

SEISQUARE
Empower Geophysics

An Ocean* Partner's War Stories

Ocean* Developers Meeting
Amsterdam 20/06/2014



*Mark of Schlumberger





■ History

- ☐ Service provider since 1993
- ☐ Software provider since 2010

■ What we do

- ☐ Combine geostatistics and geophysics
- ☐ Develop plug-ins to E&P software platforms
- ☐ Deliver subsurface images with maximum confidence

■ Who we are

- ☐ Team of 5
- ☐ Based in France
- ☐ Ready to scale!

■ What we are here for today

- ☐ Share our four year experience as an Ocean partner



Build a great, accessible software

■ Great technology is not enough

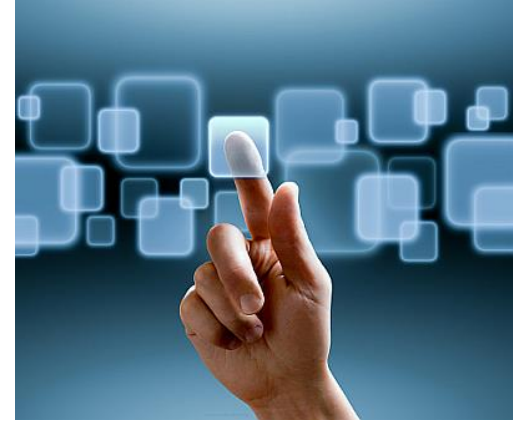
- Technology must deliver strategic added value
- It's only a start...

■ Make a software that is accessible to users

- Intuitive interface
- Tutorials
- User guide
- Publications

■ Don't under-estimate the effort!

- We have a very technical product
- We lost prospects because our message was unclear (no trust / no time)
- We are constantly looking to clarify our message and its **never finished**



Build relationships with Ocean

■ Great technology is not enough

- Technology must deliver strategic added value
- Software must be accessible
- It's still only a start...

■ Relationship with Ocean is key

- Build trust & show value
- Define/implement clear product positioning
- Define/implement clear pricing strategy

■ Benefits we've experienced

- Visibility: Ocean web site / Petrel ribbons
- Credibility: Ocean partner logo
- Invitations on Ocean booth: SEG + EAGE conventions
- Introductions to Petrel tech / sales teams



Build relationships with Petrel

■ Great technology is not enough

- ☐ Technology must deliver strategic added value
- ☐ Software must be accessible
- ☐ Relationships must be built with Ocean
- ☐ It's still only a start...



■ Relationship with Petrel is key

- ☐ Choose a geomarket
- ☐ Raise awareness, build trust, show value & keep close
- ☐ Build workflows (Petrel + Ocean plug-in)

■ Benefits we've experienced

- ☐ Visibility: Petrel publicity events
- ☐ Credibility: Petrel backing
- ☐ Introductions



Nurture relationships with clients

■ Great technology is not enough

- ☐ Technology must deliver strategic added value
- ☐ Product must be accessible
- ☐ Relationships must be built with Ocean & Petrel
- ☐ It's still only a start... (but getting there!)



■ Relationship with Clients are key

- ☐ Find a champion / Make him look good
- ☐ Deploy effective training & user support
- ☐ Focus on small client base then grow

■ Benefits we've experienced

- ☐ New business units calling in
- ☐ New clients calling in
- ☐ Feedback from users (keep improving the software)



Seisquare perspectives

■ 2014 : 1 plug-in on sale

- ☐ UDOMoRe Depth
- ☐ 2 Geomarkets (UK + Scandinavia)
- ☐ 6 Customers



■ Next three to four years: 7 plug-ins on sale

- ☐ Build the right relationships
- ☐ Complete UDOMoRe Suite
- ☐ 8 Geomarkets (global reach)
- ☐ Many customers!



What additional help would we ask from Ocean?

■ Help not to tread on the tiger's tale

- ☐ Information on Petrel Tech Roadmap
- ☐ Help to position plug-ins towards creating advantage

■ Help to implement pricing strategy

- ☐ Pre-definition of a pricing structure in line with Petrel usage
- ☐ Pre-approval of licensing quotes by Ocean/Partner



THANK YOU!

