

Mobil Implements Global Computing Strategy.

Executive Summary

- Customer:** Mobil Oil Corporation.
- Challenge:** Lower operating costs on a global basis, increase computing efficiencies, reduce project cycle times, improve risk management.
- Solution:** Retire legacy systems; implement full suite of Landmark integrated geoscience applications; OpenWorks® project database; training, on-site support and consulting services.
- Plans:** Phased implementation of integrated computing environment and standardized workflows in 15 affiliates worldwide.

In 1995, Mobil Oil Corporation began developing a global strategy to optimize the value of its investment in E&P computing technology. The Technical Computing Strategy (TCS) took a serious

"Mobil has made us a member of its team. We have a clear understanding of its business objectives. And we're highly motivated to make Mobil's strategy a success."

*— Hank Holland,
Executive Vice
President, Integrated
Solutions Group,
Landmark*

look at future directions. "One of our key findings was the need for integration," explains Mike Marzano, Project Manager for implementation of Mobil's TCS. "In the past, we focused on individual processes – say, petrophysics or mapping – and tried to find the best-in-class application. By not considering the entire workflow and how interdisciplinary teams work together as a whole, we weren't improving productivity as much as we could."

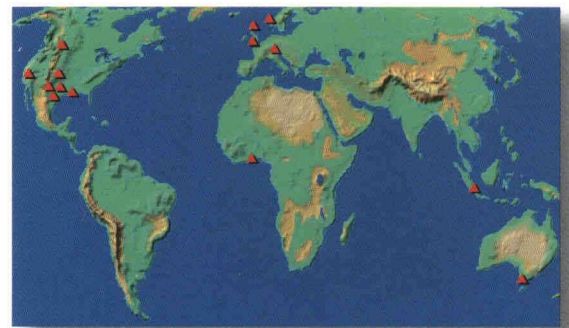
According to Marzano, many Mobil affiliates have used Landmark's seismic interpretation software for years.

They have also

used stand-alone applications developed internally and externally for other discrete tasks. The company developed its own integration toolkit. But ongoing software maintenance, ad-hoc data transfer systems and divergent local customization drove up costs, increased cycle times, and decreased efficiencies. As a result, Mobil decided to

adopt commercial integration technology and to aggressively retire its legacy systems. In December 1996, Mobil signed a three-year contract with Landmark to assist in the implementation of its new global strategy.

"We found, by talking with Landmark, that we have common objectives," says Marzano. "We want our people to have integrated solutions.



Landmark will assist in a carefully phased implementation of the Technical Computing Strategy to 15 Mobil affiliates worldwide.



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(Continued on back)

And Landmark is delivering integrated solutions. Like other oil companies, we're trying to get away from building and supporting technology we can acquire from the market."

Under the agreement, Landmark will provide nearly 800 geoscientists in 15 Mobil affiliates worldwide, with access to its complete suite of integrated geological and geophysical applications. Landmark will also provide training, on-site support, workflow reengineering and other consulting services.

To determine the budget and scale TCS implementation plans, a site assessment team including Landmark visited over a dozen Mobil E&P affiliates in Asia, Africa, Europe and North America. "People are usually good at calculating the *costs* involved in a project like this," Marzano observes. "But we wanted them to start thinking about the *value* of the strategy."

Based on staff interviews and workflow observations, Landmark identified quantifiable benefits that Mobil's affiliates could derive from integrating geoscience data and applications. For example, Landmark estimates that streamlining the decision-making process associated with drilling deep, deviated gas wells by the German affiliate could save about \$2 million per year in drilling costs. Also, the Bakersfield affiliate drills 300 wells per year. Increasing production *one percent* by optimizing well placement and steamflood performance, by Landmark's calculations, would yield tens of millions of dollars in net present value.

Mobil's Nigerian affiliate completed a pilot project last year using integrated software and "fast-track" drilling. According to Kirk Van Sickle, who headed up the project, a multidisciplinary team (including a Landmark consultant) drilled and completed 18 development wells in the Asasa Field. In June, the first well came on-line at about 4000 bopd. By year end, the field was producing over 125,000 bopd.

The team believed the integrated approach significantly accelerated interpretation and remapping of the field. "By integrating all the tools, they were able to understand the reservoirs better and more quickly than before," says Marzano. "That was definitely one reason we went with Landmark."

Considering the magnitude of change involved, implementation of Mobil's Technical Computing Strategy will be carefully phased throughout 1997 and early 1998. During that time, Landmark consultants will assist Mobil in developing standardized geoscience workflows to support its vision of a common global solution.

