

# Well Master Data Management Solution for the Oil & Gas Industry



## Control and Improve Well Operations With Master Data

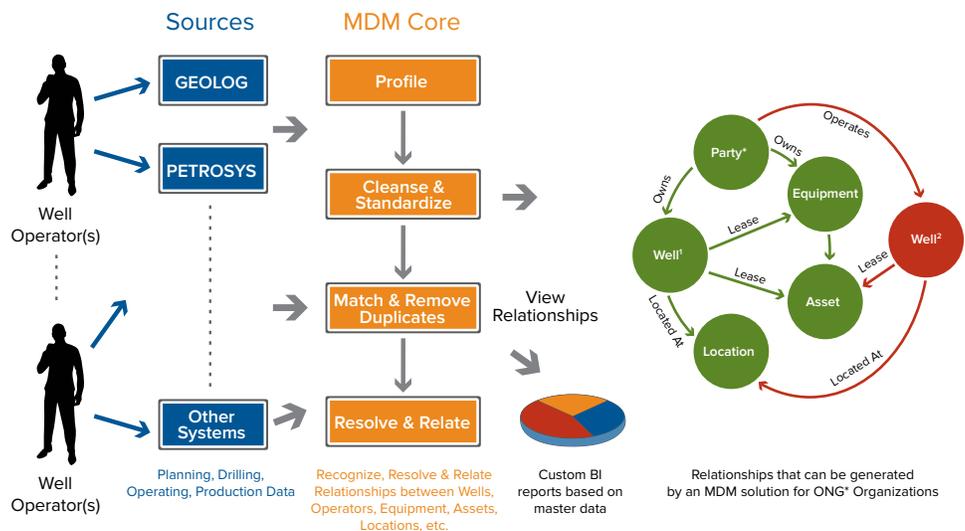
With the rise of the digital well field, the oil and gas industry is gathering more data, more often, at every stage of the business lifecycle. Your company is investing millions of dollars to gather, analyze, and interpret that data—without any assurance that the data is complete, correct, and contextual. The lack of a single view of well data leads to:

### BENEFITS

- Improve operational efficiency
- Minimize risk
- Control costs across the organization

- Delayed projects
- Underutilized production capacity
- Missed revenue opportunities
- Runaway costs
- Regulatory noncompliance

Informatica®, the world's number one data integration software provider, and Tata Consultancy Services (TCS), a leading global systems integrator, have teamed up to offer the Well Master Data Management Solution for the Oil & Gas Industry. This joint solution is a comprehensive, well master data management (MDM) solution that enables oil and gas companies to create a single, accurate view of well data that is consistent and unified across systems and business processes. Combining Informatica technology and TCS's industry best practices and implementation expertise, the joint solution provides authoritative master data for operational and analytic uses.



\*Party = Customer/Vendor/Supplier/Operator/Contractor/etc.  
 \*ONG = Oil & Natural Gas

The Well Master Data Management Solution for the Oil & Gas Industry synchronizes data across locations, business units, and systems for deeper and more accurate insight into operations.

# Key Features

## Proven MDM Technology

This joint solution is based on Informatica MDM, which provides comprehensive support for all MDM requirements on a single platform. It includes Informatica Data Quality for parsing, cleansing, and matching all master data types, eliminating duplications, and measuring, remediating, and monitoring data quality enterprise-wide, and Informatica PowerCenter® for converting, transforming, and reconciling all data and for migrating data to the right place, in the right format, and at the right time—batch and real time.

The joint solution eliminates duplications in favor of consolidated, accurate, reliable well data. Predefined relationships and hierarchies for wells and associated operators and locations simplify deployment and are easily extended to include assets, equipment, suppliers/vendors, and other data associated with well operation. The solution also includes preconfigured business and data quality rules to standardize API numbers, well operators, and prospect names as well as to measure the confidence factor associated with master data attributes.

## Proven MDM Implementation Methodology

The joint solution draws on Tata Consultancy Services' deep knowledge of the oil and gas industry as well as its proprietary Informatica MDM implementation methodologies to integrate and manage well information across operational and analytical environments. Out-of-the-box, configurable master data models and business processes such as adding new wells, onboarding operators and prospects, and exception processing shorten time-to-value and help sustain a successful MDM implementation.

# Key Benefits

## Improve Operational Efficiency

This joint solution provides deeper insight into operational data, accelerating the planning, drilling, completing, producing, and disposing functions while supporting more effective business strategies for tapping market potential. It establishes relationships among well-based entities for more stable, efficient upstream, midstream, and downstream processes, enabling a truly well-centric approach to decision-making.

## Minimize Risk

This solution creates a 360-degree view of well data, including information about equipment and asset movement, maintenance, and replacement. In addition to providing deeper insight into data, it facilitates more accurate and detailed reporting for efficient regulatory compliance.

## Control Costs Across the Organization

This solution reduces operational costs by creating a single master data repository that improves collaboration with both internal and external applications. Maintaining a single complete version of facts and figures reduces runaway costs across the value chain, enterprise-wide.

## LEARN MORE

For more information, please contact your TCS or Informatica sales representative and visit:

- [www.informatica.com/mdm](http://www.informatica.com/mdm)
- [www.tcs.com/consulting](http://www.tcs.com/consulting)
- [mdm.info@tcs.com](mailto:mdm.info@tcs.com)

## ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica for maximizing return on data to drive their top business imperatives. Worldwide, over 4,630 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks.

## ABOUT TATA CONSULTANCY SERVICES

Tata Consultancy Services is a global leader in IT services, business solutions and outsourcing. TCS offers a consulting-led integrated portfolio of IT and IT-enabled services delivered through its unique Global Network Delivery Model™ (GNDM™), recognized as the benchmark of excellence in software development.



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