

19th International Conference on  
Petroleum Data Integration, Information and Data Management

# PETROLEUM DATA

INTEGRATION + INFORMATION + MANAGEMENT



PNEC Conferences™

**May 19–21, 2015**

Marriott Westchase Hotel

Houston, TX • [www.pnecconferences.com](http://www.pnecconferences.com)

## 2015 Post Show Report

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# 2015 POST SHOW REPORT

The 19th annual International Conference on Petroleum Data Integration, Information and Data Management was a power-packed three days of technical program featuring in-depth technical presentations and e-Proceedings on topics important to all involved in E&P data and information management. Speakers from around the globe shared real-world issues, best practices, developments, and cross discipline advances that addressed the ever-expanding and complex data demands in today's oil and gas industry.

Attendees networked with exhibitors from leading technology companies on the largest-to-date exhibit hall floor of more than 5,500 square feet and 52 exhibitors. The event took place May 19-21, 2015 in Houston, Texas at the Marriott Westchase Hotel and attracted more than 600 oil and gas industry professionals from 27 countries.

## 2015 ATTENDEE STATS

**651** attendees from 27 countries and 18 states of the U.S.

**82%** rated the quality of the conference content above average.

**96%** rated the overall conference as having met or exceeded their expectations.

**87%** plan to attend next year's event May 17-19, 2016 in Houston, TX at the Marriott Houston Westchase.

**85%** of exhibitors indicated their overall success and satisfaction met or exceeded expectations.

## 2015 SPONSORS & SUPPORTING ORGANIZATIONS

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**John Berkin**

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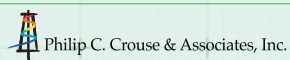
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**Sabrina Duncan**

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**Fabio Feneri**

eni SpA Upstream and Technical Services, E&P Information Management Coordinator, Italy



**Janet Hicks**

Halliburton Landmark, Senior Manager, Information Management, USA



**John Jacobs**

Anadarko Petroleum Corp., Manager, Well Data Systems, USA



**Achim Kamelger**

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**Jawad Khalaf**

Saudi Aramco, IT Applications-Systems Specialist, Saudi Arabia



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Chesapeake Energy Corporation, Supervisor - E&P Business Intelligence, USA



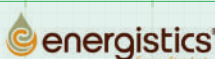
**Ton Ruijgrok**

Total, Senior Geoinformation Manager, France



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**Scott Schneider**

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**Cynthia Schwendeman**

Hess Corporation, Data Management Advisor, USA



**Daljit Singh**

Petronas, Senior Manager, Petroleum Engineering Data, Technical Global, Malaysia



**Bob Tippee**

OGJ, Chief Editor and Conference Director, USA



**Ray Wall**

ConocoPhillips, IT Director, Global GGRE Data Management, USA



**Wayne I. Wilkerson**

ExxonMobil, Manager Regional Data Support - Americas, USA



**Paul Wright**

Statoil, Manager, Exploration North America Projects & Support Data Management Support, USA



# CONFERENCE PROGRAM

Three days of conference sessions took place on Tuesday, May 19th, Wednesday, May 20th and Thursday, May 21st. The following topics were covered:

## TUESDAY, MAY 19, 2015

### KEYNOTE PRESENTATION

RESOLVING COMPLEXITY IN A TURBULENT MARKET

Bob Tippee, Editor-in-Chief, *Oil & Gas Journal*

### SESSION 1

#### TRACK 1: BEST PRACTICES

The Well Hierarchy as a Foundation for MDM: A Case Study

Noble Creating and Mastering Golden Record Data with Oracle Master Data Management E&P Data Quality Management

Ontological Analysis of the Lithology Data in PPDM Well Core Model

#### TRACK 2: BEST PRACTICES & TECHNICAL TRENDS

Big Data and the Internet of Things Meets the Oil and Gas Industry

The Oil Industry in a Roiling Market: An Update

Disparate E&P Data Necessitate Non-Desperate Analytical Methodologies

### SESSION 2

#### TRACK 1: ANALYTICS

Advanced Analytics: How to Leverage Analytics to Improve Bottom Line in a Volatile Oil Price Environment