"I think this project is noteworthy because we're rolling this out on such a large scale worldwide," Marzano concludes. "This may be the largest implementation of its kind in the industry."

According to Hank Holland, Executive Vice President of Landmark's Integrated Solutions Group, this is the largest integrated solutions contract in Landmark's history. More importantly, it represents a whole new level of partnership. "The relationship we're building with Mobil is far more substantial than in the past," says



"We found, by talking with Landmark, that we have common objectives. We want our people to have integrated solutions. And Landmark is delivering integrated solutions."

— Mike Marzano,
Project Manager,
TCS, Mobil



Mobil's new computing strategy is aimed at reducing cycle times, improving risk management, and lowering operating costs.

Holland. "Mobil has made us a member of its team, and we have a clear understanding of its business objectives. As a result, we're highly motivated to do whatever it takes to make Mobil's strategy a success."

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Calgary
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Dubai
(9714) 313142

PanCanadian and Landmark Form Strategic Alliance for Integrated Solution.

Executive Summary

- Customer:** PanCanadian Petroleum Ltd., Calgary.
- Challenge:** Decrease cycle time and finding costs in mature basin, Western Canada.
- Solution:** Three-year alliance, including full suite of integrated applications for geophysics, geology, petrophysics, mapping, reservoir modeling and geostatistics; consulting services, customized training, on-site support.
- Results:** Integrated field study reduced cycle time, increased confidence, lowered risk, improved workflow practices.

PanCanadian Petroleum Ltd. of Calgary is one of the largest, most active energy companies in the nation. For three years in a row, the company has drilled over 1,100 wells in the Western Canada basin, a mature oil

and gas province with nearly 300,000 wells. Despite the odds, PanCanadian's success rate last year was 84 percent. To support that level of activity, the company shoots close to \$60 million worth of seismic data — mostly 3D — every year. Improving cycle time, efficiency and, ultimately, finding costs are vital to ongoing success.

Applying technology more effectively is a key corporate strategy.

"This alliance is a model for a new kind of value-based relationship we want to have with customers."

— Bob Peebler
President and CEO,
Landmark

"When I came to PanCanadian four years ago, we only had six or seven Landmark systems, so interpreters had to

wait in line," says Gerry Macey, Senior Vice President of Canadian Exploration. "Since then, we've put one on almost every geophysicist's desk. That has driven our ability to generate a very large inventory of drilling locations. Now I'm looking for the next quantum leap: I'd like even higher quality prospects to choose from. We need to find more reserves per well, for fewer dollars. Our alliance with Landmark should help us do that."

PanCanadian recently signed a \$10 million, three-year contract with Landmark for an integrated solution that includes software, professional services, customized training, and on-site support. The agreement provides nearly 150 geoscientists with access to a whole range of integrated PC and UNIX® applications — from seismic processing and interpretation to geological and petrophysical analysis, mapping, 3D reservoir modeling and geostatistics.

Scott Lowry, Landmark's account manager for PanCanadian, says, "To quantify the value of this agreement for PanCanadian's senior executives, we applied a well-known industry model for calculating risk. We found that if they recover *one*



A multidisciplinary team completed a pilot integrated workflow study in just two months, substantially improving the team members' understanding of producing reservoirs.



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percent more reserves per well, PanCanadian will recover their investment. At three, five or ten percent, they'll make a substantial profit."

Bob Peebler, Landmark President and CEO, says, "This alliance is a model for a new kind of value-based relationship we want to have with customers. We started with a clear definition of the higher level business issues, and brought in consulting services to determine the best solution."

"Strategic alliances are definitely the right approach for aspects of our business that are really critical, where we need true teamwork," says PanCanadian's Gerry Macey. "In the past, we had a straight vendor-purchaser relationship with Landmark. Almost nothing was customized. Now, training is done with small groups using our own data. And we've got three dedicated on-site support specialists. In effect, we're getting Landmark people who think like PanCanadian employees."

Over a dozen Landmark professionals are working with PanCanadian to integrate data, systems and applications for enhanced efficiency. Almost 35 separate initiatives have been identified in four areas: workflow processes, application integration, data management and computing infrastructure. "Our growth has been so fast and hectic that it created some real 'rats' nests" in our computing processes. So consulting is a major component of our relationship with Landmark," says Macey. "Also, I'd like to see our people make much greater use of the high-end capabilities of Landmark's software. That's why we're making a substantial investment in training. Why have a garage full of Ferraris if no one has a driver's license?"

