



## **PRESS RELEASE**

October 5, 2009

### **Perfomix Announces PetroSocial, Integrated Real-Time Operations & Collaboration Gateway**

HOUSTON – Perfomix, a real-time operations management solutions provider, announced the launch of PetroSocial, the Integrated Real-Time Operations & Collaboration (IRTOC) Gateway at the Society of Petroleum Engineers' 2009 Annual Technical Conference & Exhibition in New Orleans, LA.

PetroSocial is a vendor-neutral, Web-based, integrated, real-time operations and collaboration gateway for the Oil & Gas industry that can seamlessly bridge well sites with regional and headquarters locations. It empowers experts to handle operational issues before they become a problem – regardless of where they are physically situated. This platform provides Web services APIs, integration repository and toolkit, and composite operations management gadgets while supporting open industry standards such as WITSML and PRODML.

The PetroSocial solution components include:

- PetroFieldGenie – Field operations management, data aggregation and streaming;
- PetroXchange – E&P data conversion, transformation, mapping and exchange services;
- PetroGisticsHub – Central data store and WITSML and PRODML services;
- PetroAlertGenie – Exception rules and alert management;
- PetroPerfoMax – KPI dashboards and operational reporting; and
- PetroDashBoard – real-time well views, collaboration tools, innovation applications launch platform and portals.

The PetroSocial enterprise components can be deployed on premise at the customer's IT center or can be offered as a Software as a Service (SaaS), while the PetroFieldGenie can be deployed on a small industrial computer running Windows or Linux OS at the well site. The PetroSocial Platform facilitates transformational initiatives and digital breakthroughs in Oil & Gas industry. It comes with gadgets for Real-time Operations Centers (RTOCs) well monitoring, well surveillance dashboards, universal real-time viewer, well status reporting with GIS maps, shift management, operational reports and KPI monitoring. Other composite applications can be developed and deployed incrementally on this platform. The cost savings from small operational innovations with these gadgets can fund longer term transformational digital oilfield initiatives.

“Perfomix is leveraging Web 2.0 technologies to bring together people, information and real-time data scattered across the field, the enterprise and the E&P community,” said Celestine



Vettical, President and CEO, Perfomix. "Because it is based on service oriented architecture, we are able to flexibly deploy innovative workflow scenarios on top of customers' existing systems together with PetroSocial gadgets. This enables service companies and operators to work collaboratively together to make faster and better decisions and reduce risk and non-productive time."

To accelerate the launch of the PetroSocial platform for real-time operations and collaboration, Perfomix introduced the IRTOC Gateway QuickStart program, which gives potential customers the opportunity to integrate 2-4 real-time data streams from 2-3 well sites as a proof of concept in only one month with minimal investment. One of the deliverables of the QuickStart program is a real-time operations transformation roadmap covering PetroSocial deployment and rollout plan.

#### **About Perfomix**

Perfomix was founded by a team of experts with extensive experience in shaping and deploying state-of-the-art enterprise applications for the Oil & Gas and Manufacturing industries. Perfomix, with its competencies in Web 2.0 and business intelligence technologies, SAP Business Process Platform and Microsoft .Net platform, focuses on helping enterprises leverage innovative software solutions and hosted software services for maximizing business performance.

Perfomix is committed to continual innovation to provide the most flexible, reliable and cost effective solution to integrate any wellsite data acquisition system with enterprise data management systems and specialized analysis applications and to empower the people at the field, enterprise and within the community.

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