



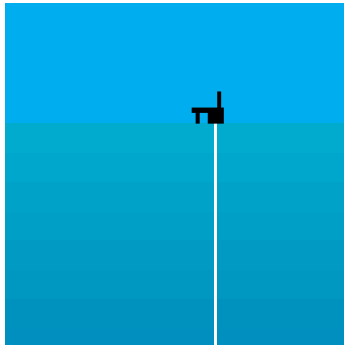
Digital Oilfield Virtual Summit

DELIVERING ENHANCED PERFORMANCE

CONFERENCE PROGRAM GUIDEBOOK AND AGENDA

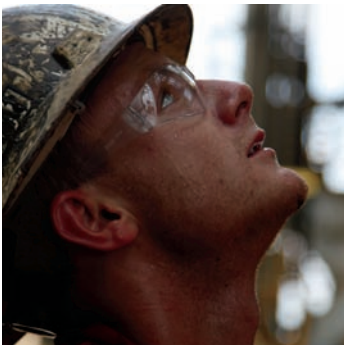


LIVE ONLINE:
NORTH AMERICA: OCTOBER 18, 2011
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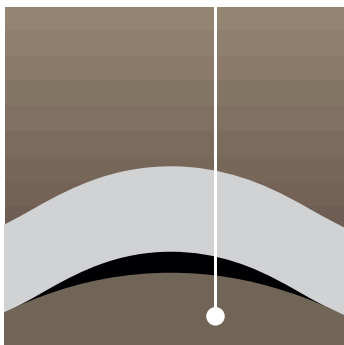


New oil is found in old wells.

On a smarter planet, chemicals and petroleum companies are faced with challenges of unpredictable energy supply and demand, risk and compliance pressures, as well as climate change and environmental concerns. With innovative solutions and a unique combination of industry and process expertise, IBM understands the need to improve asset management to enhance operational efficiency and optimize global operations by increasing visibility, mitigating risk, and lowering costs across the value chain. IBM has the tools, technology and the people to help you meet the challenges of today's chemicals and petroleum companies.



A smarter business needs smarter thinking.
Let's build a Smarter Planet.



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Conference Agenda

Digital Oilfield Virtual Summit AGENDA		
	Tuesday	Wednesday
	18-Oct-11	19-Oct-11
(All session times include post-presentation Q&A period)	(Americas)	(EMEA)
	US PST	UK Time
<u>Plenary Session Keynotes</u>		
<p>Introduction to the Summit and the Role of Virtualisation in the Digital Oilfield</p> <p>Dr. Julian Pickering Director Digital Oilfield Solutions Ltd</p> <p>When I was asked to chair this summit a few months ago I wondered how it would be received within oil and gas. I am sure that we all attend many industry meetings and conferences and from these we derive two important value propositions: learning and knowledge sharing through the exchange of information and business partnership through personal dialogue. We are living in a world that is becoming ever more virtual and we all accept that this offers enormous benefits in knowledge sharing. The internet has proliferated knowledge sharing to an extent that could never have been anticipated 5-10 years ago but I expect that few of us see virtualisation as a replacement for the business partnership that results from meeting with like-minded people who may be colleagues, suppliers or customers. However, whether we like the idea or not, perhaps we have got to change? Maybe we will not always be able to jump on a plane and fly off to distant places just to interact with colleagues – it may become too expensive, too environmentally unfriendly or frankly just too slow. Our business is becoming ever more complex and is requiring faster response as we operate in more challenging and hostile environments. We will have to develop new skills therefore to manage business partnerships remotely. I am very much looking forward to seeing how we interact in this first oil and gas virtual summit. We have an excellent breadth of speakers and sponsoring companies and I thank you all very much for your participation. I would also like to thank G2Events for their first class organisation. I see the development of the Digital Oilfield as a journey that is modifying our working processes through the adoption of new technology and I think we will look back and see this event as an important milestone.</p>	9:00am	9:00am
<p>The use of realtime WITSML well data in Statoil, why and how.</p> <p>Lars Olav Grøvik Leading Advisor Data Management Statoil</p> <p>A quick summary of how Statoil is using WITSML based well data in daily operations of wells worldwide. Why do we use realtime data, and how do we do it. Lars Olav will present a practical business case from one of Statoil's assets.</p>	09:30am	09:30am
<p>Microsoft and the Digital Oilfield</p> <p>Dr. Ali Ferling Managing Director, Worldwide Oil & Gas and Mining Industry Microsoft</p> <p>Dr. Ali Ferling, Managing Director of Microsoft's worldwide oil & gas and mining business, will discuss how Microsoft is working very closely with our industry partners to enable oil and Gas professionals to be more productive. One key example is MURA, the Microsoft Upstream Reference Architecture initiative. This initiative has the goal to drive more interoperability into Oil & Gas Upstream.</p>	10:00am	10:00am