"The bottom line," says Lowry, "is that we're enabling PanCanadian's asset teams to work in a more integrated manner."

One of the most significant milestones achieved to date has been an integrated workflow study using a full suite of Landmark technology. Working closely with Landmark consultant Kandy Lukats, a multidisciplinary team of PanCanadian geoscientists,



Landmark consultants worked with PanCanadian to streamline workflows, improve reservoir characterization and cut finding costs.

engineers and technologists spent two months building an integrated project database and detailed 3D earth model of the Wayne Nisku Field in Southern Alberta. The final 3D model incorporated all available geological, geophysical and production data and interpretations — a technical feat never before achieved at PanCanadian.

At the end of the study, the team members assessed the business value of working in an integrated environment. They concluded that it reduced cycle times, increased accuracy, raised confidence levels and lowered risk. They substantially improved their understanding of Wayne reservoirs, and qualified a number of proposed drilling locations. The project also acted as a valuable educational experience, documenting team workflow practices that will be disseminated throughout the company.

By the end of the three-year alliance, Macey expects PanCanadian to be doing business in dramatically different ways. "We're facing a declining resource in a mature basin," he notes. "If we think we can take it easy, we're kidding ourselves. We've got to be continuously improving our processes. If our finding costs keep going down, I'll assume that Landmark technology and services are at least partly responsible."

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Landmark workflow consultant, Kandy Lukats, worked on-site with the PanCanadian team to redesign work processes, conduct training and document best practices.



"We need to find more reserves per well, for fewer dollars. Our alliance with Landmark should help us do that."

— Gerry Macey,
Senior Vice President
of Canadian
Exploration,
PanCanadian.

"Landmark is like the Microsoft® of the oil and gas industry—a sort of one-stop shop with a strong philosophy of integration"

— Monte Montemurro,
Chief Technology
Officer,
PanCanadian



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3DX Technologies Cuts Cycle Time 50 Percent.

Executive Summary

- Customer:** 3DX Technologies, Inc., Houston.
- Challenge:** Process, interpret and image a 19 square mile onshore 3D seismic survey concurrent with field acquisition.
- Solution:** ProMAX® 3D software on an SGI Power Challenge™; full suite of integrated Landmark seismic and geological interpretation applications; 24 hour operation; multidisciplinary team.
- Results:** Processed entire data set 17 times during acquisition; made two significant real-time survey design improvements; began drilling within three months of starting field operations; completed several wells to date.

Years ago, before the advent of digital computers, a junior geophysicist—known literally as a “computer”—helped “process” seismic shot records on film and pick the data right in the field. In the early 1960s, however, mainframe technology moved seismic processing out of the field, severing the link between data gathering and interpretation. With advanced E&P software and hardware, 3DX Technologies of Houston is trying to bring the geophysical disciplines back together.

Early this year, a multidisciplinary team headed by 3DX fully processed, interpreted and imaged a land 3D seismic survey *during* data acquisition, cutting its typical cycle time by nearly 50 percent. The 19 square

mile survey took 11 days to shoot. A day after the last shot was recorded, processing was finished. Within a week, the subsurface interpretation (in depth), reservoir volumetrics and economic analysis were complete. The first well was selected at a partners’ meeting a week later. Drilling began less than three months from commencement of field operations.

A number of wells have been completed in this field to date, and the “real-time” seismic imaging process developed during this pilot project has been applied to three other

3D surveys along the Gulf Coast.

According to Peter Duncan, VP of Technology for 3DX, several factors contributed to this success, including

“From a cost standpoint, it makes more sense now to process the data all the way through migration as you acquire it, rather than waiting until every last trace has been recorded. Instead of getting a box of tapes at the end of the survey, you get a completely processed data set.”

— Peter Duncan,
VP of Technology



3DX recently completed a successful experiment in “real-time seismic imaging” during acquisition of a land 3D survey.



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integrated interpretation and 3D visualization using nine Landmark applications. Another factor was very fast, extremely cost-effective 3D seismic processing using ProMAX 3D on an SGI Power Challenge with two CPUs. "From a cost standpoint, it makes more sense now to process the data all the

"Real-time seismic imaging has major business implications. The internal rate of return on a project can be demonstrably increased by shortening cycle time. Money isn't tied up for years awaiting production."

