



OSIsoft

USERS CONFERENCE 2015





Analytics and Big Data with the PI System - Visual Analytics

Presented by John Baier – Director of Integration Technologies, OSIsoft
Don Morrison – Real Time Data Integration, Devon Energy



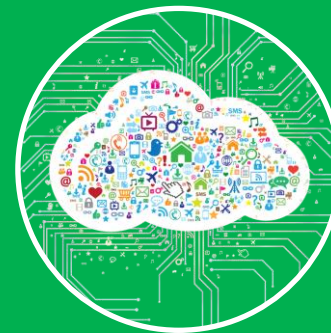
Plant Enterprise Operations

- Small # Assets
- Diverse / Complicated
- Optimization
- Mostly On-premise



Distributed Asset Monitoring

- Medium # Assets
- Similar / Dispersed
- Remote Monitoring
- Enterprise / Cloud

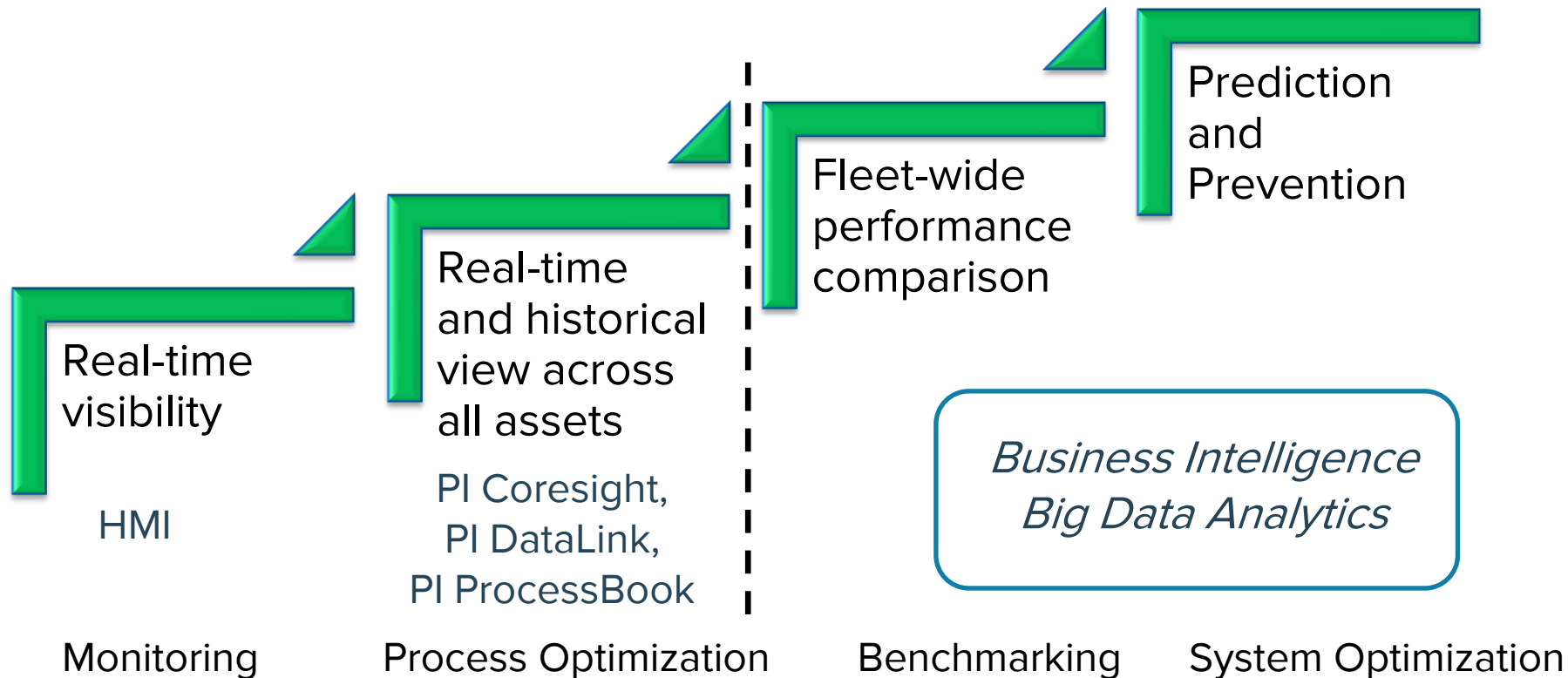


Internet of Things and M2M

- Massive # Assets
- Relatively Simple
- Analytics / Big Data
- Mostly Cloud

Hybrid / Cloud Environment – *OSIsoft Focus*

Evolving Data Goals

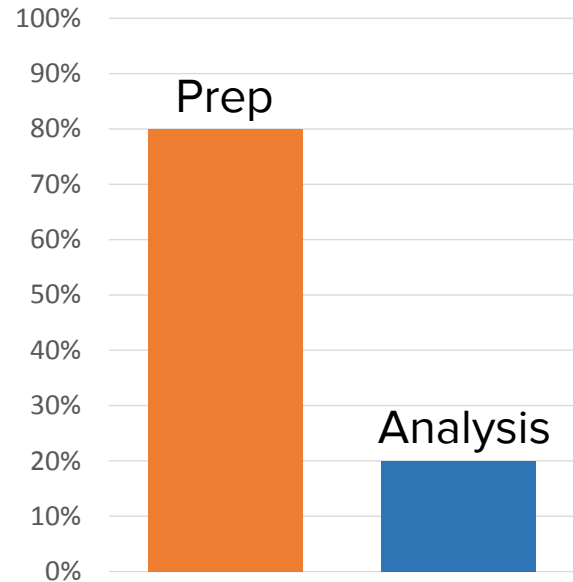


Big Expectations

64% of large enterprises plan to implement a big data project. 85% will be unsuccessful.



Data cleansing and preparation tasks can take 50-80% of the development time and cost.




<https://hbr.org/2014/04/the-sexiest-job-of-the-21st-century-is-tedious-and-that-needs-to-change/>



*Why has this vision
been elusive?*

What we hear our customers saying

What we hear our customers saying



“We’re looking to get the data into tools like Spotfire.”

“We want to mix the data from the PI System and other systems in Hadoop.”

“Our company has standardized on Teradata and Tableau for our business intelligence visualization.”

“Accessing the data in a relational database opens up the data to new users.”

1. Access the data in tools familiar to the end users

What we hear our customers saying



“It took us 40 days to get the data out of the PI System”

“Writing code and supporting it is just not an option.”

“We tried using OLEDB Enterprise but it timed out.”

2. It has to Scale (without code)

What we hear our customers saying

“My job is to provide one version of the truth to the whole organization so I have to be able to trust the data and have a repeatable process.”

“Seeing the data in terms of wells and pumps makes it much easier for my end users.”

“It’s great that I can look at data across similar and different assets together.”

“Zeroing in on just the necessary data by using events for my application keeps things simple.”

