|  |  |  |  |
| --- | --- | --- | --- |
|  |  | **Version No.** | 001 |
|  |  | **Date** | June 15-2016 |
|  |  |  |  |
| **Project Name** | Katalyst Map Changes (seismic zone) | Project Number | WL-001 |
| **Current Name Phase** | Phase 1 |  |  |
| **Project Manager** | Bill Leakey | **Telephone No.** | 403-710-7330 |
| **Functional Director** | Richard Davis | **Telephone No.** |  |
| **Project Sponsor** | Steve Darnell | **Telephone No.** |  |

PROJECT DEFINITION

|  |  |
| --- | --- |
| **BACKGROUND:** | |
| A visual representation of the data is important, the number of mouse clicks and the ability to navigate the map in a simple browsing type manner is also very important. More advanced users and people who use the map on a regular basis will use some of the more advance navigation techniques, but it will not be the common user or browser of Seis Zone that will be looking for any advanced features. The web site needs to be simple, intuitive to use and essentially not require any training or little training for the end user.  There are many companies that do present maps with Seismic scattered on them. (IHS, Drilling Info, Accumap, TGS, SEI, Pulse, etc.)  Putting the lines on a map will not sell data, all it does is present a data coverage layer. All data owners market primarily their own data, the reason for this is that they are creating their own unique market place where they are in control of which data they can sell, the products they can provide, the price they can sell it for, and the terms of the license and relicensing of the data. You need to have the processes and software mechanism to take a lead, generate a complete QI the data, get the approvals, negotiate the deal, then take the order to sale. The idea of handing off lead will not work, as much of the work is associated with the QI process which includes meeting the client in person, try to sell him additional data, the final negotiation of the actual sales price of the data.  People go to different seismic sites/data owners because there is no one site that represents all the seismic that is available in the world. Sometimes they will pay more if they know the data can be delivered in 4 hours, or you will sell more if the interface is slick and your client service is exceptional.  An additional item of concern is this; Oil company’s business are not materially based on the selling of seismic data. You are not in competition with oil companies, generally speaking your challenge is to establish a model for selling data that people want to embrace. It is not about price, because negotiation is a big part of the process, It is about process refinement, service, and relationships, in the form of a repeatable business framework.  A business model that sells seismic has to be consistent with the market place it is associated with, you can’t simply because of web site change the industry business process. Relationships are important and play a big part of the industry process, and you will have to compete on level playing field that exists with everyone else. No geophysics professional will surf 4 or five sites himself to find data himself. If you want to be a sales agent of seismic data, you need to define your service. | |
| **VISION:** | |
| The vision for the web site should primarily focus on the Business Model, and defining the process for a seismic sales transaction. It should not be based on Advance Map Features, or Map QI’s or editing surveys on the web for partial data sets, no geophysicist will do that. An effort needs to be made to embrace the current model and earn revenues in that space, with a service that is clearly defined and better than any other provider.  Building of a Seismic Zone you need to embrace the following objectives and understandings.  The Vision contains a simple navigation/browsing experience allowing client to establish an area of interest.  It provides a clear picture of the data availability with professional, well populated and clearly defined QI materials.  It adheres to a well understood and well defined business process.  It includes a clearly defined support mechanism, that exceeds current industry standards.  A clear industry understanding exists for the roles of brokers, marketers, and clients in the sales process.  An exceptional client experience the client exists, throughout the sales process (Broker, Marketer, Sales Desk)  A pride exists in your Marketplace, processes are in place, the content well managed, complete, and you are creating a unique community of service.  Create an open system, that does not alienate any user group, and has a robust economic model where everyone makes money. | |
| **GOALS:** | |
| To define the Business Process for the QI and Sale of Seismic data online.  To define the Data Requirement for a Line to be Placed into Seismic Zone.  To define the Navigational Requirements of Seismic Zone.  To define the Sales Process including Sales and Trade.  To Process a sale through Seismic Zone. | |
|  | |
| **Project Scope Is (Includes):** | **Project Scope Is Not (Does Not Include):** |
| Business Background | Sale Trade |
| Project Charter | Entitlements |
| Power Point Overview | ODI Tools |
| Technology Review | KIT |
|  | Business Plan for Seismic Zone |
| Technology Roadmap Considerations document | Technology Considerations |