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<p>The Value of Smarter Oil & Gas Fields: Unlocking the full value of your assets</p> <p>Lew Edison Chemicals and Petroleum Industry Leader IBM Center for Applied Insights</p> <p>Oil & Gas producers continue to deploy a more integrated approach to managing their upstream business. However, for leading companies it is clear that investments in digital capabilities isn't just about satisfying demand but rather they have a more broad based view of driving operational, strategic, societal and brand value. IBM set out to quantify the value of smarter oil and gas fields, interviewing industry participants and reviewing 100+ papers and studies from business and trade journals, industry and professional publications and consulting white papers. The result is a comprehensive report that outlines an outcome based vision for the smarter oil and gas field, a benefits estimator associated with implementing smarter capabilities and a detailed ROI modeling tool that companies can use to make strategic investment decisions based on key priorities, gaps and funds. Join Lewis Edison, Chemicals & Petroleum Leader, IBM Center for Applied Insights, at the Virtual Digital Oilfield Summit where he will share insights from this work and how companies can use this to make strategic decisions on capabilities required for their own digital oil and gas fields.</p>	10:30am	10:30am
<p>Global Collaboration for Open Standards</p> <p>Jerry Hubbard Chief Operating Officer Energistics</p> <p>Energistics is a global, not-for-profit consortium uniquely designed to unite upstream oil and natural gas industry professionals in a neutral and collaborative facilitation environment to develop and deploy open data exchange standards. This collaboration allows the diverse Energistics membership of integrated, independent and national oil companies, oilfield service companies, software vendors, system integrators, and regulatory agencies to jointly develop best practices for data exchange in the oilfield. This presentation will focus on how collaboration widely benefits the industry.</p>	11:00am	11:00am
<p>Rethinking ICT Strategy for Digital Oilfields</p> <p>Balakrishna DR AVP & Global Delivery Head, Energy (Oil & Gas) Practice Infosys Limited</p> <p>There many definitions for what constitutes a Digital Oilfield (DOF), but the fundamental principles of DOF are Faster Decision Making, Improved Oil Recovery, Enhanced operational efficiency and Compliance for statutory regulatory requirements. Information and Communication Technologies (ICT) plays a key enabling role for taking DOF initiatives to fruition, viz., real time visualization, monitoring & collaboration, standards based integration and user empowerment through secure information management. However, many implementations happen to be tactical solutions that are limited to a few facets of the digital oilfield. Infosys believes that there is a need to look at the IT strategy for the digital oilfield from a more strategic, broad-based and long term perspective. For instance, it should cover from where the data originates in the field instrumentation and control systems, traversing multiple layers all the way to where it is consumed, viz., systems to characterize and monitor the asset, optimize and predict the performance.</p>	11:30am	11:30am
<p>Digital Oilfield: Harnessing the Power of Technology to Deliver Enhanced Performance and Optimize Earnings</p>	12:00pm	12:00pm