3. Flexibility and trust

Modern Information Architecture



Insight



Time Series



Relational



Unstructured



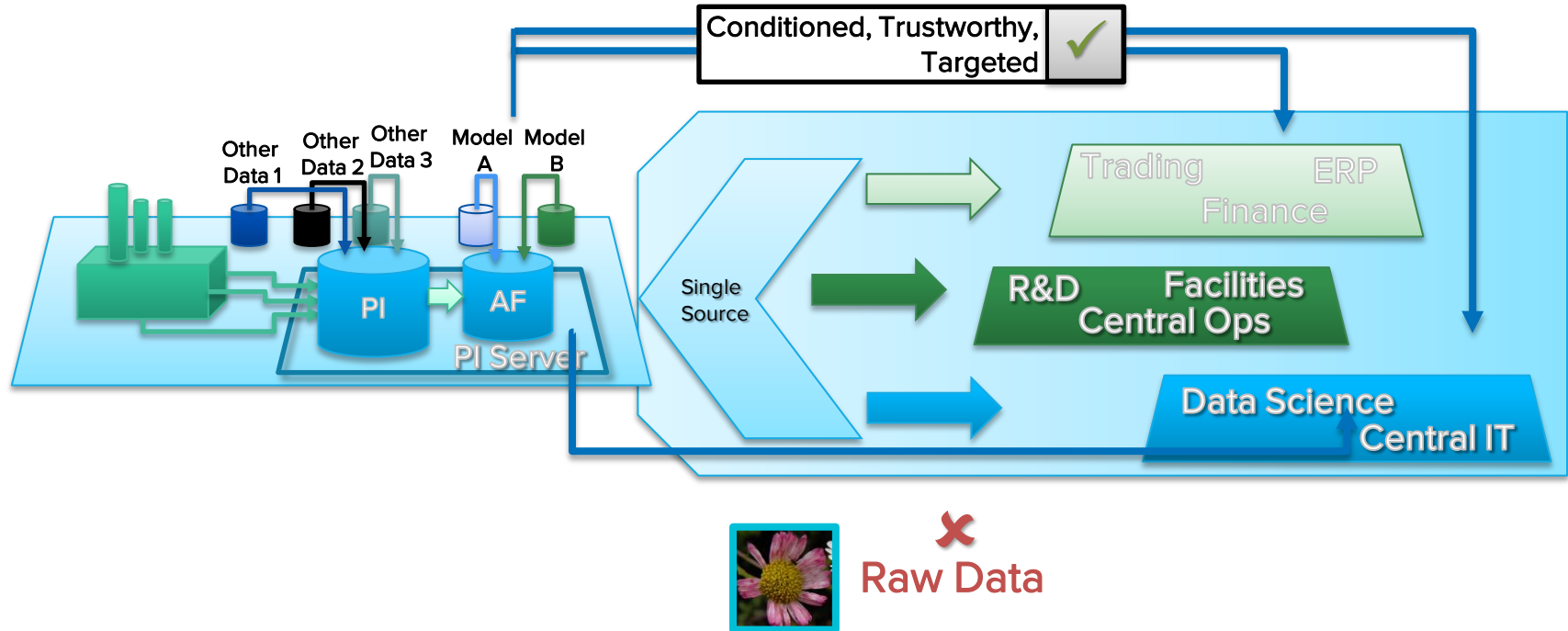
Real-time Data isn't perfect



The Truth about Real-time Data

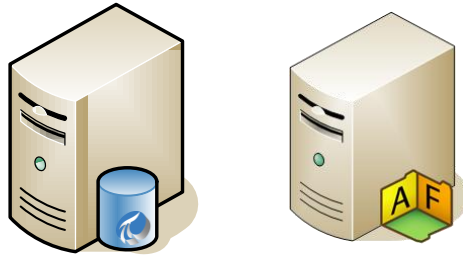
- Naturally incomplete (delays, shutdowns)
- Not evenly spaced
- Doesn't look and behave like SQL (RDBMS)
- Subject to errors in measurement
- Varies in fidelity
- Needs Context (Assets, Events)
- Hard to Collect effectively

Decision-Ready Data



Integration with Analytics

System of Record



- Guaranteed Delivery & Storage
- Full Fidelity of Sensor
- Optimized for Real-Time
- Backup/Restore
- HA
- Security

Needs

Cleanse

Augment

Shape

Transmit

Analytics Packages

Visual Analytics



Excel



Tableau



QlikView



DATAWATCH



Spotfire

COGNOS

Statistical Analytics



hadoop
MapReduce

SAS



python

SAP

- Designed to Analyze Large Sets
- Expects that the Data Exists
- Problem Defines Data Shape
- Typically Evenly Spaced in Time

