

What kind of subsurface IT can help an oil and gas company achieve competitive advantage?  
Conference in Aberdeen jointly with British Computer Society on May 4  
25 x £25 early registration tickets available



Digital Energy Journal, together with the Aberdeen branch of British Computer Society, is running an exciting forum in Aberdeen one month today, on April 4, looking at what sort of IT can help oil and gas companies achieve competitive advantage in subsurface.

Competitive advantage in subsurface could be described as 'drilling profitable wells' - which means that before making drilling decisions you have low levels of uncertainty about where the oil is, and how easily it is to extract.

Working this out is the job of geophysicists and geologists. How much does it help them if they have fast access to accurate data, if they have access to analytics, and if they have a good working relationship with the IT department?

Should oil and gas IT departments be following advice along the lines of [Gartner's "Bimodal IT"](#), separating their IT services into (a) IT with an emphasis on stability for least cost, and (b) IT with an emphasis on helping company technical staff achieve competitive advantage for the company?

How much can IT tools help make geophysics work more interesting, so that geophysicists enjoy their work more, and feel more motivated and stimulated?

How does the UK government's project to provide open access to seismic data fit in with this?

Find out more at our [conference in Aberdeen on May 4!](#)

We have 25 early registration tickets available for £25 - to register please use the voucher code **early25**

We also have 30 x free tickets available for BCS members - to register please use the voucher code **bcs**

Speakers include



- **Gavin Bain**, British Computer Society Aberdeen branch (chair)
- **Alan Smith**, principal consultant, Luchelan Ltd
- **John McLaren**, account director, Dell
- **Steve Harrison**, project manager, Scottish Enterprise
- **Duncan Irving**, Oil and Gas Practice lead (EMEA/APJ), Teradata
- **Ed Evans**, Co-founder and managing director, New Digital Business
- **Paul Cleverley**, researcher, Robert Gordon University- RGU

[See the agenda and register](#)

Sponsored by Teradata and Dell



We are also covering a similar topic more from a geophysicists' perspective in our Finding Petroleum forum in London on Apr 18, [Transforming Subsurface Science](#)

We hope to see you in Aberdeen on May 4!

Kind regards

Karl Jeffery, editor  
Digital Energy Journal, London



