



MetaCarta

Geographic Search and Referencing





Need information about a place? Find it with MetaCarta.

One of the key challenges in the oil and gas industry is leveraging information to make smarter decisions in critical time frames. Putting power in the hands of end-users by giving them access to all relevant data in the context of their day-to-day workflow is a key enabler.

Obtaining location-specific information is essential to economic viability and to professionals making geographically based decisions. Much of the information required is unstructured data; in other words, documents stored in multiple locations such as intranets, shared drives, document repositories, and the Internet—and in all kinds of different formats, including Word® documents, PowerPoint® presentations, Excel® spreadsheets, PDF files, HTML pages, and so on.

Unstructured data represents a large and growing amount of information in oil and gas companies. This information does not reside in defined fields in a database and is therefore difficult to locate efficiently. MetaCarta® technologies make it easy to analyze and utilize existing content by using geography to delineate your search.

The MetaCarta solution enables the end user to find geographically relevant document information that most probably would not be found with a simple keyword search—regardless of where it is stored.

MAPPING INFORMATION TO GEOGRAPHY

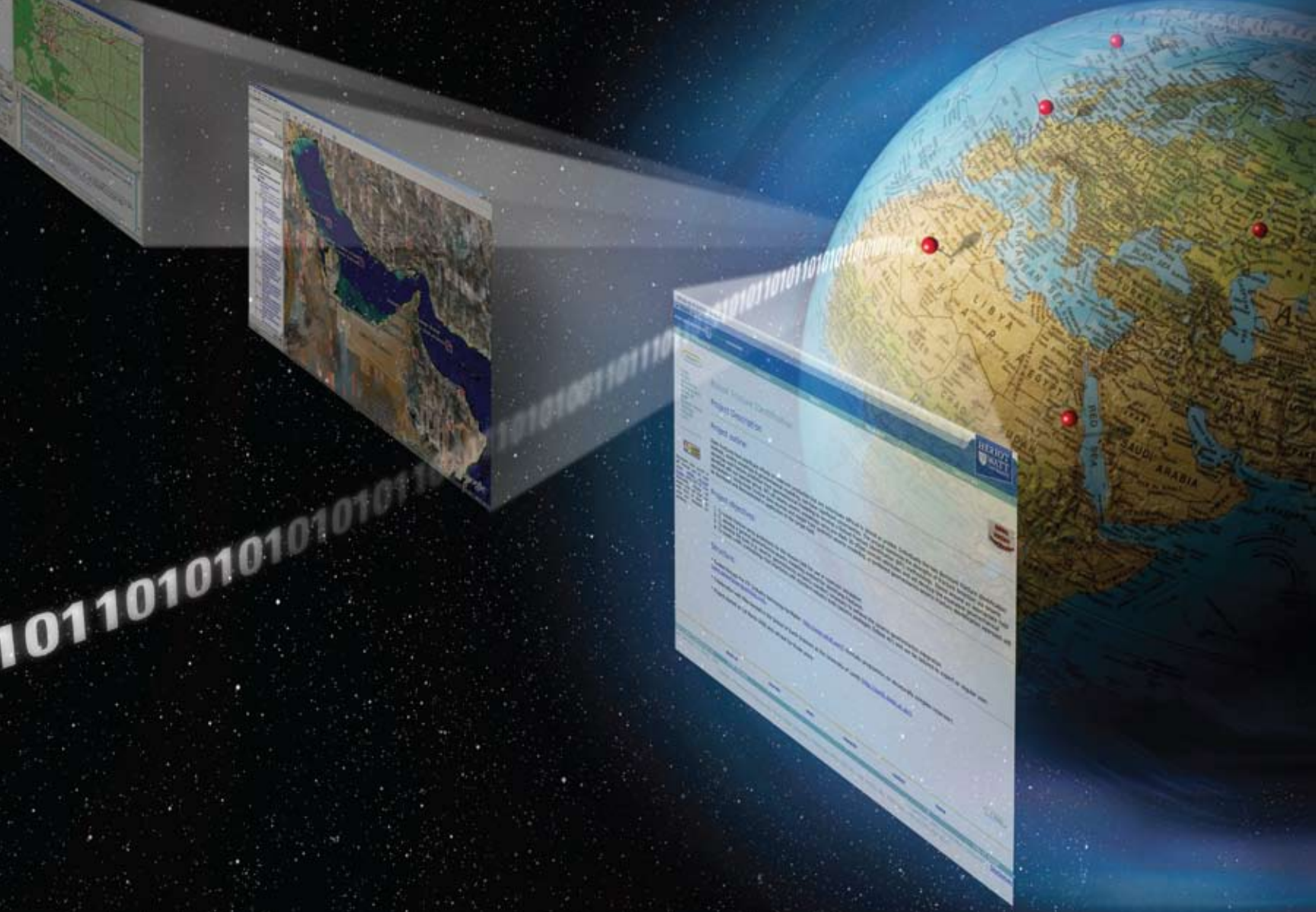
Oil and gas companies spend hundreds of thousands of dollars or more annually in lost productivity and possibly millions in lost opportunity costs. The time it takes to locate information is often too long to benefit immediate needs and decisions.