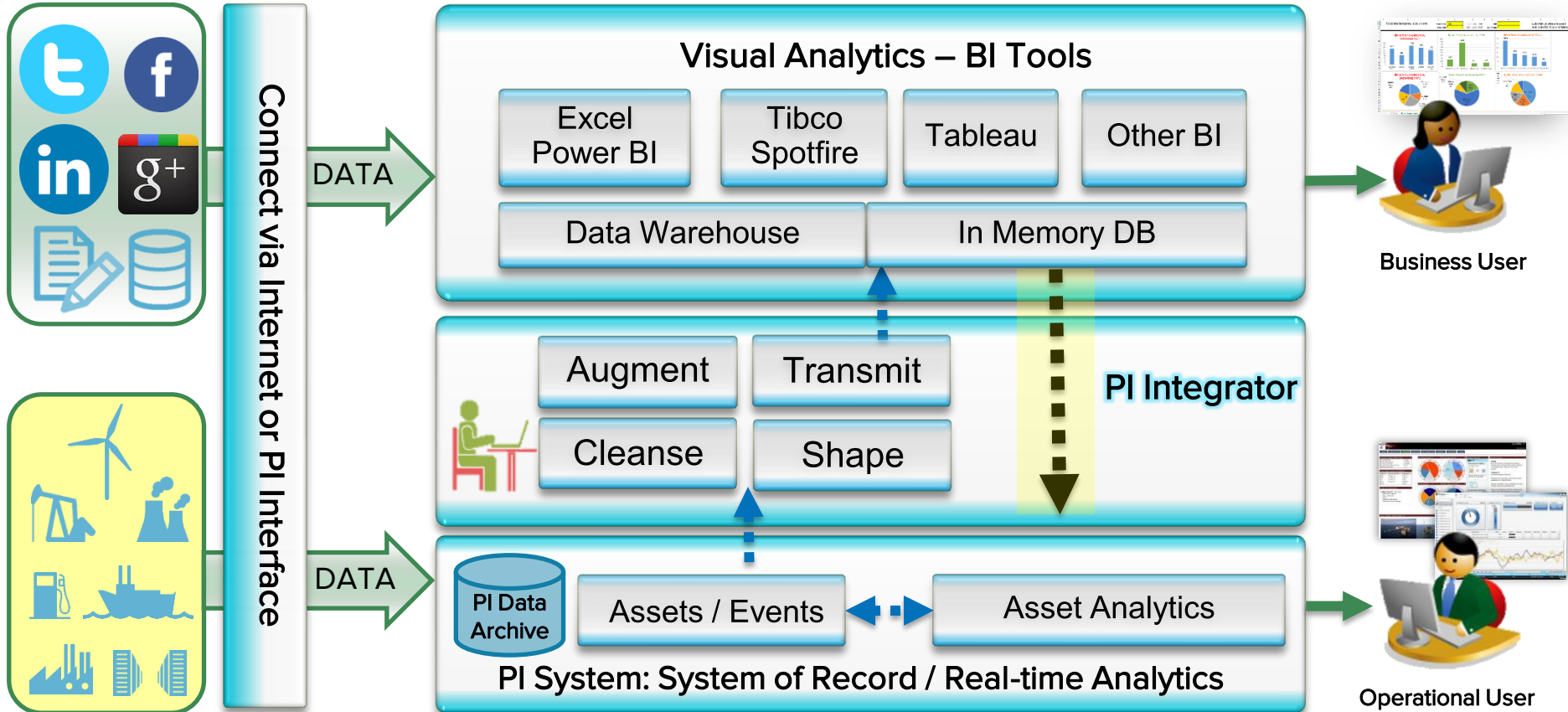


PI Integrators

PI Integrators reduce the complexity of analyzing
real world industrial data

*All PI System data delivered on **your terms**, in **your language**, to
the **tools you use**, and to the people that can make a difference.*

PI Integrator for Business Intelligence



New Persona: Information Architect



- Works in an IT or OPs IT role
- Responsible for integrating many data systems to achieve business goals
- Data Lifecycle Management
 - Access Policies & Distribution
 - Logical and Physical Architecture
 - Creation and Receipt (Trust)
 - Maintenance & Disposition
- PI System is just 1 system
- Business Expert / Business Enabler / Not subject matter expert (engineer)



