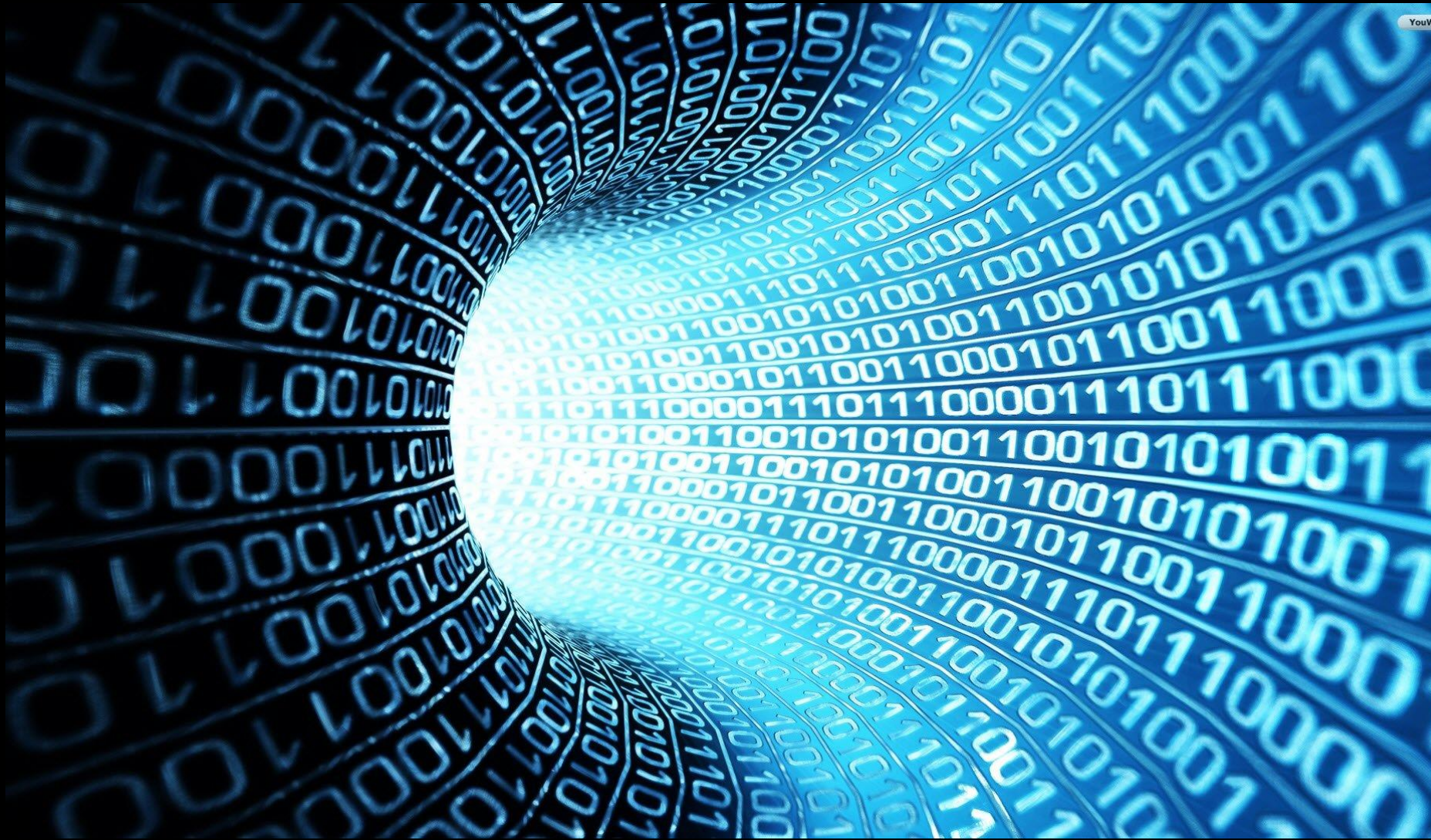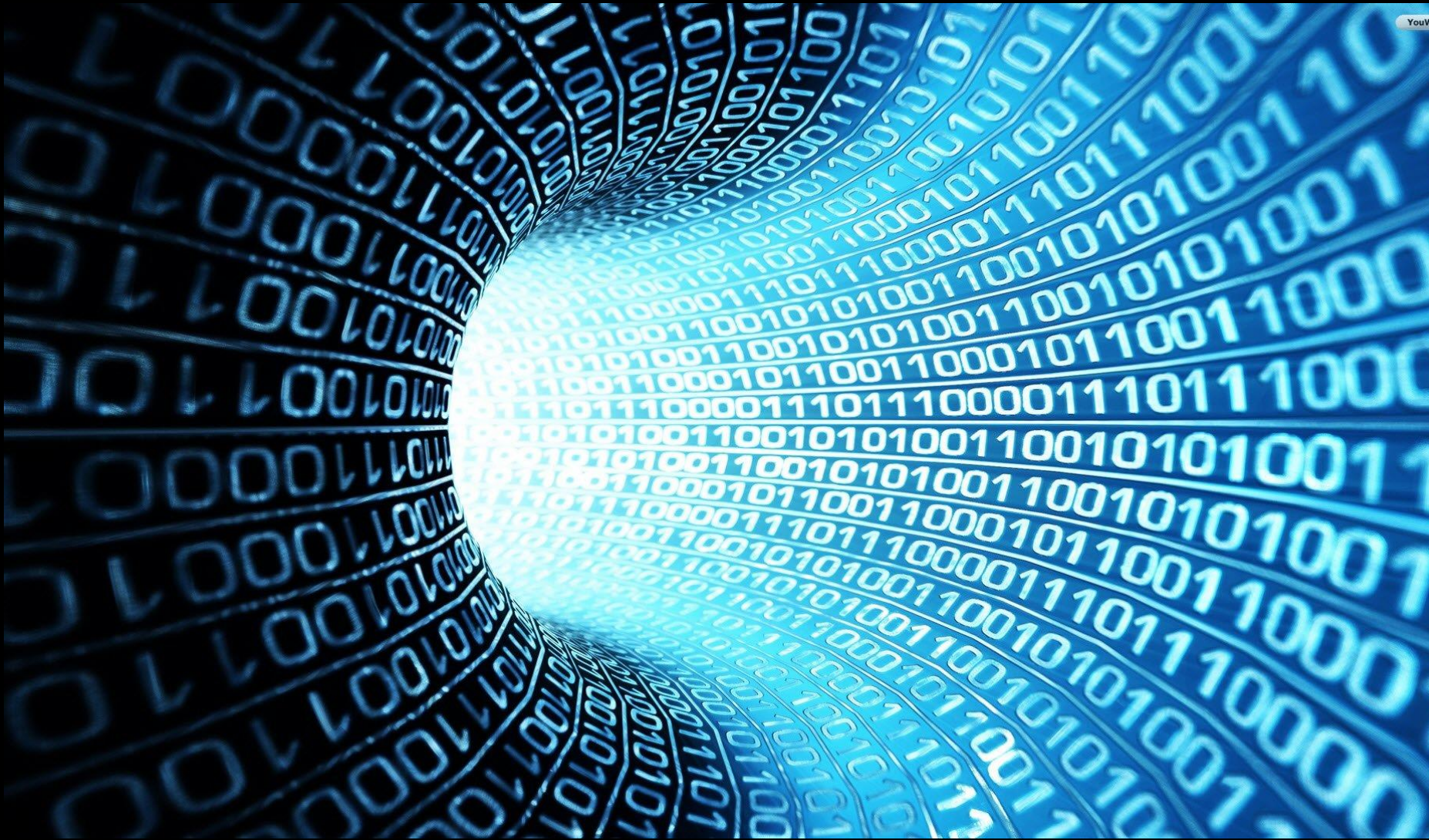Last year....

