4. Current practice

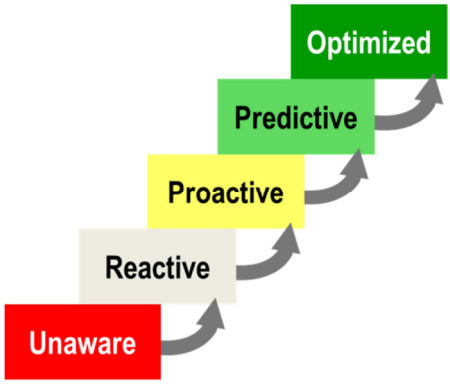

Figure 26: Levels of maturity in data handling

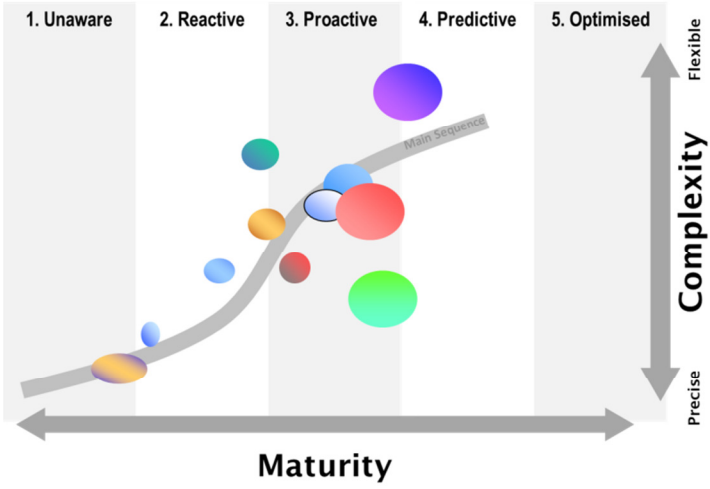

Figure 27: Comparison of maturity against complexity for some oil companies

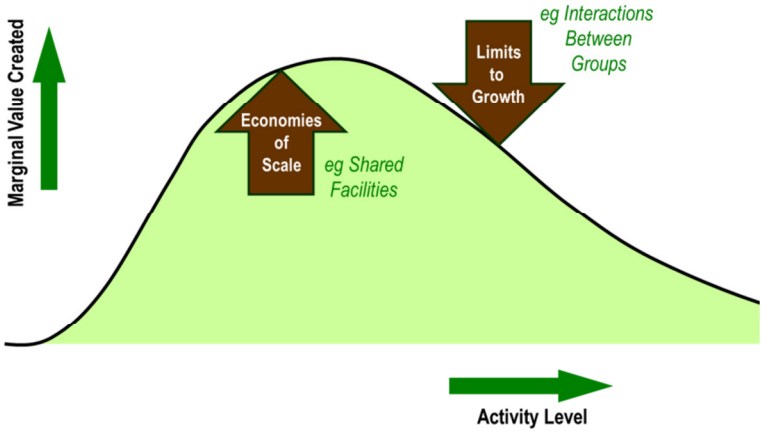

Figure 28: Each data management strategy has an optimal size

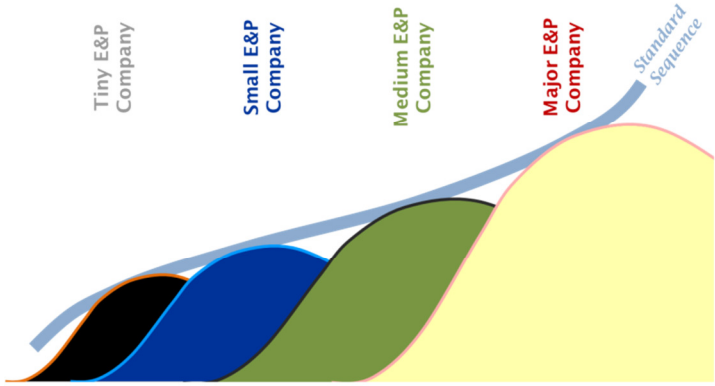

Figure 29: Different strategies match distinct activity levels

Corporate Size	Winning Element	Staff Sizes	Description
Tiny	Property	<20	Focused on one or two assets, tight knit team that all understand their roles and relationships. Little need for formal data management
Small	People	5-200	Focused on a number of assets. Finding the data is a matter of knowing who to ask
Medium	Portfolio	50-2000	Balancing risks across a range of assets. Key data is managed in set locations within the asset, some assets do this well.
Major	Process	>500	Staff are mobile between assets. Key data is managed corporately, all data is managed in set locations. Focus is on defining and enforcing the "corporate way" of doing things