Business Intelligence at Devon Energy

Presented by Don Morrison

About **devon**

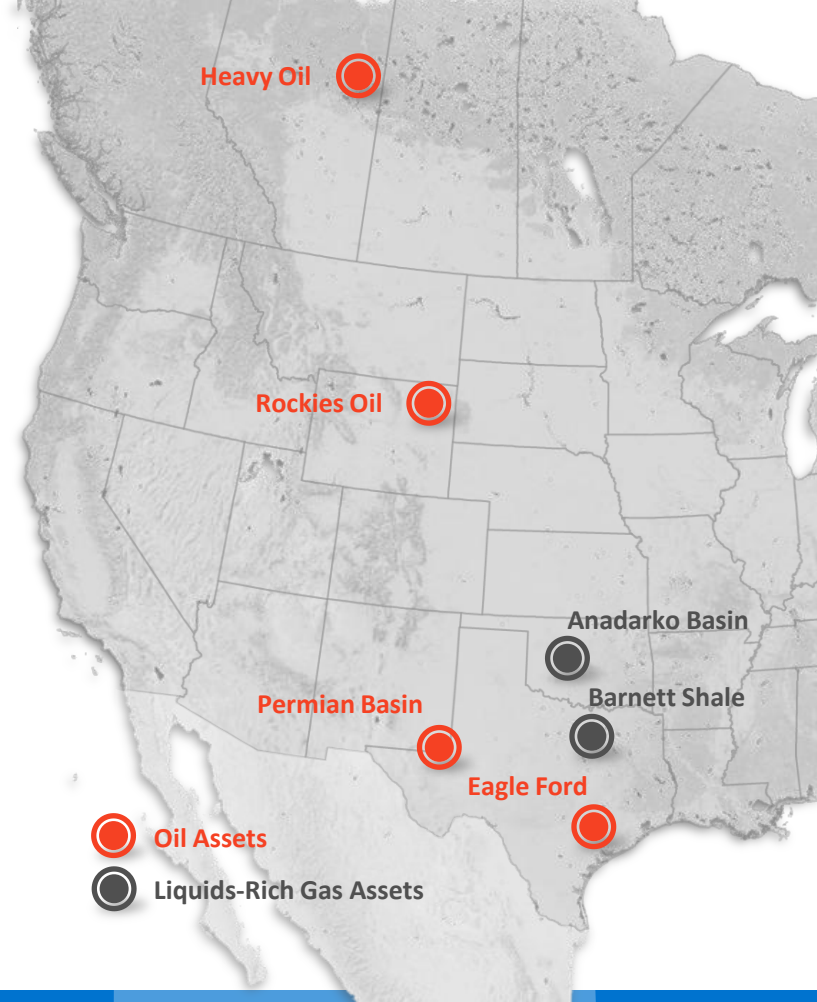
- One of North America's leading independent producers of natural gas and oil
- Engaged in exploration and production
- Corporate headquarters in Oklahoma City
- More than 5,500 employees
- Member of the S&P 500
- On Fortune magazine's 100 Best Companies to Work For list each year since 2008
- New to PI in 2013 and Enjoying the Benefits of EA



A Leading North American E&P

- **Focused and balanced asset portfolio**
 - Proved reserves: 2.8 billion BOE
 - Net production: 664 MBOED
 - Upstream revenue: 60% oil
- **Deep inventory of opportunities**
 - Prolific Eagle Ford assets
 - High-quality Permian Basin position
 - World-class heavy oil projects
 - Top-tier liquids-rich gas plays
- **Positioned to deliver visible, low-risk production growth**

Note: All figures represent Devon's retained asset portfolio.



What we hear our business saying



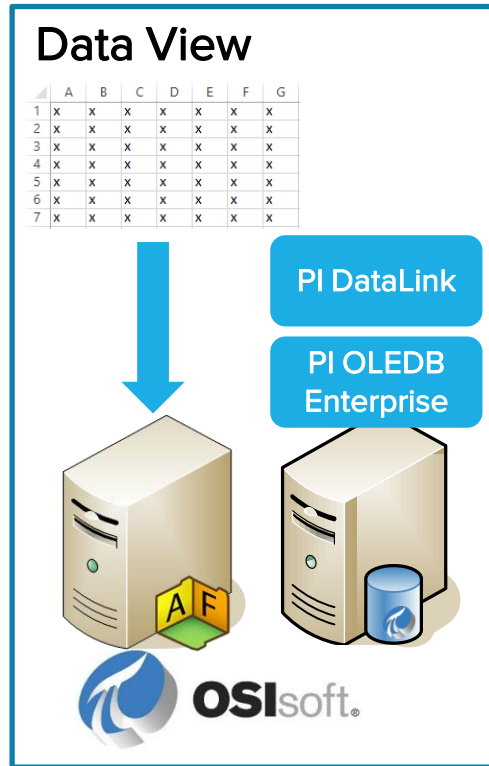
"I want the data in
Spotfire."

"We use Datameer to
report out of Hadoop."