Digital Offshore

2016
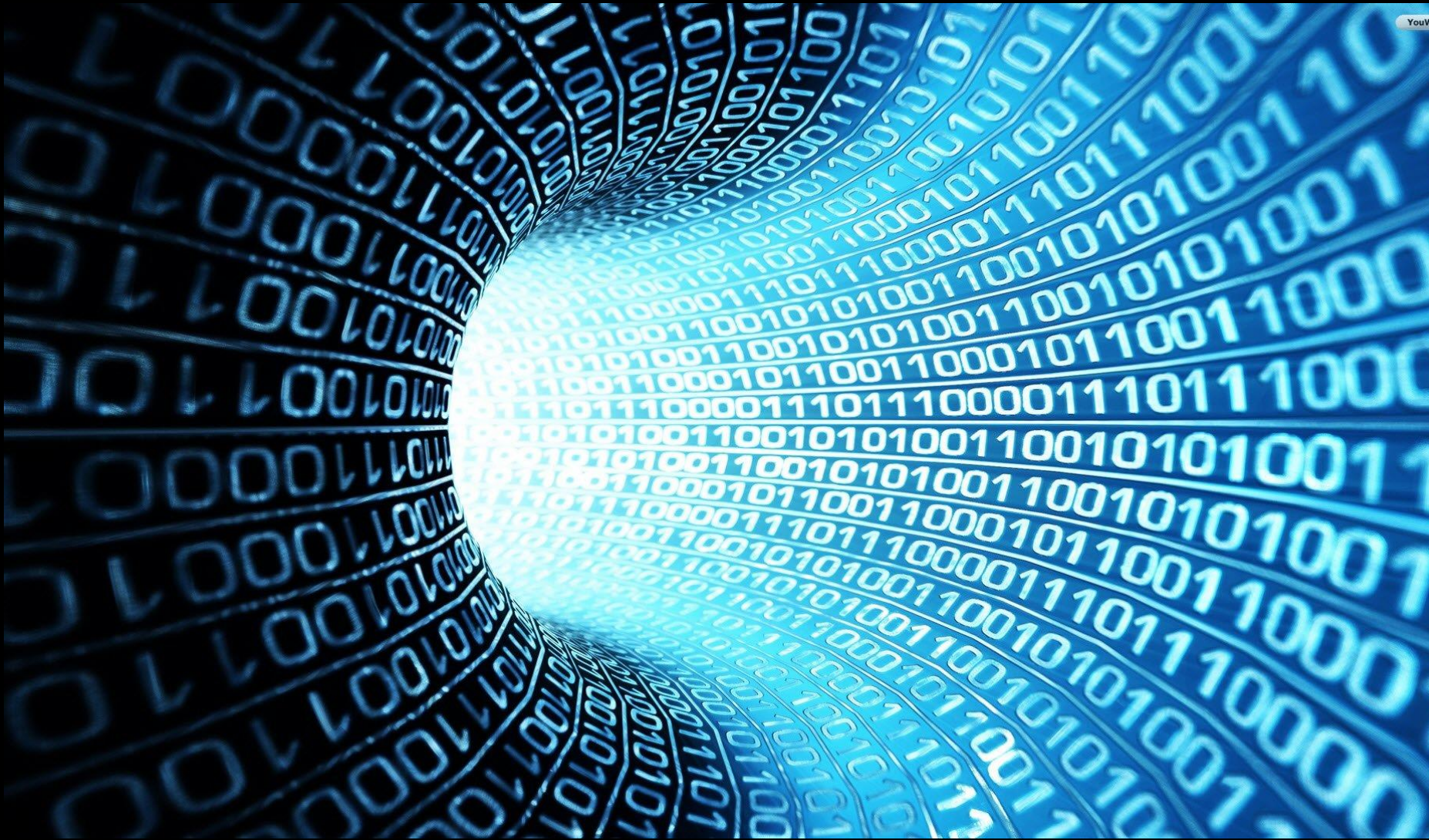
Data Science

Who is in the room?

