

**W3C Workshop on Semantic Web in Energy Industries
Part I: Oil & Gas
Call for Participation**



PPDM Association Position Paper

The Public Petroleum Data Model (PPDM) Association is a Not for Profit Society with an international [membership](#) that works collaboratively to develop pragmatic data management standards for the oil and gas industry.

Formed in 1991, the PPDM Association includes over 100 members, including operators such as Anadarko, BP, Chesapeake, Chevron, ConocoPhillips, Devon, ExxonMobil, Hess, Nexen, OMV, Shell, Talisman, and Woodside; regulatory agencies in Australia, Canada, and the US; numerous data, service, and software companies specific to our industry; as well as members like ESRI, HP, Kalido, Oracle, and Progress that are tracking our industry's pulse. Many of these organizations, including the regulatory agencies, software and data vendors, and integration companies are providing services, data, and software that utilize PPDM Association data management standards – because those same standards are being used by the operators.

There are always many member-driven [initiatives](#) underway, but the issue of master data management (MDM) is currently of particular interest. Many PPDM members are implementing MDM through integration of multiple data sources, development of data governance strategies, creation of business intelligence layers, and improved life cycle management workflows.

The integration of both structured and unstructured data are now considered key elements in any MDM programme. Companies need to be able to communicate with partners, regulatory agencies, technical applications and the general public efficiently and clearly. Processes must be closely integrated if they are to provide strong business value to stakeholders; this means that information must flow freely among operational, technical and strategic users. It also means that information must be usable throughout the life cycle of key business objects, such as wells, facilities, and land holdings.

Technical teams in our industry are adopting a variety of integration strategies, including taxonomies, search engines, and spatial engines, but some are finding that these techniques are fundamentally flawed. They are starting to call for practical approaches that provide context and meaning. They are starting to consider the foundations of the Semantic Web.

We feel that the technologies for building the Semantic Web hold tremendous promise, and would like to nominate a representative from the PPDM Association to attend this session. Our intent will be to provide someone with a diverse and strong background in several segments of the business; this individual will be charged with active participation in the two day meeting. Following this, we will report to our members (some of whom may also participate in the meeting) and encourage additional involvement in the work to be done.

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