MetaCarta's patented technology adds geographic intelligence to information. With its accurate and powerful geographic search and geographic referencing capabilities, users can pinpoint information based on geographic location and view the results on a map. In this way, users discover and visualize new geographic relationships and trends, spend less time searching for information, and have more time to make critical decisions.

DRILLING DOWN

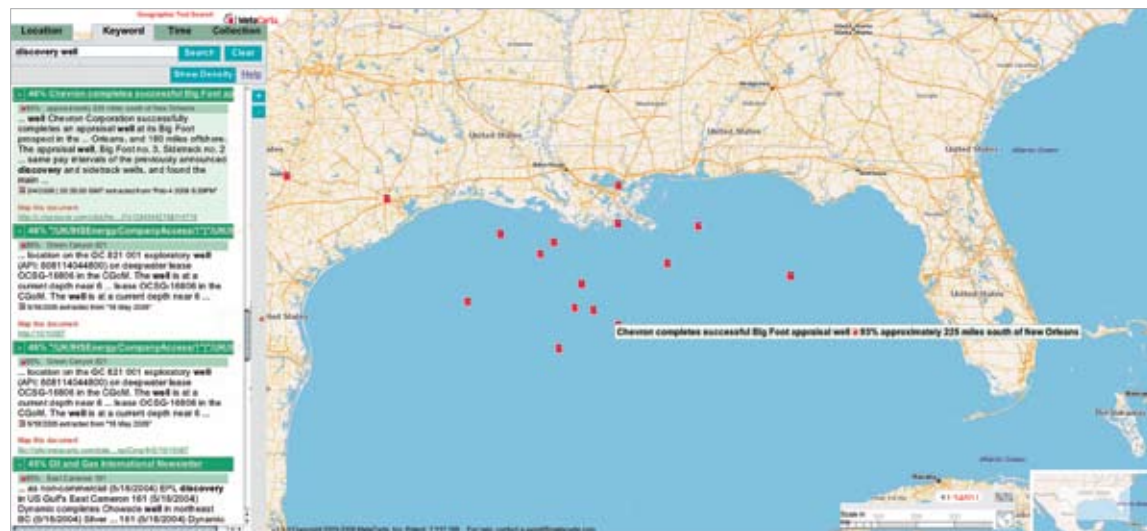
A geoscientist working in the Gulf of Mexico needs to assess a number of drilling prospects.

Before looking at existing well logs and seismic data, he wants a better understanding of the information already available internally and externally in the zone of interest. Using MetaCarta GTS geOdrive™, the geoscientist zooms to the area of interest and searches using keywords. MetaCarta searches its index of the



company's entire internal technical library, AAPG's and Petroleum Abstract's published bulletins, special publications, and the Gulf of Mexico business unit's shared drive. Instantly, GTS geOdrive displays all of the results matching the user keywords that are relevant to the user's area of interest using the simple MetaCarta map-based interface.

Moving the cursor over the results, the geoscientist reads excerpts from the returned documents and quickly finds the information he is looking for. Filtering the large number of documents using a specific geographic area of interest and a keyword, he finds not only information specific to the keyword, but additional information within the specified geographic region, which he might not have found using a traditional, keyword-only search tool.



MetaCarta turns digital documents into layers on a map. MetaCarta integrates with document management and GIS systems.

The fusion of text, data, and maps

MetaCarta

MetaCarta TECHNOLOGY

MetaCarta Geographic Data Module for energy

In order to address the specific needs of the oil and gas industry, MetaCarta created the MetaCarta Geographic Data Module (GDM) for energy. It contains millions of names with locations, statistical patterns, and tuned geographic rules. MetaCarta has expanded its GDM to include publicly available, industry-specific names and locations, including administrative areas such as blocks, quadrants, leases, wells, and surveys provided by IHS, Inc. In addition, MetaCarta can create custom gazetteers with proprietary names and locations to ensure maximum search effectiveness within a given company.

Geographic Text Search for the energy industry

MetaCarta GTS geOdrive combines MetaCarta Geographic Text Search (GTS) with a GDM specific to the energy industry to offer a complete and robust solution.