Who is in the room?
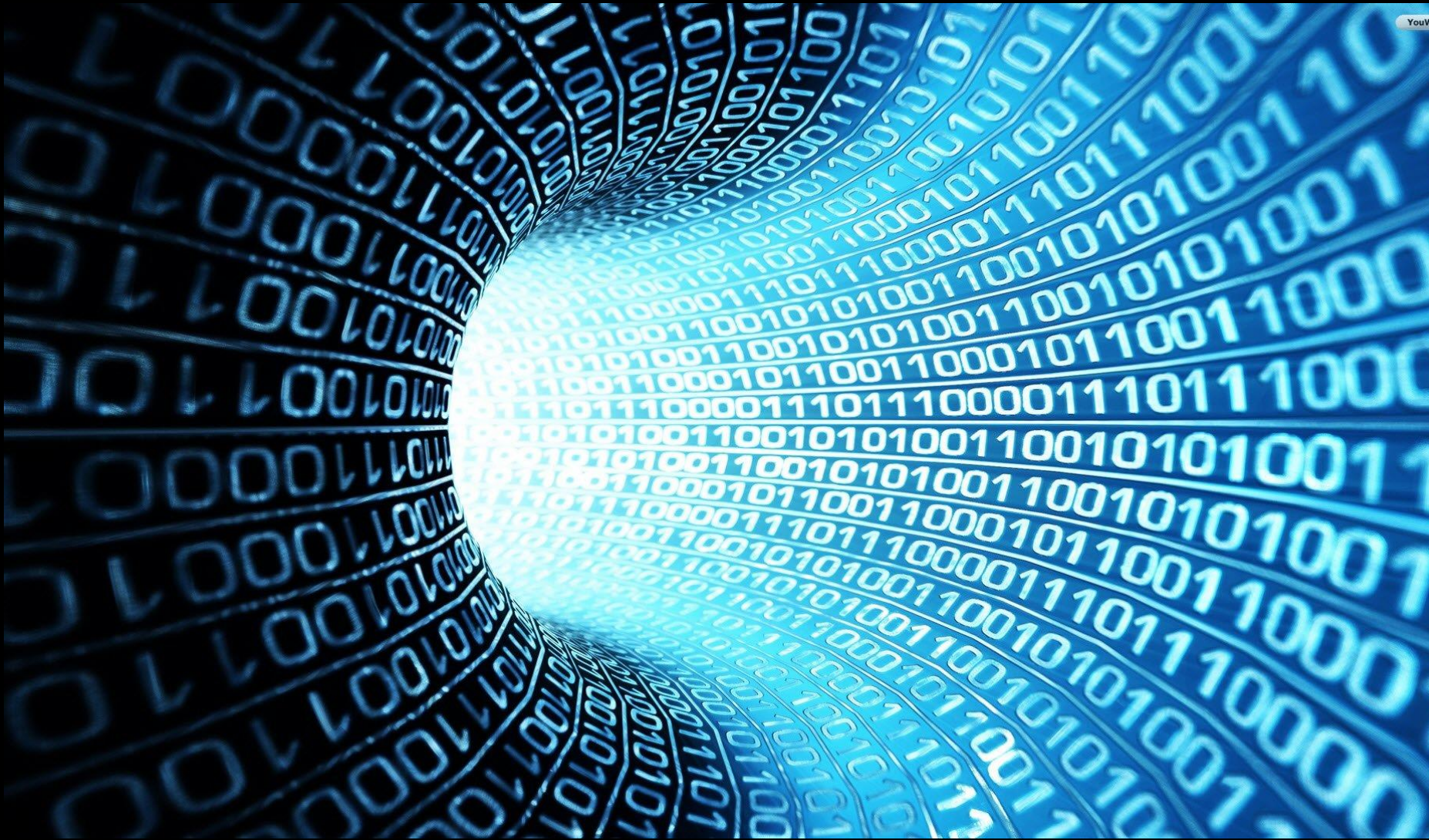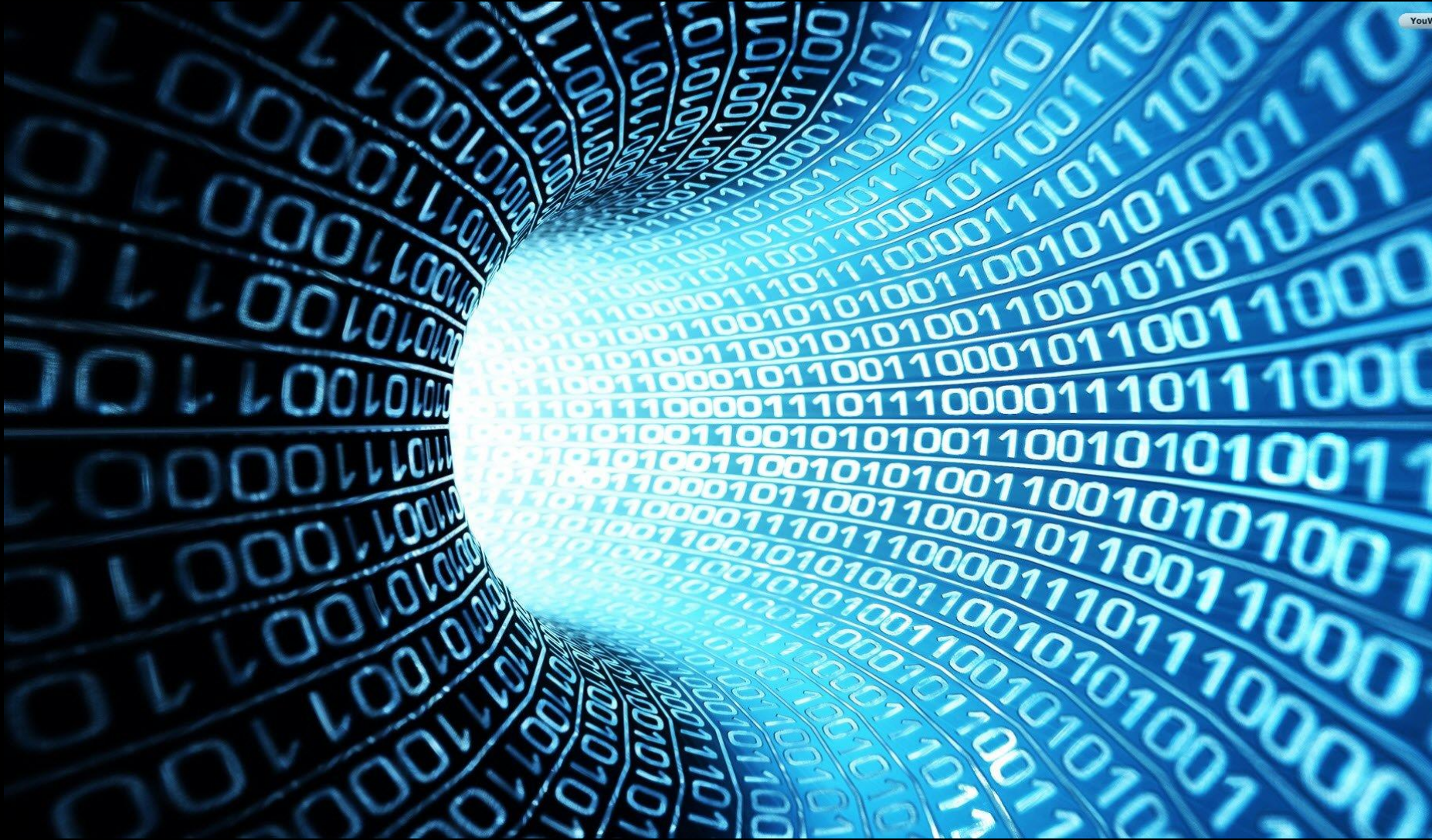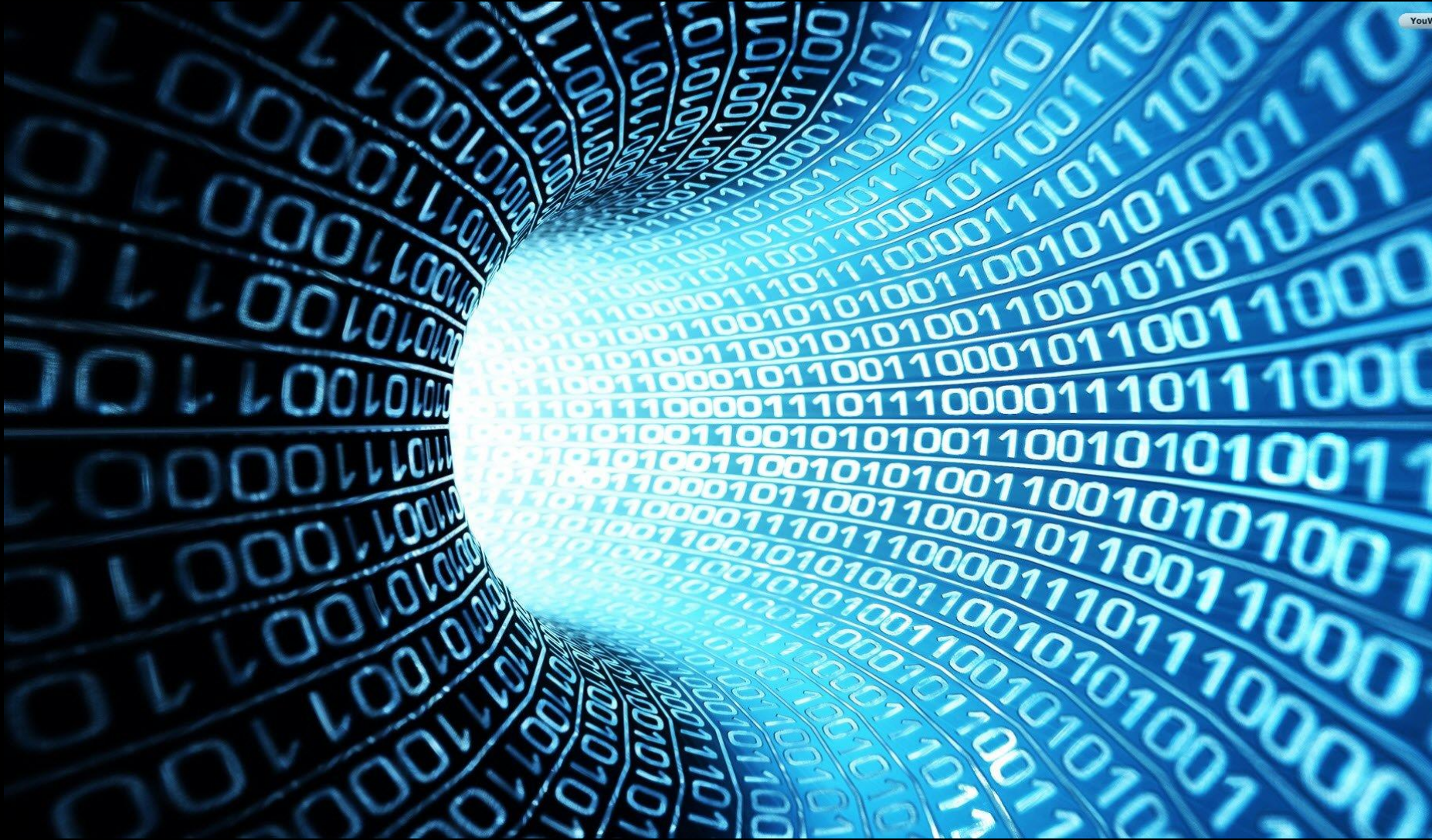
Do you make your living selling data?

