



# FME for Petroleum Data Management



You have terabytes of data that grows and changes constantly, and you need to map it, move it, manage it, share it, and QA it - and mistakes can cost millions. You have users from executives to accountants to scientists to field crews to regulators. You have a complex data model that's flexible and extensible and is deployed differently wherever you go.

You're dealing with petroleum data, and FME can help.

## ETL and Master Data Management

Embracing the best practices of MDM would be near impossible without ETL (extract, transform, and load) technology to assist in getting data in and out. Data arrives on your doorstep in a multitude of formats and models – some standard, some proprietary, ranging from spreadsheets to GIS or CAD files to XML interchange formats. And there are just as many requested delivery methods for your end users.

FME's logic-based intuitive visual authoring makes quick work of designing transformation and QA workflows, and that's key to reliable automated data management. As the Data Manager at one producer describes it, "FME is the "go-to" technology that handles most, if not all, all of our data processing tasks for our PPDM (Professional Petroleum Data Management) master data store."

## Spatial and Traditional ETL

FME is the global leader in spatial data transformation because it is exceptional at transforming data – spatial and non-spatial alike. FME's readers and writers support hundreds of formats, including spreadsheets, databases, CAD and GIS formats, XML, raster, 3D, cloud formats and LiDAR/point clouds – you can even write to 3D PDFs, or create your own custom formats.



## Data Models and Standards

Two fundamental reasons to adopt a data model are consistency and predictability. Once the model is chosen – be it PPDM™ or your own internal standards – the work ahead lies in defining how that model is deployed, and what rules you will use to map schemas and groom your data to ensure ongoing integrity.

With that model chosen, FME is the ideal tool to simply – and visually – design your data flow in and out of the model, applying granular QA and transformation according to your rules, giving you ultimate flexibility in managing your data.

"In our practice implementing PPDM and Master Data Stores for producers of all sizes, FME has quickly become our tool of choice for developing custom E&P data transformations. It handily deals with spatial and non-spatial ETL in one place – and that reduces time, costs, and complexity." – Steve Cooper, President, Energy IQ

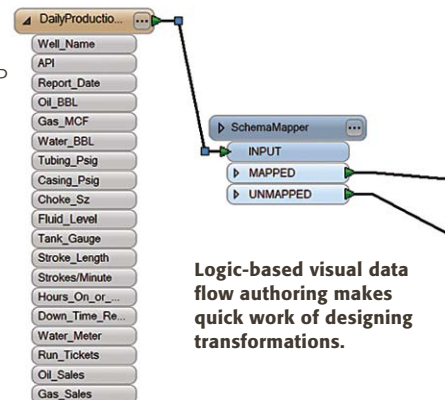
## Data Exchange, Conversion and Distribution

Whether you need to exchange data with business partners via emerging XML standards, build a web data service, or bring legacy CAD data forward, FME handles both the new and the old with ease. And with push notification and CEP functionality in FME Server, your data flow can approach real-time.

When you need flexible, automated data management, FME can ease the way. Learn more at [www.safe.com/petroleum](http://www.safe.com/petroleum), where you can download a free trial and see how much easier your data transformation and ETL tasks can become.

**Formats Exchange data with 325+ formats in key data types:**

- 3D
- BIM
- CAD
- Cloud
- GIS
- Database
- LiDAR / point cloud
- Raster
- Spreadsheets
- XML
- and more



**Logic-based visual data flow authoring makes quick work of designing transformations.**