

Case Study: From 'Pre-GIS' to 'GIS Leverage'

Challenge

Maersk Oil North Sea UK Ltd. (Maersk) had undergone a number of changes to their interpretation portfolio, leading to challenges around data management. As a result it was very difficult for users to discover what data was available to them.

Solution

Exprodat developed a web-based GIS portal which acted as a 'data index map' to allow users to query the company's E&P data. Education around the powerful analytical capabilities of GIS led to a desktop GIS deployment, accompanied by support, training and custom tool development.

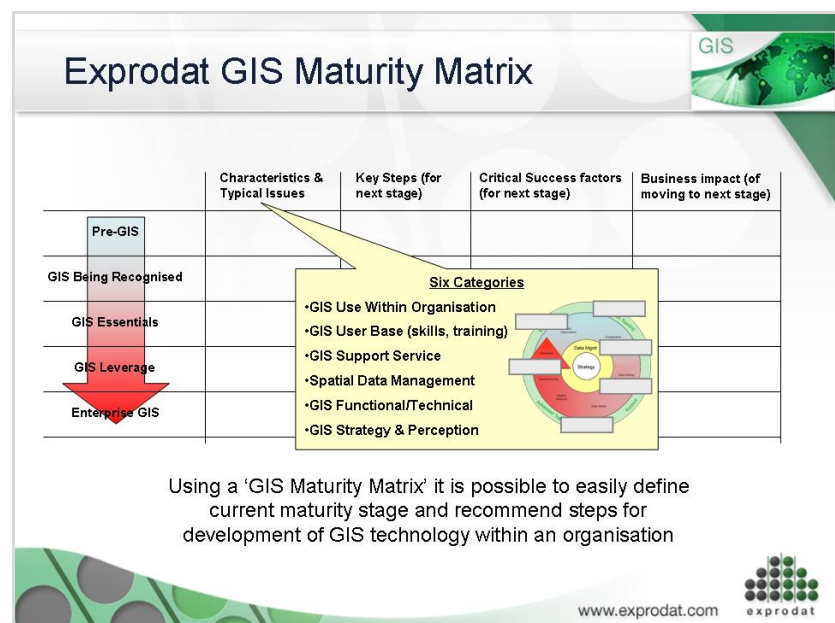
Results

Through regular GIS strategy reviews, Exprodat has helped Maersk to progress from basic use of web-based GIS to advanced use of desktop tools for predictive business modeling. This has supported key processes such as exploration opportunity analysis and play fairway mapping. GIS is now seen as an essential business tool within the subsurface community.



Implementing and developing GIS

Including previous acquisitions and awards, since 1992, Maersk now participates with varying interests in more than 70 exploration licenses in the UK. Maersk is the operator in approximately half of these. In support of these efforts Maersk looked to present a 'data index map' to its subsurface users showing what data was available to them. To do this Exprodat introduced the first GIS within Maersk and began to educate the organisation about what could be achieved with the technology.



The use of GIS technology has since matured from simple web-based data access and visual integration towards spatial analysis and prediction. This provides Maersk with innovative ways to address new and existing business processes such as play fairway mapping and block ranking ahead of acreage rounds, helping them understand and manage risk more effectively.

Exprodat's services

Exprodat has worked with Maersk since 2002 (when the North Sea assets were owned by Kerr-McGee), supporting deployment and uptake of GIS. This was initially achieved through an information management strategy review leading to the development of a GIS data portal. With education and mentoring from Exprodat consultants Maersk were able to use the GIS portal work as a basis for developing a desktop GIS implementation, supported by E&P specific GIS training, onsite and remote support services, and custom tool development.

