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UPSTREAM IT NEWS

Business Process Management

Visualizing Strategic Business Process Management

The complex business processes used in oil and gas exploration and production require a hybrid of knowledge and information delivered in a contextualized and structured style to aid in effective decision-making. The process of streamlining information and appropriately displaying that information for executive decision-makers can be key to an oil company's bottom-line success.

PointCross, Inc. delivers automated enterprise business process management (BPM)

solutions for global asset and program management to help decision-makers work more quickly and efficiently. The company's Orchestra™ platform delivers a business information framework that enables organizations to streamline their processes by contextually organizing knowledge-intensive activities as well as managing all the relevant communications and content.

E&P companies can assess opportunities for investment and monitor the growth and maturity of their portfolio value through a "closed loop" system that codifies budget strategies and controls the processes that can turn opportunities into assets - and assets into more opportunities.

One such client is Petro Andina Resources, Inc. of Calgary, Alberta, Canada. Petro Andina uses Orchestra both as the corporate information infrastructure for its business operations, and to automate its well lifecycle management processes.

Challenge: Portfolio Management on a Grand Scale

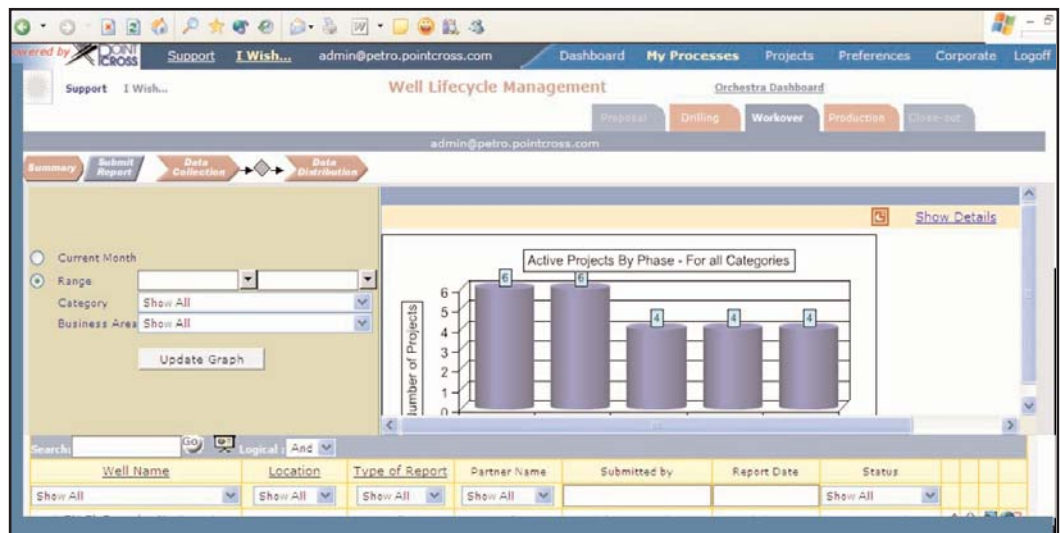
While PointCross' proprietary enterprise software can manage knowledge-intensive processes, Petro Andina needed to access, visualize and navigate through complex information more quickly and easily. PointCross therefore partnered with Corda Technologies to provide its PopChart and OptiMap charting, graphing and mapping software to feed live XML data into Orchestra in real time, providing an attractive presentation to the decision-maker.

Before implementing Corda's solution, the burden of transferring collective data to viewable charts was cumbersome at best. Most of the work was done manually, and static charts and graphs often relied on outdated information. Collection and preparation of charts was an onerous and expensive process that took from hours to days to complete. Because PopChart and OptiMap are now seamlessly incorporated into Orchestra, PointCross can flow live XML data feeds into the charting and mapping application, giving clients real-time visibility into their business processes.

"Corda has alleviated a great deal of pain for us," said Shree Nath, director of technology for PointCross. "It allows our systems to link up directly to a live charting application where visual presentations draw from the most recent data, instead of users having to process the data and then manually chart it. This helps transform business decision-making into a real-time, process-driven activity. The ability to have all of the necessary charts, maps and reports populated automatically is of tremendous value to us and our customers."

Visualizing the Course Ahead

Petro Andina and several other companies have implemented the system with great success. Chris Dale, exploration manager for Petro Andina, oversees the deployment of a Well



Lifecycle Management solution that is built on top of the Orchestra platform.

"We have been using the Orchestra dashboard with its drilldown and visualization functionality to control and automate data collection, consolidation, and report publication functions across all our well operations," Dale said. "This has proven to be a powerful way for us to gain rapid visibility into our operations and to interact very efficiently with our site personnel, management and partners."

PointCross used PopChart and OptiMap to create dynamic, real-time capabilities necessary for the digital dashboards used by Petro Andina. Like a car dashboard, this digital dashboard organizes and presents a simple graphical presentation of diverse data in a way that is easy to view and understand. Charts and graphs can be compared to a speedometer in a car; they provide a quick assessment of a single item by indicating whether the measured function is within set parameters. With the capability to drill down into deeper levels of underlying information, managers can bring projects back on track by isolating the source of problems quickly, then taking corrective actions or delegating this responsibility to others.

"Our clients often manage a portfolio of assets in the billions of dollars," said Nath. "They are constantly looking to make investments in certain areas and to procure blocks of oil fields or even other companies, so they are continuously looking at real-time data in the system. Since we help them make mission-critical decisions faster, they find even more value for us. Our intent is to get to a point where, instead of making decisions at various intervals, say once a month or every six weeks, our clients have continuous access to real-time information. They will be able to make better decisions faster - that is a huge value proposition for them."

Exceeding Expectations

"PointCross was researching charting and mapping solutions that would pass XML information from Orchestra into a third-party application," Nath said. "Now with Corda's solution, PointCross' live charts and digital dashboards can be immediately delivered in real-time to our clients. PopChart and OptiMap have saved PointCross the time and money it would have spent to develop charting and graphing software in-house."

The combined solution contains the following data visualization components:

- Executive Dashboards - used to drive simplified workflow Web views built on top of the Orchestra platform.
- Graphical Status Reports - used in automated reporting for various processes including portfolio management and program management office (PMO) coordination.
- Portfolio Perspectives - used for slice-and-dice analysis of exploration and production asset portfolios.
- Executive Management Reporting - Corda PopChart output is fed automatically into PowerPoint slides to simplify and expedite management reporting.
- Corporate Branding - Corda charts and maps can be customized to match client colors and preferences to keep them consistent with company branding.

Visualizing the Impact

"In the longer term, we expect our clients to use Orchestra to simulate business scenarios in conjunction with Corda's charting and mapping capability," Nath said. "Essentially, we would take a certain dataset and perform various analyses on it to find out possible impacts on the customer's global portfolio. If they can visualize what the impacts would be, the value is huge because it gets them into the realm of scenario playing with the possibility of furthering the overall performance of the enterprise."

Nath concluded, "In an industry where important decisions demand critical and timely information, Corda has helped us stay ahead of the curve."

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