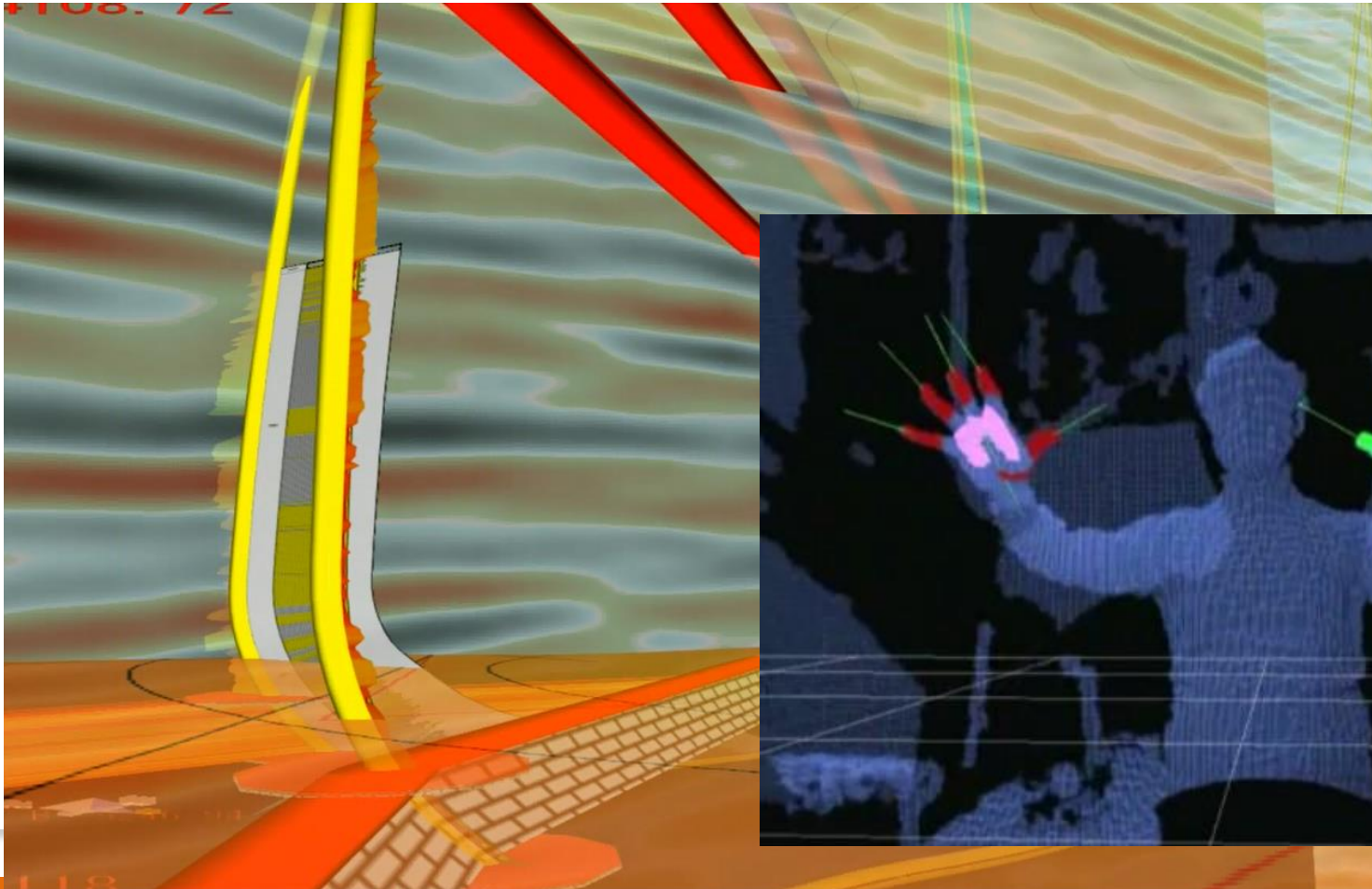




- Collision avoidance
- Rapid Permitting
- Up-to-Date field Information
- Microseismic and SRV (stimulated reservoir volume)

3D Spatial Dashboards.....

That allow geologists & engineers to manage oil and gas assets in real time





Conclusion

With all this software technology available for the clever young geoscientist one might sum up their daily experience: “Work is not a job, it’s a game!”

Thank you

