



Get Smarter, build an Analytics Laboratory
Turn Big Data into actionable information.

December 2012

Overview

1. Introducing Tessella
2. Digital Oil Field – expectations
3. What has happened since 2003
4. Decisions first, Data last
5. Reducing data volumes – bayesian inference
6. Conclusion

Tessella

- Understanding the science and engineering
- Strategic consulting and business analysis in domain specific context
- Delivering the technical computing solutions

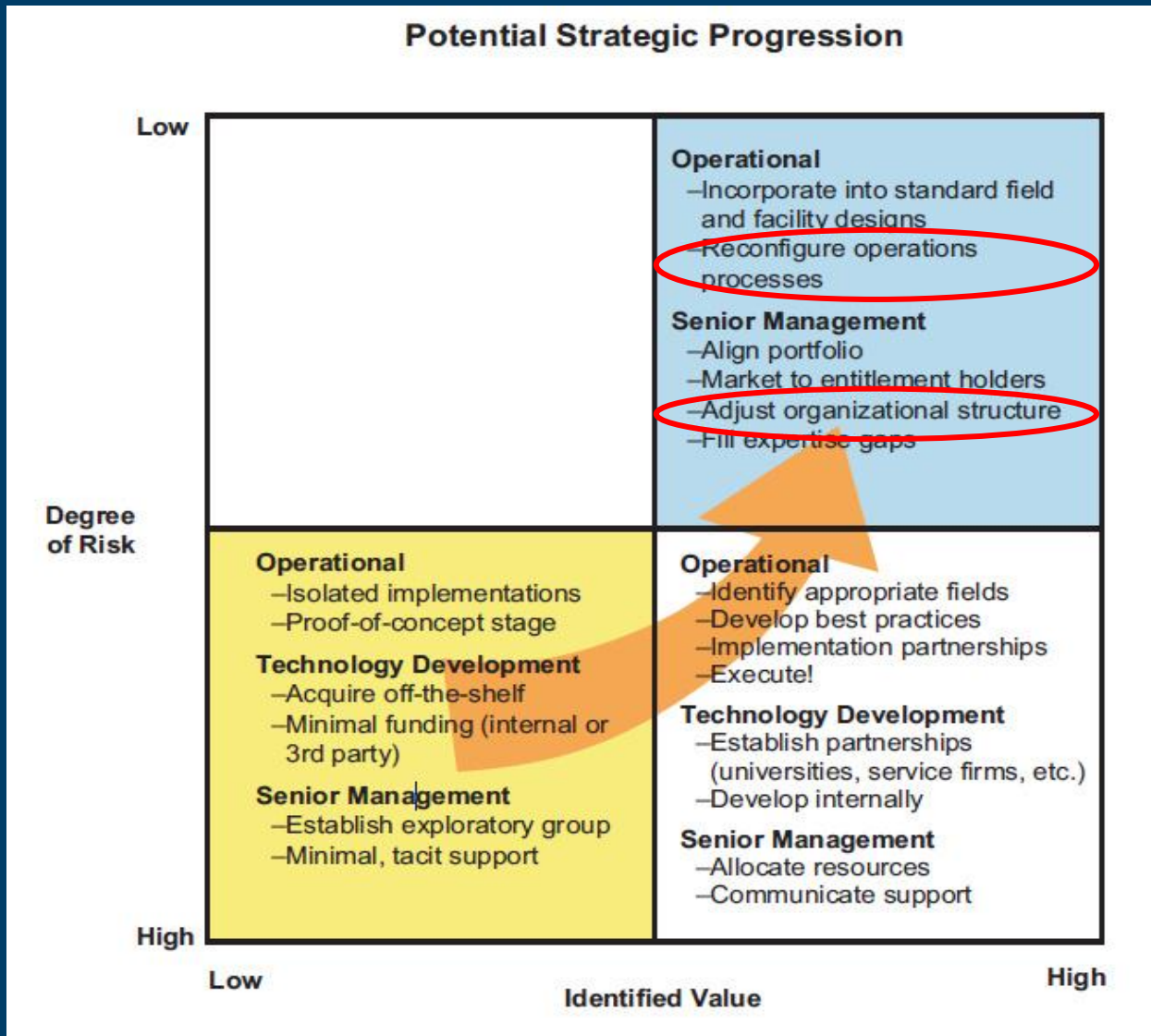
200+ consultants in UK, NL and US

Digital Oil field - expectations

“There is still a large gap between promise and delivery with digital technology in the oil and gas industry.

