

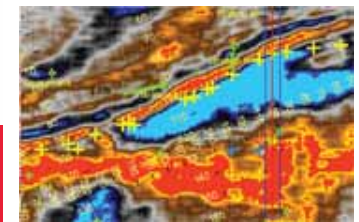
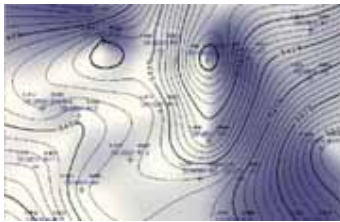
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Intuitive. Integrated. Interpretation.



# Overview of SMT

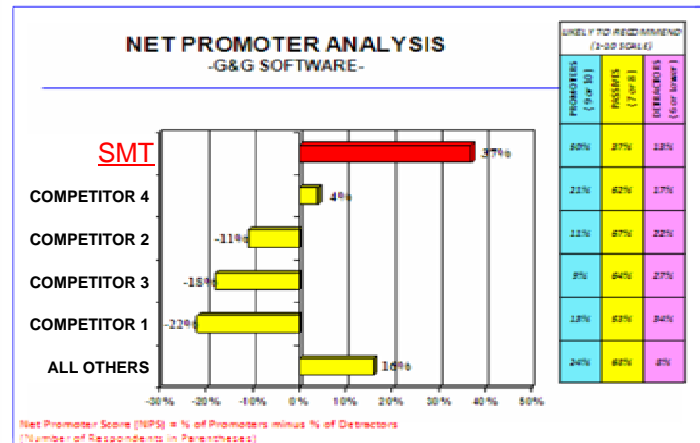
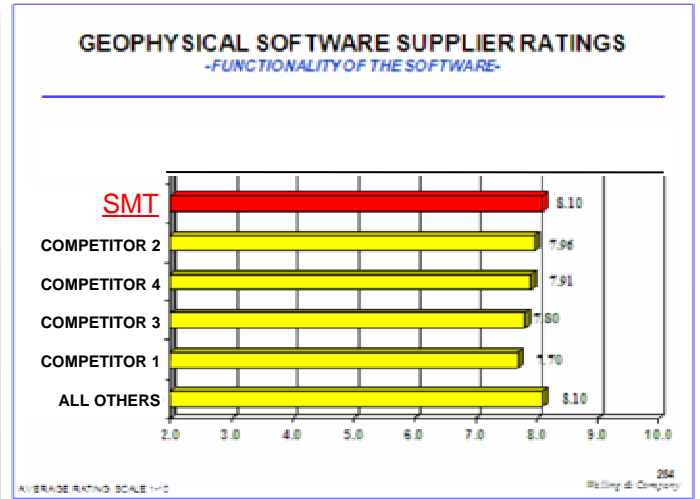
## Market Share Excerpts from The Welling Report 2008





# Market Share – Welling Report 2008 Overview

- SMT leads by market share and preference
  - #1 [or tied for #1] market share for Windows interpretation solutions
  - #1 in 9 of 13 categories
    - Functionality, ease of use, price, dependability, past experience, license terms, training, reputation, likely to recommend
  - #1 Net Promoter score
    - Considered top measure of achievement. Subtracts 1 to 6 scores from scores of 9 or 10.



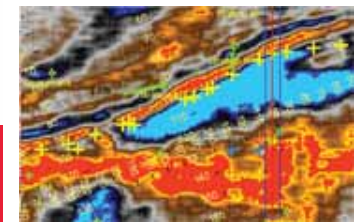
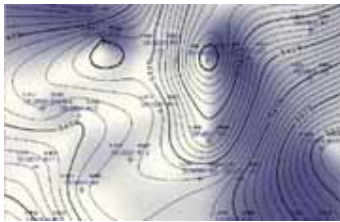
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## The Welling Report 2008

- Information in these slides excerpted from the larger report by international E&P industry analysts at Welling & Company (<http://www.welling.com/>).
- Slides do not reflect any endorsement of any vendor by Welling & Company.
- This report was independently conducted by Welling & Company, an international market research firm specializing in the upstream oil and gas industry for 38 years.



# ***G&G SOFTWARE SECTION***

TOTAL NUMBER OF RESPONDENTS: 198

NUMBER OF RESPONDENTS RATING EACH SUPPLIER:

LANDMARK= 105

SCHLUMBERGER/ PETREL = 56

SMT= 49

PARADIGM = 41

CGGVERITAS/ HAMPSON-RUSSELL = 32

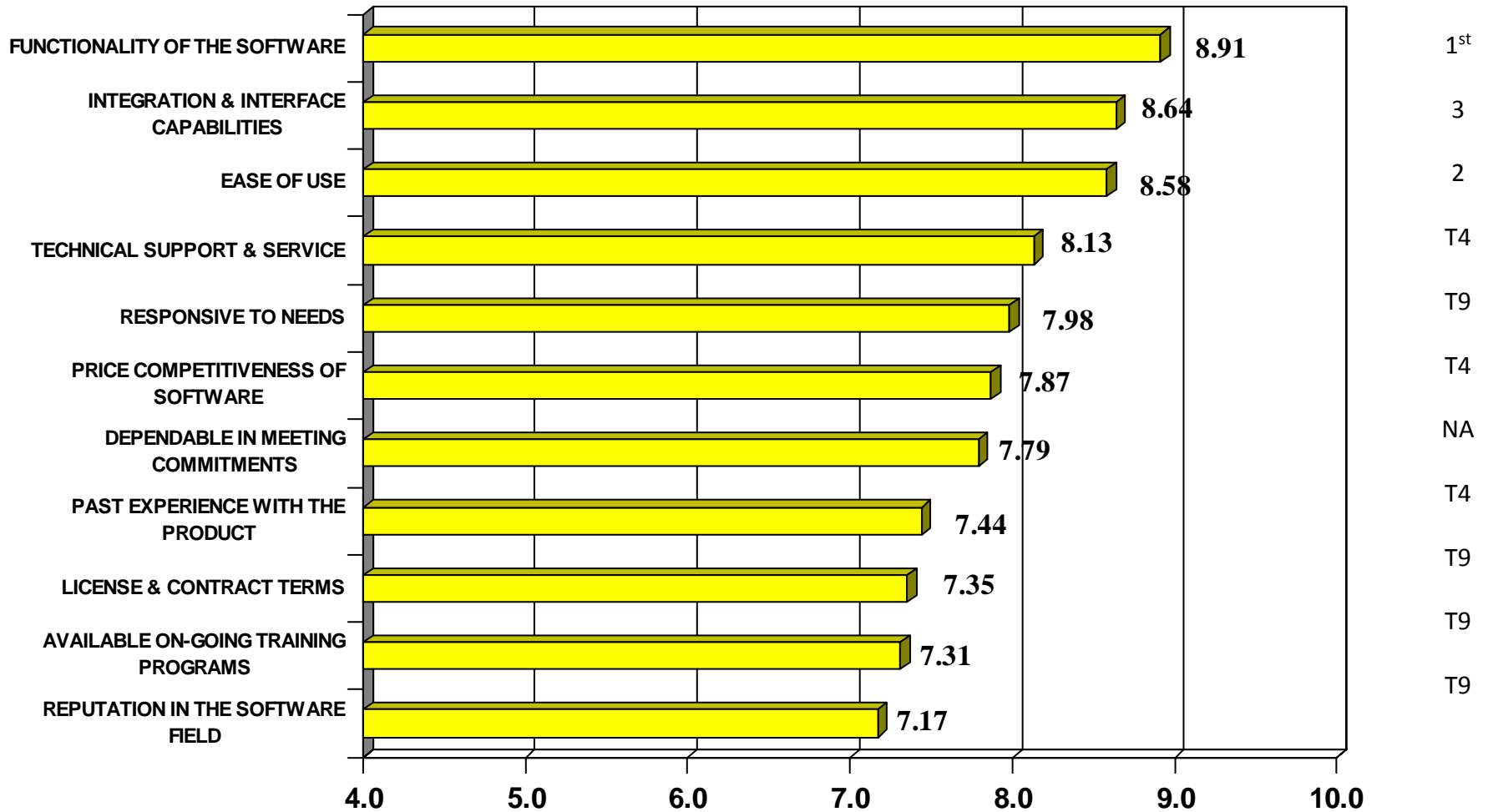
“ALL OTHERS” COMBINED = 97

(Includes ION/GXT- 4, WesternGeco- 3, Kelman- 3, Jason - 1, TGS - 1, Odegaard - 1 and “Others”)

