

Tamr delivers unified, consistent wells data for leader in oil and gas industry

Tamr worked with one of the largest International Oil Companies (IOC) on their wells data from various sources to help them deliver unified and consistent data for improved operations decision making. As a leader in the oil and gas industry, this company had invested heavily in data solutions. Thousands of sensors at the well, petabytes of subsurface data, millions of parts and equipment in the supply chain, midstream and downstream operations and M&A activities had created a rich, yet complex data operation environment. The company needed a solution that could help create clean, consistent data to support both strategic decision making and daily operations.

Business Challenges:

When it comes to oil wells specifically, internal data at this company is stored across silos, with inconsistent naming conventions. This was due, in large part, to the fact that analysts from around the globe are able to freely edit sources and different teams are engaged with the data within the lifecycle of the oil wells. External data also comes into play, as the company frequently purchases research to supplement internal well information.

Because of this infrastructure, it is difficult for data scientists and oil engineers to understand the lifecycle of any given well in a precise manner, and to answer important questions, such as how much oil can be extracted from any given well, or how close a new well can be placed to an old one. And for executives, it's hard to make major investment decisions based on low quality data.

The company needed to create clean, consistent and aligned information across these core data environments so that the data can be effectively leveraged to support both strategic initiatives and daily operations.



Problem

Leader in oil and gas industry was dealing with a complex data operation environment that made it difficult for data scientists and engineers to understand the lifecycle of any given well in a precise manner.



Solution

The company leveraged Tamr's solution to unify internal and external data about oil wells and master the well data.

The Solution:

The company leveraged Tamr's solution to unify internal and external data about oil wells, master the well data and create [Golden Records](#) to reconcile any future conflicts within disparate data sources.

Over the course of a month, Tamr worked with subject matter experts to demonstrate the design of an automated data pipeline, harmonizing upstream data sources for well repositories and downstream data sources. Through clustering, deduplication and data enrichment, Tamr delivered a set of unified consistent well data points.

Results:

Tamr's unique machine-driven, human-guided data curation process enabled continuous improvements and bi-directional feedback from participation of data subject experts at the company, which resulted in rapid time-to-value for the customer.

Tamr helped this oil and gas leader:

- **Reduce the total number of records** from 2.6 million records to 2.0 million unified, consistent well data points within 4 weeks.
- **Identify records** within internal data sources that should have existed within other systems, with prioritization rankings based on spatial locations relationships.
- **Create a "Golden Record"** to reconcile conflicts across all existing and future data sources.



Impact

Tamr was able to help this oil and gas leader reduce the total number of records from 2.6 to 2.0 million unified, consistent well data points within 4 weeks.

About Tamr

[Tamr](#) is the enterprise-scale data unification company trusted by industry leaders like GE, Toyota, Thomson Reuters, and GSK. The company's patented software platform uses machine learning supplemented with customers' knowledge to unify and prepare data across myriad silos to deliver previously unavailable business-changing insights. With a co-founding team led by Andy Palmer (founding CEO of Vertica) and Mike Stonebraker (Turing Award winner) and backed by founding investors NEA and GV, Tamr is transforming how companies get value from their data.

To find out more or register for a demo visit tamr.com