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<p>Gregory Phillips Global Solutions Director Verizon Business</p> <p>To remain competitive in the race to develop new sources for oil, you need an agile organization empowered with the best information technology. The key is to create a scalable service delivery platform that promotes asset sharing and seamless integration across the businesses.</p>		
<p><u>Afternoon Presentations</u></p>		
<p>Why Gathering Operators Need PODS</p> <p>Janet Sinclair Executive Director Pipeline Open Data Standard (PODS) Association</p> <p>Originally developed to help transmission operators meet the Integrity Management regulations for natural gas and hazardous liquids pipelines, the PODS Pipeline Data Model has been expanded and evolved to where it now serves as a core IT component for many pipeline companies. Recent tragic events have highlighted the importance of having robust pipeline data management systems and practices. The August 25, 2011 Advanced Notice of Proposed Rulemaking (ANPRM) issued by US DOT PHMSA indicates a significant increase in regulation of transmission and gathering pipelines is being considered, including prescriptive pipeline data management requirements. This presentation will provide a high-level overview of how utilizing PODS can help gathering operators to meet these potential requirements.</p>	1:00pm	1:00pm
<p>Digital Oilfield the first ten years – keys to success</p> <p>Tony Edwards Director StepChange Global</p> <p>Digital Oilfield (DOF) has been a major performance improvement initiative within many oil and gas companies for much of the last decade. It is therefore surprising to find that, although many companies have been successful, many continue to find it difficult to implement the change in the new way of working enabled by DOF. This paper gives generic insights and lessons learned into the skilled practice of the application of DOF drawn from experiences in several major oil and gas companies. It will cover key success factors and also draw attention to some of the numerous pitfalls to be encountered along the way. It will finish by highlighting some of the new challenges and opportunities in DOF.</p>	1:30pm	1:30pm
<p><u>Energistics Track Session</u></p>		

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<p>Successful Knowledge and Information Exchange for Oil & Gas Joint Ventures</p> <p>David Miller Chief Security Officer Covisint, a Compuware Company</p> <p>In an age where organizations need to provide secure access to hundreds of thousands of sensitive documents, assigning access rights to various individuals is becoming more of an issue than controlling hackers. This is particularly true for the Oil & Gas industry, where organizations need to communicate with external or non-direct resources on a daily basis – particularly for high-value joint ventures. It’s long been known in information security circles that most data breaches occur with individuals who abuse assigned access privileges for unintended purposes. With the advent of cloud computing and counter movements such as WikiLeaks and the recent Night Dragon Attacks, the threats and risks associated with improper document access control have never been more apparent. In this presentation, the unique challenges of industry-wide collaboration will be outlined, and necessary strategies for properly managing control in large complex ecosystems will be shared.</p>	1:30pm	1:30pm		
<p><u>Microsoft Workshop Track</u></p> <p>Consumerization of IT and What It Means for the Energy Industry</p> <p>Michael Sternesky Industry Market Development Manager, Oil & Gas Microsoft</p> <p>Mike Sternesky, Industry Market Development Manager for Oil & Gas at Microsoft, will discuss key trends in Information technology, focusing on the increasing role technology is playing in our lives as consumers, the spillover effects in to the enterprise, and what this means for the oil & gas industry.</p>			1:00pm	1:00pm
<p><u>IBM Workshop Track</u></p> <p>Industry Standards for Integration in Oil and Gas</p> <p>Dave Noller and Frode Myren Senior Architect, Industrial Sector Frameworks Distinguished Engineer IBM Software Group IBM Norway</p> <p>After decades of building out infrastructure in capital intensive industries such as Oil and Gas, organizations are now looking for ways to extract more value from their existing investments as part of improving operations, decision making and lowering associated costs. Smarter Physical Infrastructure, a key requirement for “Smarter Integrated Operations”, is focused on the optimization of these physical assets, leveraging asset data capture, asset management, and asset analytics capabilities to extend asset life and improve their productivity. Although Infrastructure, such as message brokers or ESBs, helps with simplifying the integration task, they are not by themselves sufficient. IBM is actively collaborating with partners, customers and industry standards organizations, such as Open O&M and ISO, to establish new approaches, and associated Industry Frameworks, to support the goal of improving Integrated Operations. Join David Noller, Senior Certified Architect, Industrial Sector Frameworks and Frode Myren – Chief Technical Strategist, Software Group, Nordics, at the Digital Oilfield Virtual Summit where they will share insights from this work.</p>			1:30pm	1:30pm
<p><u>Infosys Workshop Track</u></p> <p>Data Management in Digital Oilfield (DOF)</p>			2:00pm	2:00pm