Framework for Life Cycle Management and Application of Big Data Analytics Techniques for Asset Optimization and Operational Excellence

A Case Study in Using Big Data Analytics to Analyse Multiple Data Types

#### TRACK 2: WELLS & FACILITIES

Getting Data in Line: Assembly Line Thinking to Manage Shale Well Data

Wellbore Legacy Data (WELD) Initiative at BHP Billiton

Facilities and Equipment Data Management in Shell Business Operations-Manila

# CONFERENCE PROGRAM

## TUESDAY, MAY 19, 2015

### SESSION 3

#### TRACK 1: SOLUTIONS

A Bigger, Better, Faster PPDM Implementation

Lessons in Developing Corporate Production Management in the Cloud

Break the Barriers in Applying the Good Data Governance in Oil and Gas

#### TRACK 2: SEISMIC

Seismic Data Management Challenges by Organic Growth and Acquisition

Efficient and Scalable Data Archival Storage System at Saudi Aramco

Methodology to Associate Seismic Data Between 3rd Party DB and OpenWorks® Projects

## WEDNESDAY, MAY 20, 2015

### SESSION 4

#### TRACK 1: SPATIAL DATA

E&P GIS Governance, a Transverse Approach - Implementation and Lessons Learned

Enterprise Data Management Solutions – Managing Spatial Data as Corporate Assets at ConocoPhillips

Return on Innovation through Big Data, Dark Data and Smart Data in Oil and Gas Industry

#### TRACK 2: SOLUTIONS & BEST PRACTICES

Improving Information Discovery Using Text Analytics at Shell Exploration

Data Management Activities of the U.S. Geological Survey Central Energy Resources Science Center

Business Architecture in E&P organizations

### SESSION 5

#### TRACK 1: SOLUTIONS

Sustainable and Effective Digital Oilfield Solutions with a Quick-Win Approach

Changing Technology - Is That More Difficult for Your Data or for Your Habits?

Real Time Solutions to Increase the Efficiency in Workover Technologies for Unconventional Reservoirs

#### TRACK 2: QUALITY & VALUE

Data Quality – Data Quality Profiling; Data Validation Schemes; Effective Data Cleanup Process and Procedures

Technology in a Vacuum: The Case for Transforming the Role of IT to Support Upstream E&P Operations

Visualize Better Decisions: Use Data Visualization Tools and Crowdsourcing to Increase Data Quality and Trust

# CONFERENCE PROGRAM

## WEDNESDAY, MAY 20, 2015

### SESSION 6

#### STANDARDS

Industry, Standards, Societies and Regulatory Agencies Cooperation for Better Data Management

Shell's Data Atlas - Easy Access to Technical Global Data Standards

Data Management Challenges and WITSML

### SESSION 7

#### SOLUTIONS

Central Authenticated E&P Data Repository: A Case Study of Master Project Implementation

Using an Enterprise Architecture Tool to Develop and Implement a Metadata Model for Upstream Data Governance Operations

## THURSDAY, MAY 21, 2015

### SESSION 8

#### STRATEGY

Approach to Defining ConocoPhillips Framework to Strategically Prioritize our Subsurface Information Management Efforts

Brokering Peace in the Invisible Data Battle Between IT and Engineering

An Information Driven Approach to Data Management

### SESSION 9

#### SOLUTIONS

Data As a Service

Blueprint of an Effective Upstream Data Governance Program

Learnings from Global Rollout of Blueback Project Tracker for Petrel Data Management at ExxonMobil

### SESSION 10

#### SOLUTIONS & LOOKING FORWARD

Rethinking G&G Project Archives

Data Management as a Career

Rebranding Data Management for Executive Relevance

## PHILIP C. CROUSE CORNERSTONE AWARD HONOREES

The Petroleum Network Education Conference's primary award is the Philip C. Crouse Cornerstone Award. It recognizes distinguished contributions in the application of technical data and information principles, and outstanding achievements in or contributions to the advancement of upstream petroleum data and information management as a profession and a craft.