# IMPORTANCE OF SELECTION CRITERIA

## -GEOPHYSICAL SOFTWARE-

RANKING

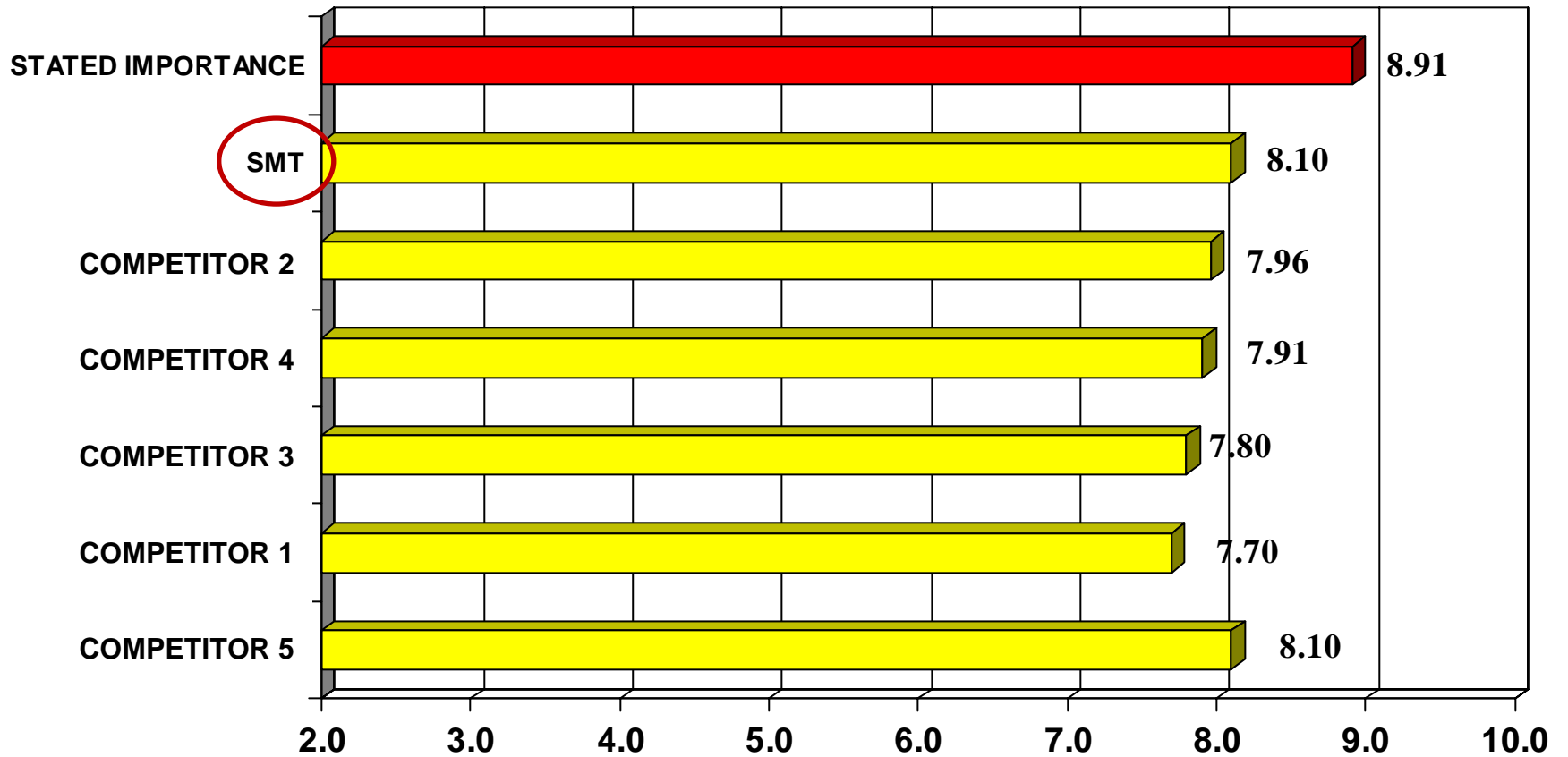


AVERAGE RATING, SCALE 1-10

Welling & Company

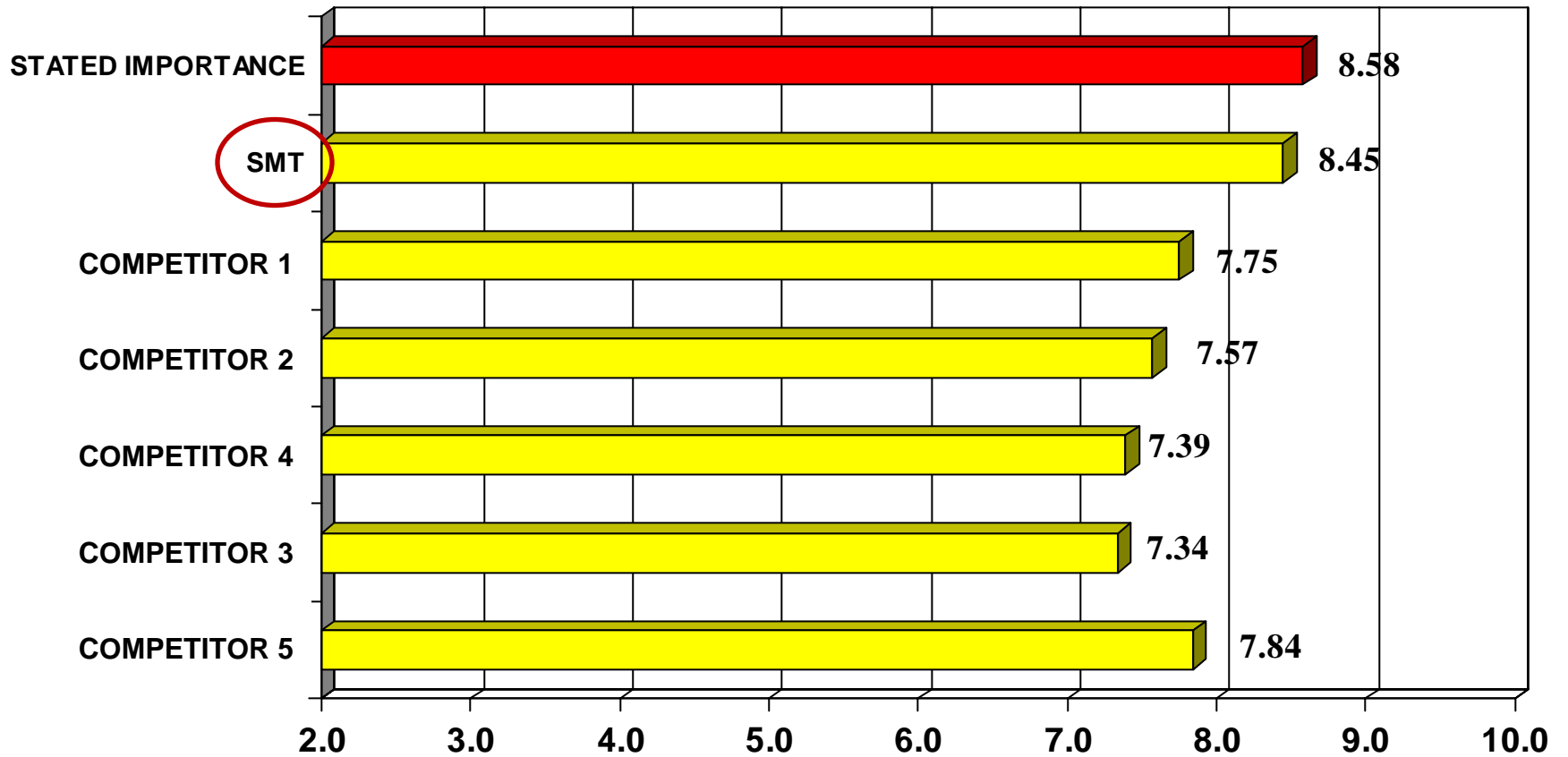