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<p>Meenakshisundaram T (Meena) Principal Consultant – Energy Centre of Excellence (COE) Infosys</p> <p>Data is fundamental for any successful DOF implementation. Quality of data determines the effectiveness of analysis and decisions from DOF. However there is very limited focus on Data Management within every organization. This session will provide insights about the myths, the challenges and way forward for an effective implementation of an end-to-end Data Management solution.</p>		
<p><u>Verizon Workshop Track</u></p> <p>Cloud Computing for Better Digital Oilfield Data Storage and Analytics</p> <p>Ernie Hayden, CISSP CEH Energy & Utility Practice Managing Principal – Energy Security Verizon</p> <p>As digital oil field technology has grown over the past decade, energy firms have been challenged with the need to store, manage, and utilize the large amount of data generated. Cloud computing is an efficient and flexible technology that can solve the data challenge. This presentation will discuss how cloud computing results in secure data management, access to more granular data, and faster and more-informed decision-making.</p>	2:30pm	2:30pm

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Powerful waves of technology-driven change are creating never-before opportunities for accelerated growth in today's global economy. Infosys' razor-sharp focus on tangible business outcomes helps client partners unlock the key value levers of their businesses to become more competitive and profitable.

By tightly integrating strategic business consulting with enterprise solutions delivery, we set you firmly on the journey of deep-down change. Our transformation teams work closely with yours to manage the impact of change across the value chain as they see projects through from imagination through realization to sustenance.

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Through Transformation.

About our Sponsors



Together with our partners, Microsoft delivers enterprise-class solutions to help companies meet oil and gas industry challenges. Our focus is centered on helping customers deliver a diverse set of business capabilities across technical, business and transactional systems and optimize production in their quest to find oil and gas. By putting the right tools in their hands, oil and gas workers can analyze volumes of data, and communicate and collaborate with colleagues, vendors and partners around the world to make better decisions faster—all leading to more effective technical and business decisions. www.microsoft.com/oilandgas.



The exceptional diversity of skills and competencies that must come together to solve petroleum business challenges is unprecedented. IBM is finding new answers and breaking new ground by applying its world class R&D, engineering, advanced technology, consulting and scientific resources to the petroleum industry's unique and complex business problems. IBM can help your business succeed. Innovate. Grow. Prepare for tomorrow. For more information on IBM Petroleum Industry Solutions, please visit our booth and visit our website at: ibm.com/chemicalspetroleum.



Infosys Limited (NASDAQ: INFY) was started in 1981 by seven people with US\$ 250. Today, we are a global leader in the "next generation" of IT and consulting with revenues of US\$ 6.35 billion (LTM Q1-FY12). Infosys defines, designs and delivers technology-enabled business solutions for Global 2000 companies. Infosys also provides a complete range of services by leveraging our domain and business expertise and strategic alliances with leading technology providers. Our offerings span business and technology consulting, application services, systems integration, product engineering, custom software development, maintenance, re-engineering, independent testing and validation services, IT infrastructure services and business process outsourcing. Infosys pioneered the Global Delivery Model (GDM), which emerged as a disruptive force in the industry leading to the rise of offshore outsourcing.



Verizon (NYSE: VZ) combines professional expertise with advanced wireless and wireline networks to deliver award-winning communications, IT and security solutions. Our Energy and Utilities practice is devoted to solving industry challenges such as digital oilfield transformation, mobility, AMI, data management and security, and regulatory compliance. The potential for the energy and utility industry to positively impact our environment and our daily lives is exciting, and at we're privileged to be a part of it. Move Ahead with Verizon. Our Energy and Utilities practice, with consultants in more than 150 countries serving electric, gas, oil, and water clients, is led by Rilck Noel, Vice President and Global Managing Director. Noel was named one of the "100 People You Must Know in Smart Grid" by Greentech Media. The energy and utility sector is in the midst of an exciting evolution, and we have the people, process, and technology to help you meet the demands of this new energy era.



Energistics is a global, not-for-profit, membership organization created to serve as a neutral body to facilitate and manage open data, information and process standards for the upstream oil and gas industry. Energistics strives to be the industry-recognized best resource for information sharing and collaborative work. We provide the non-competitive, vendor-neutral infrastructure for energy industry professionals to do the work required to develop, maintain, adopt and deploy standards. We perform the technical implementation, testing and maintenance of all standards developed by the SIGs. We serve as the one-stop information source for the freely available standards related to or of interest to the upstream oil and gas industry. We unite diverse companies and industry professionals around issues and ideas to facilitate information sharing and business process integration with the overall goals of improving: operational efficiency, cost efficiency and profitability for upstream oil and gas.