"That query you wrote
keeps timing out"
(PIOLEDB Enterprise)

"Can I just get the data
in MS Access or
MS Excel"

How we deliver data to the business



Excellent for “small” datasets

- Hours, days, 1-2 months

Does not scale to “large” datasets

- 6 months, 3 yrs...

PI Integrator for Business Intelligence

The screenshot displays the TIBCO Spotfire user interface. On the left, there's a 'Select Data' panel with a tree view showing various data sources. The main area is divided into two panes. The top pane shows a list of shapes (e.g., 'Production Gas Rate 1 Day', 'Production Gas Rate 80 Day') with checkboxes for 'Remove' and 'Add'. The bottom pane shows a script editor with XML-like code for defining shapes and filters. Below the script editor is a data table with columns: Name, CASTKey, LocalTime, and GMTTime. The table contains 18 rows of data, all starting with 'TCOS_174372_4PH' in the Name column and showing timestamps in the LocalTime column.

Name	CASTKey	LocalTime	GMTTime
TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 08:30:00.000	2014-1
TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 08:45:00.000	2014-1
TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 09:00:00.000	2014-1
TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 09:15:00.000	2014-1
TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 09:30:00.000	2014-1
TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 09:45:00.000	2014-1
TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 10:00:00.000	2014-1
TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 10:15:00.000	2014-1
TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 10:30:00.000	2014-1
TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 10:45:00.000	2014-1
TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 11:00:00.000	2014-1
TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 11:15:00.000	2014-1
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TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 12:00:00.000	2014-1
TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 12:15:00.000	2014-1
TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 12:30:00.000	2014-1
TCOS_174372_4PH	\\ODCMSAPSC101P\ESP_Sites\Entries\ESP\Gilette\...	2014-12-07 12:45:00.000	2014-1

TIBCO Spotfire®

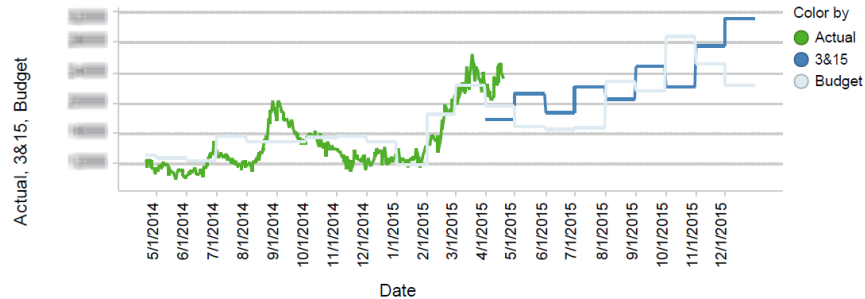


What do we gain?

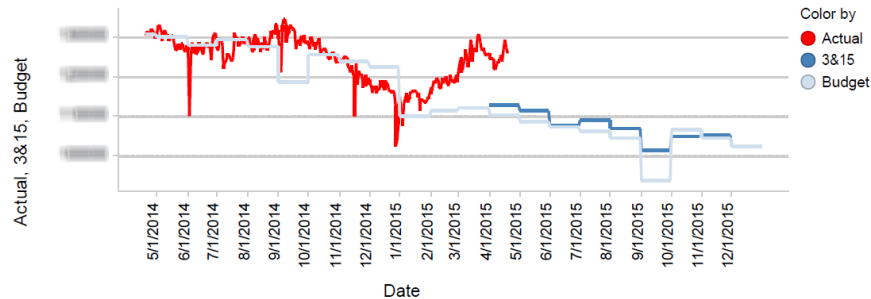
- BI tools become more responsive (Spotfire)
- Users can build queries ad hoc (SQL)
- Scheduled and ad-hoc reporting (SSRS)
- Historical data available to existing BI tools
- Real-time data in Hadoop
- Align data for BI within a common time scheme
- Enable unique uses for real-time data