# GEOPHYSICAL SOFTWARE SUPPLIER RATINGS

*-FUNCTIONALITY OF THE SOFTWARE-*



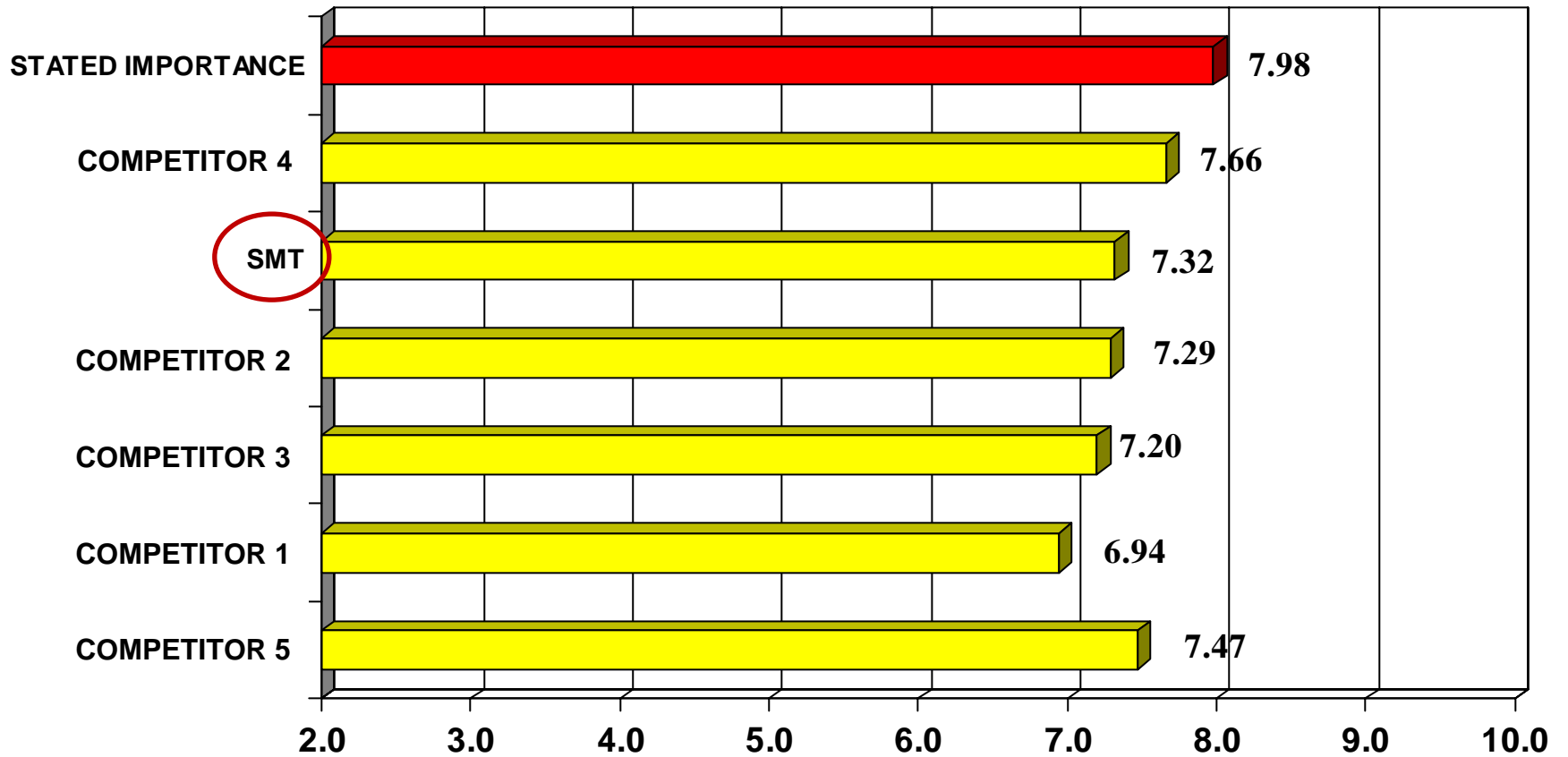
# GEOPHYSICAL SOFTWARE SUPPLIER RATINGS

*-EASE OF USE-*



# GEOPHYSICAL SOFTWARE SUPPLIER RATINGS

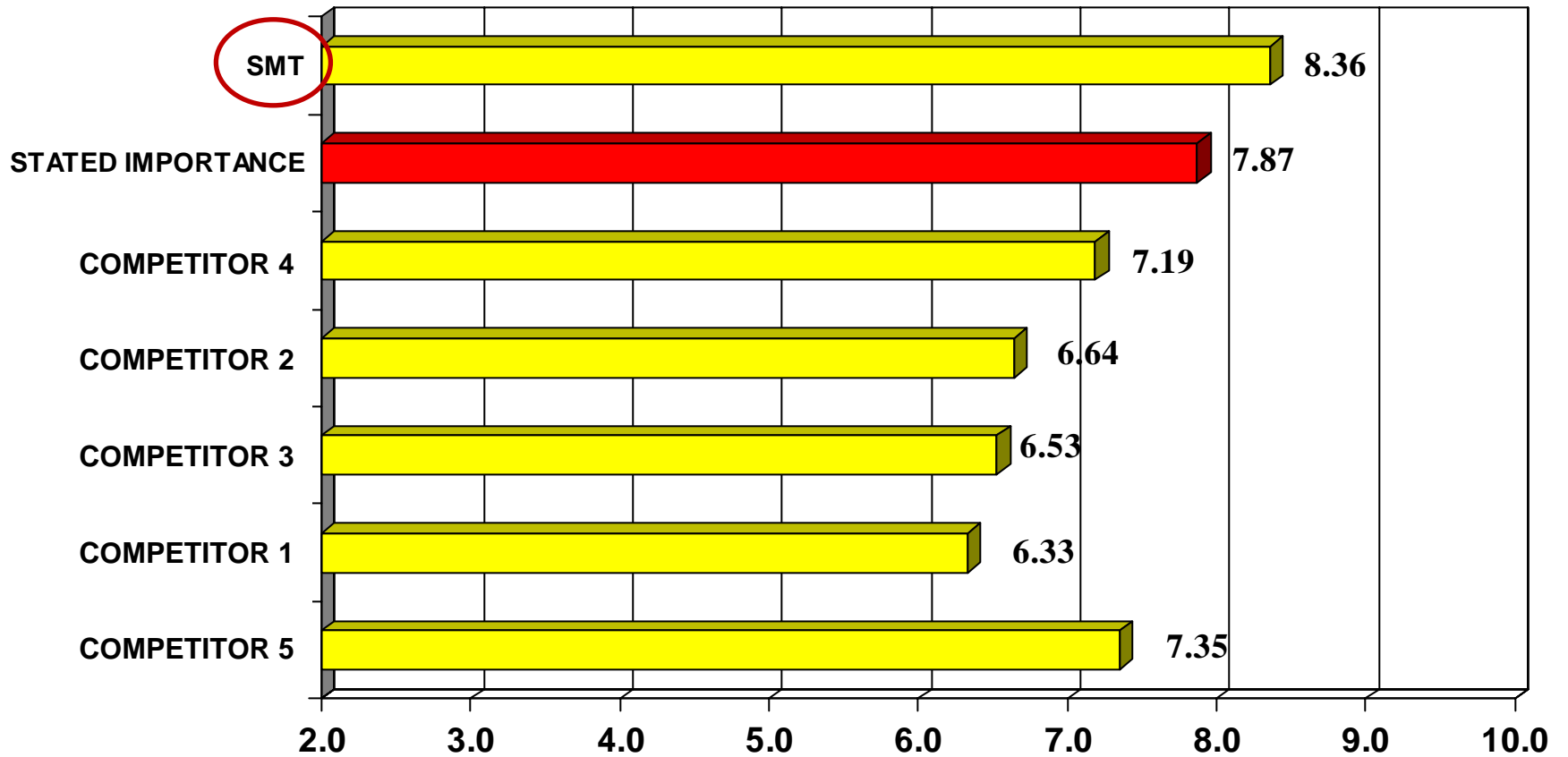