The PODS Association is a not-for-profit industry standards association that develops and maintains the PODS Data Model, and pipeline data storage and interchange standards for the oil & gas industry. The organization provides its members an environment to share knowledge by establishing a center of excellence for facilitating a global PODS community of practice. The Association's focus is to provide its domestic and international members a framework for leveraging industry standards in support of Information Management solutions related to onshore and offshore pipelines, gathering systems, and distribution systems as required to support the interests of its members.



Digital Oilfield Solutions is a professional consulting and training organisation with consultants in the United Kingdom and the United States. All our consultants have in excess of 30 years' experience in the oil and gas industry, much of this time working directly for major International Operating Companies. We are experts in all aspects of the Digital Oilfield including strategy and business value definition, people and process management and technology deployment. Our clients include international and national oil and gas companies, independents and industry service providers. We have a network of associate companies who provide technology solutions and have specialist expertise in areas such as drilling hazards management, data standards and oilfield services.

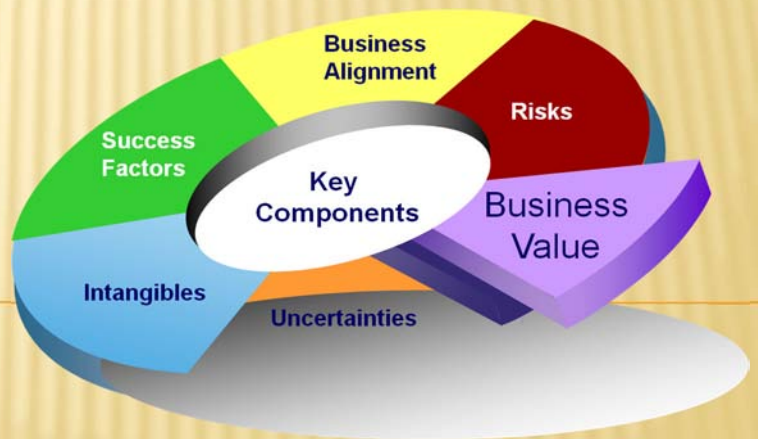
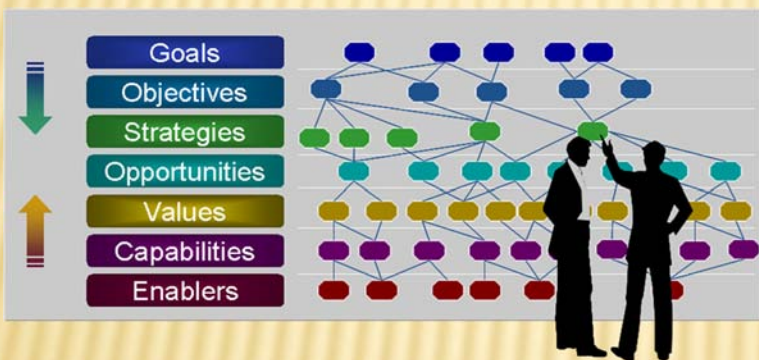


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- *Engage your business*
- *Define business value*
- *Define the work processes*
- *Design a secure IT architecture*
- *Manage deployments*



Media Partners



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SupplyChainBrain, the world's most comprehensive supply chain management information resource, is accessed year round through a wide range of ever evolving multi-media formats by hundreds of thousands of senior level industry executives. In addition to addressing the fundamental principles of supply-chain management, SupplyChainBrain identifies emerging trends, technologies and best practices, forward thinking ideas and cutting-edge solutions-and continues to write and report about these as they evolve and mature.



Energy Digital is a leading digital media source of news and content for C-level executives focused on business and all aspects of managing the environment. Energy Digital provides information for industry specific issues such as: renewable energy; oil and gas; global mining, and green technology. Through its digital magazine, online website, daily news and weekly e-newsletter, Energy Digital helps executives stay up-to-date with the most fundamental operational issues in this demanding and ever more competitive global business sector. Energy Digital is the industry-dedicated arm of the White Digital Media Group, which also includes Supply Chain Digital.



Headquartered in Seoul, Korea, PETROFINDER is the leading and young company which is providing the most advanced online real time trading and auction solutions for international oil and gas industries and major market. Even though PETROFINDER is a young and small company in Far East Asia, our ability and vision are higher than any other giant oil and gas company. PETROFINDER is developing international partners and associates in order to build a global oil and gas network. Our vision and leadership will make us the greatest energy company in the world, because our business operations and services always come from such as high passion and vision.