— Peter Duncan,
VP of Technology

way through migration *as you acquire it*, rather than waiting till every last trace has been recorded," says Duncan. "Instead of getting a box of tapes at the end of the survey, you get a completely processed data set." In fact, by the time this job was done, 3DX had processed the entire data set 17 times.

Each day about noon, a truck left the survey site in South Texas and drove three hours to Houston with the field tapes. Shot records

were loaded into ProMAX for geometry verification, deconvolution testing, velocity analysis, stacking and time migration. By 7 a.m. the following morning, the complete migrated data set was loaded as a 3D volume in SeisCube.™ The data was time sliced, interpreted and tied to the wells. Key horizons were mapped. Before noon, the geophysicist would call the field to tell them whether or not to pick up the geophones.

Two significant real-time survey design changes took place as a result. Once, a structural anomaly appeared close to the edge of the data set and 3DX decided to extend the survey. The 1.5 square mile extension was permitted and shot immediately following the original grid, without any stand-by time. On another occasion, while the crew was shooting in a swampy area, the frequency content of the data dropped off. The geophysicist radioed a request to add extra shots to the grid, which cleaned up the image.

"Real-time seismic imaging has major business implications," says Duncan. "For one thing, the internal rate of return on a project can be demonstrably increased by shortening the cycle time. Money isn't tied up for years awaiting production. Even if a

prospect turns out to be uneconomic, you're better off finding out quickly and moving on to the next one without wasting resources."

Duncan also observes that the urgency of this real-time process keeps every team member's creative energies extremely focused and maintains a level of enthusiasm rarely seen in the industry today. As Eric Gardner, 3DX team leader and geophysicist, put it: "This project was a hell of a lot of fun—one of the most exciting things I've ever worked on." For more details, read the full case study published in *Oil & Gas Journal*, October 28, 1996, pp. 44-50.

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Interpretation of time-migrated data from first day of acquisition (130 shot records).



Interpretation of time-migrated data from last day of acquisition (1700 shots), completed less than two weeks after shooting began.



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3D Seismic Pays Off for Brunei Shell.

Executive Summary

- Customer:** Brunei Shell Petroleum, Sultanate of Brunei Darussalam, Asia/Pacific.
- Challenge:** Maintain pace of exploration and development in mature province.
- Solution:** Extensive 3D seismic data; integrated suite of Landmark geophysical applications; OpenWorks® corporate well database; advanced client/server network; on-site training and support by Landmark applications specialist.
- Results:** Significant gas discovery, offshore Brunei, late 1995; additional opportunities for future development.

Since the early years of the century, Shell has been operating successfully in the Sultanate of Brunei Darussalam on the northwest edge of Borneo. The giant Seria oil field was discovered in 1929. Other major fields, mostly offshore, were discovered in the 1960s and early 1970s. Today, Brunei Shell Petroleum (BSP) is the country's sole hydrocarbon producer. Total production last year averaged 175,000 bopd and nearly 1,000 MMcf of gas.

The technical challenge facing Brunei Shell

"Landmark was a pioneer in seismic data analysis on computer workstations. They understand clients' requirements and provide technology solutions that meet those requirements in a timely and reliable manner... [And] Landmark seems to have a head start in integration."

*— Paul Wood,
Chief Geophysicist*

today, according to Paul Wood, Chief Geophysicist, is to maintain the pace of exploration, appraisal and development. "In a mature hydrocarbon province like this," says Wood, "we need to use the best technology available to replace produced reserves with new discoveries, and ultimately, to increase

our reserves base." Extensive use of 3D seismic technology is helping BSP accomplish those goals.



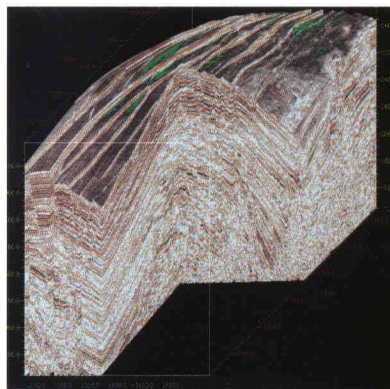
Suni bin Sulaiman uses an integrated suite of Landmark applications to interpret 3D data from one of Brunei's major offshore gas fields.



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A Landmark customer since 1989, BSP has one of the largest, most advanced Landmark networks in the Asia/Pacific region. All of the company's 3D seismic — over 9,000 sq. km. — is stored on-line. There are about 25 Landmark users, mostly geophysicists and geologists. They have 16 client workstations, networked with two SparcCenter 1000™ servers and two other database servers. Besides having Landmark's complete 2D and 3D seismic interpretation suite — including RAVE™, PostStack™, PAL™ and VoxCube™ — BSP is evaluating EarthCube®, which it considers a key application for the future.