*-RESPONSIVE TO NEEDS-*





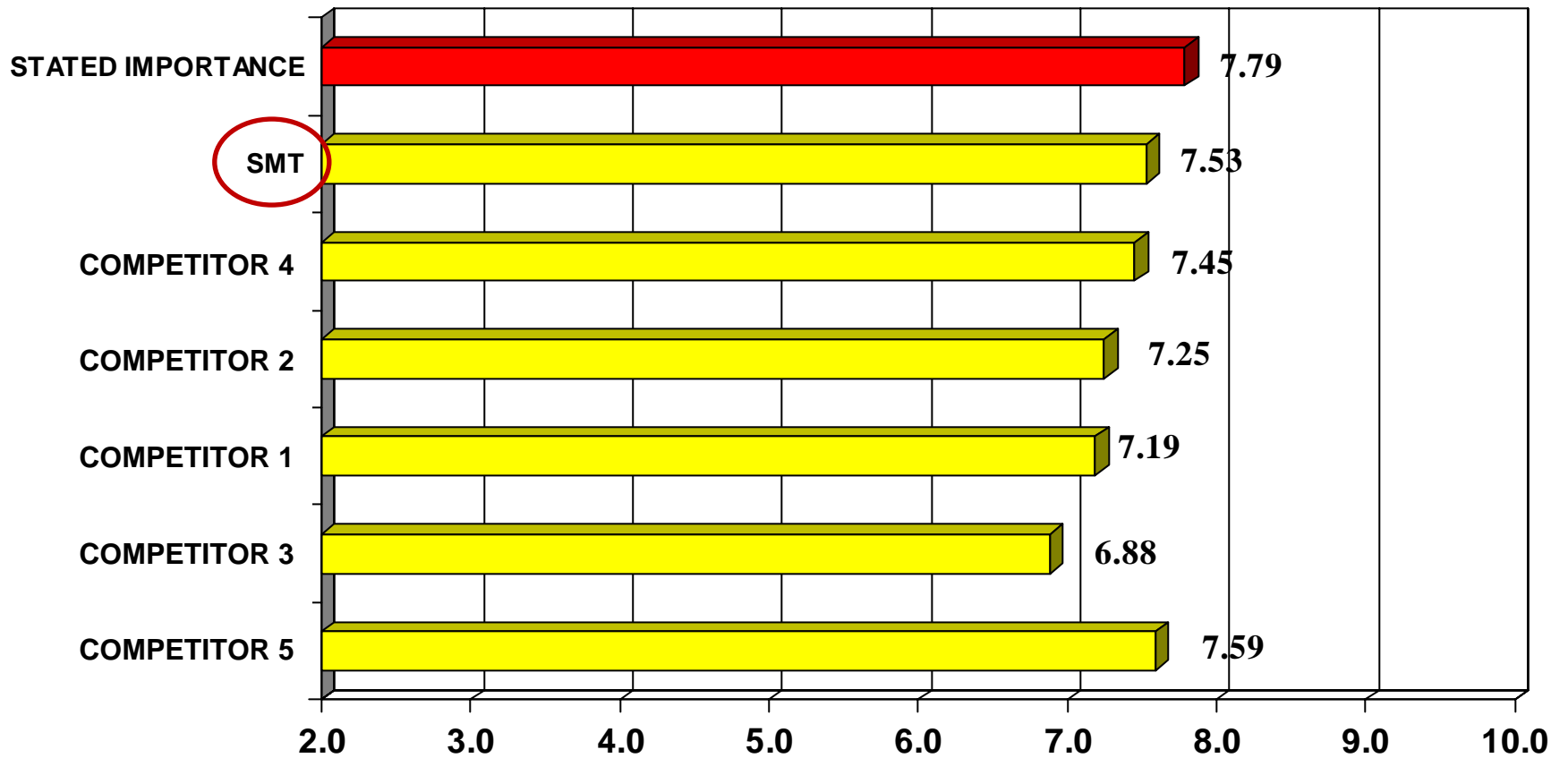
# GEOPHYSICAL SOFTWARE SUPPLIER RATINGS

*-PRICE COMPETITIVENESS OF SOFTWARE-*



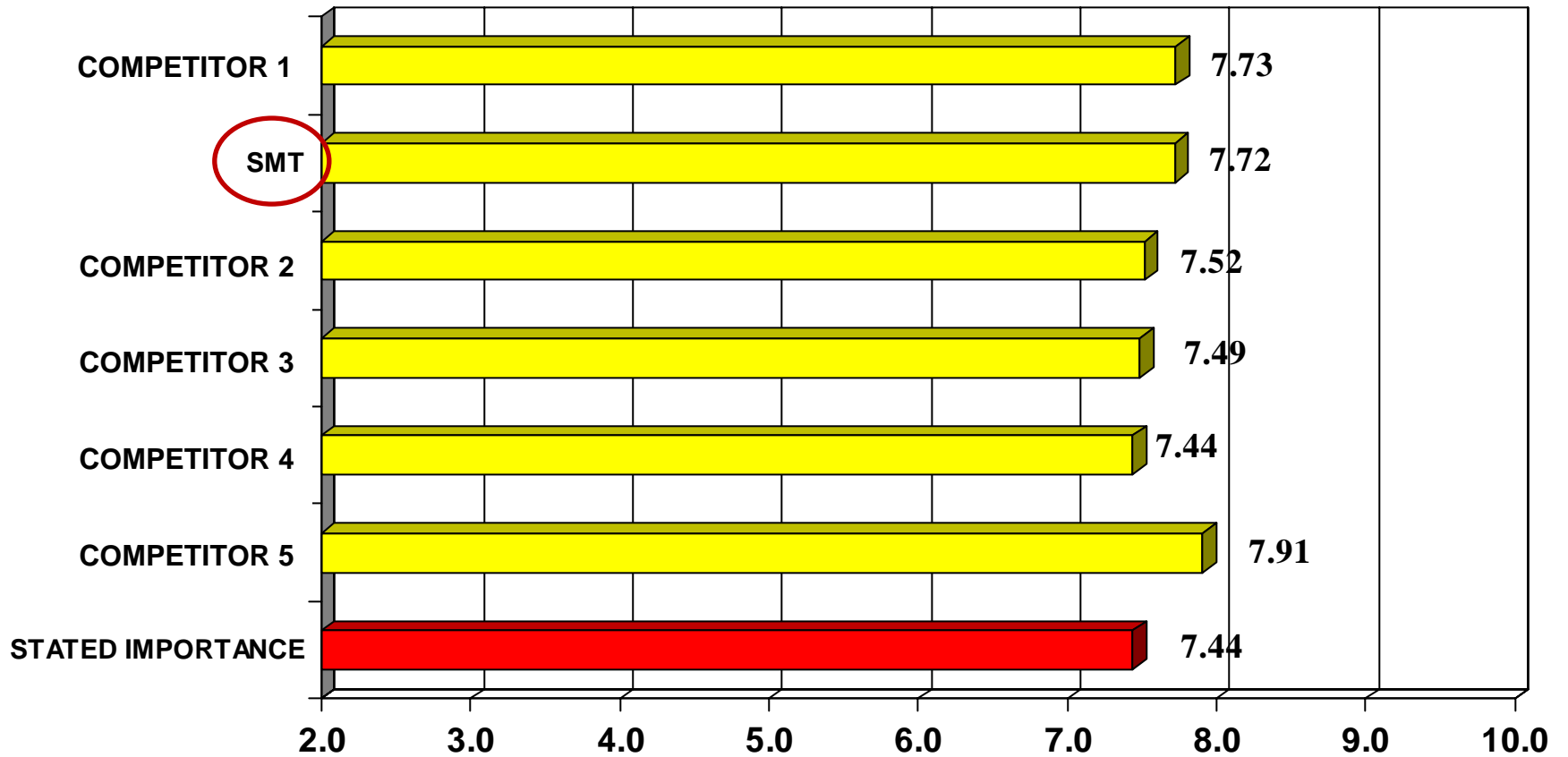
