

Finding value deep within your data: Don't forget the 'transformation' part of digital transformation

UNLEASH YOUR DATA'S POTENTIAL

Craig Jones ANPG 1st Petroleum Data Management Conference



- Katalyst introduction
- Considerations when for digitizing
- Case study
- Additional benefits





Katalyst Introduction

HISTORICAL BACKGROUND









SERVICE OFFERINGS





SUPPORTED DOMAINS







Considerations when digitizing



- Digitizing as part of remastering of media at the end of current life cycle
- General drip process when data is required Only digitizing data that is used and needed
- Large scale digitizing project
- Strategic move to the Cloud



DATA QUALITY



- A complete and solid database
- An ongoing quest that requires investment
- Poor data quality can lead to frustration and inaccurate interpretation needs to be fixed



FIXING FOREVER, NOT FOREVER FIXING







The completeness of a dataset is determined by what you need it for:





Is the data as expected?



Questions to ask regarding data accuracy include: Is the data projecting properly? Does the XY data match the latitude/longitudes?



Crucial overlooked step in digitizing is data transformation



Rich meta data indexed and QC'd EBCDIC information extracted and stored Supporting documents linked with Surveys and Wells Real world navigation extracted



• Even after digitizing and digital transformation your data you will require some for of data management





• Otherwise you will still have dark data that may as well be left back on a shelf in a warehouse.



Case Study







- Physical Storage \$\$\$
- Media Degradation
- Delayed Access







Previously Undiscoverable Data "I know sort of..."

METHOD

















Digital Transformation - "Dark" Data Discovery

- Hardcopy Media 25% - No Document Identification Environmental Report Data Trades
 - Tape Media Unknown Media Non-Map Visible





- Journey Begins with Digitization...
- Mitigates Risk of Data Loss
- Cost Efficiencies
- Quicker Access to Data
- Improved Productivity and Efficiencies
- Improved Decision Making

From Previously Undiscoverable Data "I know sort of..."

To Data Completeness

"I know exactly..."

Summary



Digitizing



Moving from analogue, paper copy and tapes to digital

Ensuring your data is complete and accurate

Data quality

Data

Quality

Digital Transformation



Unlocking new value with improved productivity, efficiency and better decisions from a metadata rich and map visible dataset Accessible and fit for AI/ML



Additional Benefits

SEISMICZONE.COM E-BROKERAGE





KATALYST 360 ANALYTICS









Thank-you craig.jones@katalystdm.com