**Pam Koscinski, Consultant, PPDM**

Pam has worked in the data management arena of the oil and gas industry for nearly 40 years. She has led data management initiatives in roles at the University of Oklahoma Energy Center, IHS Energy, and Chesapeake Energy. She is being recognized for work throughout her career within industry and with regulators to establish data management professional communities. Her staunch support of data standards, processes, and principles led her to be active in groups such as PIDX, PIDD, What is a Well, and the US Well Identification efforts. Pam takes great pride in passing along needed knowledge to those entering the industry and those still in school hoping to secure jobs in data management. After retirement from Chesapeake, Pam worked with Noah Consulting, Land Information Services, and the Professional Petroleum Management (PPDM) Association. Pam has been involved in PPDM since the late 1980's, served on their Board of Directors and now works exclusively for them as a consultant. Pam and her husband, Doug, have lived in Norman, Oklahoma for most of their married life, celebrating 50 years of marriage next summer. They love time with two wonderful sons and daughter-in-laws, and four beautiful grandchildren.



**Janet Hicks, Sr. Manager, Solutions Marketing - Information Management, Halliburton-Landmark**

Janet has worked in E&P service companies for over 30 years, the last 23 at Landmark. During her career she has held a number of roles working with subsurface applications as well as Information Management in sales, business development, and product management. Janet was one of the first product managers of the industry leading OpenWorks database in the mid 1990s. More recently Janet has been responsible for Information Management product strategy in the R&D group. She is currently the Solutions Marketing Manager for the Information Management portfolio. Janet has been a tireless advocate for best practices, the promotion of Data and Information Management, and Data Standards. As a mentor and resource to current and developing data management leaders, she is known for her enthusiasm, her ability to listen, and pragmatic solutions based on understanding internal and external challenges in all stages of the data life cycle. She is an active participant and speaker at numerous data management technology events including PNEC, ECIM and PPDM and within Halliburton's Women Sharing Excellence. She is a Board Member of PPDM Association. Janet has a graduate degree from the University of Texas at Austin.



**Matthias Hartung, Director, Vice President Technical Data, Shell**

Matthias started in the newly established role of Vice President of Technical Data in June 2012. He is responsible for global discipline leadership in Technical Data Management (TDM) to maximize quality and utilization of technical data throughout Shell. He will be recognized for his passion and leadership in the establishment of Petroleum Data Management as a professional discipline and championing the creation of the first MSc degree in Petroleum Data Management. Matthias graduated in geophysics from the University of Hamburg. He joined the Shell in 1988 as a Seismic Interpreter for exploration, development and production assets in Hanover (Germany). Since then his various Shell roles include Discipline Head Geophysics in Aberdeen (UK), Global Technology Deployment Manager, Houston (US), Chief Petroleum Engineer for Sakhalin Energy (Russia), and Shell's Global Skillpool Manager Geosciences and Research Upstream in Rijswijk (NL). He is a member of SPE, EAGE, and alumni of the German National Scholarship Foundation. He is currently co-chair of the Board of Directors for ENERGISTICS and is supporting industry consortia in Technical Data Management efforts. Matthias has won best paper awards for his work on 4D seismic (SEG) and integrated reservoir modelling (EAGE). Originally from Germany, he is married and has one daughter.

## STAR OF THE CONFERENCE AWARD

This award recognizes an outstanding first-time delegate based on their insightful input and direction in the on-site conference discussions.



**John Buckley, Information Analyst, Shell Oil - Upstream, USA**

John Buckley has worked in IT and Information Management for Shell Oil for over 35 years. While most of that time has been spent on structured data in the fields of Procurement, Inventory Management and Upstream Operations, he has been passionate in the past five years about bringing unstructured data to the forefront of data operations. He and his team have developed and deployed a Geoscience Taxonomy for use with Shell Upstream Americas. The combination of taxonomy and text analytics has enabled them to improve Information Discovery at Shell Exploration which was the title of Shell's presentation.