3D visualization tools help sort out complex faulting associated with rollover structures along Brunei's inner shelf area.

"Landmark software is both intuitive and versatile. I'm impressed with the integration of several applications on one workstation, as well as the ease of learning new utilities and applying them quickly to the problem at hand."

— Bong Poh Yuk,
Seismic Interpreter

Wood explains why BSP evolved over the years into a predominantly Landmark center. "Landmark was a pioneer in seismic data analysis on computer workstations. They understand clients' requirements and provide technology solutions that meet those requirements in a timely and reliable manner. Besides, Landmark workstations are used throughout the Shell group, so staff joining Shell in Brunei can benefit

BSP without extensive retraining."

Integration was another factor. "Landmark

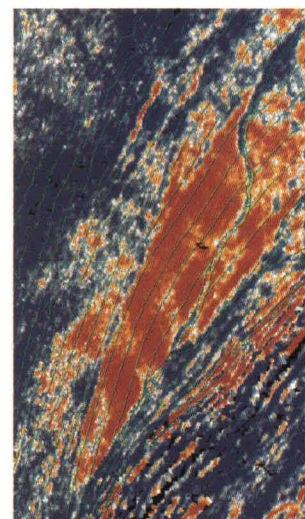
seems to have a head start in integration," adds Wood. "More work needs to be done, but things are going in the right direction." That's why BSP selected OpenWorks as its corporate well database. "It is essential that we maintain a single validated database, and that multiple applications have easy access to data without the need to make multiple copies."

He said the use of 3D seismic in reservoir management is just beginning at BSP, and that integration of seismic and well information with statistical analysis, inversion and other techniques is vital to growth in the future.

BSP also contracted for a full-time Landmark

applications support specialist on-site. Wood considers this support essential to proper technology transfer. "The key to ensuring the software gets used to its technological limits lies in continual on-site training and coaching by an applications expert," he stresses. "Many PC users purchase a full-blown word processing program and then just type the odd memo. We cannot afford to let that happen with seismic interpretation software."

As an example of how Landmark technology has contributed to Brunei Shell's success, Wood cited a significant gas discovery made in late 1995 based on mapping seismic amplitudes.



Seismic amplitude mapping of stacked gas-bearing sands led to the discovery of the Selangkir field in late 1995.

According to a published report, the Selangkir-1 exploration well, near Brunei's Iron Duke field, tested up to 450,000 cubic meters of gas per day from a series of stacked reservoir sands at a depth of about 4,000m. In that report, Svein Sandal, BSP's Exploration Manager, said, "This success is a direct result of the application of new and better technologies such as 3D seismic for subsurface evaluation. Using 3D seismic data, we have identified a number of other attractive exploration opportunities which we will pursue in the near future."

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"Landmark's integrated applications offer excellent 3D interpretation techniques that improve our ability to predict and map reservoir architectures and fluids. They also enable easy, effective transfer of data and interpretations to other software, including Shell's proprietary system."

— Suni bin Sulaiman,
Seismic Interpreter



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Chevron Builds Regional OpenWorks Archives.

Executive Summary

- Customer:** Information Technology group, Chevron Overseas Petroleum, Inc.
- Challenge:** Reduce user time wasted tracking down data; improve data quality.
- Solution:** Extend OpenWorks® data model; create 15 OpenWorks regional data archives; develop utilities to merge projects and synchronize databases; incorporate innovations into future Landmark technologies.
- Results:** Shorter turnaround time for users in strategic business units; simplified I.T. support; higher quality project data.

Headquartered in San Ramon, California, Chevron Overseas Petroleum, Inc. (COPI) operates in over 30 countries. The Information Technology (I.T.) Support and Planning group maintains master data archives for about a dozen strategic business units worldwide. Five years ago, COPI stored all of its master data on mainframes. Today, it supports 15 regional archives built around OpenWorks, and expects to be off the mainframe within a year.

