



ELEVATING OPERATIONS PERFORMANCE

Assisting Clients to Achieve Measurable Improvements



Field Assessment, Root Cause Analysis, & Detailed Implementation Plans

Improve Field Operations by Identifying Sustainable Opportunities to Increase Production, Reduce Operating Costs, & Reduce Environmental Impacts (Emissions)

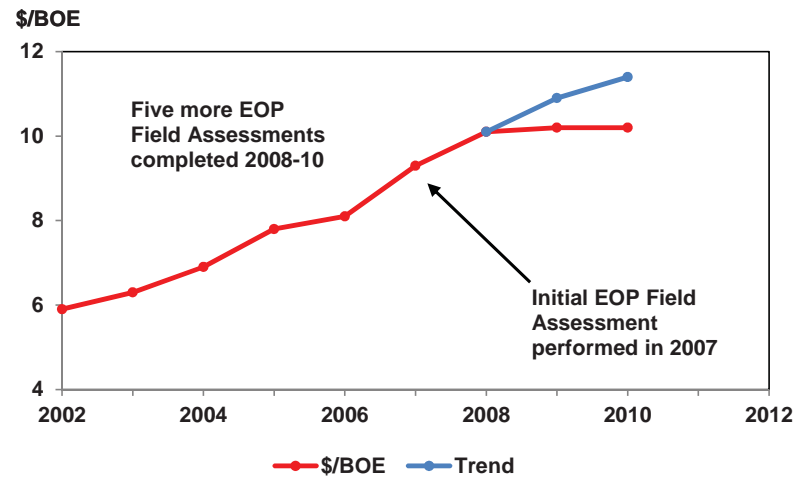
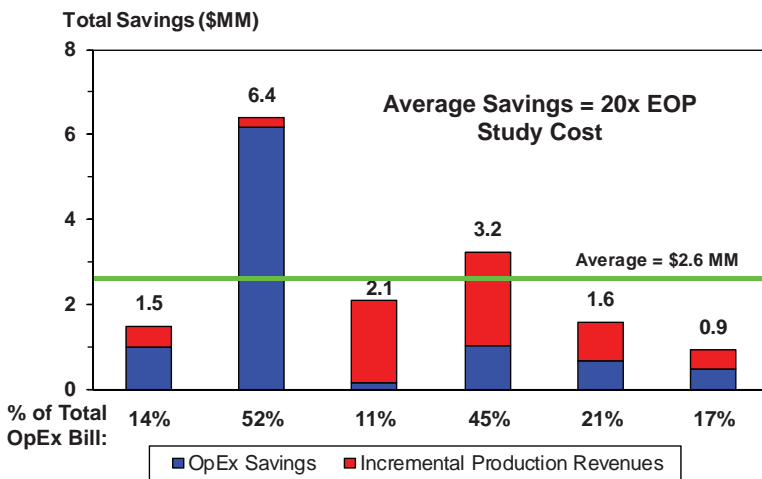
Action Plans:

The creation of comprehensive, well-written action plans, coupled with strong analysis, is a critical step to convert good ideas to executable high-value opportunities for measurable *and* trackable field operations improvements.

Methodology Options Used as Appropriate for each Top Opportunity Assessment:

Ziff Energy specialists are available to support the field operations teams' efforts, and make available a number of very useful methodologies and analytical tools that will assist the teams in better managing their day-to-day business. These include product/process flow and workflow analysis, relevant technical methods and procedures, along with sound project and change management controls. The following charts are indicative of real world experience, gained through combination of OpEx reductions, production volume increases, and lease fuel savings.

Projects Performance



Actual benefits realized by the client Operator included a 15% improvement in operating costs together with increased production volumes - *tens of millions of dollars annualized*.

Study Deliverables:

The result is a roadmap for concrete improvement in both the cost-competitiveness of the field operations, and also the overall field production levels. The project helps your team to understand how best to:

- improve equipment *reliability* and maintain strong production rates
- manage *key cost drivers* to optimize unit operating costs
- implement well-proven methodologies to help sustain production and cost improvements
- elevate operating performance to consistently high levels
- reinforce a dynamic culture of continuous improvement.