## CONFERENCE PRICING

### INDIVIDUAL DELEGATE (FULL CONFERENCE REGISTRATION)

Paid by April 15, 2015..... US\$ 995

Paid after April 15, 2015..... US\$ 1,145

### SINGLE DAY CONFERENCE DELEGATE

Tuesday or Wednesday..... US\$ 575

Thursday..... US\$ 375

**EXHIBITOR FULL CONFERENCE** ..... US\$ 895

**CO-AUTHOR**..... US\$ 845

**STUDENT/FACULTY DELEGATE** (Full Conference Registration) ..... US\$ 250

**EXHIBIT VISITOR**..... US\$95

## ATTENDANCE BREAKDOWN

### ATTENDEES BY COUNTRY

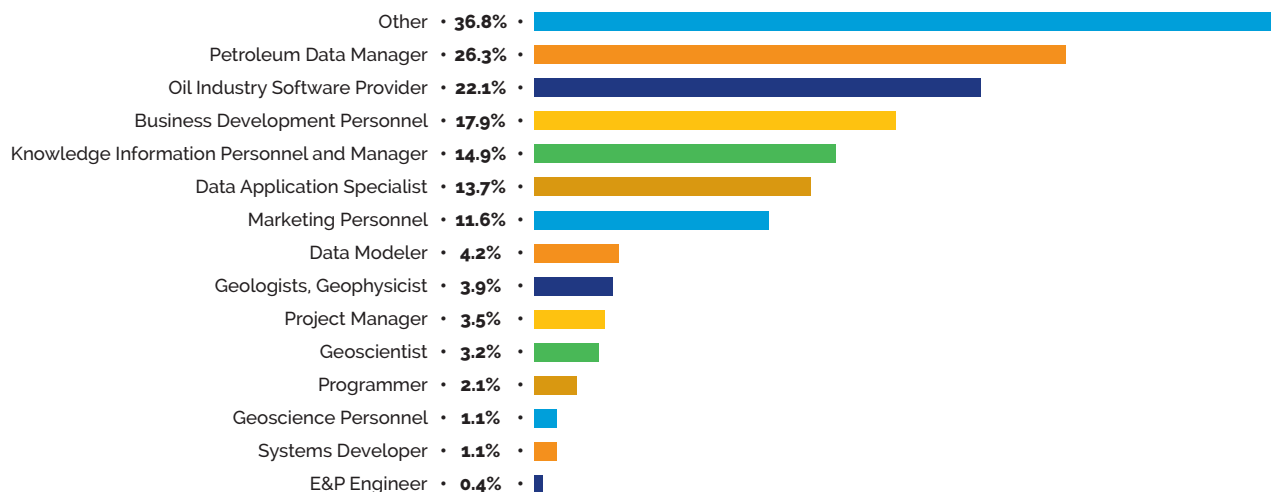
Argentina	India	Philippines
Bangladesh	Indonesia	Qatar
Brazil	Italy	Russian Federation
Canada	Kuwait	Saudi Arabia
Chile	Malaysia	Singapore
Colombia	Mexico	Switzerland
France	Netherlands	Trinidad and Tobago
Ghana	Nigeria	United Kingdom
Haiti	Norway	United States

### ATTENDEES BY STATE

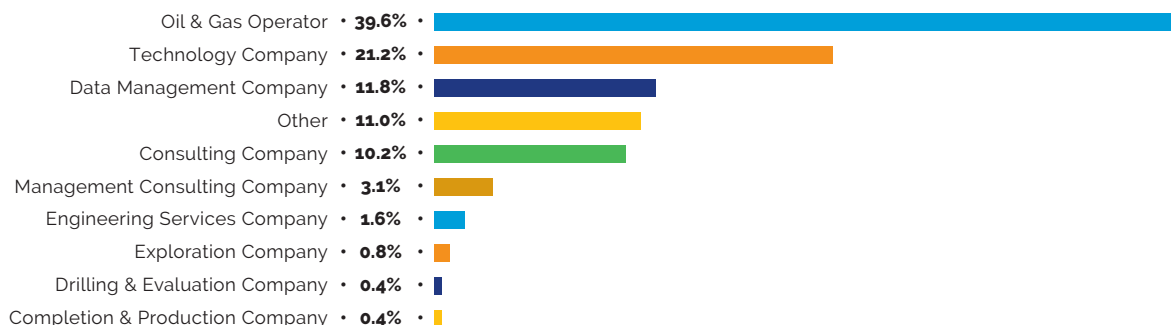
Alaska	Massachusetts	Oklahoma
Alabama	North Carolina	Pennsylvania
California	New Mexico	Texas
Colorado	Nevada	Utah
Illinois	New York	Virginia
Louisiana	Ohio	Wyoming

