

# Geotrace Launches 'Tie it all Together' at SEG

*A tightly integrated workflow helps users work smarter and increase productivity.*

Geotrace, an independent, integrated reservoir services company that provides subsurface imaging solutions to the oil and gas industry, is launching "Tie it all Together", a new integrated technological and services proposition at this year's Society of Exploration Geophysicists conference.

Tie it all Together is based on the belief that working smarter, increasing productivity and bringing production to market faster requires a real-time, holistic and tightly integrated approach.

To achieve this, Geo-trace realized this would require fundamentally new tools enabling exploration and production (E&P) professionals to work in a collaborative and highly productive environment. The key to success was a tightly integrated, real-time database covering the broad spectrum of E&P activity from seismic, geology, petrophysics and production engineering through reservoir simulation and beyond.

Geotrace began recruiting some of the industry's brightest thinkers to its business and also set about acquiring the best in enabling technology. Late last year, the company bought Tigress Geosciences, the U.K.-based software and data-integration company.

Tigress, now known as Geotrace Tigress Software, had been producing real-time E&P databases for more than 10 years and had gained a reputation as one of the industry's leading experts in effective integration technologies.

Using Tigress technology as the hub gave Geotrace a significant lead in developing a new and highly productive integrated workflow. The Tigress solution is a key to enabling technology around which the entire integrated workflow is based. A sound real-time database is essential to this process, and Tigress had extensive experience in delivering integrated software solutions based around highly effective relational databases using the Oracle standard. The Tie it all Together solution was born by combining the database with Geotrace's own reputation for high technology processing and reservoir services technology. The approach combines:

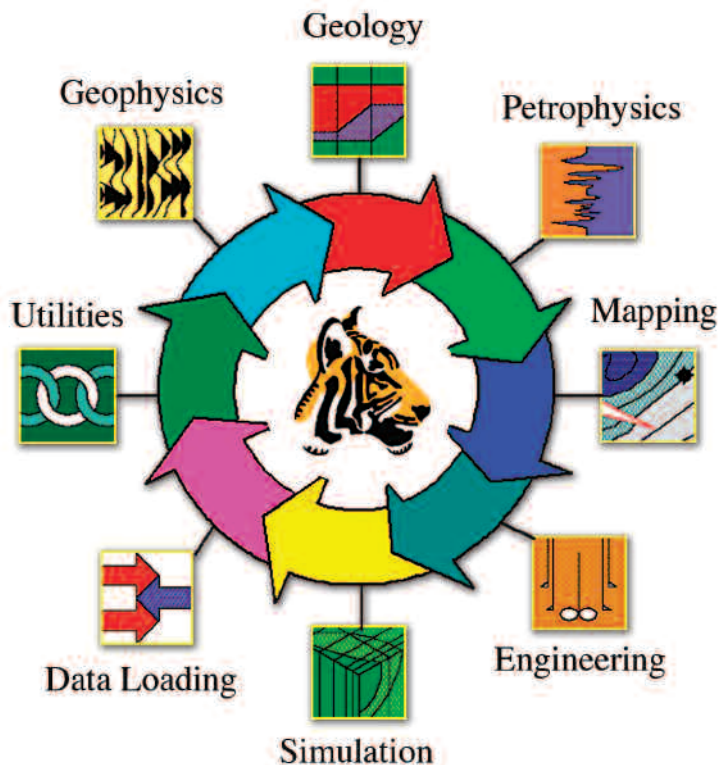
- world class technical consulting;
- highly innovative software from prospect evaluation to abandonment; and
- game-changing integration and information management.

Current market conditions mean experienced and effective geoscientists are once again at a premium. Geotrace's solution recognizes this constraint and provides tools that maximize the effectiveness and productivity for E&P companies.

The modern, real-time integrated workflow enables a client to take advantage of the emerging digital oilfield. Automated data flows, where data is transferred, validated and quality-checked, enable E&P professionals to concentrate on analysis rather than preparation.

The automated workflow allows continuous updating of key performance indicators and metrics, which allows complete control of asset management. Interpretations, workflows, production reports and even reservoir simulations can be produced on a continuous basis with little or no human intervention.

Today's corporations need to live in an environment subject to increased scrutiny from stakeholders, government and the public at large. This means ever-increasing accountability and the need to fulfil and demonstrate that compliance. Geotrace's automated workflow and its associated reporting tools help meet these



**New integrated technology and services helps customers 'tie it all together.'** (Image courtesy of Geotrace)

demands and ease the workload of modern corporate compliance. This allows clients to concentrate on the core business of finding and producing hydrocarbons.

Geotrace invites visitors to come to Booth No. 1741 to test the value proposition, see the entire workflow and visit with the company's technical experts to see how it works in practice.

In Geotrace's booth, experts will demonstrate how geoscientists can:

- browse and select data from a catalogue of all available information resources;
- integrate, review and interpret geophysical, geological, petrophysical and engineering data;
- manage production data updated in real time;
- produce fully automated reservoir simulations;
- exchange data with most leading third-party application software;
- collaborate with colleagues using different tools in different locations around the world;
- work within a secure and effective information environment;
- subscribe to existing and emerging geodata services with real-time streaming of updated geoscience data;
- fully utilize the Web as a part of the workflow; and
- bring hydrocarbons and assets to the marketplace in the most effective way possible, maximizing sale price and improving shareholder value.

This solution is powerful because it combines a sophisticated service offering with highly innovative software within the framework of a real-time integrated database. The result is a modern and highly sophisticated workflow which is also practical. ■