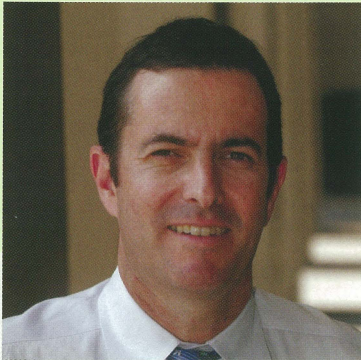


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DRILLING SYSTEMS TO DRIVE DRILLING PERFORMANCE

Jean Francois Poupeau, President of the Drilling Group at Schlumberger Ltd

Jean Francois Poupeau joined Schlumberger in 1985, starting his career in the Gulf of Mexico where he worked as a field engineer. The oilfield services business took him from North America to Indonesia, Thailand, Angola, Nigeria, France and China during which time he held operational management positions. Upon his return to Houston in 2004, he assumed the role of VP of Product Marketing where he focused on positioning Schlumberger's portfolio of advanced technologies in the market place. In 2006, he was appointed VP of Communications and Investor Relations; and in 2007, he assumed the position as President of the Schlumberger Drilling and Measurements segment. Upon the completion of the merger with Smith in 2010, he assumed his current position as President of the Schlumberger Drilling Group.

ABSTRACT

Drilling performance will play a key role in achieving the goal of keeping pace with increasing global energy demand. Not only do we have to drill but we also have to increase the intensity at which we drill – as measured by technological sophistication, well and reservoir complexity, and operational efficiency and effectiveness.

New technology is needed to lower technical risk and increase performance. Today, drilling technologies have largely been developed as a series of separate elements. While their performance has been optimised, similar optimisation of the entire system from rig floor to drill bit must now be targeted in an integrated manner. The value of engineering this combination will lie not only in the integration of drilling systems technologies, but also in the optimisation of the drilling workflow - from research and engineering to operational execution.

There must be a clear drive towards drilling as a science, and towards initiatives designed to encourage equipment reliability and operational consistency. These must begin in the design and development of integrated drilling systems; continue through the training of both field crews and maintenance staff; and use new generation facilities that include state-of-the-art operational bases, multidisciplinary training centres and remote operational support locations – all part of the Schlumberger Excellence in Execution initiative.

New and innovative technologies will solve many of the challenges in producing a more diverse hydrocarbon supply, but there is no doubt that drilling intensity and complexity will have to increase – both on land and offshore. Integrated engineering of the drilling system will be a major contributor to achieving these objectives.