Main lesson from an extended distinguished lecture tour:

Secrecy in R&D doesn’t pay off for Operators

Because it delays development and internal application, and barely affects the real competitors

ton_loermans@hotmail.com
Are you an Operator who wants to add value and accelerate activity?

Then publish & share, and don’t chase IP!!

ton_loermans@hotmail.com
AML: Advanced Mud Logging

- AML: First among three equals, (and a game changer!) complementing the others.

3. WLL

... if you’re not fully aware of this yet, and not yet running (some) AML routinely .... .... you are already corroborating my claim!!
AML R&D and dist. lect. tour

- > 10 year R&D programme; several industry parties

- Extended dist. lect. tour
  - truly independent and good touch with many players

→ Good view of how development went /could have gone, and critical success factors
Acknowledgements

- SPWLA and AFES & LPS: AML Distinguished Lecture Programme 2012/13
- Schlumberger-Geoservices
Overview, Secrecy doesn’t pay off

• Intro: summary, what is AML, qualified to talk & acknowledgements

• Ground truth on service provider and operator wrt technology revenues
  – Shifts in Operator interest for IP
  – Constraints on sharing & collaboration

• Lesson 1: Internal communication large organisations imperfect

• Lesson 2: Development & application of game changers hampered by secrecy

• Lesson 3: Real, competent competitors barely affected

• Conclusions, Q&A
Groundtruths & trends

• Service provider: income from service & technology
  – Safeguarding proprietary techn. important

• Operator: income from selling oil/gas
  – Main priority is applying/running technology
  • DEVEX theme: Accelerate Activity!!
  – Costs any delay techn. dev./appl. >> revenues from technology IP

• But: Operators increasing interests in IP
  – Squeeze on publications and sharing info
Lesson 1: Secrecy has also internal impact

- Internal communication large organisations imperfect
- Normally partly compensated through external channels
  - Fails when info sharing and publications squeezed
  - Several AML cases observed
Lesson 2: secrecy hampers development

• Collaboration does yield progress
  – But requires free and full exchanges, discussion and publication
  – Service providers & non-competing brainpower cannot help to develop with only half info
  • Even supposed research partners in service companies feel left out, thus (might) give up
Lesson 3: Competent competitors barely affected

- Leakage of small details often successfully limited
  - But notions about potential value will become known (almost publicly) easily

- Real competitors capable to generate ideas & develop technology
AML affected

• Experience of several cases of impeded development, evolution and implementation due to information constraints
  – Mudgas, isotopes, XRF, CAML,
• Costs for Operators of delayed application and further development >> revenues from IP
Conclusions

• Secrecy and IP chasing counterproductive for Operators
  – Frustrates supposed partners in technology development

• Best way for Operators to **Add Value through Acceleration of Activity**:
  – Stick to Operating
  – Collaborate and be open
  – Publish, don’t patent
Thank you!!

?????