

EMC Oil and Gas Solutions



Information Lifecycle Management—Maximizing the value of your assets

Like oil and gas reserves, information is one of your business's most vital resources. Whether this data is used upstream for exploration and production activities, or downstream for refining and distribution, data is crucial to your operations. In today's marketplace, reliable access to your information—from geophysical to drilling, from transport to refining—is central in obtaining maximum value from your assets and is key to sustaining global competitive advantage. New solutions are available today from EMC to better manage your data and information workflow.

Industry challenges

Today's oil and gas companies are facing many challenges, including:

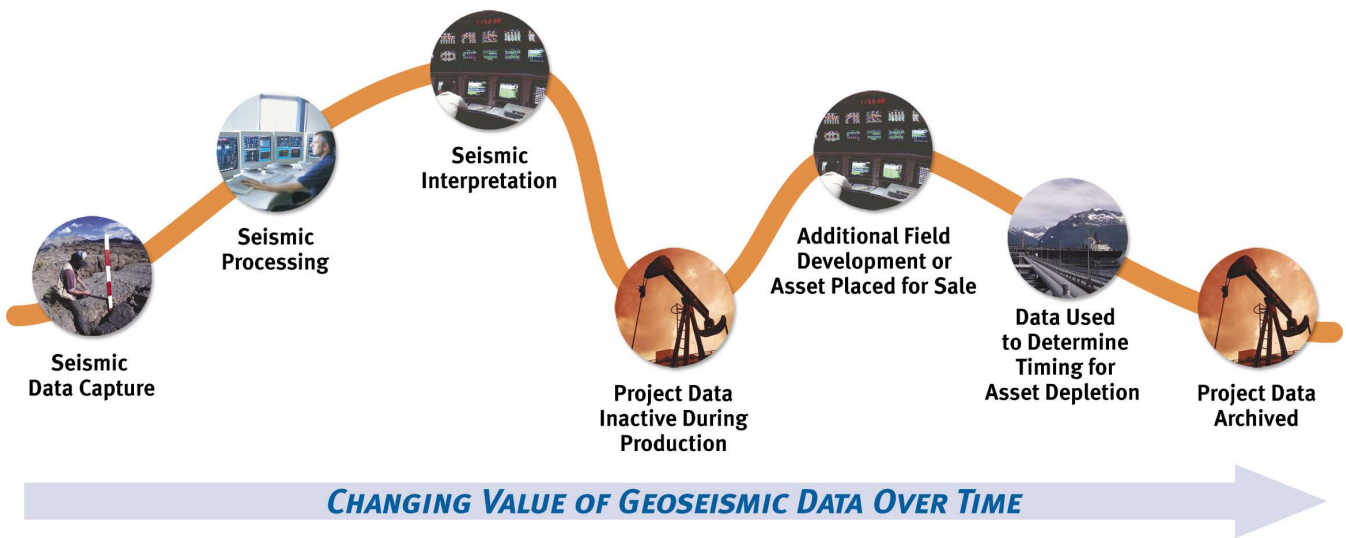
- Exponential data growth and terabyte-sized project data sets are placing intense pressure on the petrotechnical computing environment and forcing companies to take a new look at how they manage and protect growing volumes of data.
- High costs as reservoir, ERP, and CRM data is unused for periods of time. The expense of managing historical volumes continues to increase.
- Aligning business needs and technology expenditures to ensure the appropriate level of performance, protection, and availability to support business unit application requirements.
- Compliance with various regulations such as Sarbanes-Oxley.
- Protecting data from planned and unplanned outages, and accidental or malicious deletion.

In today's world of mature basins and smaller reservoirs, the need to operate in a highly cost-efficient manner is paramount to continued success and profitability. Data quality and availability are essential to reducing exploration, development, and production costs.

Applying information lifecycle management (ILM) in the oil and gas industry

Information lifecycle management (ILM) is a strategy for aligning your IT infrastructure with the needs of your business—based on information's changing value. Through ILM, you get the most value from your information, at the lowest TCO, at every point in its lifecycle. To successfully implement your ILM strategy, EMC offers a variety of solutions as part of a tiered storage architecture for the oil and gas enterprise.

EMC at work within exploration and production environments



The most value from your data, at the lowest TCO, at every point in its lifecycle:

This diagram shows an example of seismic data being captured and changing in value over time. EMC's ILM offerings deliver solutions for seismic file storage and management at every point along the data lifecycle, until eventual archival and/or disposal.

EMC has the breadth and depth of solutions to add value across the entire value chain in oil and gas environments. From upstream to downstream, EMC manages the lifecycle of your data, regardless of the project, initiative, or business process. EMC supports all your data management including:

- Enterprise Business Applications, such as Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), databases, and e-mail.
- Enterprise Content Management for Compliance, Archiving & Retrieval, and Digital Asset Management.
- Business Continuity and Security for Tiered Storage Replication, Backup and Recovery, Server Cluster Replication and Virtualization, and Information Security.
- Consolidation of Applications, Servers, and Storage

No other company has the ability to bring information lifecycle management (ILM) to life in the oil and gas industry. EMC combines hardware, software, and services with industry-leading application vendors to produce solutions for our oil and gas customers, bringing immediate and lasting value to the bottom line.

EMC's value in oil and gas

EMC has revolutionized tape processing at one of the world's largest global seismic processing shops. With a cost-effective high-performance computing (HPC) system, EMC has been able to dramatically improve seismic processing throughput. EMC's disk-to-disk processing methodology has been able to relieve the major issue of connection speed to the Linux clusters, reducing system latency.

EMC has been delivering solutions to the oil and gas industry for over 25 years. Major's, independents, and national oil companies have been using EMC solutions to provide the backbone infrastructure for their information management.

Upstream computing is placing a higher demand on computing resources today. EMC's enterprise focus brings decreased turnaround times for seismic processing and combines that with the growing trend to share upstream data downstream.

EMC is also helping companies that face an increasing level of regulatory compliance. Only EMC can offer the kind of robust solutions for compliance that we currently deliver to many highly-regulated industries. EMC has helped numerous companies support information management policies to aid in corporate governance, as well as enabling them to comply with industry-specific regulations.

Tools to manage the oil and gas information lifecycle

EMC-supported information lifecycle management brings industry regulatory best practices and proven technology platforms together to achieve your information management goals, across the enterprise. Realizing that the value of information in the oil and gas industry changes over time, EMC manages the appropriate data on the appropriate medium, delivering the best service levels at the best price. Whether your needs are synchronous data replication for your most critical information assets, or combination disk and tape solutions for older media that may or may not be accessed in the near future, EMC has the appropriate solution to fit your needs.

Business continuity, disaster recovery, backup and recovery, remote mirroring, or any other storage requirements are best managed by EMC's best-of-breed platforms, software, strategic oil and gas partner delivery, and established worldwide services capabilities.

Services

EMC Services helps you get the most from your technology at every stage of the information lifecycle. Start benefiting from information lifecycle management more quickly by tapping our proven skills, strategic insights, and documented best practices in application alignment, development of data policies, and storage management. For more information please visit www.emc.com/global_services/.

Getting started

EMC oil and gas solutions, in conjunction with our valued partners, offers today's companies best-practice methodologies to solve even the toughest information management challenges. For more information on EMC oil and gas solutions, please visit www.emc.com/solutions/oilandgas, or contact your local EMC account manager.



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Industry Overview
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