Who is in the room?

Do you make your living analysing data?

Who is in the room?

Do you make your living creating data?

A Quick Survey

A Quick Survey

Who thinks the oil price will never rise >$100 again?

A Quick Survey

Never drill a dry well again by 2020?

A Quick Survey

More HC still to be found than found?

Steve H & Scottish Enterprise

Overview

- *An Engineer – 15 years in a Multinational – Oil & Gas Services*
- *A Business Professional - Strategy, M&A, Operations, HR, Business Development, Innovation.*
- *A coach, mentor & advisor*
- *A facilitator – helping to make things happen*

1. SE Supports **individual companies** to grow ...grants/expertise/networks
2. SE **develops, invests & manages projects** to help sectors to grow
   - Creating conditions to encourage growth
   - Removing barriers / obstacles that prevent growth
   - Identifying opportunities and investing in resources to realise them.

"**We identify and exploit opportunities for Scotland's economic growth by supporting Scottish companies to compete, helping to build globally competitive sectors, attracting new investment and creating a world-class business environment.**"

SCOTTISH DEVELOPMENT INTERNATIONAL

Scottish Enterprise

Predict, Prevent, Produce More

Wednesday 4th May

1. **Who is in the room?**
2. **The Strategic Ambition**
3. **Perspective Gathering**
4. **Challenge 1 : Where to find value quickly?**
5. **Challenge 2:How to get economic gain from this?**
6. **Finding Value**
7. **Consultative Study**

Objectives

1. Share with you our thinking about the **Data Science opportunity**

2. Encourage you to **volunteer your companies, data, resources** to exploring these opportunities

3. Update you on our **plans to consult with you** about this opportunity and to seek your active involvement both today and later on.

SCOTTISH
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Predict, Prevent, Produce More

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Can Data Science Help Maximise Economic Recovery?

Schematic to Help Facilitate Discussions

Strategic Objectives

1. Improve the viability of UKCS Operations.
2. Improve the viability of Scottish O&G Companies
3. Increased sales & exports of Scottish developed Digital/ Data Oil & Gas products & services

Strategic Objectives

1. Improve the viability of UKCS Operations.
2. Improve the viability of Scottish O&G Companies
3. Increased sales & exports of Scottish developed Digital/ Data Oil & Gas products & services

Test, Modify & Confirm our Assumptions:

Are these valid?
Are they sufficient?

Strategic Objectives

1. Improve the viability of UKCS Operations.
2. Improve the viability of Scottish O&G Companies
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5 Major Challenges

Strategic Objectives

1. Improve the viability of UKCS Operations.
2. Improve the viability of Scottish O&G Companies
3. Increased sales & exports of Scottish developed Digital/ Data Oil & Gas products & services

5 Major Challenges

Current Production Efficiency is <60%

Strategic Objectives

1. Improve the viability of UKCS Operations.
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5 Major Challenges

Current UKCS Exploration Activity is nearly nil

Current Production Efficiency is <60%

Strategic Objectives

1. Improve the viability of UKCS Operations.
2. Improve the viability of Scottish O&G Companies
3. Increased sales & exports of Scottish developed Digital/ Data Oil & Gas products & services

5 Major Challenges

Too many vendors offering unproven golden bullet solutions

Current UKCS Exploration Activity is nearly nil

Current Production Efficiency is <60%

Strategic Objectives

1. Improve the viability of UKCS Operations.
2. Improve the viability of Scottish O&G Companies
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5 Major Challenges

The cost of implementing data science solutions is perceived to be prohibitive

Too many vendors offering unproven golden bullet solutions

Current UKCS Exploration Activity is nearly nil

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Strategic Objectives

1. Improve the viability of UKCS Operations.
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5 Major Challenges

Current price per boe is <$50 and this is likely to be reality for a while

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4 Strategic Ambitions

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4 Strategic Ambitions

Improve reliability & efficiencies through DS

Current price per boe is <$50 and this is likely to be reality for a while

The cost of implementing data science solutions is perceived to be prohibitive

Too many vendors offering unproven golden bullet solutions

Current UKCS Exploration Activity is nearly nil

Current Production Efficiency is <60%

Strategic Objectives

1. Improve the viability of UKCS Operations.
2. Improve the viability of Scottish O&G Companies
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4 Strategic Ambitions

Increase & Sustain Exploration through DS

Improve reliability & efficiencies through DS

Current price per boe is <$50 and this is likely to be reality for a while

The cost of implementing data science solutions is perceived to be prohibitive

Too many vendors offering unproven golden bullet solutions

Current UKCS Exploration Activity is nearly nil

Current Production Efficiency is <60%

Strategic Objectives	1. Improve the viability of UKCS Operations.
	2. Improve the viability of Scottish O&G Companies
	3. Increased sales & exports of Scottish developed Digital/ Data Oil & Gas products & services

| 4 Strategic Ambitions | | Support operators to build the Investment case ,prove & de-risk Investment in DS | Increase & Sustain Exploration through DS | Improve reliability & efficiencies through DS |

| Current price per boe is <$50 and this is likely to be reality for a while | The cost of implementing data science solutions is perceived to be prohibitive | Too many vendors offering unproven golden bullet solutions | Current UKCS Exploration Activity is nearly nil | Current Production Efficiency is <60% |

Strategic Objectives	1. Improve the viability of UKCS Operations. 2. Improve the viability of Scottish O&G Companies 3. Increased sales & exports of Scottish developed Digital/ Data Oil & Gas products & services

4 Strategic Ambitions	Support DS companies to develop Competitive aligned Risk/reward proposals	Support operators to build the Investment case ,prove & de-risk Investment in DS	Increase & Sustain Exploration through DS	Improve reliability & efficiencies through DS
Current price per boe is <$50 and this is likely to be reality for a while	The cost of implementing data science solutions is perceived to be prohibitive	Too many vendors offering unproven golden bullet solutions	Current UKCS Exploration Activity is nearly nil	Current Production Efficiency is <60%

Strategic Objectives

1. Improve th...
...ies
...d

Next steps:

Develop the evidence base, economic model and potential actions / investments

4 Strategic Ambitions

Support DS companies to develop Compet... align... Risk/r... p...

Support op... t...

Improve reliability & efficiencies through DS

Current price per boe is <$50 and this is likely to be reality for a while

Tr... impl...

nearly nil

Current Production Efficiency is <60%

Co-ordinated Team Approach

OGiC
Oil & Gas Innovation Centre

THE DATA LAB
value from data

CENSIS

itf™

Oil & Gas UK
the voice of the offshore industry

Predict, Prevent, Produce More

Topics

Wednesday 10th March

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Activity

1. On Line

2. We need your help to **help us build the evidence of need and demand** for support & investment.

In Development....

Activity

1. **A case for Digital / Data as a TLB theme**

   technology leadership board

2. **Digital / Data to be a part of the appropriate solution centres within the OGTC**

   ...connected to....

