IBM Cloud Object Storage Archival for Interica PARS Data

(Project Archival and Retrieval System)

Seller Conversation Guide
Target Client Profile

• The Interica data management software solution is an integrated workflow tool for project management. It has been used extensively to archive exploration data by Oil & Gas Exploration and Production (E&P) companies for the past 15 years.

• Oil & Gas companies customarily conduct analysis on on-shore and off-shore assets over several years’ time. With today’s profitability challenges due to low oil prices, access to data may happen over a protracted period of time. Oil & Gas E&P companies are both delaying operations and relying on inactive data to reduce risk and lower cost. Customers are left with a large amount of data much of which is unstructured and accessed selectively depending on the analysis underway. Just as importantly, when projects become active, data needs to be recovered on a project level and with high reliability by users in multiple locations.
  - Virtually all Exploration & Production oil companies are plagued by the need for cost containment and effective data archival
  - For PARS, focus on companies who still use Traditional NAS storage and those who will consider cloud object storage vs tape archival
  - Large independent oil companies’ average amount of data: 30 PB’s
  - Major and Super Major oil companies’ average amount of data: 75-150 PB’s
  - Company size: > 1,000 Employees (Top 20 Targets have 13K-83K employees)
  - Secondary industries: High Tech & Manufacturing, Telecoms, Pharmaceutical, Automotive, Media, Retail

Typically 50-90% of this data will be addressable
Typical PARS Customer Decision Makers and Users

INSERT PARS CUSTOMER QUOTE ABOUT MOVING DATA TO THE CLOUD FROM JOE HARDY – PARS MARKETING

Typical Decision Makers and Primary Users in Oil & Gas:
A combination of IT and Exploration professionals.
Titles include: CTO, Exploration Manager, Asset Manager, Geologist.
They make drilling decisions and evaluate past drilling decisions and safety issues based on archived project files.

Secondary Users include: Data Managers, Data Scientists and Geoscientists with IT supporting the infrastructure.

8 of the 10 largest Oil & Gas companies use Interica PARS for project-level data cataloging and indexing, archival and back-up

PARS allows Oil & Gas companies to capture information from a diverse set of systems in one consistent archive object. PARS also allows users to comprehensively describe the information at a project level for future reference.

PARS supports project-oriented back-up’s by intelligently scheduling archive jobs. The inbuilt rollback features allow you to rewind a project to a point in time.
# IBM Cloud Object Storage

## Seller Conversation Guide: IBM Cloud Object Storage for PARS Project Management/Archive

### Sellers
- System Sellers
- Cloud Sellers
- Cloud Object Sellers
- Business Partners – Resellers and ISV’s

*PARS and IBM Cloud Object Storage will be sold on separate, contracts.*

### Compensation
IBM Sellers and Business Partners will be compensated on the IBM products sold including IBM Cloud Object Storage. There are currently no special Interica PRM or PARS sales incentives being offered.

### Price
No special pricing, use standard price list

The Interica marketing team will work with the IBM sales team to provide tailored proposals for customers. Contact sales@interica.com for details.

### Interica PARS Partner Support
- There is no dedicated Interica support line for IBM Sellers or IBM customers. Should a technical issue arise, follow the established IBM Cloud Object Storage process. If necessary, our Level 3 Support team will coordinate directly with Interica’s Level 3 support to address a customer’s issue. Each support team will remain responsible for its respective portfolio.
- *There is no formal reseller agreement between Interica and IBM.*

Insert PARS licensing details from Joe Hardy of PARS
IBM Cloud Object Storage
Seller Conversation Guide: IBM Cloud Object Storage for PARS Project Management/Archive

Deal Size

IBM Cloud Object Storage opportunity size:

- 3PB Data Archived: $X M
- 30 PB Data Archived: $X M

- The IBM Cloud Object Storage opportunity largely depends on the % of inactive data being stored today on NAS storage. Typically, 50-90% of an Oil & Gas customer’s data is inactive at any point in time and could potentially be moved to cloud object storage.

- Deployment options: On-Premises, Cloud or Hybrid

Data Drag Opportunities

- Interica PARS is a market-dominating data management solution in the Oil & Gas industry. Attaching to their customer base is an effective way to gain share in this vertical. IBM’s reputation and analyst evaluations should be leveraged to convince decision makers that cloud object storage is reliable, durable and available.