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About the Speakers



Balakrishna DR
AVP & Global Delivery Head, Energy (Oil & Gas) Practice
Infosys Limited

Balakrishna (Bali) is the global Delivery Head for the Infosys Energy Vertical. Bali has been part of the core team that incubated the Energy Practice at Infosys where he has been for over 18 years now. A seasoned practitioner, Bali has been managing delivery for the practice since 2004. Under his leadership, the practice has grown to be one of Infosys' leading service lines with several engagements in play in the areas of Data Management, Real-time Information Systems & Visualization, Modeling & Simulation for Production Optimization, Hydrocarbon Accounting among others. Bali is an active member of the Society of Petroleum Engineers (SPE) and has spoken in various different conferences and forums over the years. His team also participates at the working groups of Energistics which actively help Exploration & Production (E&P) companies adopt E&P Data and Information Exchange standards.



Lewis (Lew) Edison
Chemical & Petroleum Leader
IBM Center for Applied Insights

Lewis S. Edison is the Chemicals and Petroleum Industry Leader at the IBM Center for Applied Insights. A 30-year veteran of the oil and gas industry, Mr. Edison joined IBM in 2000 after a variety of management and petroleum engineering positions with Mobil Oil Corporation. Based in Houston, he can be reached at Lewis.s.edison@us.ibm.com.



Tony Edwards
Director
StepChange Global

Tony Edwards has extensive experience in the oil and gas exploration and production industry worldwide, and is regarded as one of the key thought leaders in Digital Oilfield. He has BA degree from Keele University in Geology and Chemistry and a PhD from the University of Manchester in Computational Silicate Mineralogy. He had a 17 year career with BP that spanned R&D through to front line operations and project management. He was a founder member of BP's Field of the Future Program and was subsequently the global director for the Advanced Collaborative Environment Program. In 2006 he moved to BG-Group to launch its digital oilfield program under the name iValue. In January 2009 he co-founded Stepchange Global a dedicated digital oilfield consultancy and advisory company and has since advised Statoil, BP, Talisman, Santos, Baker Hughes, HP, Emerson and BAE systems on their digital oilfield strategies. Tony Edwards has been active in both the SPE and EAGE and was the chairman of the organising committee for the highly successful intelligent energy conference 2008 and is now on the SPE global advisory committee for Digital Energy.



Dr. Ali (Albrecht) Ferling
Managing Director, Worldwide Oil & Gas and Mining Industries
Microsoft

Dr. Ali (Albrecht) Ferling joined Microsoft in September 2007 and is responsible for Microsoft's growth in the worldwide oil & gas and mining segment, including global strategy, solutions and solution deployment, alliances and partnerships. Ferling joined Microsoft from HP, where he led the company's Energy Industry segment. Prior to that, as regional managing director of HP Middle East, Ferling tripled company revenues in 13 countries over four years. In the late 1980s and early 1990s, Ferling established HP's presence in the Czech Republic and led HP's business in the former Soviet Union. Based in Dubai, United Arab Emirates, Ferling is a certified ISO9000 auditor and holds a diploma in industrial and civil engineering from the Technical University in Graz, Austria. He was awarded his doctorate in ergonomics and human engineering from the Technical University in Vienna, Austria, where he has been an official lecturer on building highly competitive organizations since 1993. Ferling is also a frequent speaker at international energy industry events on the topic of innovation.



Lars Olav Grøvik
Leading Advisor Data Management
Statoil

Lars Olav is a geologist by education. He joined the oil-industry 20 years ago, and has a varied background from geology, operations geology, drilling, etc. Lars Olav has worked with real-time systems for more than 10 years, but always from the end user perspective. He represents the users of the data and information, and his personal motto is "The Right data, to the Right user, at the Right time, with the Right Quality." His present position is as Leading Advisor data management, responsible for the data-management process in subsurface and production.