As a project database, OpenWorks had been widely deployed in Chevron's domestic and international offices for years. Bill Garnett, Information Management Team Leader, explains why he and Alan Lindberg, Application Support Team Leader, decided to use OpenWorks as a regional database as well. "When we started down this road, OpenWorks looked like a good

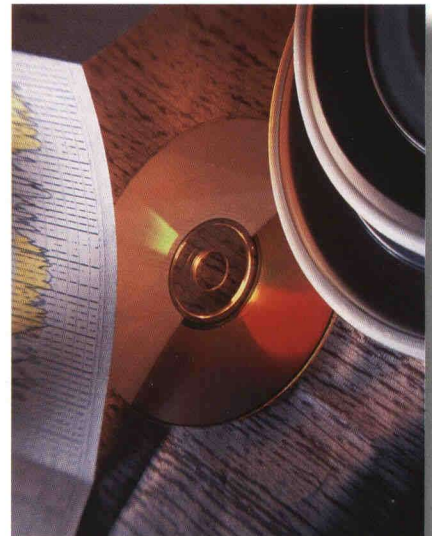
"Interpreters (in Nigeria) estimated 60 to 80 percent of their time was spent just tracking down data, before they could do the work they were hired to do. If we can build them a project in a day and they can start interpreting a new area tomorrow, that's a huge advantage."

— Bill Garnett,
Information
Management
Team Leader, COPI

match with our business needs," he says. "In most countries, the total number of wells is small compared to the U.S.; so OpenWorks has plenty of capacity. We felt having the same data model for the archival and project databases would be helpful too. We could compare databases more easily, and write applications for either one. And we could use a lot of OpenWorks' existing tools.

Besides," he adds, "our interpretation strategy has centered around Landmark for quite some time."

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COPI's goals are to improve data quality and reduce turnaround time. "On a study team in Nigeria a while ago, we interviewed many interpreters," says Garnett. "They estimated 60 to 80 percent of their time was spent just tracking down data, before they could do the work they were hired to do. If we can build them a project in a day and

they can start interpreting a new area tomorrow, that's a huge advantage."

As UNIX® workstations proliferated, Chevron began porting its mainframe data management applications to ORACLE®, to make data readily available to users. Because of this, COPI was an early adopter of the ORACLE version of OpenWorks. But certain innovations were necessary to make it an effective archival database. With the help of Chevron Petroleum Technology Company, Garnett's group added extensions to the OpenWorks data

model; wrote links between OpenWorks and non-Landmark applications; developed comparison scripts and special utilities to merge multiple projects and synchronize databases.

"These tools help my database people do their own jobs more efficiently," says Garnett. As a result, "data quality is going up, and access time for the end user is going down." But custom databases present "an ongoing maintenance headache," he says. As companies outsource more of their I.T. support, the need for a commercial solution increases. "If we make custom extensions to OpenWorks and Landmark changes something later," says Garnett, "it's much harder for us to get back in sync. That's why we've worked closely with the OpenWorks team."

According to John Sherman, Landmark's Vice President of Data Management, many of Chevron's data model extensions and other ideas have been incorporated into OpenWorks 4.0. Additional

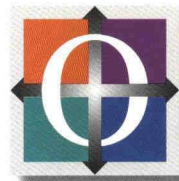
innovations will be part of a regional data management solution currently in development, as well as future versions of OpenWorks.

"Chevron is using OpenWorks in ways our original development team used to dream about," says Sherman. "Through rapid deployment of a flexible, integrated solution assembled from Landmark's technology and off-the-shelf components, Chevron has created a distinct competitive edge in its global operations. Many other companies are interested in this approach," he adds. "I think OpenWorks and our new regional data management products will offer similar advantages to them as well."

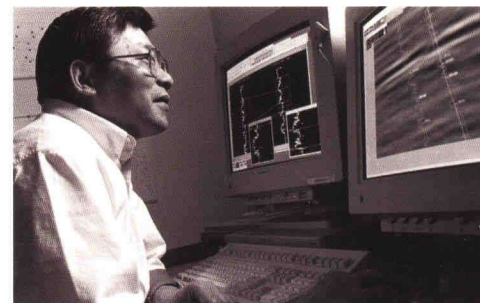
The next big step, says Bill Garnett, will be to integrate business information with reservoir and field data. "The business units are operating more as cross-functional teams now. At the decision-making level, they don't just look at geology. They

also want to know how much money they're spending. So people are beginning to analyze financial and other data at the same time."

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OPENWORKS®



Chevron geoscientists have used Openworks as a project database for years. Now they're using it to store regional data as well.

"Chevron is using OpenWorks in ways our original development team used to dream about. Through rapid deployment of a flexible, integrated solution assembled from Landmark's technology and off-the-shelf components, Chevron has created a distinct competitive edge in its global operations."

— John Sherman, VP Data Management, Landmark



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