# GEOPHYSICAL SOFTWARE SUPPLIER RATINGS

*-HISTORICALLY DEPENDABLE IN MEETING COMMITMENTS-*



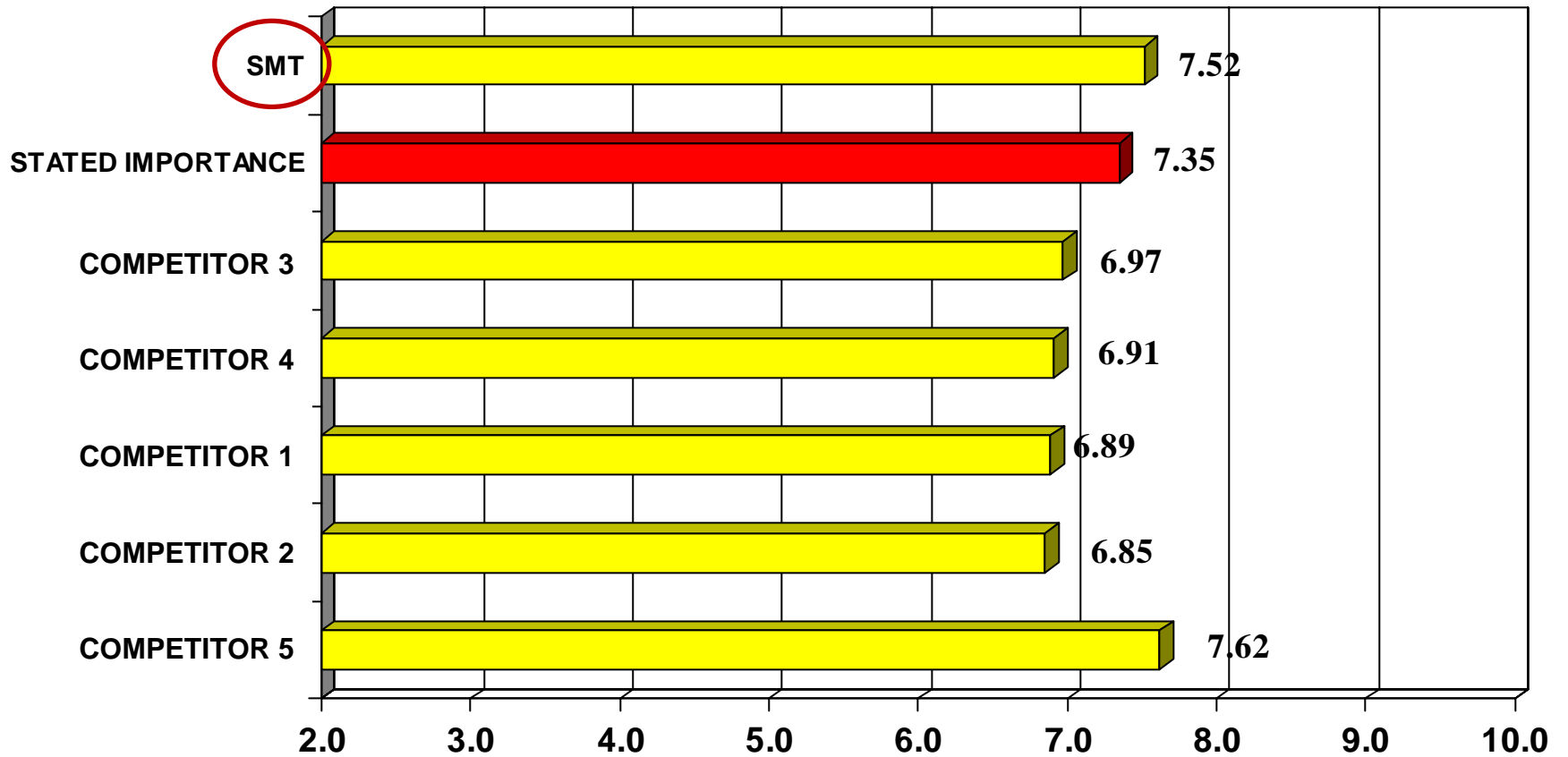
# GEOPHYSICAL SOFTWARE SUPPLIER RATINGS

*-PAST EXPERIENCE WITH THE SOFTWARE-*



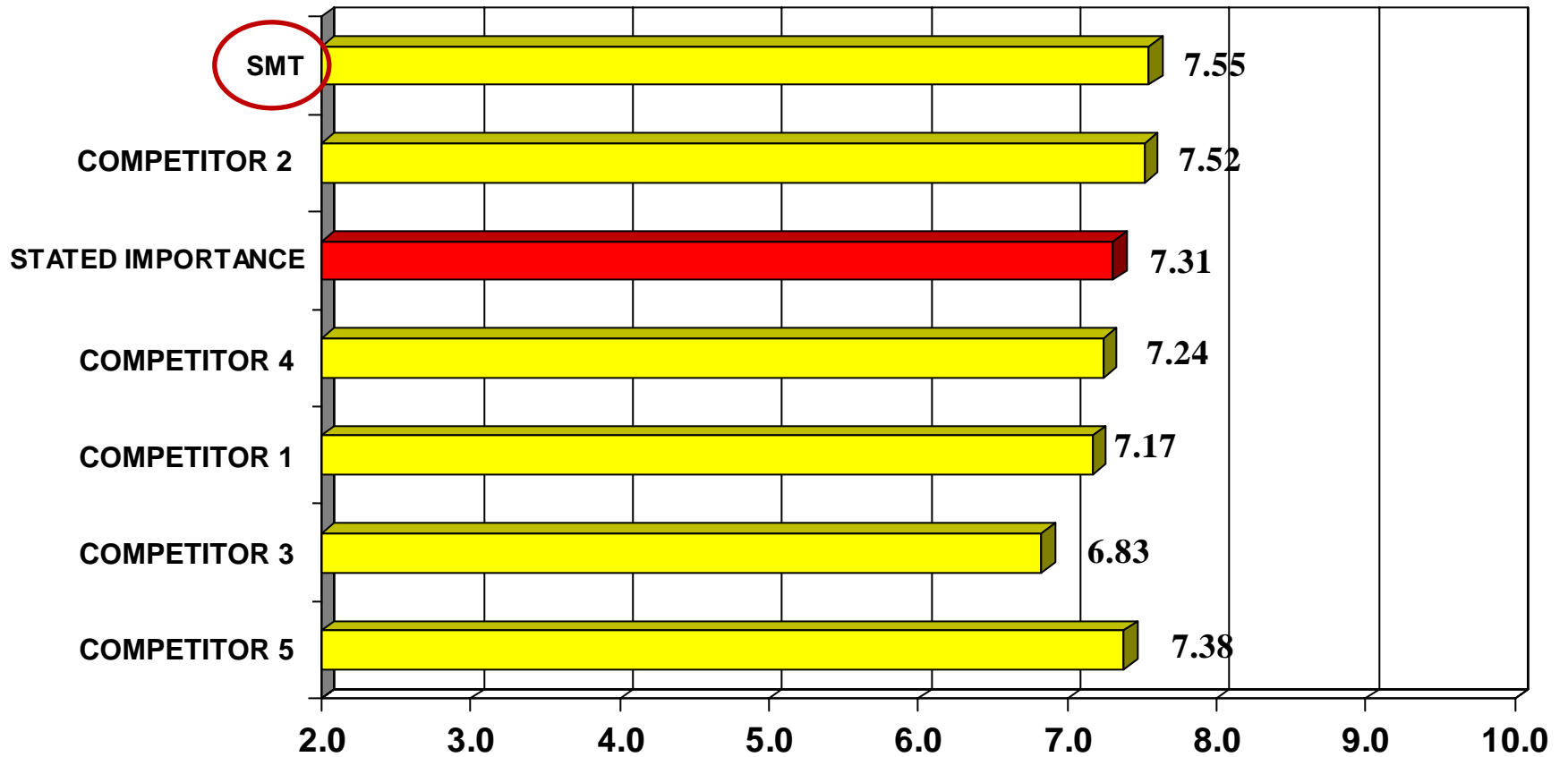