Ernie Hayden, CISSP CEH
Energy & Utility Practice Managing Principal – Energy Security
Verizon

Ernie Hayden, CISSP, CEH, is an experienced information security professional and technology executive, providing thought leadership for more than 10 years in the areas of information security, cybercrime/cyberwarfare, business continuity/disaster recovery planning, leadership, management and research. Based in Seattle, Hayden holds the title of "managing principal – energy security" at Verizon's Global Energy & Utilities practice, devoting much of his time to energy, utility and smart grid security on a global basis. Prior to his current position at Verizon, Hayden held roles as an information security officer/manager at the Port of Seattle, Group Health Cooperative (Seattle), and Seattle City Light.



Jerry Hubbard
Chief Operating Officer
Energistics

Jerry is responsible for operations, financial management, human resources, marketing and communications for the organization. In addition, he is responsible for delivering the adoption and deployment message for the Energistics standards portfolio, increasing membership value, and building the global user community. He also serves as the Corporate Treasurer. Jerry joined the organization in 2006. After the successful rebranding to Energistics in 2006, Jerry was instrumental in building membership from about 60 to over 100 active corporate members representing a significant portion of the upstream oil and gas industry. As part of developing the eight Energistics Global Regions he has established a volunteer organization of members who assist in the localization and delivery of the Energistics message to their regional communities. He is also the Energistics Executive Sponsor for the National Data Repository Work Group in the Regulatory SIG and facilitates the Geophysics Special Interest Group. Jerry's industry experience includes executive operations, business development, project management and pipeline construction assignments in Alaska, Oklahoma, Texas and the United Kingdom. He played a key role in the development and adoption of global e-business standards for the oil and gas industry serving as Director of the Standards & Guidelines Committee for the Petroleum Industry Data Exchange Subcommittee (PIDX) of the American Petroleum Institute. He was a founding member of the PIDX Europe Executive Committee and was on the steering committee of the United Nations Standard Products and Services Code (UNSPSC). Jerry holds an MS degree in science management and a BS degree in natural resources from the University of Alaska, Fairbanks.



Meenakshisundaram T (Meena)
Principal Consultant – Energy Centre of Excellence (COE)
Infosys

Meena is a Principal Consultant at Infosys and is part of the Energy Centre of Excellence (COE) division. He has worked with major Oil and Oil Field services companies while providing end-to-end Data Management solutions. He is currently providing Program Management and Data Management expertise for a couple of key client engagements at Infosys. He leads the E&P Data Management Practice within Infosys that delivers solutions and services for key Oil & Gas clients of Infosys.



David Miller
Chief Security Officer
Covisint, a Compuware Company

David Miller, Covisint's Chief Security Officer is an internationally renowned security thought leader recently named by FORTUNE magazine as an "identity visionary". Miller has more than 20 years of experience in identity management and information technology. As Chief Security Officer for Covisint, Miller is responsible for internal and external system architecture security issues for e-business exchange. In addition, he directs the identity management offering at Covisint, which currently secures access for automotive, healthcare, energy and government customers. Miller will present real-world case studies on how large organizations deal with identity management.



Frode Myren
Distinguished Engineer
IBM Norway

Frode is an IBM Distinguished Engineer and the Chief Technical Strategist for IBM Software Group in the Nordics. He is heading the Technical Business Group within IBM Norway. Frode is leading Oil and Gas software frameworks technical strategies across Northeast Europe. He is the software technical executive assigned to Statoil, and was the chief architect of the project incubating the IBM Integrated Information Core product. Frode is a member of the IBM Academy of Technology.



Dave Noller
Senior Architect, Industrial Sector Frameworks
IBM Software Group

Dave Noller has 27 years experience in developing software for application in manufacturing and enterprise integration. During his career, he has worked on manufacturing systems within IBM, as well as with customers in Pharmaceutical, Automotive and in the Chemical and Petroleum industries. He has architected, designed and implemented Manufacturing Execution Systems (MES) for IBM, as well as middleware aimed at enterprise application integration. Currently, Dave is working as the lead solutions architect for Industrial Sector Frameworks in IBM. Dave is a member of APICS where he is CPIM certified, he is a member of the MESA Technical Committee and he is a Senior Certified IT Architect within IBM. Dave has a Bachelor of Science degree in Engineering Mathematics and Computer Systems from the University of Central Florida and a Master of Science in Industrial Engineering from Purdue University.