MetaCarta GeoTagger

MetaCarta GeoTagger XML-based extractor parses documents to identify geographic references within the content. Unlike any other entity extractor, geographic references are assigned longitude and latitude coordinates together with a confidence score. This is tagged in an XML file, which can be used as metadata for processing by third-party systems.

MetaCarta GeoSearch Energy

MetaCarta GeoSearch Energy provides a simple and cost-effective way to discover Web-based intelligence by supplementing internal information generally used to make critical business decisions. MetaCarta has indexed thousands of oil and gas industry-targeted Web pages to serve as a critical resource for oil and gas industry professionals.

FAST DOCUMENT LOCATION

MetaCarta leverages unique technologies to automatically and quickly process thousands of documents from a variety of data sources located throughout an organization.

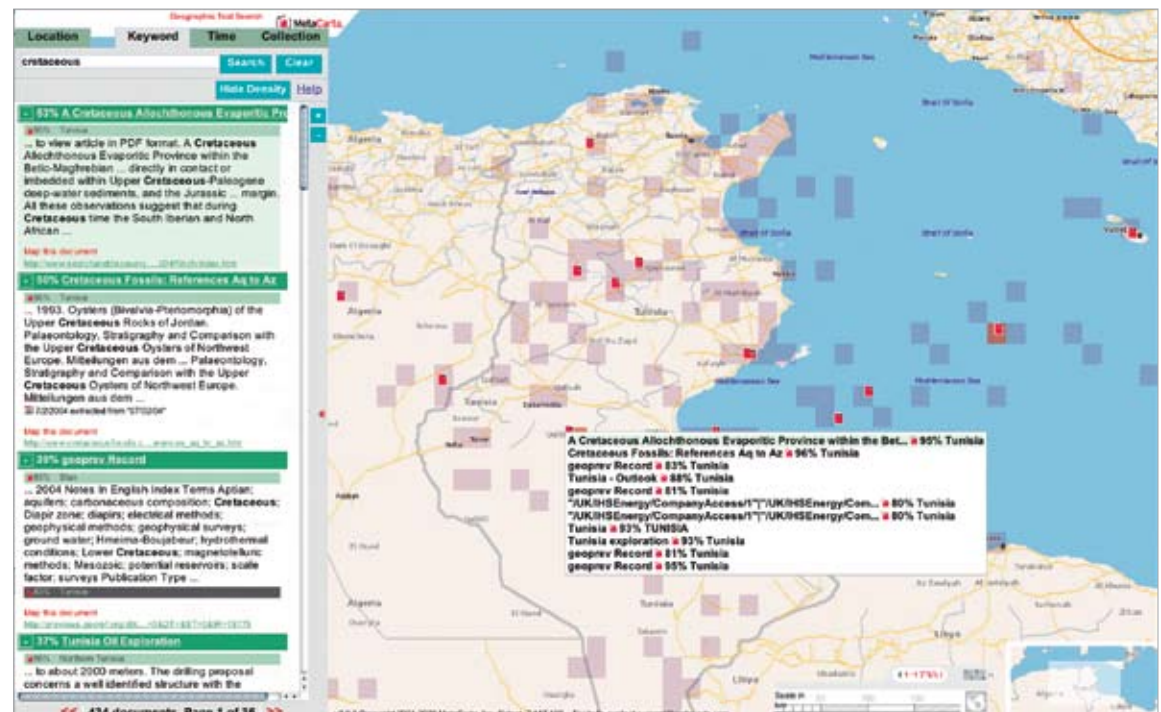
GeoParsing simulates human intelligence in how it reads documents and Web pages to identify geographic terms and references using natural language processing (NLP).

