

GLOBAL OFFSHORE

What is "Best in Class Performance"?



- Production Operations
- Producing Efficiencies
- Uptime Reliability
- Cost Optimization
- Elevating Operations Performance

What Clients Say:

"The value for changes we implemented was estimated at \$5,000,000 (per year), a very good return on investment."

Senior Engineer,
International Major

...

"The study was well worth the money and will pay for itself many times over."

Production Manager,
Large U.S. Independent

...

"98 out of 100!"

EVP,
National Oil Company

"Our company participated in the third Gulf of Mexico (Shelf) Reducing Operating Costs Study. The scope and format of the study assisted us in focusing on specific areas of improvement. The presentation of the results of the study by your consultant was concise and informative and reflected considerable knowledge of operations in the Gulf of Mexico. As a result, we have been able to dramatically improve our operational efficiencies and lower our costs."

Vice President,
Gulf of Mexico, Super-Major

...

GLOBAL OFFSHORE BENCHMARKING

Our Method . . .

- quantifies industry performance by asset operating characteristics and illustrates how your individual assets and company compare
- utilizes performance metrics appropriate for offshore assets
- identifies and analyzes significant 'Cost Drivers' for various types of production systems
- minimizes your staff time, while ensuring the highest data integrity, and delivers strong insights into your company's competitiveness.

Offshore World Types

	Water Depth	Asset Type	# of
			Fields
Offshore Oil	Deepwater	Fixed Platform	14
		TLP/SPAR	53
		FPSO	20
		Subsea	41
Offshore Gas	Shelf	Fixed Platform	277
		FPSO	21
Offshore Gas		Big Gas	27
		Mature Gas	529

Our Deliverables to you include . . .

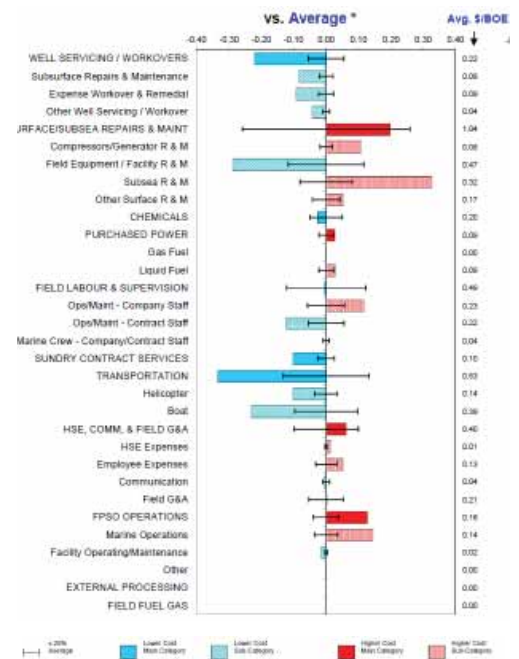
- Customized Asset Analysis – comparison of your assets and company vs. peer companies/fields and industry
 - cost profile analysis for each asset; specifies potential cost savings by cost category
 - easy to read 'Tornado' charts showing results by major cost category
- Trend Analysis for assets analyzed in prior studies (or if prior data provided)
- Comprehensive Report organized by asset categories/production systems, designed with considerable input from clients. This precise analysis highlights findings unavailable from traditional corporate-level or broad regional comparisons:
 - analysis of Operating Cost Drivers, including Ziff Energy's Complexity Index (selected with client input), as well as Reliability metrics
 - ideas for reducing cost will be highlighted
 - identification of tendencies within your organization towards high or low cost bias for each cost category
- Private Debriefing – to help focus on immediate solutions.

Post Study - Elevating Operations Performance

We use 'Cost Performance Signal' analysis, which uncovers a long list of potential operations performance improvement opportunities, and logically high-grades this list to the most tangible, implementable, and beneficial initiatives in the short and medium term. The Ziff Energy process consists of:

- detailed scope of work & expected deliverables
- kick-off meeting with a joint Client/Ziff Energy Project Core Team
- brainstorming session
- asset & business process reviews
- opportunity prioritization workshop
- in-depth analysis of top opportunities, first-order benefits and cost estimations
- creation of Action Plans
- top opportunity write-ups & spreadsheet summaries
- implementation planning workshop & Final Report
- follow-up implementation progress reviews (minimum quarterly) & focused implementation support upon request.

