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How global technical community can contribute to local client business success?

Dr. Alexis Carrillat, Principal Geophysicist, Schlumberger DCS, Mumbai

Introduction

Besides the tremendous increase in the amount of data that they are dealing with, today's technical professional are facing three main challenges: 1) new tools and measurements (data), 2) new workflows, and 3) rapid evolution of software.

To face these challenges, Schlumberger established two main components as part of its knowledge management strategy namely Eureka and InTouch. Eureka is Schlumberger technical communities program, also known elsewhere as Communities of Practice.

Two examples are presented here to illustrate how technical professionals can share and/or receive knowledge and how that knowledge database is utilized to address new challenges.

Eureka

Eureka is an initiative to develop and support communities of practice for our experts. The goals of Eureka are to improve knowledge sharing, motivation and business strategy. The Eureka initiative is governed The Eureka Constitution, which is designed to enable the Communities of Schlumberger to achieve the Eureka objectives of Networking for Technical Excellence and Business Success in an efficient and self-governing manner. In particular, the three primary goals of Eureka are:

Motivation: Motivated technical employees are key to the success of Schlumberger. The creation of global, cross-product line, self-governing Communities in the Eureka initiative will reinforce motivation.

Knowledge: Technical knowledge is a key driver behind the competitiveness of Schlumberger. Eureka will give Communities improved opportunity to develop and share knowledge, and apply it for client and R&D needs.

Business Relevance: Management needs technical input on many strategic issues. With Eureka, the Communities are empowered to organize themselves to help deliver this input.

InTouch

InTouch is an enterprise-wide service providing timely technical support to field operations covering all products and services. InTouch acts as a bridge between the Technology Centers and the field, with a mandate to accurately capture and store knowledge, and disseminate it to the field as quickly as possible. The goal of this mandate is to achieve improved service delivery to clients, and a faster deployment of more robust new technology through improved technical support and comprehensive solutions.

Examples:

The first example demonstrates how field operations and petro-technical experts fed back to R&D a white paper to better address reservoir detection and characterization issues and to get a better handle on what are our clients needs and priorities.

The second examples shows how a group of technical professionals were able to benefit from expertise built in a distant Technology Center to run a study in Kuala Lumpur on a fractured reservoir field located in Libya, what were the challenges they faced, and what were the different steps taken to manage these challenges using the global technical support and shared best practices.

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