Figure 30: Different sized oil companies need different strategies

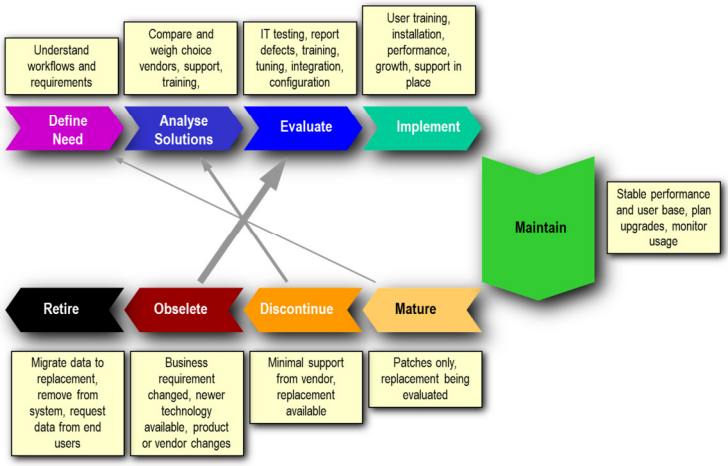

Figure 31: Application deployment lifecycle within an oil company

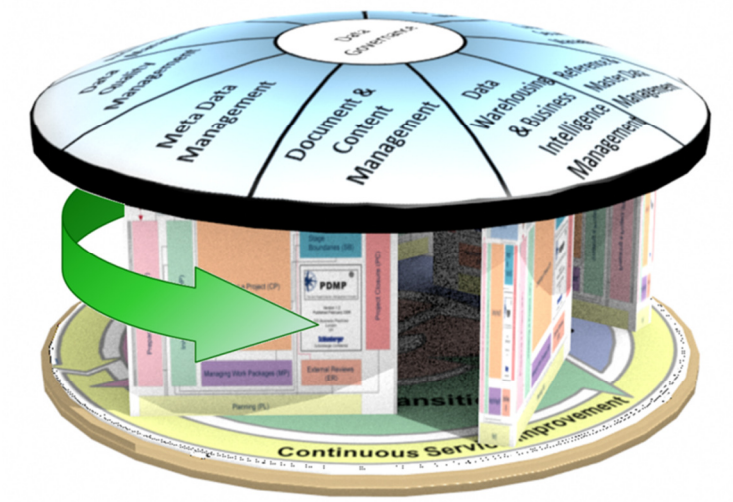

Figure 32: The data management roundabout

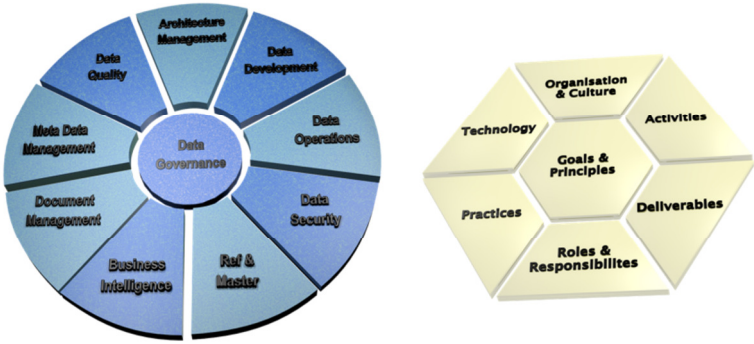

Figure 33: DMBoK explores 10 functions by reviewing the 7 elements

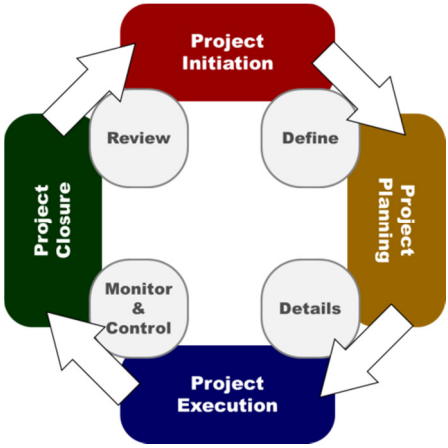

Figure 34: PMI divides projects into processes

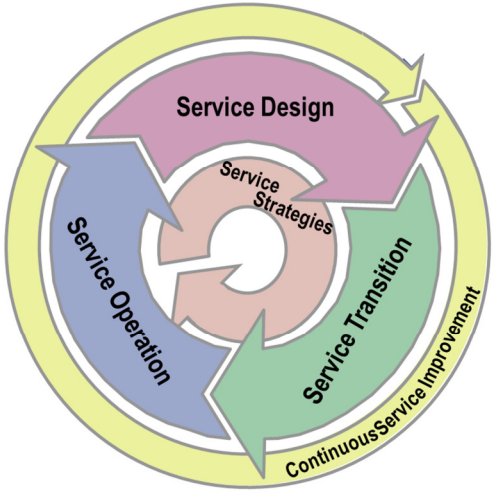

Figure 35: ITIL focuses on services