Cost Performance Signal (CPS)

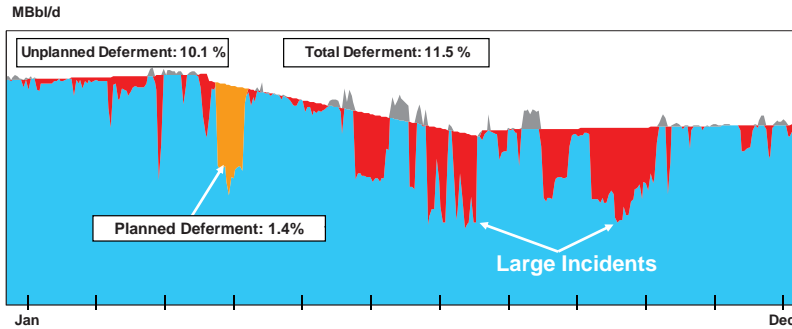


FPSO Operators

We have recently completed the 1st FPSO Benchmarking Project, which included vessels operated by a diverse mix of operators (Super-Majors; leading Independents; Contract Operators), located in West Africa (Nigeria, Angola, Equatorial Guinea and Mauritania), the Gulf of Mexico, and New Zealand.

The results will assist the participating operators to enhance their efficiency and counter the effects of rapid production decline, which has a big impact on unit operating costs.

Sample Metrics - Planned vs. Unplanned Downtime & Production Deferment



“There is simply no substitute for real experience that is based on years of solving complex problems and here is a sample of our expertise.”

OUR TEAM



Joseph Kilchrist, P. E., Director Offshore Operations, has more than three decades of global upstream operations experience in the oil & gas industry. Mr. Kilchrist’s consulting, drilling/production, and engineering experience spans the USA, Gulf of Mexico, onshore/offshore California, onshore/offshore Alaska, Turkey, Indonesia, and Kazakhstan. He holds a BS in Petroleum Engineering from the University of Louisiana, and is a registered professional engineer. He is an accomplished author with professional papers published in the industry.



Richard Parker, PhD., Executive Associate, has over 35 years of vast experience working in the International E&P business. He has held senior management positions at Shell-operated companies and third party operated joint ventures in the U.K., East Pakistan, Italy, Oman, Venezuela, and the Netherlands. Based in London, Dr. Parker specializes in company appraisals and benchmarking, strategic planning, organizational effectiveness, HS&E, and overall business performance improvement.



David Bott, BSc., Senior Associate, has over 40 years experience in Oil & Gas E&P operations, having worked in the North Sea, Europe, Middle East, Africa, South America and Asia-Pacific Regions. He has a strong background in E&P operations with a breadth of experience covering operations management, drilling, petroleum engineering, project engineering, safety, technology and staff roles.



David Richmond, Senior Associate, is a Chartered Engineer with over 40 years experience in operations in both ocean going tankers and offshore oilfield operations. He has extensive knowledge of all aspects of Offshore Operations including FSO and FPSO’s. He is fully conversant with HAZAN, HAZOP as applied to projects, for design, modification and operational review stages.

... and supported by our “Center for Benchmarking Excellence”.

“We got more than what we paid for, which is a pleasure to say. I would recommend this process to any company wanting to move from the ‘also ran class’ to ‘best in class.’”

Operations Manager,
Independent Producer

...

“Immensely impressive ... much more detailed than other benchmarking studies.”

President,
U.S. Major

...

“This is to let you know that we are pleased with your work. The best practices information is useful in our forward project planning. Ziff’s industry workshop was an excellent opportunity to learn from and network with the experts. Ziff delivers the full package - a statistically rigorous analysis coupled with real suggestions that can be used to improve operating performance. It is refreshing to work with Ziff’s staff, which consists of industry professionals who are knowledgeable and experienced.”

Offshore Development Manager,
Large Independent Producer

...

900+ Offshore Fields in Ziff Energy's Database (by Region)



You are invited to participate in this uniquely effective analysis and share in the benefits.

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Why Ziff Energy?

Ziff Energy has completed 180+ multi-client studies, assisting 100+ E&P companies in 40+ countries to lower operating costs and increase production by comparing their field operating cost performance against similar gas or oil fields. To date, over 4,000 oil and gas fields, representing over \$30 billion in operating costs, have been analyzed in our field operations studies.

For 5 years, we have used **Electronic Data Gathering** to transfer data from your accounting system to Ziff Energy. Clients no longer complete cost spreadsheets. We cross reference your cost accounting codes to our standardized detailed set. The download of your cost data is loaded into the benchmarking categories using the code mapping. Transparency is enhanced, client effort dramatically reduced, and you can drill down into your own cost data to better understand your performance gaps.

Ziff Energy's Center for Benchmarking Excellence

In 2007, Ziff Energy established a unique World Upstream "Center for Benchmarking Excellence", to ensure that Ziff Energy studies for upstream operations are the best conceived and executed. The core group, mainly based in Calgary, comprises a full time cadre of Analysts, currently professional engineers and economists who each have 5-15 years of experience and a Masters or B.Sc. in Engineering or Economics. The group works with Project Managers, Directors, VP's, and Ziff Energy's team of International Associates, based in various countries, who each have 15-30+ years of E&P operations experience. They are supported by two full time IT team members and a leading desktop publishing team.

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