   OGiC
   Oil & Gas Innovation Centre
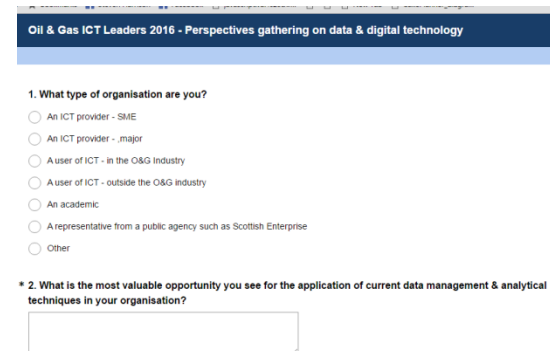
3. **A Data Science for O&G Centre**

   THE DATA LAB
   value from data

4. **A support programme**

1. On Line

   Oil & Gas ICT Leaders 2016 - Perspectives gathering on data & digital technology

   1. What type of organisation are you?
   - An ICT provider - SME
   - An ICT provider - .major
   - A user of ICT - in the O&G Industry
   - A user of ICT - outside the O&G industry
   - An academic
   - A representative from a public agency such as Scottish Enterprise
   - Other

   * 2. What is the most valuable opportunity you see for the application of current data management & analytical techniques in your organisation?

2. We need your help to **help us build the evidence of need and demand** for support & investment.

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UKCS Production Profile

Production Efficiency (Left Hand Scale)
Production (Right Hand Scale)

SPE Offshore Europe

Source: DECC

Can Data Technology Help improve Productivity?

Find the Missing Platform?

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Predict, Prevent, Produce More

Topics

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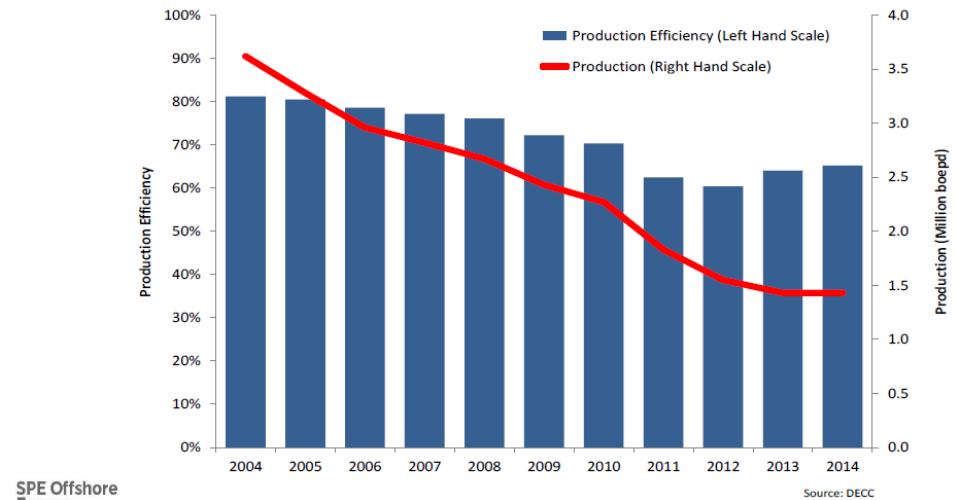6. **Finding Value**
7. **Consultative Study**

Oil & Gas Authority

Government Funded Seismic Programme

Can Data Technology Help find & recover hydrocarbons?

Predict the Predictable?

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Can Data Technology help to reduce lift cost?

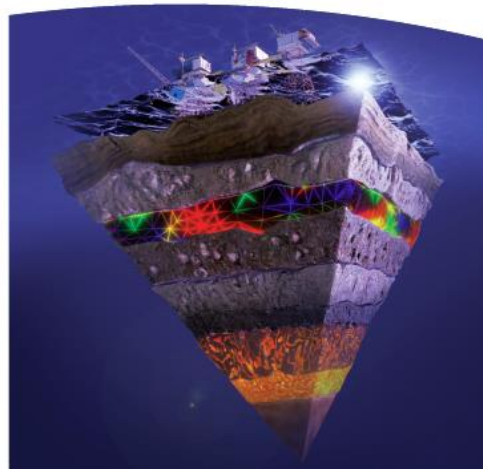**Prevent the Preventable?**

Topics

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Figure 10: Weighted Average Lifting Costs for UK and Other Regions

Angola
Brazil
Denmark
Egypt
Indonesia
Netherlands
Nigeria
Norway
UK
US (Gulf of Mexico Deepwater)
Linear (UK)

Average Lifting Cost/boe ($)

25
20
15
10
5
0

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014

Source: Wood Mackenzie

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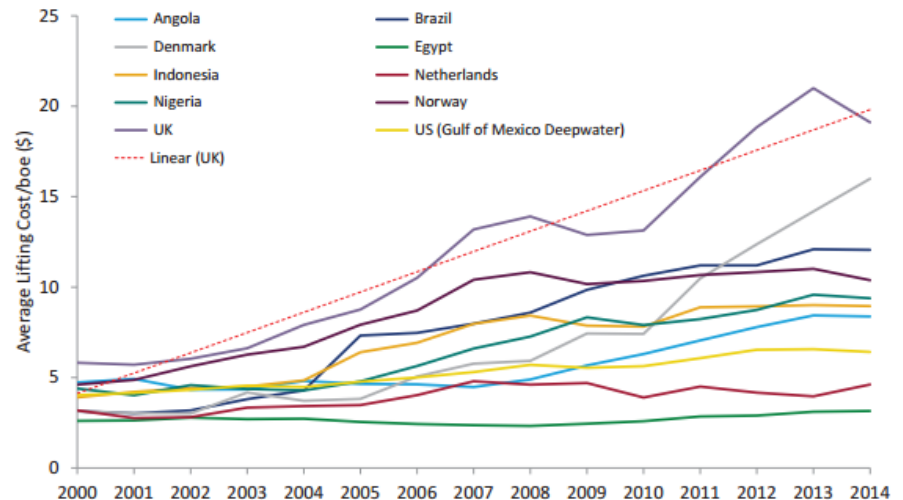
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Predict, Prevent, Produce More

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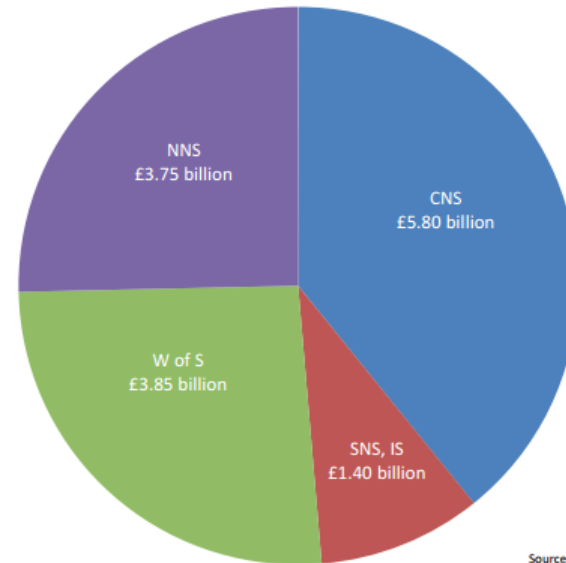6. **Finding Value**
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Figure 6: Capital Investment by Region in 2014

NNS
£3.75 billion

CNS
£5.80 billion

W of S
£3.85 billion

SNS, IS
£1.40 billion

Source: Oil & Gas UK

Can Data Technology inform Capital Investment decisions?

Increase ROI

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Predict, Prevent, Produce More

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Opportunity

1. Can Data Technologies **increase uptime** and improve efficiency?
2. Can Data Technologies **improve prediction** and reservoir modelling accuracies?
3. Can Data Technologies better inform **capital investment** decisions?
4. Can Data Technologies reduce **lift cost?**

However "they" have been saying that for decades...