# GEOPHYSICAL SOFTWARE SUPPLIER RATINGS

*-LICENSE & CONTRACT TERMS-*



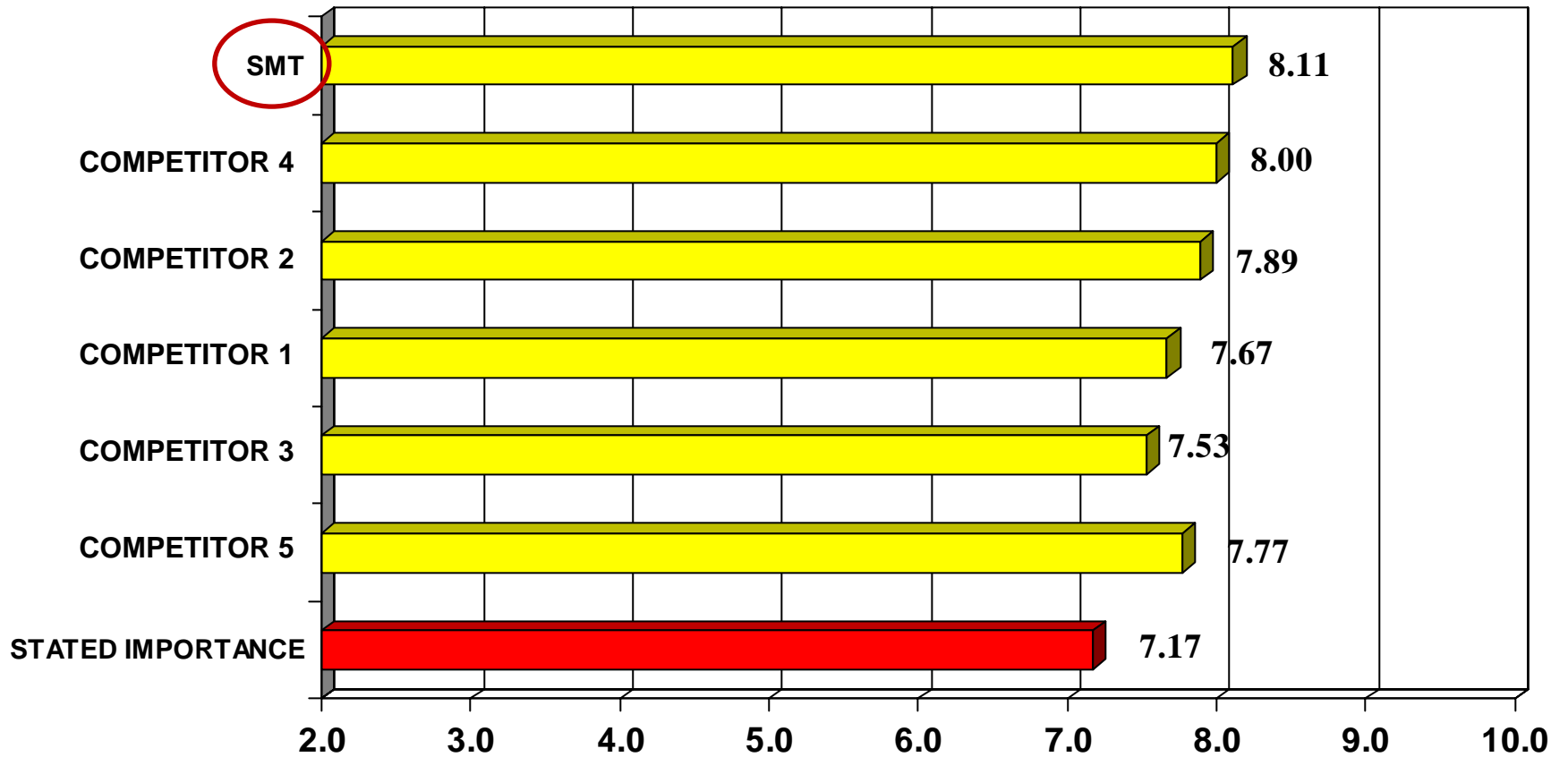
# GEOPHYSICAL SOFTWARE SUPPLIER RATINGS

*-AVAILABILITY OF ON-GOING TRAINING PROGRAMS-*