- If Public Cloud archival is not acceptable, suggest a Dedicated Cloud or On-premise Private Cloud to increase customer control and ensure data compliance.

- If decision makers are not ready to archive their important project data in the cloud, consider positioning IBM Cloud Object Storage for Back-up.
Opportunity Triggers

- Using Interica PRM and/or PARS for project management and data archival
- Wants multiple deployment options – on-prem and cloud
- Using traditional NAS storage for more than 30% of their data
- Is struggling with profitability / cost reduction
- Wants access to data during upgrades
- Using multiple storage vendors today
- Has users in multiple regions or countries
- Had a data loss or data corruption incident
- Has experienced high rates of growth in unstructured data in last 5 years

Key probing questions and responses

Are you using Interica PRM or PARS to better automate your project management or archival today?
If yes, go directly to positioning IBM Cloud Object Storage as a cost-effective storage solution for unstructured data. This can be positioned as an alternative to NAS or tape or to co-exist with their existing storage solution. Prospects can be assured of interoperability due to our AIT technical certification process.

Have they experienced any data loss or corruption in the recent past?
Emphasize that IBM Cloud Object Storage has over 400 patents that enhance data protection, encryption and key management while safeguarding against data corruption. This allows geographic dispersal of data while maintaining durability and reliability. Competitive advantages: erasure coding with added security, reliability and manageability plus multiple deployment options including multi-region to become Gartner’s top pick for Object Storage:

https://www.gartner.com/doc/reprints?id=1-33FA4DF&ct=160413&st=sb
Learn More

- **Essential Assets wiki (IBM internal only):** Bookmark this wiki that showcases key sales assets.

- **Web:** Visit our website and gain a better understanding of our flexible, scalable and simple object storage solutions (Client I BP).

- **FindIT** is a mobile friendly app that features our top sales assets.

- **Interica PARS Configuration Guide for IBM Cloud Object Storage**

- **IBM Cloud Object Storage Competitive wiki (IBM internal only):** Bookmark this wiki for an evaluation of competitive offerings and how to win against them.
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Oil & Gas Industry Challenge Today

“Oil executives should consider digital technologies with the potential to transform operations and create additional profits from existing capacity.”

McKinsey & Company
August 2016

Source: “The next frontier for digital technologies in oil & gas”
Today’s Data Archival Options Are Not Keeping Pace with Your Operational Challenges

Operational Challenges

- **Need to delay capital purchases** and optimize current capacity
- **Need for reliable data retrieval** as older project data becomes active again and new employees take ownership
- **Flexibility required** to manage both active data on-prem and in-active data off-site
- **Remote access** demanded by remote users

Today’s Data Management Options

- **Expensive** to back-up data to traditional NAS
- **Risk of data loss or corruption** is likely since projects are archived for protracted periods of time
- **Troublesome and lengthy process** to retrieve data that has been stored to tape
- **Limited scale** available from legacy storage while unstructured data sources grow (e.g., seismic maps)
IBM Cloud Object Storage can Integrate Seamlessly with PARS to Address Your Operational Challenges

Improve Your Operations

• **Better economics** with 60-80% savings over traditional storage
• **Scale as needed** as the mix of your unstructured project data grows
• **Delay capital purchases** by shifting large volumes of inactive project data to IBM Cloud Object Storage
• **Migrate platforms** as your need for data control and access changes over time

Features that Ensure Seamless Data Management

• **Role-based delegation** of provisioning, monitoring and security
• **Resilient and secure backups of PARS data** with built-in encryption and patented protection from data loss and corruption
• **Simple to manage** – manage an entire system through a browser-based, single interface or (API)-based management system
• **Zero downtime** – no system downtime during software upgrades
• **Tested and certified** with IBM Cloud Object Storage to ensure interoperability
Cost-Effective Archival Without Sacrificing Performance

Today

50% - 90% of Data can be moved from High Cost Storage

Inactive Data (Seismic Data)

Active Data

Traditional Storage

Increased Data Availability

Superior Security with Encryption at Rest

Delay CAPEX and Reduce OPEX for Storage, Back-Up and DR

Improved Data Reliability

Excess Capacity

Active Data

Traditional Storage

Active Data

Traditional Storage

Active Data

Traditional Storage

“Analytics Ready”

Today

50% - 90% of Data can be moved from High Cost Storage
Clear, Controlled Data Migration Path for Archival or Back-Up