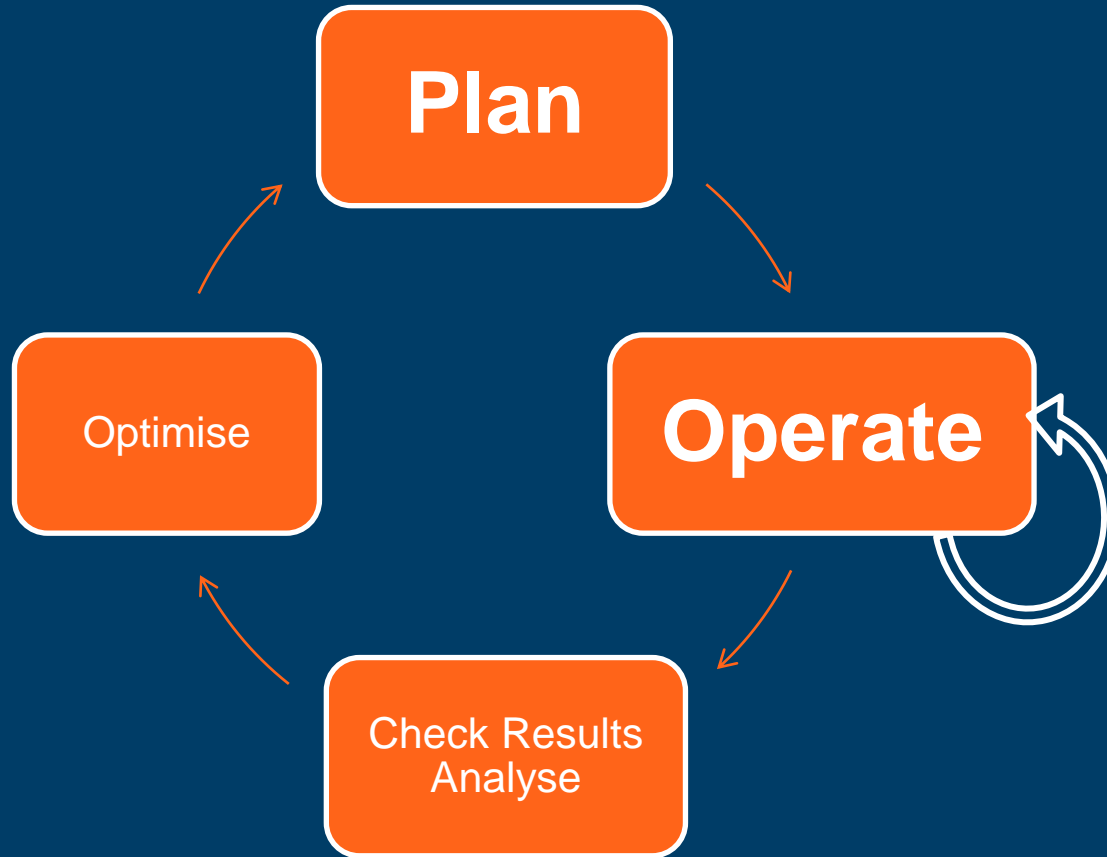
Where is digital technology failing to make its users delighted - and how can this gap be closed?”

What we thought: London November 2003



Source: Cambridge Energy Research Associates (CERA - DOFF)

What is expected to be taking place?