What Our Clients Say:

"One of the key steps is the perception survey to gauge your staff expectations vs. management expectations ... We haven't had an operation yet that had perfect alignment."

"The methodology sounds simple enough but actually doing it is a whole other thing, and is why we recruited Ziff Energy - you need somebody to keep pushing the process."

"Follow the methodology; it works. Engage your staff, follow a process, trust your data, and adopt continuous improvement processes. If you do those things, you will reap the rewards."

Technical Director, International Independent

Why Ziff Energy?

Since 1996, Ziff Energy has completed over 170 multi-client studies, assisting 100+ E&P companies in 30 countries to improve Operations Efficiency and Reliability by comparing performance against similar gas or oil fields (to date 3,750+ oil and gas fields have been analyzed in our field operations studies). We are Upstream Professionals with 20+ years experience and have the knowledge and background to provide specific and actionable solutions. Our 'Centre for Benchmarking Excellence' was established in 2007 to ensure that Ziff Energy studies for upstream operations are the best executed through Automated Data Gathering and centralized control of data integrity, review & analysis.

Chris Phillips, B.Sc. (Honors), MBA, CMC – Executive Associate, has over 35 years of industry and management consulting experience, predominantly relating to the petroleum business. Working in the Americas, Asia, and Europe, he has held significant executive and client leadership responsibilities, focusing both on enterprise and operations strategy with a view to leveraging technology and strengthening business performance, and on energy policy and regulatory development.

Jan Olthof, P.Eng. - Senior Associate, has over thirty years of experience in operating, optimizing and managing oil and gas producing properties throughout Western Canada for several leading E&P companies. He has taught several courses in natural gas processing, gas plant operations, and asset integrity management in Canada and abroad.

Sergey Turchin - Manager, Operations Consulting Services, is a business development specialist with over a decade of oilfield experience. Mr. Turchin has a strong background of achievement and success in operations and business development in sub-surface formation evaluation and completions. He has held leadership roles in both Schlumberger and Halliburton, and has experience in North American and International markets. Mr. Turchin has a Bachelor degree in Electrical and Mechanical Engineering (Honors) from Moscow State University of Oil and Gas.

Gordon Clarke, P. Eng., MBA - Senior Associate, has 4 decades of experience including operations, engineering and marketing in the upstream, processing, and downstream sectors with E&P companies and consulting. He has benchmarked oil and gas operations of companies both domestically and internationally with Ziff Energy for over 15 years, as well as provided other consulting services to clients world-wide. Prior, he worked for a super-major.

Min Yang, P.Eng., M.Sc. - E&P Project Manager/Manager, Analyst Group, is responsible for methodology and process improvement for Ziff Energy Group's E&P benchmarking studies. During the last 8 years, she has worked on a number of projects covering both North America and International areas, and managed several Improving Field Performance studies. Min obtained a Master of Science Degree in Chemical Engineering from the University of Calgary and a Master Degree in Energy Economics from Asian Institute of Technology in Bangkok. She also has experience working in China and Thailand in energy demand/supply modeling and energy conservation projects.

Paul Ziff - CEO, a specialist on the upstream natural gas sector, and corporate performance in oil and gas exploration and producing industry. He has conceived and directed a wide range of top class studies on gas supply, markets, and E&P corporate performance, in many countries.

For more information, contact:

Sergey Turchin – Manager, Operations Consulting Services

Calgary 403-234-4298, sergey.turchin@ziffenergy.com

Chris Phillips, CMC – Executive Associate

Calgary 403-589-1143, christopher.phillips@ziffenergy.com

Ziff Energy Group, Houston

4295 San Felipe, Suite 350

Houston, Texas 77027 U.S.A.

Ph: (713) 627-8282 Fax: (713) 627-9034

Toll Free: 1-888-736-5780

info@ziffenergy.com



Ziff Energy Group, Calgary

Suite 180, 6025 - 11th Street SE

Calgary, Alberta, T2H 2Z2 Canada

Ph: (403) 265-0600 Fax: (403) 261-4631

Toll Free: 1-800-853-6252

info@ziffenergy.com

www.ziffenergy.com