Energy organization enables extraction of well log data to drive intelligent business decisions

Challenge

Well logs typically are about five inches wide and hundreds of inches long. This oil & gas company had these research documents sitting in boxes and had no way of accessing the information in them except by manually pulling them out and looking at them. They knew digitizing these would save them money but more importantly, if they could find a way to extract information so that critical data elements could be searched for, that could be extremely valuable in asset and content management.

- Millions of pages of well log data were unsearchable, generating significant storage costs

- Up to 40% of them were duplicates, which increased storage size and search complexity

- Data could not be interpreted, information could not be leveraged to make business decisions about assets, resulting in an undesirable financial scenario

- ECM could not be effectively populated due to inaccessible data

- Simple classification methods wouldn't work due to an approximately 90% similarity rate amongst content

The Industry

Oil & Gas

Future Opportunities

Digital transformation projects including the datafication of emails, invoices, equipment manuals, maintenance schedules and more as well as automating enterprise wide classification of all unstructured content to enable full content analytics.

"With the drop in the price of oil, we are looking to do more with what we have, cut costs and increase productivity. Adlib is able to help us decide where to focus our Information Governance priorities."

The Result

Working with Adlib, the company empowered the searchability of previously inaccessible well log content and elevated their ability to make intelligent business decisions about its assets.

- Leveraging OCR technology, and powered by Adlib's robust Content Intelligence platform, content was standardized to prepare for effective data extraction, classification and long-term digital preservation

- Previously 'dark data' was exposed for content analysis

- Better collaboration through digitization was achieved

- The company's ECM system was populated with valuable data, search indexes and attributes

- Using today's methodologies and technologies - including intelligent classification - smarter business decisions about assets – to sell or to drill for example – were enabled

About Adlib

Our purpose is to create better data that amplifies human potential and maximizes business performance. How do we get there? Our content intelligence and automation solutions make it easy to discover, standardize, classify, extract, and leverage clean structured data from complex unstructured documents. In doing so, our global customers reduce risk, simplify compliance, automate processes, and enter a whole new level of performance.

Transform Unstructured Content into Actionable Intelligence

Schedule a demo to experience the power of Adlib

SCHEDULE A DEMO

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