SECURITY AND ACCESS CONTROL

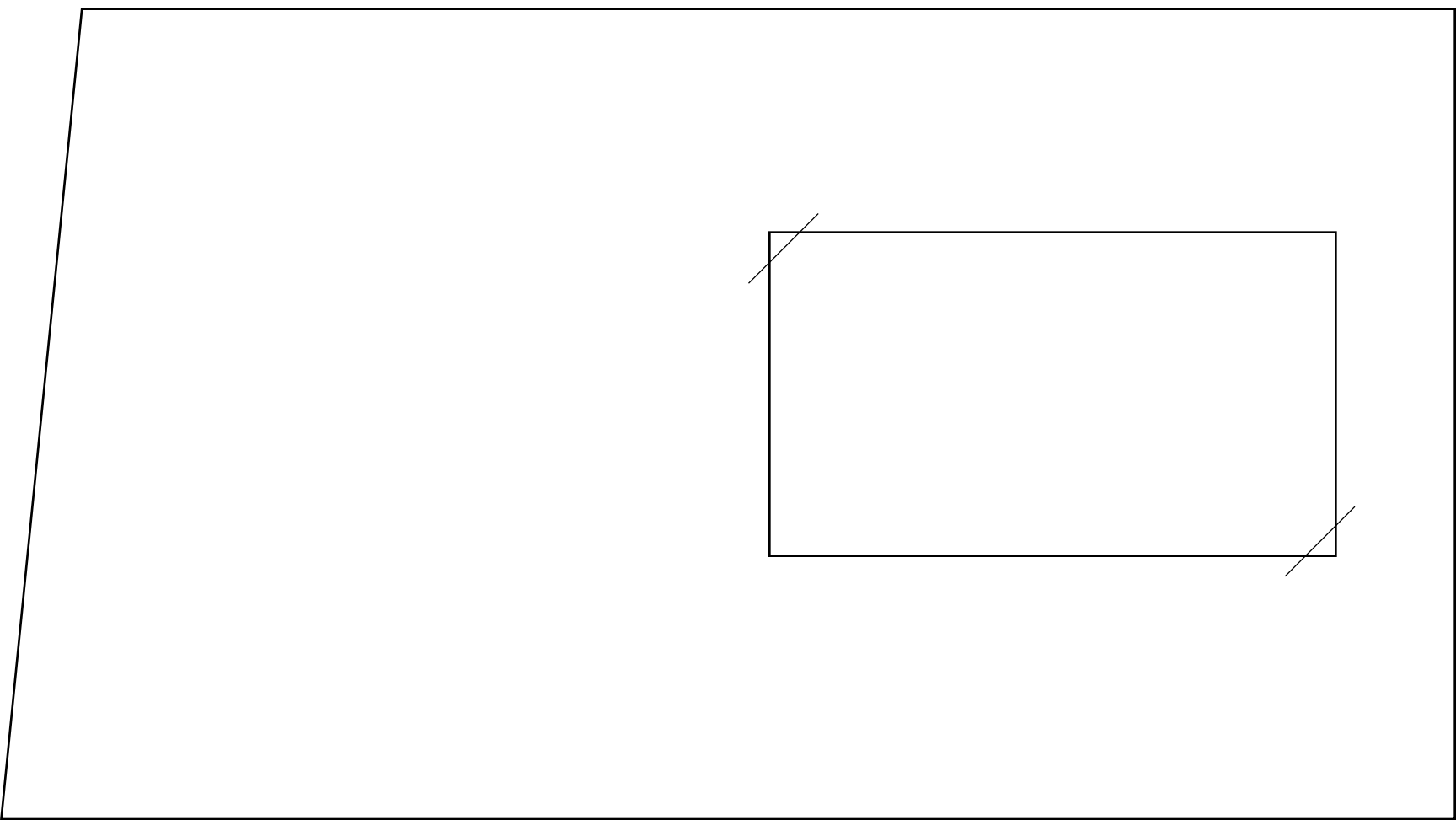
MetaCarta's GTS geOdrive provides strong security at the operating system, user, and document level.

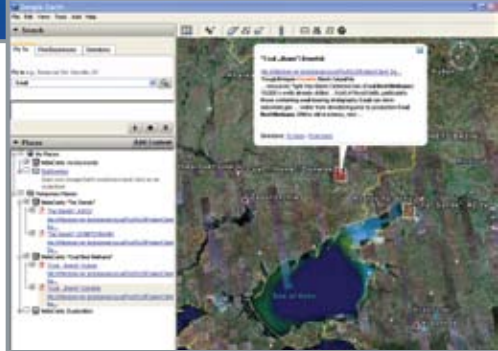
The MetaCarta system includes the ability to both authenticate and authorize users through Active Directory or Basic Authorization. MetaCarta retains the access permissions of documents it processes, so documents are made available only to users who are authorized to see them.

MetaCarta's unique technology combines powerful geographic search with traditional text (keyword) search functionality that enables you to find location-specific content and view the results on a map. MetaCarta Geographic Intelligence solutions allow users to access unstructured information in just about any format scattered across their enterprise—instantly bringing critical documents into an operational context.



MetaCarta locates geographic references in documents and Web pages to create an index that is searchable using keywords and a map.





MetaCarta provides geographic intelligence solutions that combine unstructured content and geography through a map-driven system. Using accurate and powerful geographic search and referencing capabilities, users can pinpoint information based on geographic location and view the results on a map, discover and visualize new geographic relationships and trends, and spend less time searching for information—leaving more time to make critical decisions.

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