## 2015 EVENT DEMOGRAPHICS\*

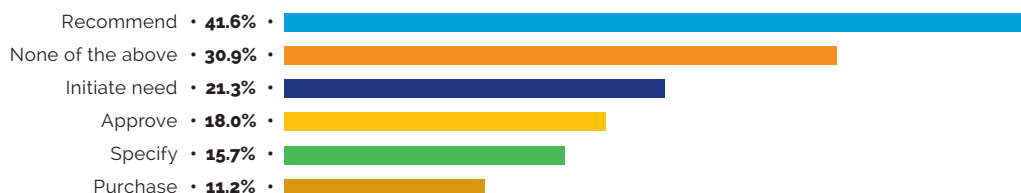
### JOB FUNCTION



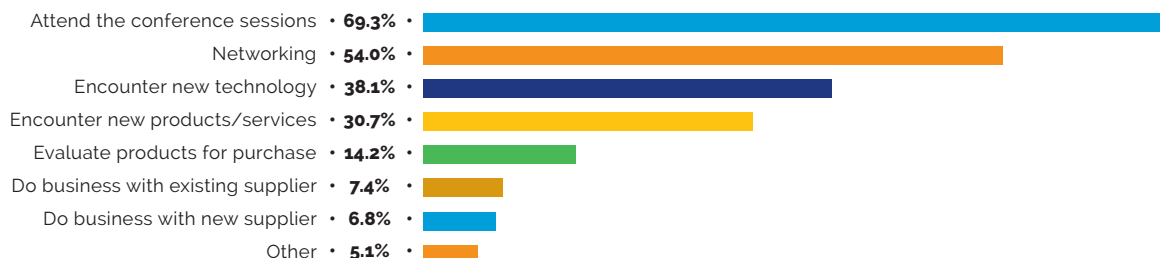
### ORGANIZATION TYPE



### PURCHASING AUTHORITY



### PRIMARY REASON FOR ATTENDING



\*All statistical information taken from PNEC's onsite survey conducted by Turnkey Surveys, an independent research firm.

## EXHIBITOR LIST

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Blueback Reservoir Americas, LLC  
 CANON INFORMATION & IMAGING  
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 Certis Information Services, Inc.  
 CGG Data Management Services Inc  
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### Exhibitor

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 TGS  
 TIBCO OpenSpirit  
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 Troika International  
 Wipro Ltd.