Compressor Alert For Offshore Operator

Analysis by human

EVENT: 6:58 AM

REVIEW ALERTS
PRIORITISE ALERTS
INVESTIGATE ALERTS
EXAMINE HISTORIES
RECOMMENDATION
PRIORITISE
DETAILED WRITTEN REPORT SENT TO PLATFORM

ACTIONS: 10:30 AM

Analysis by NLG Engine

EVENT: 6:58 AM

REVIEW ALERTS
PRIORITISE ALERTS
INVESTIGATE ALERTS
EXAMINE HISTORIES
RECOMMENDATION
PRIORITISE
DETAILED WRITTEN REPORT SENT TO PLATFORM

ACTIONS: 6:59 AM

Data2Text Founded 2009, 3 scientist's + 1 entrepreneur

Merged to form Arria NLG in 2013

Floated on AIM in 2014 for £100M

Current trading at £35M and 50 data scientists

Examples of Where Data Technology Could Realise Value?

Area of Application	Exploration	Operations & Maintenance	Supply Chain / Logistics	Engineering
Potential Problems / Opportunities	1. Predict and identify where best to drill for optimum oil flow 2. Understand the geology/seismic for the region not just at a block level. 3. Understand subsurface dynamics and microbiology	1. Prevent critical equipment failure 2. Identify opportunities to optimise pressure & flow control 3. Manpower scheduling 4. Improved weather impact analysis and forecasting	1. Reduce total cost of carriage and supply 2. Reduce CO2 emissions from carriage 3. Reduce working capital and optimise inventory profiles	1. Identify optimum solutions for complex problems based on previous experience 2. Analysis of equipment & process performance 3. Identify ways to extend life of assets

Examples of Where Data Technology Could Realise Value?

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We Are Actively Seeking projects at the Company, Supply Chain or UKCS Region Level

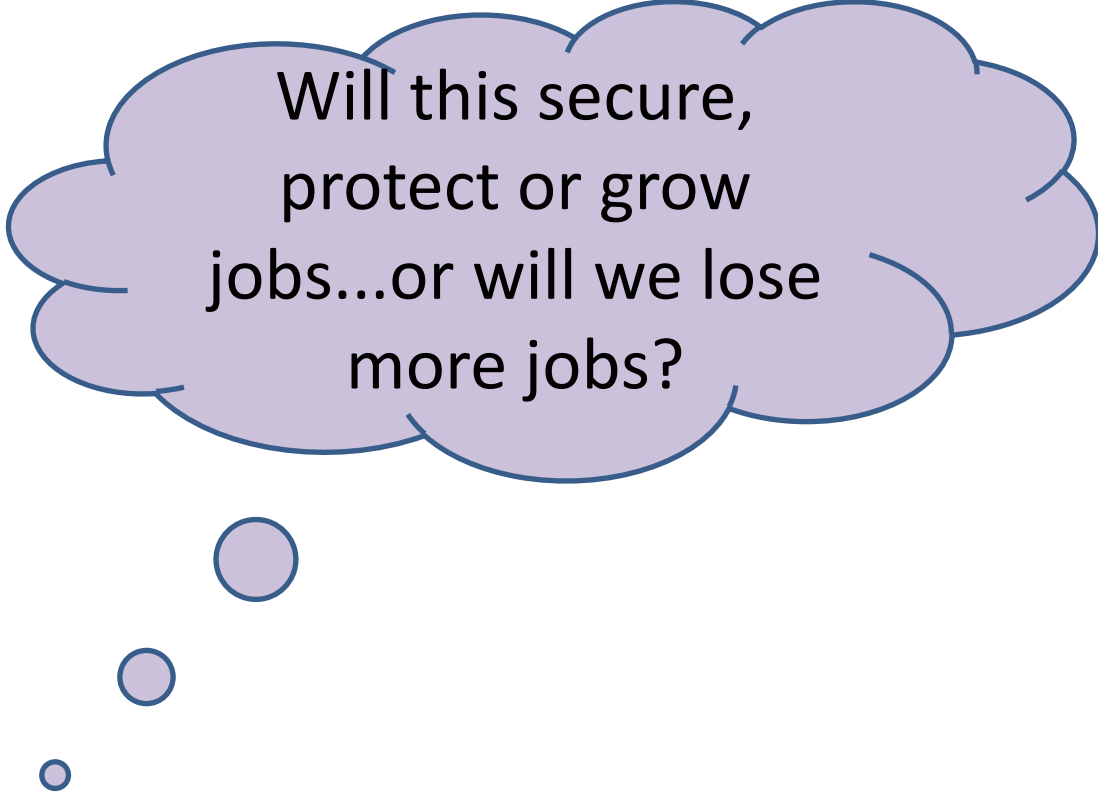# Examples of Where Data Technology Could Realise Value?

Area of Application	Exploration
Potential Problems / Opportunities	1. Predict and identify where best to drill for optimum oil flow 2. Understand the geology/seismic for the region not just at a block level. 3. Understand subsurface dynamics and microbiology

B.H.A.P. ideas.

1. **Imagine a swarm of micro drones, in the reservoir, sending realtime data back.**

2. **Imagine a VR visualisation where you can work like Minecraft / Minority Report to find where the HC's are lurking?**

3. **Imagine making great swathes of seismic and geological data available for all data geeks to predict HC's.**

Predict, Prevent, Produce More

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Will this secure, protect or grow jobs...or will we lose more jobs?

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THE FUTURE OF EMPLOYMENT: HOW
SUSCEPTIBLE ARE JOBS TO
COMPUTERISATION?*

Carl Benedikt Frey[†] and Michael A. Osborne[‡]

September 17, 2013

Abstract

We examine how susceptible jobs are to computerisation. To assess this, we begin by implementing a novel methodology to estimate the probability of computerisation for 702 detailed occupations, using a

Rise of the Robots Will Eliminate More Than 5 Million Jobs

Predict, Prevent, Produce More

Topics
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Fluvial Facies Reservoir Productivity Prediction Method Based on

Principal Component Analysis and Artificial Neural Network

Gao Pengyu[1]   Jiang Chong[1]   Huang Qin[1]   Cai Hui[1]   Luo Zhifeng[2]   Liu Meijia[1]

(1 Cnooc (China) co., LTD. Tianjin branch; 2 Southwest Petroleum University)

Abstract

It is difficult to forecast the well productivity because of the complexity of vertical and horizontal developments in fluvial facies reservoir. This paper proposes a method based on Principal Component Analysis and Artificial Neural Network to predict well productivity of fluvial facies reservoir. The method summarizes the statistical reservoir factors and engineering factors that affect the well productivity, extracts information by applying the principal component

