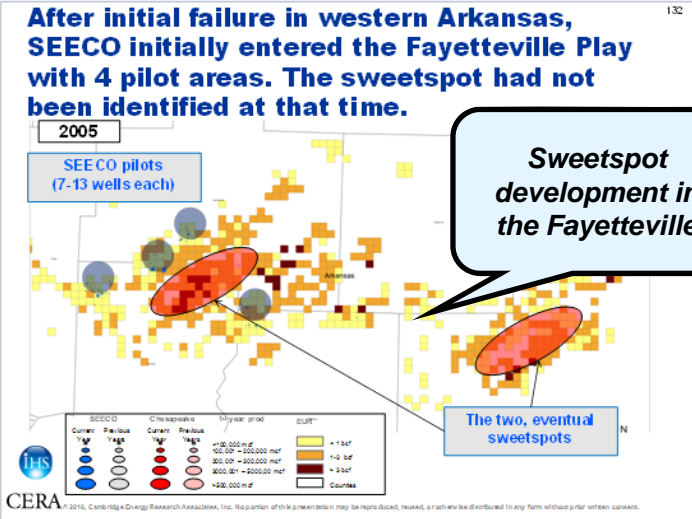
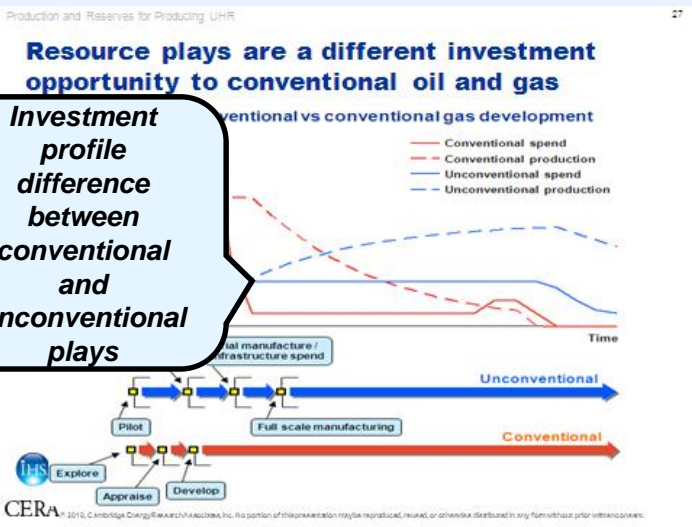


Play Characterization: Understanding the Keys to Success With Unconventional Plays

Investment profile difference between conventional and unconventional plays



Challenge

An Indian E&P company that only had experience in conventional developments wanted to assess a near-term oil shale opportunity and establish an unconventional business unit. Only a few members of the team had experience with unconventional plays. The COO (who was experienced in unconventionals) wanted a common level of understanding among all members of his team.

Solution

IHS undertook a two-phase project to help the client. During the first phase, we drew on our North American database and used North American analogues and case studies to characterize key technical parameters, technologies, costs, risks and the evolution of unconventionals. In the second phase, we used the common basis of understanding established in the first phase and case histories of successful and failed plays to develop insight into the keys to success with unconventional developments.

Results

Once we provided the COO's team with a common level of understanding of unconventional plays, the COO was able to align his team and a presentation pack was created for the executive board. Overall, our work created a platform that enables the client to assess near-term and future unconventional opportunities.