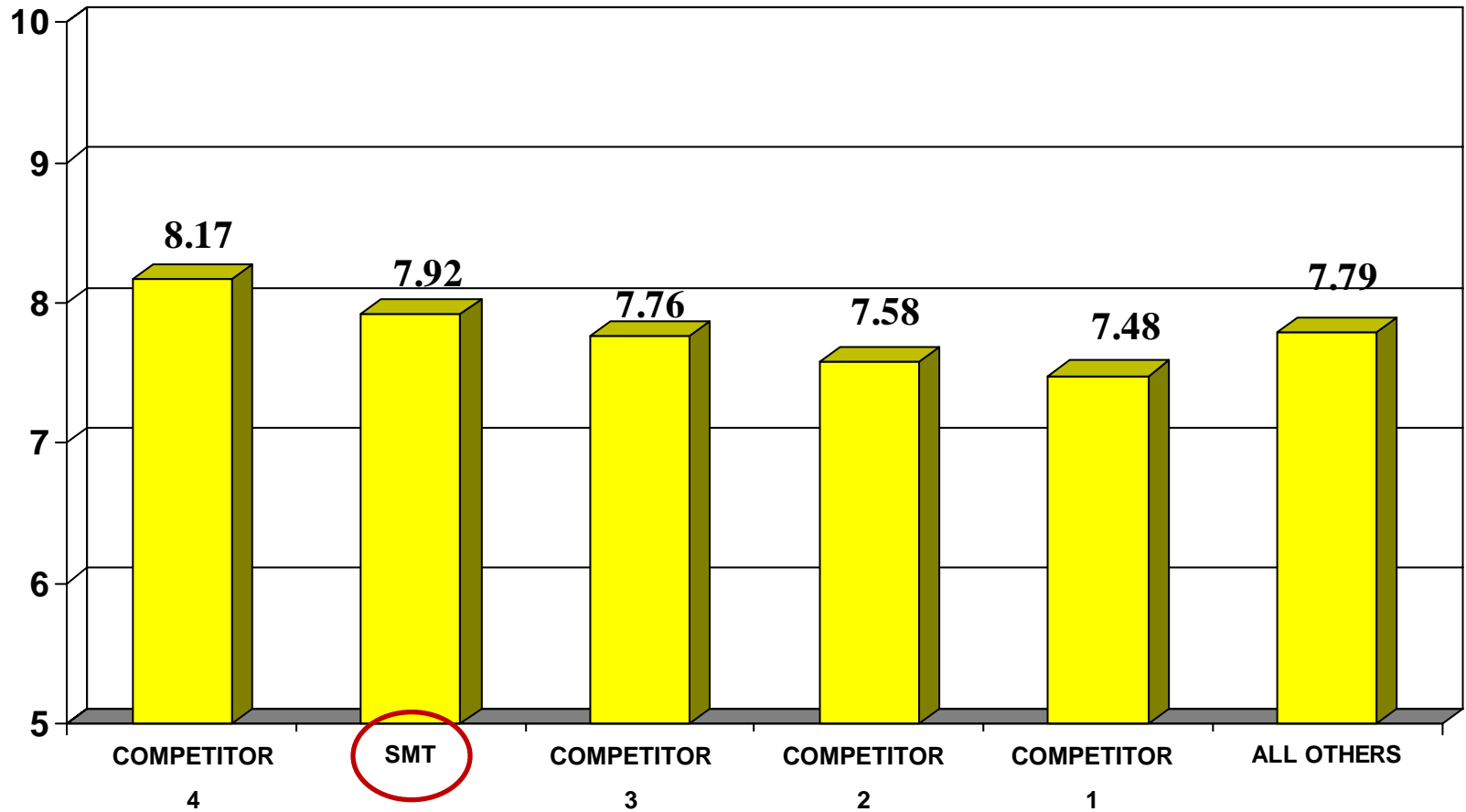
# GEOPHYSICAL SOFTWARE SUPPLIER RATINGS

*-COMPANY REPUTATION-*



# GEOPHYSICAL SOFTWARE SUPPLIER RATINGS

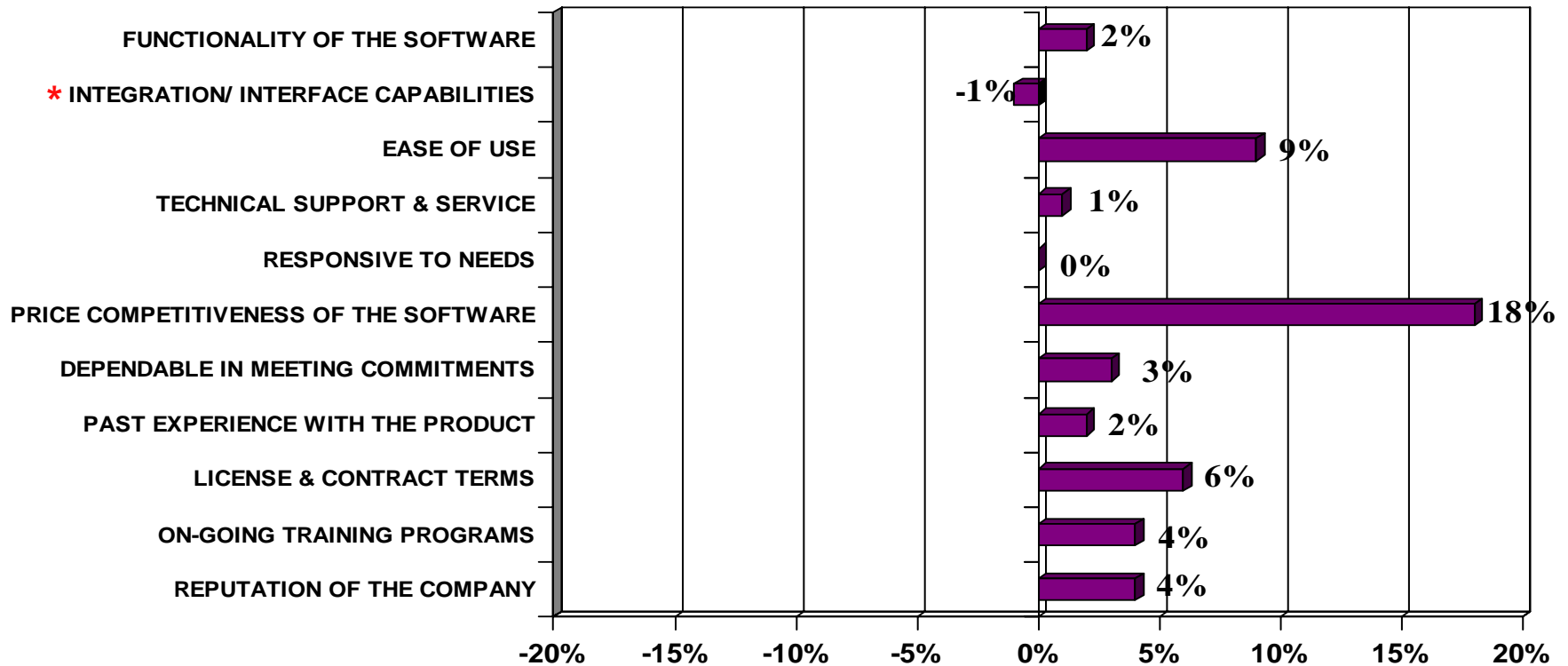
*-OVERALL PERFORMANCE, INDEPENDENT OF PRICE-*