Harvard Business Review

TECHNOLOGY

How People Will Use AI to Do Their Jobs Better

by H. James Wilson and Cyrille Bataller

MAY 27, 2015

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Topics

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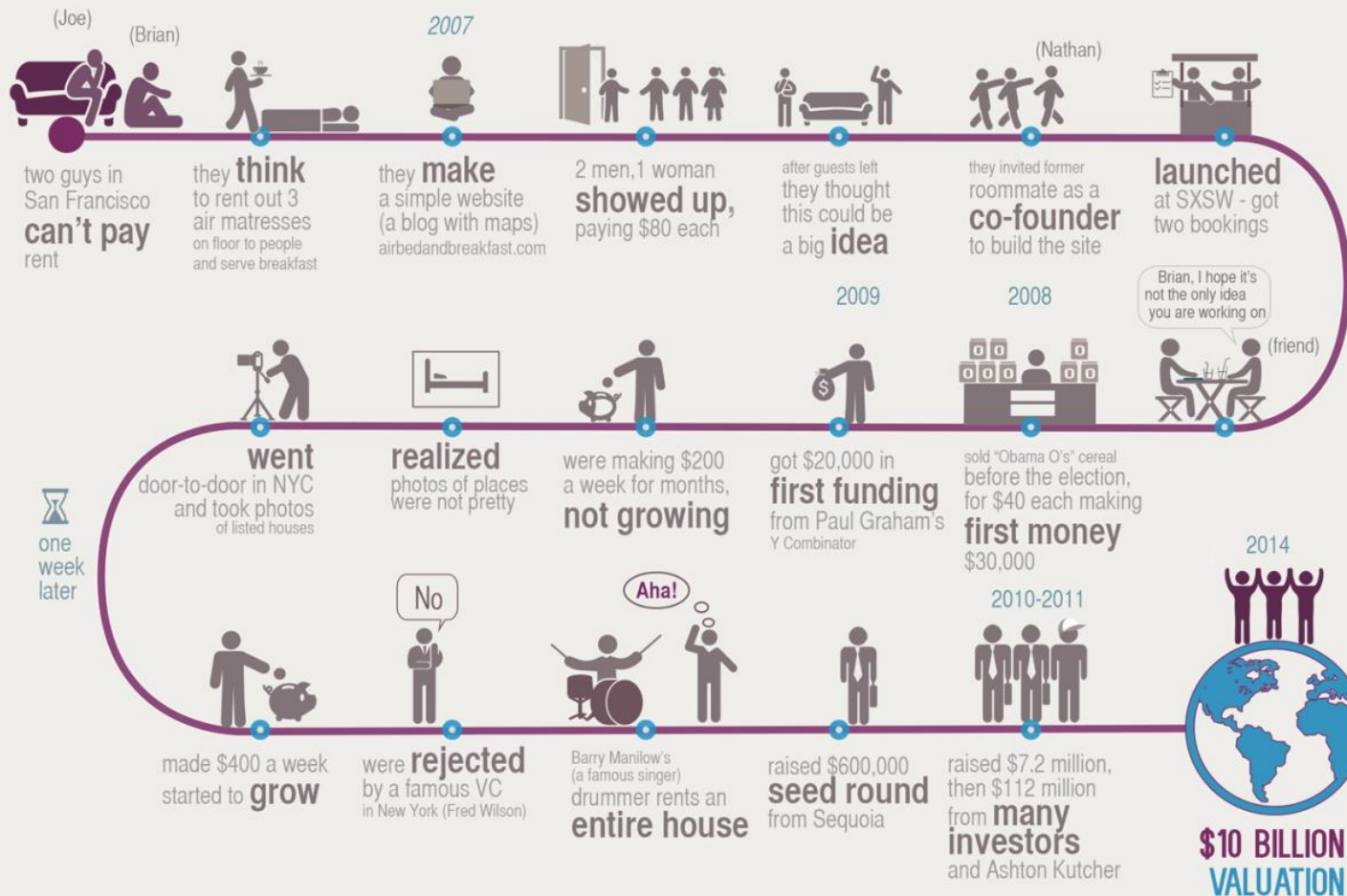6. **Finding Value**
7. **Consultative Study**

Create / Attract & Anchor New High Growth Data Technology Ventures

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HOW AIRBNB STARTED
Or How 3 Guys Went From Renting Air Mattresses To A 10 Billion Dollar Company

BY ANNA VITAL

(Joe) (Brian)

2007

two guys in San Francisco **can't pay** rent

they **think** to rent out 3 air matresses on floor to people and serve breakfast

they **make** a simple website (a blog with maps) airbedandbreakfast.com

2 men,1 woman **showed up,** paying $80 each

after guests left they thought this could be a big **idea**

they invited former roommate as a **co-founder** to build the site

(Nathan)

launched at SXSW - got two bookings

Brian, I hope it's not the only idea you are working on

2009

2008

(friend)

went door-to-door in NYC and took photos of listed houses

realized photos of places were not pretty

were making $200 a week for months, **not growing**

got $20,000 in **first funding** from Paul Graham's Y Combinator

sold "Obama O's" cereal before the election, for $40 each making **first money** $30,000

one week later

2014

No

Aha!

2010-2011

made $400 a week started to **grow**

were **rejected** by a famous VC in New York (Fred Wilson)

Barry Manilow's (a famous singer) drummer rents an **entire house**

raised $600,000 **seed round** from Sequoia

raised $7.2 million, then $112 million from **many investors** and Ashton Kutcher

$10 BILLION VALUATION

Funders and Founders   based on reports in *Telegraph*, *WSJ*, and *The Atlantic*

---

7 Years

From zero to $10Bn Val and $1.7Bn Sales

Business Model Innovation

Can we learn & apply?

The Hub
Bridge of Don

ELEVATOR
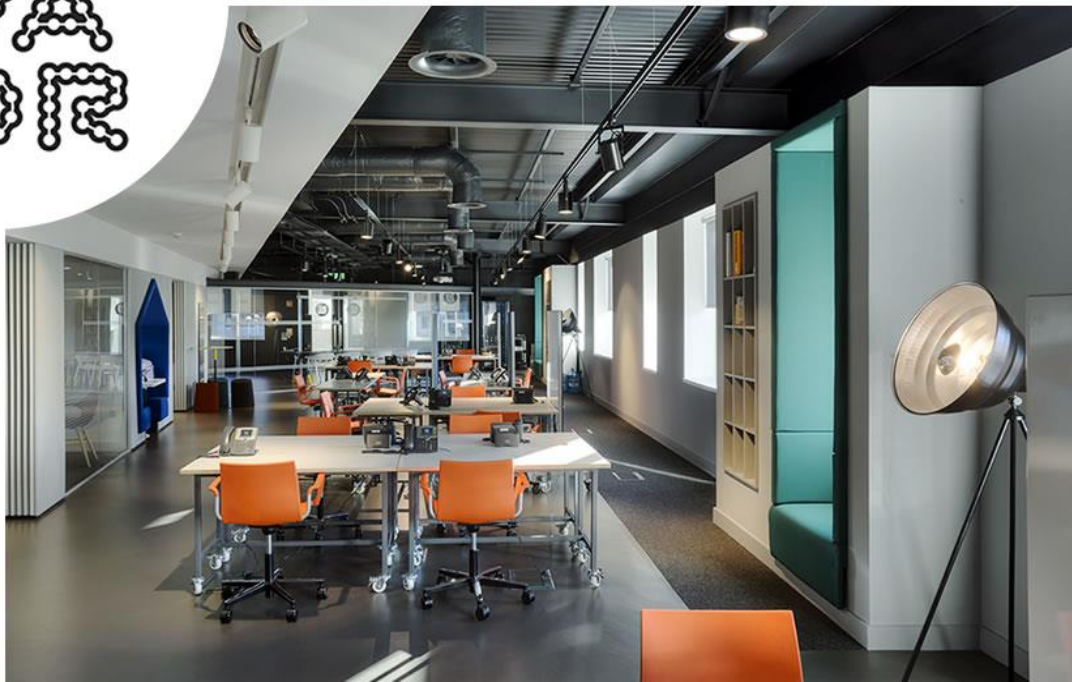
Digital Founders
Cohort 1 April – Sept 15