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MANAGER.....	ANADARKO PETROLEUM CORP.	IT SUPERVISOR.....	CONOCOPHILLIPS
IT PROG/APP ADVISOR .....	APACHE CORPORATION	GEODATA MANAGER.....	CONOCOPHILLIPS
EXECUTIVE DIRECTOR.....	BHP BILLITON	IT DIRECTOR, GGRE IM .....	CONOCOPHILLIPS
IM MGR - SUBSURFACE DATA MGMT.....	BHP BILLITON	GLOBAL GEOSPATIAL TEAM LEAD.....	CONOCOPHILLIPS
DATA MANAGEMENT SUPERVISOR.....	BHP BILLITON	DATA ARCHITECT .....	CONOCOPHILLIPS
PETROPHYSICAL ADVISOR .....	BHP BILLITON	GEO DATA MANAGER .....	CONOCOPHILLIPS
INFORMATION & DATA MANAGER.....	BP	ANALYST, DATABASE & APPLICATIONS .....	CONOCOPHILLIPS
SUBSURFACE DATA LEAD GOM.....	BP AMERICA	BUSINESS ANALYST .....	CONOCOPHILLIPS
SUPERVISORY GEOLOGIST .....	BSEE	SR DATA ANALYST .....	DEVON ENERGY
SUPV. PETROLEUM ENGINEER .....	BSEE	IT ARCHITECT .....	ECOPETROL S.A.
SR GIS DATABASE ADMINISTRATOR.....	CABOT OIL AND GAS	GEG DATA MGMT COORD .....	ENI
BUSINESS ANALYST .....	CHEVRON	E&P DATA AND SOFTWARE PROFESSIONAL .....	ENI
IM GOV. & STANDARDS TEAM MGR.....	CHEVRON	G&G PROJECT DATABASE ENGINEER .....	ENI PETROLEUM
GEOSCIENCE DATA MANAGER .....	CHEVRON	DIGITAL OILFIELD ADVISOR.....	ENI PETROLEUM
DATA MANAGEMENT R&D LEAD.....	CHEVRON	INFORMATION MGMT COOR -	
MANAGER - SUBSURFACE WORKFLOWS		UPSTREAM & TECH. SERVICES .....	ENI SPA
AND DATA SUPPORT .....	CHEVRON	TECHNICAL I.S. MANAGER.....	ENI US OPERATING CO. INC.
SOLUTION ARCHITECT .....	CHEVRON	MD/CEO.....	ESOSA OIL & GAS
G&G SUPPORT ANALYST.....	CHEVRON	MGR REGL DATA SUPPORT .....	EXXON MOBIL
G&G/RE APPLICATION DEPLOYMENT ANALYST.....	CHEVRON	DATA SYSTEMS SUPERVISOR.....	EXXONMOBIL
TECHNICAL TEAM LEAD .....	CHEVRON	SR PETROLEUM GEOLOGIST .....	EXXONMOBIL
G&G APP SUPPORT & DATA MANAGEMENT.....	CHEVRON	DATA INTEGRATION MANAGER.....	EXXONMOBIL
G&G SUPPORT ANALYST & DM .....	CHEVRON BRASIL UPS FRADE	GEOSCIENCE TECHNICIAN .....	EXXONMOBIL EXPLORATION CO.
DM R&D STRATEGIST .....	CHEVRON ETC	DATA MANAGER.....	FIELDWOOD ENERGY
GEOPHYSICIST, PROJECT MANAGER.....	CHEVRON ETC	DIRECTOR RECORDS	
SUBSURFACE TECHNICAL		& INFORMATION .....	FREEPORT-MCMORAN OIL & GAS
ANALYST .....	COBALT INTERNATIONAL ENERGY	SENIOR STAFF SPECIALIST .....	GENESIS OIL AND GAS
IT PROJECT MANAGER.....	COBALT INTERNATIONAL ENERGY	DATA MANAGER OPERATIONS.....	HESS CORPORATION
IT DIRECTOR.....	CONCHO RESOURCES	GEOSCIENCE TECHNICIAN .....	KOSMOS ENERGY
IT APPLICATIONS.....	CONCHO RESOURCES	TLE&P IM .....	KUWAIT OIL COMPANY
GEODATA MANAGER.....	CONOCOPHILLIPS	SR IT MANAGER.....	LINN ENERGY