Use Case: Management Summary

Rockies Oil (BOD): Actual v. Budget



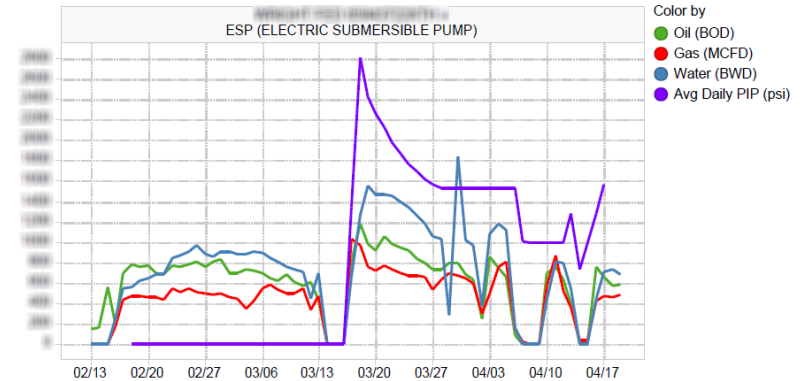
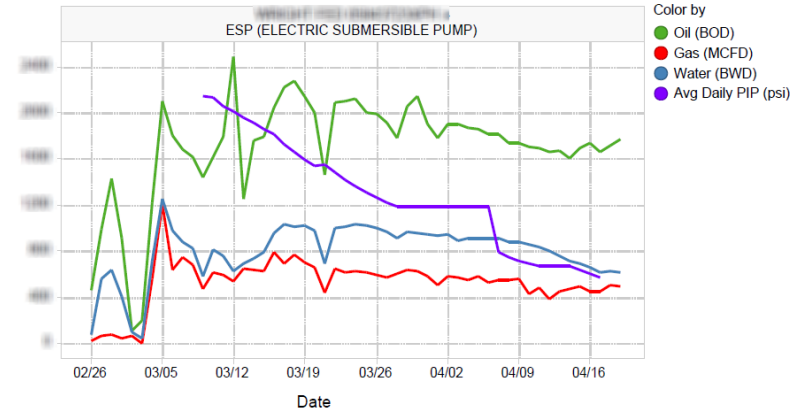
Rockies Gas (MCFD): Actual v. Budget



- Automated Daily Reports
- Management Overview
- KPI / Metrics
- Rollup to Bus. Unit

Use Case: Daily Reports

- Automated Daily Reports
- Technical Overview
- KPI / Metrics
- Well by Well



Use Case: SharePoint / Pivot Tables

Microsoft Excel interface showing a large data table with columns for API, ESP_Pump_Ty, Num_Stag, Pump_Intake_Pressure, Pump_Intake_Temp, Output_Freq, Motor_Temp, Oil_Production, Gas_Production, Water_Production, DUWI, and various well names. The table is filtered by Region (Delaware Basin East) and Field (Bell Lake North). The data is displayed in a grid format with alternating row colors.

API ESP_Pump_Ty Num_Stag Pump_Intake_Pressure Pump_Intake_Temp Output_Freq Motor_Temp Oil_Production Gas_Production Water_Production DUWI

115280 300253444000 GA_850 349 0 100 54.79999924 0 W000020195 18027-2 3002534440 GAUCHO UNIT 7 Delaware Basin East Gaucha Area Bell Lake North BONE SP