Gregory Phillips
Global Solutions Director
Verizon Business

Greg Phillips has over 12 years' experience in the communications industry, seven of which have been with Verizon Business in the enterprise architecture and solutions team, managing and supporting large and complex opportunities for multinational clients. In his current role, Phillips works with his team to formulate and drive solutions strategies for customers. Phillips and his team assign appropriate design and architectural resources for translating the client's business requirements into specific solutions while ensuring there is alignment to technology plans. This includes third party vendor integration, and considerable expertise in the Energy and Utilities, Mining and Resource, and Manufacturing verticals. Prior to his position at Verizon Business, Phillips was a principal technical solutions consultant at British Telecom, managing the Melbourne pre-sales engineering teams for large and complex transformational opportunities. Phillips has also held the role of pre-sales network engineer at NCR for just over two years and was responsible for systems integration works and pre-sales activities for many multi-national customers. Phillips has a bachelor of engineering from the University of Queensland, a keen interest in Australian rules football and golf, is married, and is based in Houston, Texas.



Dr. Julian Pickering
Director
Digital Oilfield Solutions Ltd

Dr. Julian Pickering has a degree in Applied Physics from Brunel University, London and a Ph.D. in Chemical Engineering from Cambridge University, where he was a BP scholar. He has worked for BP for 32 years and has held major posts including the Head of Digital Technology for Global Drilling and Completions and the Head of the Field of the Future Facilities Programme. He left BP in March 2010 and set up his own company, Digital Oilfield Solutions, with partners in the United States of America. He has provided consultancy services to many large Oil and Gas companies and is a consultant to the Energistics Data Standards Organisation. He is the Deputy Chairman of the WITSML Executive Team and a member of the Energistics Standards Advisory Council.



Janet Sinclair
Executive Director
Pipeline Open Data Standard (PODS) Association

Janet Sinclair, P. E., is the Executive Director of the Pipeline Open Data Standard (PODS) Association, an industry association created to develop and support open data storage and interchange standards to meet the specific data management needs of pipeline companies. Janet has a degree in Chemical Engineering from the University of Utah, and has spent over 20 years in the design, construction, and operation of oil & gas facilities. Before joining PODS, Janet supervised the GIS and Operations Engineering Departments of Questar Gas Management, part of QEP Resources, a leading independent natural gas and oil exploration and production company focused in the Rocky Mountain and Midcontinent regions of the United States.



Michael Sternesky
Industry Market Development Manager, Oil & Gas
Microsoft

Mike is the Oil & Gas Industry Market Development Manager for Microsoft based in Houston. In this role he is a focal point for working with customers and partners in crafting solutions that solve industry problems for the oil & gas industry using the Microsoft technology platform. Mike has been engaged in the energy business for twenty-nine years. Before joining Microsoft, he was the Vice President of Business Development for Knowledge Reservoir, a supplier of geological and petroleum engineering technical consulting services. Mike's career also includes twenty years with the Royal Dutch/Shell Group, where he worked in a variety of leadership positions. In his last five years at Shell, he worked for Shell Services International, the services and information technology arm of Shell, where he was Vice President for New Ventures in the Americas. Mike earned an MBA from New York University. He is also a Certified Public Accountant, having worked for Ernst and Young early in his career. Mike is an active volunteer for the Society of Petroleum Engineers, where he was the Chairman of the Reservoir Study Group for the 2008 program year, and was the Chairman of the Digital Energy Study group for the 2009 program year.

About the Organizers



G2Events is a leading professional organizer of virtual events for industries ranging from high-tech, to oil-and-gas, to environmental and water issues. We are pioneers in the integration of telepresence and high-definition video-conferencing technologies into the virtual event environment.

Advances in virtual event platform technologies, coupled with a shift in personal attitudes towards, and corporate embracing of, virtual world interactions, are changing the rules of business, culture and society. G2Events, building on over 30 years' experience of its team members in the physical conference and exhibition arena, has taken a lead in the professional organization of virtual conferences and tradeshows. The company stages its own virtual events, and also produces virtual events for enterprises and partner organizations. In addition to having a thorough familiarity with virtual event platforms, the G2Events team includes experts in content management, speaker coordination, virtual booth design and content management, and event marketing, with a specific focus on digital marketing via new media and social networks. For more information, or to plan a virtual event for your organization or business, please contact us.

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