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INFORMATION ARCHITECT .....	LINN ENERGY	DATA CONTROL LEAD.....	SHELL CANADA
INFORMATION ARCHITECT .....	LINN ENERGY LLC	DATA CONTROL LEAD.....	SHELL CANADA LIMITED
SEISMIC DATA MANAGER.....	MARATHON	SEISMIC DATA MANAGEMENT.....	SHELL E & P
PTIM ENGINEERING SUPPORT MGR.....	MARATHON OIL COMPANY	SEISMIC DATA MANGEMENT .....	SHELL E & P
CFO/DIRECTOR.....	NEW HORIZON EXPLORATION	SEISMIC DATA MANAGEMENT.....	SHELL E&P
MANAGER, DATA MANAGEMENT.....	NEWFIELD EXPLORATION CO.	SEISMIC DATA MANAGEMENT.....	SHELL E&P
SAFETY SUPERINTENDENT.....	NNPC - NGC	TEAM LEAD.....	SHELL EXPLORATION & PRODUCTION
MANAGER, GEOSCIENCE DATA & TECHNOLOGY.....	NOBLE ENERGY	SENIOR CONSULTANT SUBSURFACE DATA.....	SHELL GLOBAL SOLUTIONS INT
PROGRAM MANAGER, ENTERPRISE APP.....	NOBLE ENERGY	VP TECHNICAL DATA .....	SHELL GLOBAL SOLUTIONS INTERNA
APPLICATION SUPPORT SPECIALIST .....	NOBLE ENERGY, INC	TEAM LEADE .....	SHELL INTERNATIONAL
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SR. OPERATING SYSTEMS SPE. ....	SAUDI ARAMCO	SR. GEOSCIENCES ANALYST.....	SOUTHWESTERN ENERGY
IT APPL/ SYS SPECIALIST.....	SAUDI ARAMCO	SENIOR BUSINESS ANALYST .....	SOUTHWESTERN ENERGY
SYSTEMS ANALYST .....	SAUDI ARAMCO	IT TEAM LEAD - ENTERPRISE DATA MANAGEMENT.....	SOUTHWESTERN ENERGY
PETROLEUM ENGINEERING SYSTEMS ANALYST .....	SAUDI ARAMCO	GEOPHYSICIST .....	STATOIL
GEOPHYSICIST III.....	SAUDI ARAMCO	ENTERPRISE ARCHITECT .....	SW ENERGY CO
PET ENGRG SYS ANALYST III.....	SAUDI ARAMCO	VP INFORMATION GEOSCIENCE.....	TOTAL
ADVISOR TECHINCAL DATA MANAGEMENT .....	SHELL	TRAINING MANAGER .....	TOTAL
SUPPORT ENGINEER.....	SHELL	GEOSCIENCE CORPORATE DATA HEAD OF DEPARTMENT .....	TOTAL
PROJECT DATAMANAGEMENT TEAM LEAD.....	SHELL	GEOINFORMATION - HEAD OF PROJECTS & PLANS.....	TOTAL
GLOBAL DATA QUALITY CONSULTANT.....	SHELL	SENIOR GEOINFORMATION MANAGER.....	TOTAL E&P
IM FOR ASSET FOCAL POINT.....	SHELL	HEAD OF DATA GATE.....	TOTAL SA
DOCUMENT CONTROL LEAD.....	SHELL	GIS SPECIALIST.....	TOTAL SA
ENTERPRISE ARCHITECT .....	SHELL	SR BUSINESS ANALYST.....	XTO ENERGY
IM LEAD .....	SHELL	DATA MANAGER.....	YPF S.A.
TEAM MANAGER.....	SHELL BUS OPS - MANILA		

# EVENT CONTACTS

**Offshore Group Publisher and Vice President:**

Mark Peters  
1455 W. Loop South, Suite 400  
Houston, TX 77027  
Phone: +1 713 963 6260  
Email: markp@pennwell.com

**Event Marketing Manager:**

Rachel Campbell  
Phone: +1 918 831 9576  
Email: rachelc@pennwell.com

**Conference Mentor and Advisor:**

Cindy Crouse  
Phone: +1 214 841 0044  
Fax: +1 214 841 0046  
Email: cindy.crouse@pneconferences.com

**Exhibit & Sponsorship Sales:**

Peter D. Cantu  
United States  
Phone: +1 713 963 6213  
Fax: +1 713 963 6212  
Mobile: +1 713 503 2451  
Email: peterc@pennwell.com

**Conference Director**

Robin Dupre  
Phone: +1 713 963 6223  
Email: robind@pennwell.com

Sara Lowery Ng  
United States & Europe  
Phone: +1 713 963 6277  
Cell: +1 713 725 8536  
Fax: +1 713 963 6212  
Email: saran@pennwell.com

**Conference Manager:**

Gail Killough  
Phone: +1 713 963 6251  
Email: gailk@pennwell.com

**Registration Department:**

Direct: +1 918 831 9160  
Fax: +1 918 831 9161  
Toll Free: +1 888 299 8016  
Fax: +1 888 299 8057

**Senior Event Operations Manager:**

Kay Baker  
Phone: +1 918 831 9102  
Fax: +1 918 831 9729  
Email: kayb@pennwell.com

**PennWell Petroleum Group**

1455 West Loop South, Suite #400  
Houston, Texas 77027  
Phone: (713) 621-9720  
Toll Free: (800) 736-6935  
Fax: (713) 963-6285

**Exhibit Services Manager:**

Lauren Brenner  
Phone: +1 918 832-9276  
Fax: +1 918 831 9729  
Email: laurenb@pennwell.com



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20<sup>th</sup> International Conference on Petroleum Data  
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