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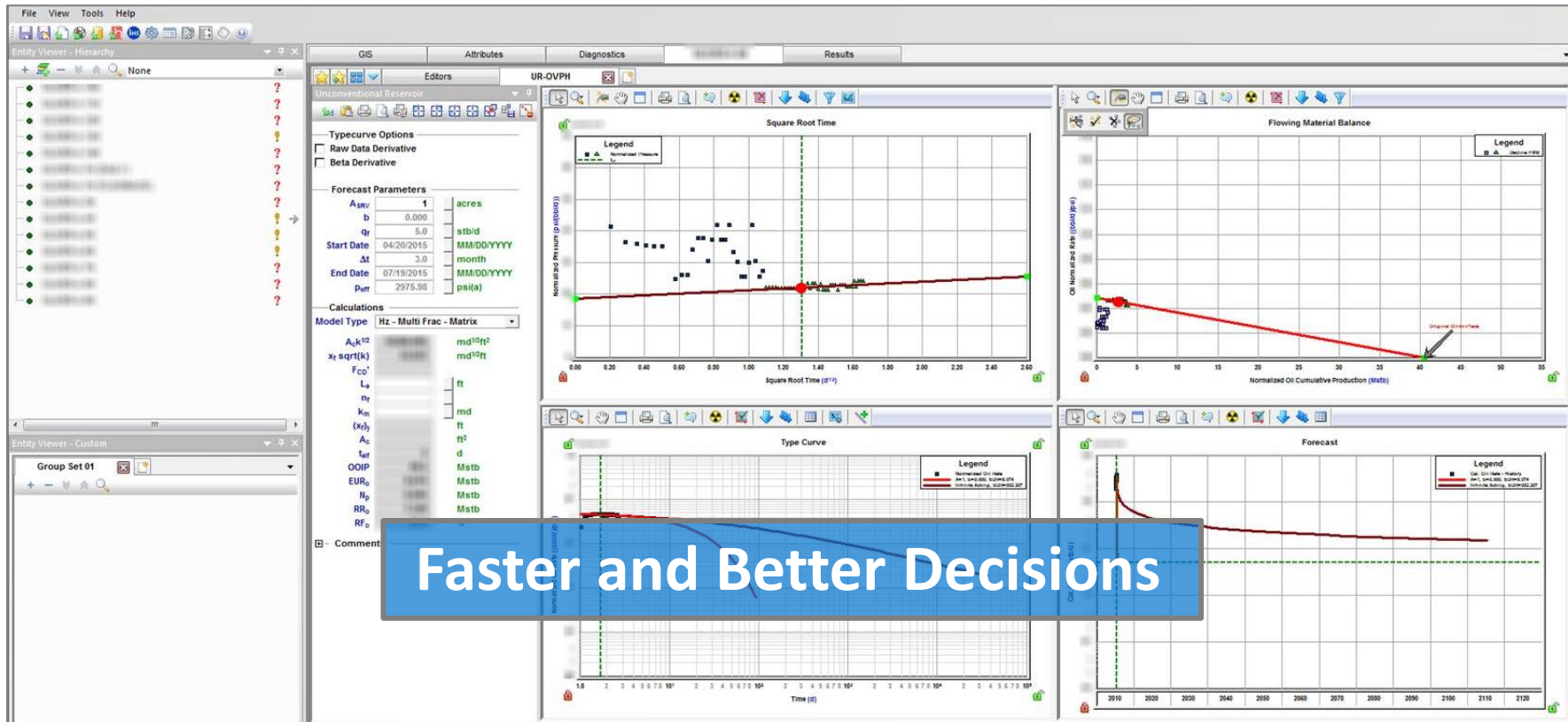
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Automated, Scheduled, and Daily Update

Use Case: Reservoir Analysis




The Power of the Shape

- Find nested elements
- Find “buried” attributes
- Require specific structure
- Filter on Categories
- Filter on Event Frames
- Translate to new relations

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“Google for AF”

We're leveraging more data

“ Our managers and engineers are able to get a better idea of how the asset is performing.”

“ Enables us to make faster and better decisions regarding asset performance, which should lead to better production and lower costs! ”

“ ...spending less time copying and pasting and more time analyzing the data. ”



PI Integrator for Business Intelligence

- Beta Q2 2015, Release Q3 2015
 - Data Designer UI
 - Data Extraction, Shaping, Cleansing
 - PI Views stored in AF
 - Pull Data from PI System using ODBC
 - Compatible with most off the shelf BI Tools
 - Microsoft PowerBI and Excel, Tibco Spotfire, Tableau, Datawatch, SAP BusinessObjects, Cognos

Tangible Benefits

- Easy to deploy, easy to explore, easy to **iterate**
- Explore PI System Data in tools that **business users** are already comfortable using
- Identify correlations across **fleets of assets**
- Tap into the **most valuable data set** in the **world**



Call to Action

- Stay for the Next Talk
 - Demo of Data Designer
 - Integration with Hadoop and Statistical Analytics
- Come see us at Product/Partner Expo
 - PI Integrator for SAP HANA
- Friday 10am – Big Data and Business Intelligence
- Sign up for Interest in Beta – Q2
 - PIIntegrators@osisoft.com

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Director of Integration Technologies
OSIsoft, LLC

Don Morrison

Don.Morrison@dvn.com

Real-time Data Engineer
Devon Energy

Questions

Please wait for the **microphone**
before asking your questions

State your
name & company





THANK YOU





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