IBM Cloud Object Storage

Back-Up Option

On-Premise System

Dedicated Cloud

Public Cloud

On-Premise Storage

Inactive Data Report Generated

Customer Chooses Data, Data Policy and Metadata Tags

Automated Data Movement by Project

INTERICA

Innovate. Access. Discover

(See Appendix for PARS Workflow Value Proposition on Discover, Analyze, Act)
All PARS data is archived on Traditional NAS Storage or on Tape
After

60% of PARS data (inactive data) is archived on IBM Cloud Object Storage
IBM Cloud Object Storage
Industry leading flexibility, scalability and simplicity

On-Premise
- Single tenant
- Design specific to client needs
- Total control of system
- On-premise compute and data co-located

Dedicated
- Single tenant (compliant)
- No datacenter space required
- Flexible configuration options
- OPEX vs CAPEX

Public
- Multi-tenant
- Usage-based pricing
- Elastic capacity
- No datacenter space required
- Fully managed
- In-cloud compute and data co-located
- OPEX vs CAPEX

Hybrid
Consistent, uniform, and open technology across on-prem, dedicated and public cloud makes it simpler and more efficient to manage data, workloads, and business processes
INSERT PARS LICENSING INFORMATION
Only IBM delivers a unified platform for cloud object storage wherever you need it

IBM is the only storage provider that shares the same DNA across your platforms

We offer flexibility, security, availability and economics you won’t find anywhere else.

30 – 70%
Lower Cost of Ownership*

11
Nines reliability

100%
Uptime

* Source: IBM Cloud Object Storage on-prem solution delivers >70% lower TCO than traditional on-premise storage. Source: Forrester Total Economic Impact Study, 2015. IBM Cloud Object Storage services deliver from 7% -31% lower TCO than Amazon cloud object storage services based on published IBM and Amazon list prices. Source: IBM Internal analysis Q4 2016.
Appendix
As oil prices fluctuate and priorities shift, flexible and efficient data management is key to profitability.

Data Has Been Dormant Due to Low Oil Prices

Large, Scalable, Inexpensive Repository Needed

$ Oil Prices Increase

Access to Inactive Data Becomes More Important

Today’s Data Challenges

Oil & Gas data is diverse
- Type, Format, Source, Urgency, Use

Unstructured data is growing at a fast pace
- Seismic Activity Charts, Photos of Assets, Thermal Maps

Reliance on Data Analytics is Expanding

Collaboration Across Regions and Continents Demands Distributed Data Access
The Interica PARS Flexible Platform Connects to Multiple Applications and Storage Platforms

Interica PARS works with a wide range of E&P industry applications such as:

- Landmark R5000
- Schlumberger Petrel and Geoframe
- IHS Kingdom

PARS connects to multiple applications and storage platforms through:

- Connectors
  - Enables PARS to archive data and extract metadata from numerous applications
  - Exist for all Major O&G Interpretation Applications
  - Allows PARS to manage data from any Industry
  - Multiple Destinations provide platform choice
  - Replication provides platform independence
Interica PARS Workflow Value Proposition

**Discover**
- Scan file systems to get project lists
- Scan projects to get metadata

**Analyze**
- Find large unmodified projects and or projects w/ duplicate content
- Find projects worked on by leaving employee/contractor
- Find anomalously large projects
- Find recently modified projects; create a DR list
- Find projects not located in sanctioned file systems (home dirs.)
- Find projects not upgraded to latest app version
- Find projects with anomalously large, incorrect, or missing AOIs

**Act**
- Archive & remove
  - large unmodified and or projects w/ duplicate content, etc.
  - projects worked on by leaving employee/contractor
- Move/remove large data files left in project folders
- Archive recently modified projects from a DR list
- Move projects not located in sanctioned file systems to desired dirs
- Archive, then upgrade projects not at latest app version
- Investigate and fix projects with AOI issues
- Move projects not located in sanctioned file systems to desired dirs
- Archive, then upgrade projects not at latest app version
- Investigate and fix projects with AOI issues

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Data Access for Archival, Back-Up or Analysis

Accessor Layer®

Slicestors

On-Premise
Hybrid Cloud

IBM Cloud

On Premise

On Premise

S3 Compatible API

Gateway

NFS Protocol

PARS

Backup Data

Inactive Seismic Data

Automation

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