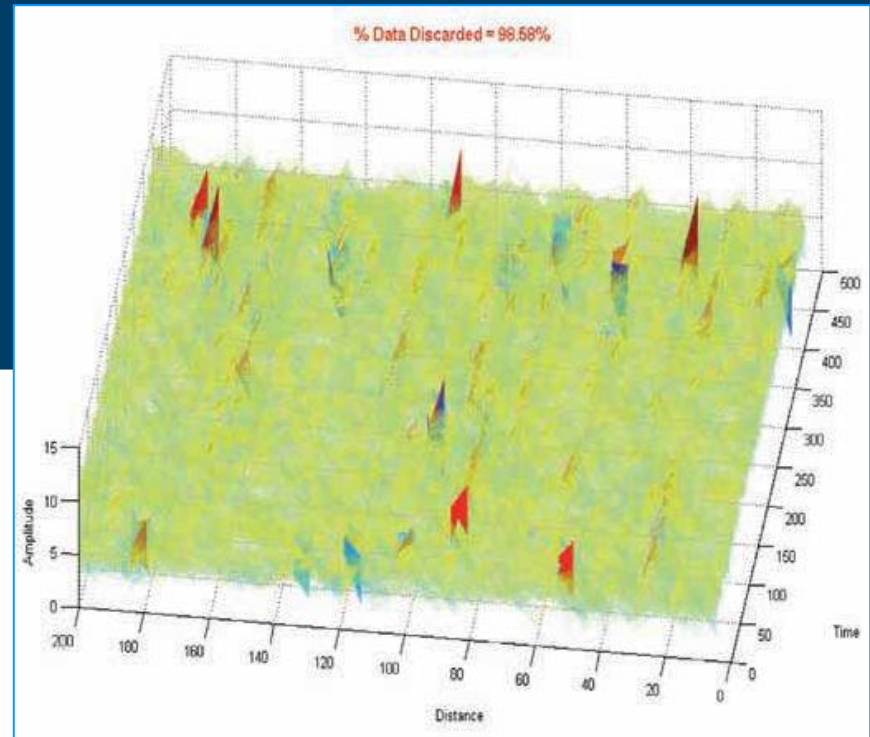
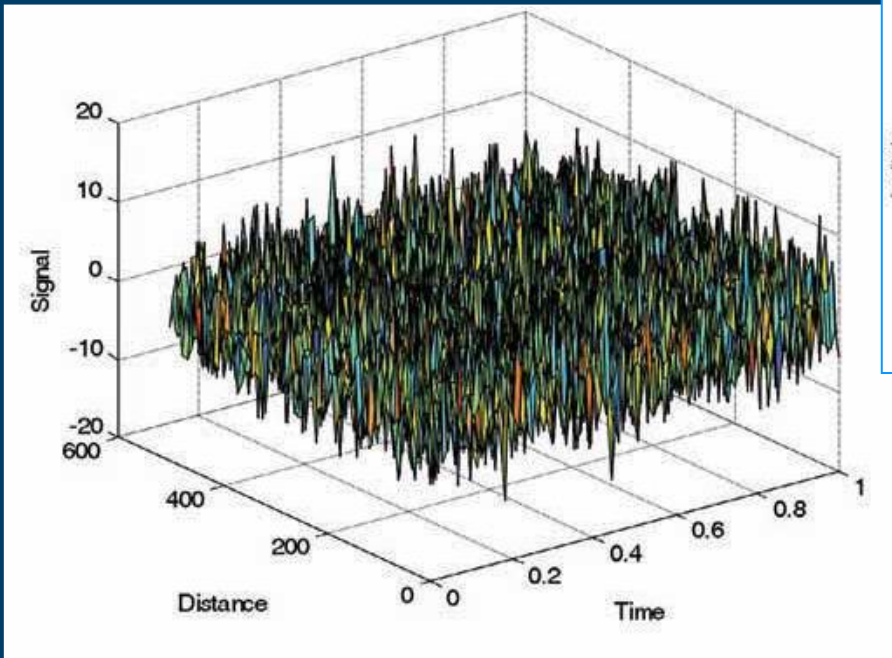


Decisions First and Data Last - Analytics Laboratory.



Start from here and work from left to right

REDUCING DATA VOLUMES – BAYESIAN INFERENCE



Conclusion

To close the gap between promise and delivery with digital technology in the oil and gas industry, a shift in focus to Decisions First and Data Last is essential.

Tessella are masters in analysing and interpreting large quantities of data around complex issues, and can help business to translate the prioritise in business issues into analytical solutions and organisational change.

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