
CASE STUDY



Solutions for Premium Quality Data

Achieving Synergy With Exploration Trade Data

Embarking on a partnership where Exploration Trade Data listings are shared across independent partners requires common standards and descriptions to be effective. This innovative partnership of North American seismic data brokers is able to find, promote and ultimately sell more seismic data from a larger standardized and complete database.

THE CHALLENGE

Two source data sets of over 750,000 seismic lines needed to be standardized and consolidated quickly.

THE SOLUTION

DataVera provided the expertise and tools to report, standardize and merge into one dataset.

RESULT

Standardized data that is easier to search, locate, promote and sell. This was done at $\frac{1}{4}$ of the original cost and delivered in $\frac{1}{4}$ of the time.

TOOLKIT

Professional Services, Cleaner and Matcher

Setting the Stage

Exploration companies sell and purchase seismic data in their quest to discover new hydrocarbons. Often they use "data brokers" who match sellers with buyers in return for a commission. In this instance, a number of trade data brokers decided to pool their listings together in order to provide a more comprehensive source of data for their clients.

The Challenge

When embarking on a partnership of separate entities, one of the first activities involves consolidating disparate datasets and employing standards across the independent organizations. Understanding in detail the quality and the level of existing standards of the original data and quickly deploying agreed standards is a critical element to reaching synergy.

The group had had two source data sets comprising of over 750,000 seismic lines that needed to be consolidated and standardized. Without standards, incomplete attributes and improper descriptors, the service would become difficult for users to find and ultimately sell seismic data.

When the project was originally established, it was estimated that it would take one year with a team of two (440 man-days) to standardize and reconcile completely using traditional manual methods. In addition, a useful subset of the data would not be usable for use for at least 6 months.

The Solution

The DataVera Standardization service provides a comprehensive means to transform seismic data listings into a value-added information asset. Using a repository of data resolutions, exploration data listings can quickly be evaluated and transformed to meet client specific standards.



Cleaner

Professional data expertise and the DataVera tools were provided to the client so that they would receive a standardized and consolidated data set quickly. Ongoing data integrity was improved so that future data quality issues would be minimized. Unusable data was removed and key attributes for trading data was enhanced such as the owner of the seismic line. Over 750,000 seismic lines were transformed and consolidated. The following are highlights:

- ✓ Consistent Use of Descriptions
- ✓ Validated Geospatial Data
- ✓ Deployed Energy Type Consistency
- ✓ Implemented Database Integrity
- ✓ Completed Shot Point Information
- ✓ Introduced Ownership Consistency
- ✓ Standardized Company Name Spellings
- ✓ Recalculated Seismic Line Lengths
- ✓ Consistent Unit of Measures
- ✓ Replaced Missing Data Attributes
- ✓ Implemented Consistent Date Formats
- ✓ Removed Unprintable Characters
- ✓ Removed usable seismic data
- ✓ Incorrect attributes were moved to correct fields.
- ✓ Merged data together

The Result

Standardized data is easier to search, locate, promote and sell. With attributes such as who owns the data, valid geospatial data and unique seismic line identifiers means that data brokers can quickly map lines and find the right data for their clients. Their E&P clients recognize that this consortium has accurate and comprehensive data and that they are effective partners in finding and exploiting hydrocarbons.

“Using conventional methods for these tasks would have taken at least one year of work while with your tools we were able to clean the data in three months and consolidate them in a matter of weeks.”

“DataVera’s abilities were of great value and enabled us to identify duplicate records easily and effectively.”

About DataVera

DataVera is the most sophisticated and complete set of data quality services within the seismic digital data management market.

The service leverages an automated suite of tools that enable data managers to accomplish data quality transformations at a fraction of the cost in a fraction of the time often associated with manual projects.

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