



The place to go for
oil and gas e-business standards

PIDX (Petroleum Industry Data Exchange) invites you to attend the:

2009 Fall PIDX Conference
“Using and Leveraging Standards”

October 7-8, 2009
Hosted by Schlumberger
10001 Richmond Ave.
Houston, Texas

Conference Summary - This Fall's conference, hosted by Schlumberger, is focused on “Using and Leveraging Standards”. Conference topics are intended for eCommerce professionals in the Oil and Gas industry. The program is focused on discussing Industry Accepted Standards, Best Practices and Successes. It is the opportunity for participants to share eCommerce experiences and lessons learned. Those wondering "How to get started?" can also ask those who have gone before for advice and insight. PIDX assists member companies and the Oil and Gas industry in improving the efficiency, effectiveness and value of the information management, business process and technology functions.

Agenda Highlights:

- Overview of PIDX – John Pinnella, Chevron & PIDX Chairman
- Anti-trust Reminder – Michael See, API Senior Counsel
- PIDX Marketing Initiatives – Dave Wallis, OFS Portal
- Key Note Speaker – Jose Favilla, Supply Chain Management Solutions Executive, IBM Center for Business Optimization
- API Procedures for Standards Development “Standards 101” – David Miller, Director of Standards, API
- Standards Development in other Industries and PIDX – Jeff Bicer, LMI
- Standards and Guidelines Presentation/Work Group Updates – Tony Aming, Baker Hughes
- Standardization of Desktop Computing – Steven Neiers, Global Information Link 3, Chevron
- Master Data Management for eCommerce– Paul Mayer, Platon
- International Business Development Update – Terry Thomas, Schlumberger
- Update on Norway Initiatives v Dave Wallis, OFS Portal

Keynote Speaker:

Jose Favilla, IBM -Worldwide Supply Chain Solution Executive at Business Analytics and Optimization Practice, IBM Global Business Services.

“Establishing an Information Agenda for C&P” Favilla will address the role of global standards to best represent the varied aspects of oil operations and what is required to achieve a unique combination of business-focused capabilities, and leading technologies to achieve a vision for integrated operations. He will discuss how to leverage on this foundation to empower decision making and improved performance through the timely access, analysis and reporting of actionable, accurate, and personalized information. And, he will further discuss how the combination of both can enable organizations to translate strategies into plans, monitor key financial and operational metrics, and improve insight, decision-making and performance across the enterprise. Several aspects of applying advanced analytics, such as mathematical models, simulation and optimization to improve operational efficiency will be discussed.

Who Should Attend?

- Independent, Multinational, and Regional E&P Oil & Gas Companies
- Suppliers and Oilfield Service Companies
- Procurement Managers
- Network Engineers
- eCommerce Strategy Managers
- Senior System Administrators

For more information or assistance, please contact

Name: Mr. John Pinnella, Chevron & PIDX Chairman
Phone: 1+ (925) 827-7125
E-mail: jpinnella@chevron.com

Name: Ms. Lisa Soda, API & PIDX Coordinator
Phone: 1+ (202) 682-8590
E-mail: sodal@api.org

Registration Fees:

PIDX Members \$100 (\$125 after Sept. 22nd)
Non-Members \$175 (\$200 after Sept. 22nd)

Please visit www.pidx.org for more information.

For on-line registration, please visit:

<http://www.api.org/meetings/topics/technology/e-business.cfm>