Next Cohort Live Now - March to Sept 16
Applications now open for early stage
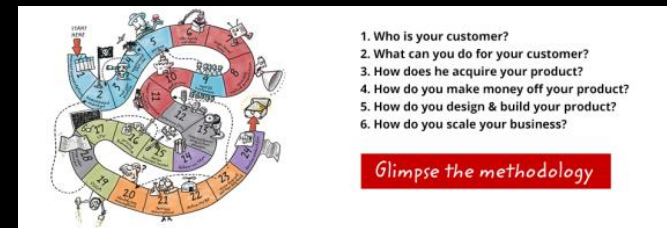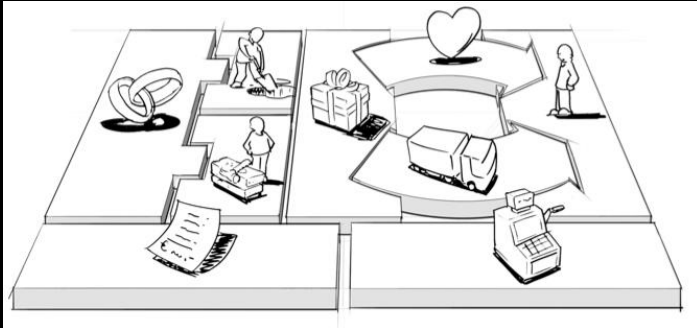
1. Who is your customer?
2. What can you do for your customer?
3. How does he acquire your product?
4. How do you make money off your product?
5. How do you design & build your product?
6. How do you scale your business?

Glimpse the methodology

A 20 week programme built around USA best practice designed to accelerate investor readiness and growth plans.

Digital Founders
Cohort 1 April – Sept 15

And we need mentors, investors, problem owners to support...
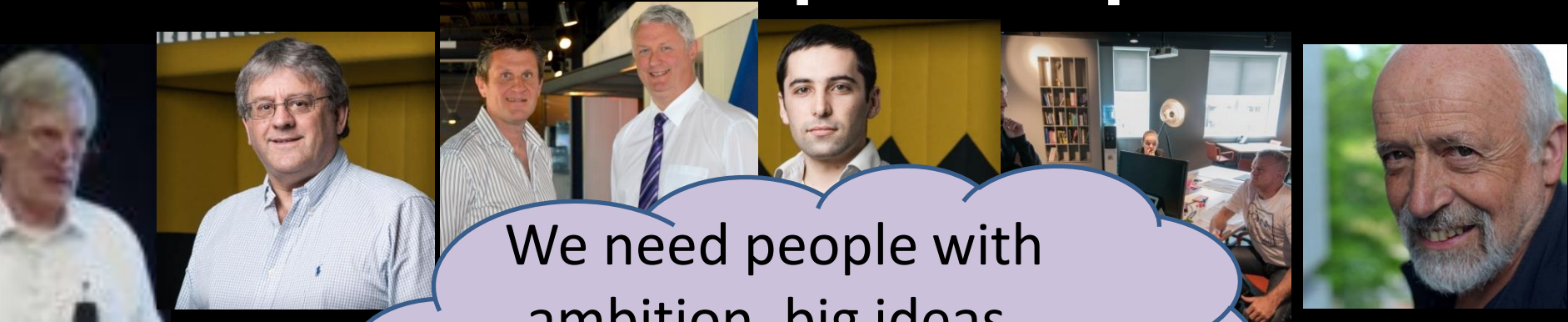
Next Cohort Applications ... stage
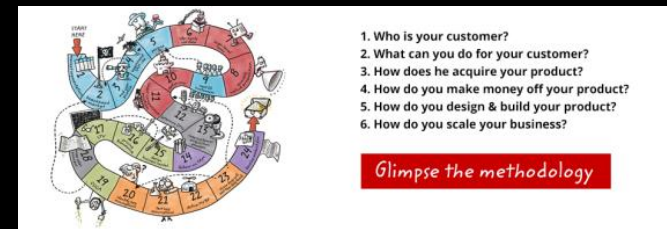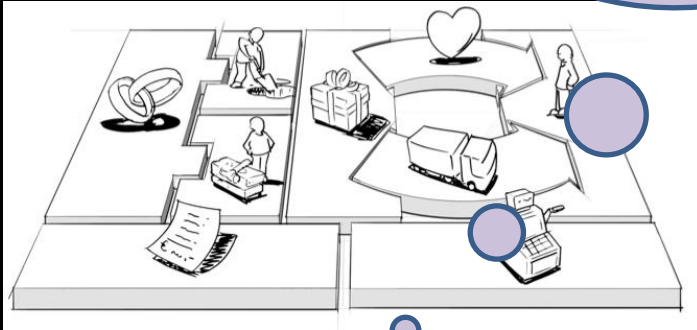
A 20 week programme built around USA best practice designed to accelerate investor readiness and growth plans.

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Support Companies to Grow, Innovate & Internationalise

www.scottish-enterprise.com/oilandgas

Scottish Enterprise

Supporting Scotland's Oil & Gas Industry

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Develop Innovative, Novel Methods, Technologies, Services...

DEBUNKING MYTHS ABOUT INNOVATION THAT MIGHT BE HOLDING YOUR BUSINESS BACK

SCOTTISH ENTERPRISE'S INNOVATION SUPPORT

Predict, Prevent, Produce More

Topics

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Pathfinders Wanted

1. Do you have a datastream or data set that you think might have **hidden value** within it?
2. Do you have **a problem** where you need a business case to validate investment in technology?
3. Do you have a **digital technology** or **usage case** that you would like us **to test and evaluate**?

We are looking for bold pathfinders .

We have resources , we want your problems so we can prove value.

Contact: steve.harrison@scotent.co.uk or duncan.hart@thedatalab.com to arrange a discussion.

Predict, Prevent, Produce More

Myth Busting

1. **We don't have time**
2. **We can't spare the people**
3. **We don't have the data**
4. **We can't afford it**
5. **It can't be that good**
6. **Lets wait**

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Predict, Prevent, Produce More

Topics

Wednesday 10th March

1. **Who is in the room?**
2. **The Strategic Ambition**
3. **Perspective Gathering**
4. **Challenge 1 : Where to find value quickly?**
5. **Challenge 2:How to get economic gain from this?**
6. **Finding Value**
7. **Consultative Study**

Digital Entrepreneurs Wanted

1. Do you have an idea for a **Data Technology venture** but unsure where to start?
2. Would you like to be **a Digital Offshore millionaire**, but don't have a killer idea?
3. Do you have **an idea for a Data Technology** but not the ability to develop it?

We are looking for bold entrepreneurs.

We have resources , we want to help you build a venture of scale & value.

Contact: graham@Elevatoruk.com or : steve.harrison@scotent.co.uk to arrange a discussion.

SCOTTISH DEVELOPMENT INTERNATIONAL

Predict, Prevent, Produce More

Topics

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1. **Who is in the room?**
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7. **Consultative Study**
8. **FAMA**

Evidence Gathering

1. **Listen** to you and others
2. Establish the **demand** and urgency
3. **Understand** the challenges, constraints and friction
4. Explore **ideas, plans and ambitions**
5. Flush out **potential projects**

SCOTTISH DEVELOPMENT INTERNATIONAL

Scottish Enterprise

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Resource Approval

1. Develop the **project concepts**
2. Seek **industry endorsement** and buy-in
3. Gain **necessary approvals** and permissions
4. Start to **deliver support** (ASAP)

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Review

1. Share with you our thinking about the **Data Science opportunity**

2. Encourage you to **volunteer your companies, data, resources** to exploring these opportunities

3. Update you on our **plans to consult with you** about this opportunity and to seek your active involvement both today and later on.

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Thank You

steve.harrison@scotent.co.uk