PARAMETERS

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **DELIVERABLES** | | | | | | |
| * Setup Considerations   + How do set up a client who only want to sell data through seismic zone. * Business Driven Process (Aligned Requirements)   + The development of the map interface should be supported by business requirements and a business process that is going to be incorporated. All changes to the map should work towards the **documented** objectives of the process. The business should be continually coming simpler. * User Login   + Company, Contact Information, Organization, QI history, data layers (seismic, land, wells), entitlements, Custom report, etc., an eyeglass user or portal user should not have a different login. * Map Presentation   + The Map Presentation should only contain lines you can actually sell, as a broker yourself, or on behalf of one of your customers.   + Deliverable online lines need to some way be highlighted on the map, this may be different from “sale availability” * Layer Control,   + The layer control should be interactive with the map and no **apply button** should be associated with the layer control. * Layer Control   + Should incorporate the facilitation of user defined layers like seismic, land, wells, entitlements, QI history, and QI sales history, etc. * Survey/Line   + Ownership, Marketing Rights, Approvals. * Other Data Sets   + It is a goal of the organization to present other datasets on the map that are industry orientated, Public. * Line Presentation   + The presentation of the lines and the associated meta data needs to be consistent in every window on the map and simple to navigate. * MY Focus   + Better Interaction with the map * Map Features   + You need a separate layer control for general map features   + Base map, Permits, Basins, Grid, Blocks, Culture, etc. * Search Engine Incorporation   + A Google search, more broad based, not generated with internal extents   + Google Maps integration * Define of the Region selection button should work for all eyeglass locations around the world.   + Canada, United States, Perth, London * Legend   + Collapse of the legend to provide more map space. * QI Requests   + QI request need to be able to be submitted and tracked as completed. * Broker QI requests   + Support for two separate QI processes * Partnership Approvals   + Broker, Direct Sale * Data Quality   + Regardless of where the data is complete in nature the process needs to be able to proceed forward and a line that goes to QI can go to sale. * QI Process   + The QI process is not dependent upon a section being attached to a line on the map. * QI Presentation   + The QI presentation is consistent across all datasets regardless of the source of the data. * Sales Process   + The web site will not sell data, it only manages QI, and the sale process will represent a person. * QI Requests   + QI requests will be entered into the system and a link will be delivered to a client to download the QI package, in the case of a broker, the broker represents the client and will deliver the package. * QI Requests 3D   + A process needs to be established for Seismic 3D QI, it could be loading the 3D onto a work station in the Katalyst office downtown. * QI Requests   + The system needs to be able to incorporate multiple deliveries of QI material, and the management of the QI process. * MY Focus /Order Cart/History   + All the same format, consistency between all screens. * Pricing   + All pricing is negotiating so only one price per line. * Sale + Trade   + In the Melting Pot, or in the Individual Client Database * Establish a Middleware Layer   + The implementation of a middle ware layer to speed development and improve functionality and products. * Sale and Trade   + Short comings in the current sale and trade module. * Architectural Considerations   + FME server, QI Process Layer | | | | | | |
| **Requirements:** | | | | | | |
| Requirements will be attached in the form of a power point and discussion | | | | | | |
| **Resources:** | | | | | | |
| Resources  **This is a real requirement for future development.**  **Geometrics Engineer/Developer**  ESRI developer that can both program the User Interface, work with a ESRI desktop to and Program Plug-in and work with FME and FME server and develop real spatial intelligent software. This person needs to be part of the development team and work interactively with the other developers. T | | | | | | |
| **Other:** | | | | | | |
| **Business Process**  The Business process is being developed and it appears to be in flux /being formulated, and development and it is difficult to get clear picture of the final objects, or the project or the current project roadmap. | | | | | | |
| **BEGINNING ASSUMPTIONS:** | | | | | | |
| That Seismic Zone is important to the future of Katalyst, and with the correct business plan, adoption plan and investment could add to Katalyst services and improve their position in the worldwide leadership in the seismic market place. | | | | | | |
| **PROJECT PRIORITY** | | | | | | |
| **Type of Project** | Strategic | (x) | Operational | ( ) | Local | ( ) |
| **Potential Priority** | High | ( ) | Medium | (x) | Low | ( ) |

ORGANIZATIONAL IMPACTS

|  |  |
| --- | --- |
| **PROJECT TEAM** | |
| **Name** | **Organization and Telephone** |
| William Leakey | 403-710-7330 |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **OTHER STAKEHOLDERS** | |
| **Name** | **Organization and Telephone** |
|  |  |
| Development Group |  |
| Development Manager |  |
| Marketing |  |
| Data Management |  |
| Production |  |
| Logistics |  |

SIGN OFF

|  |  |  |
| --- | --- | --- |
| **SUBMITTED FOR PLANNING** | **SIGNATURE** | **DATE** |
| Project Manager | William Leakey | May 4,2016 |
| **Functional Manager** | Richard Davis | May 4,2016 |
| **Sponsor** | Steve Darnell | May 4,2016 |