# SMT vs. COMPETITORS

-G&G SOFTWARE-

## KEY SELECTION FACTORS (IN ORDER OF IMPORTANCE)



\* INTEGRATION REFERS TO INTEGRATION WITH 3rd PARTY TOOLS

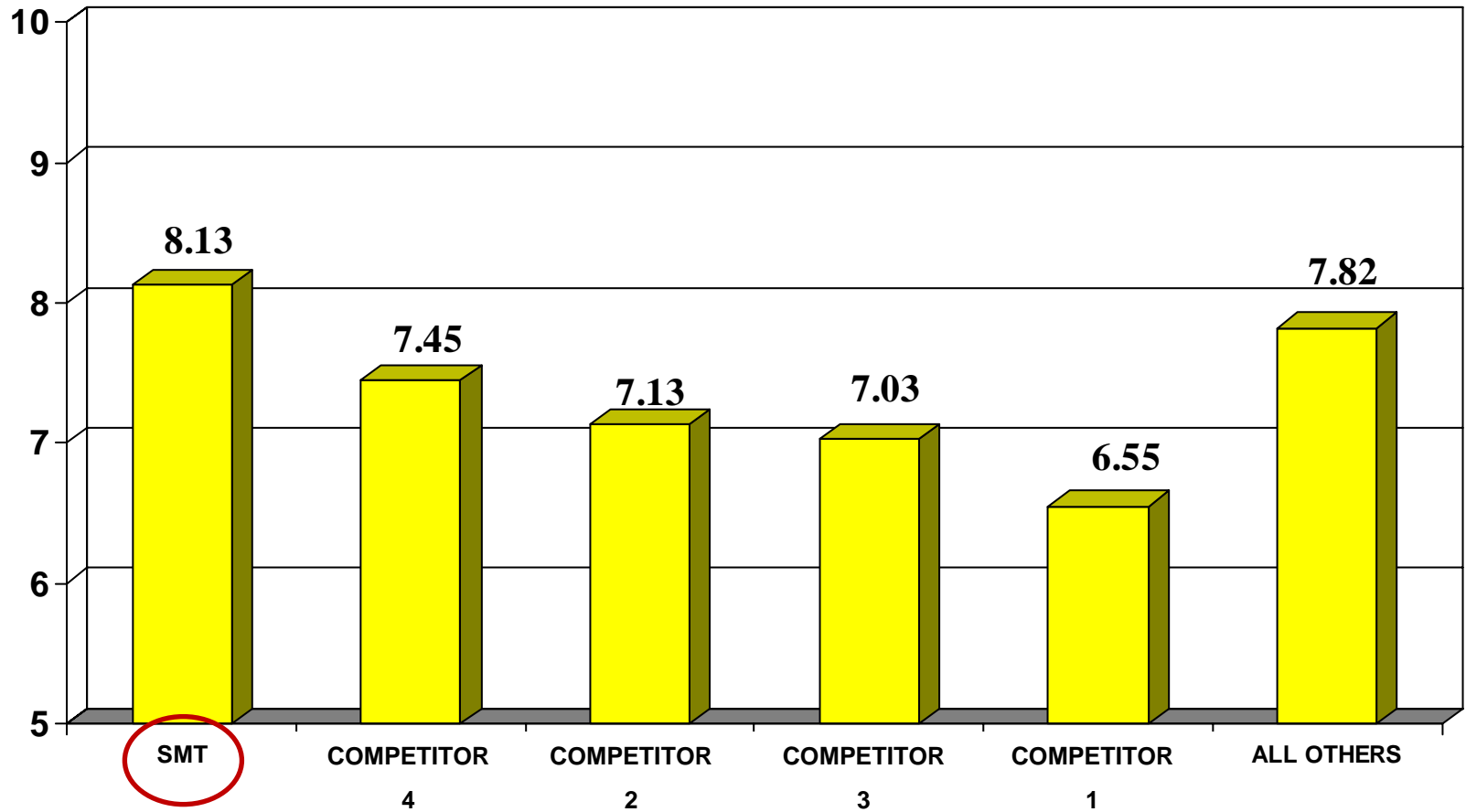
- +/- SCORES DERIVED FROM SUPPLIER PERFORMANCE RATINGS
- FORMULA = (SUPPLIER RATING MINUS AVERAGE RATING GIVEN TO ALL SUPPLIERS) DIVIDED BY AVERAGE RATING GIVEN TO ALL SUPPLIERS

Welling & Company



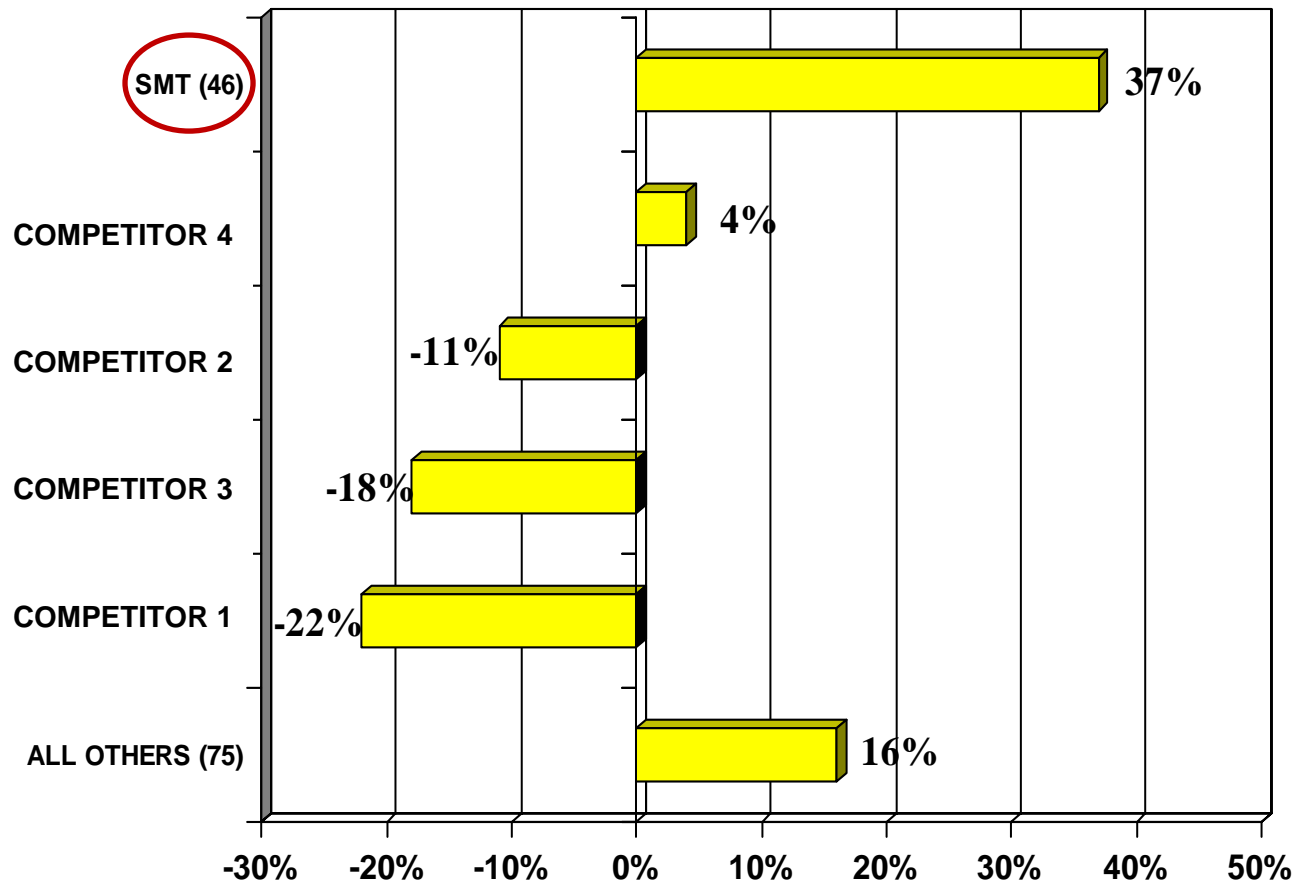
# GEOPHYSICAL SOFTWARE SUPPLIER RATINGS

*-LIKELY TO RECOMMEND-*



# NET PROMOTER ANALYSIS

-G&G SOFTWARE-

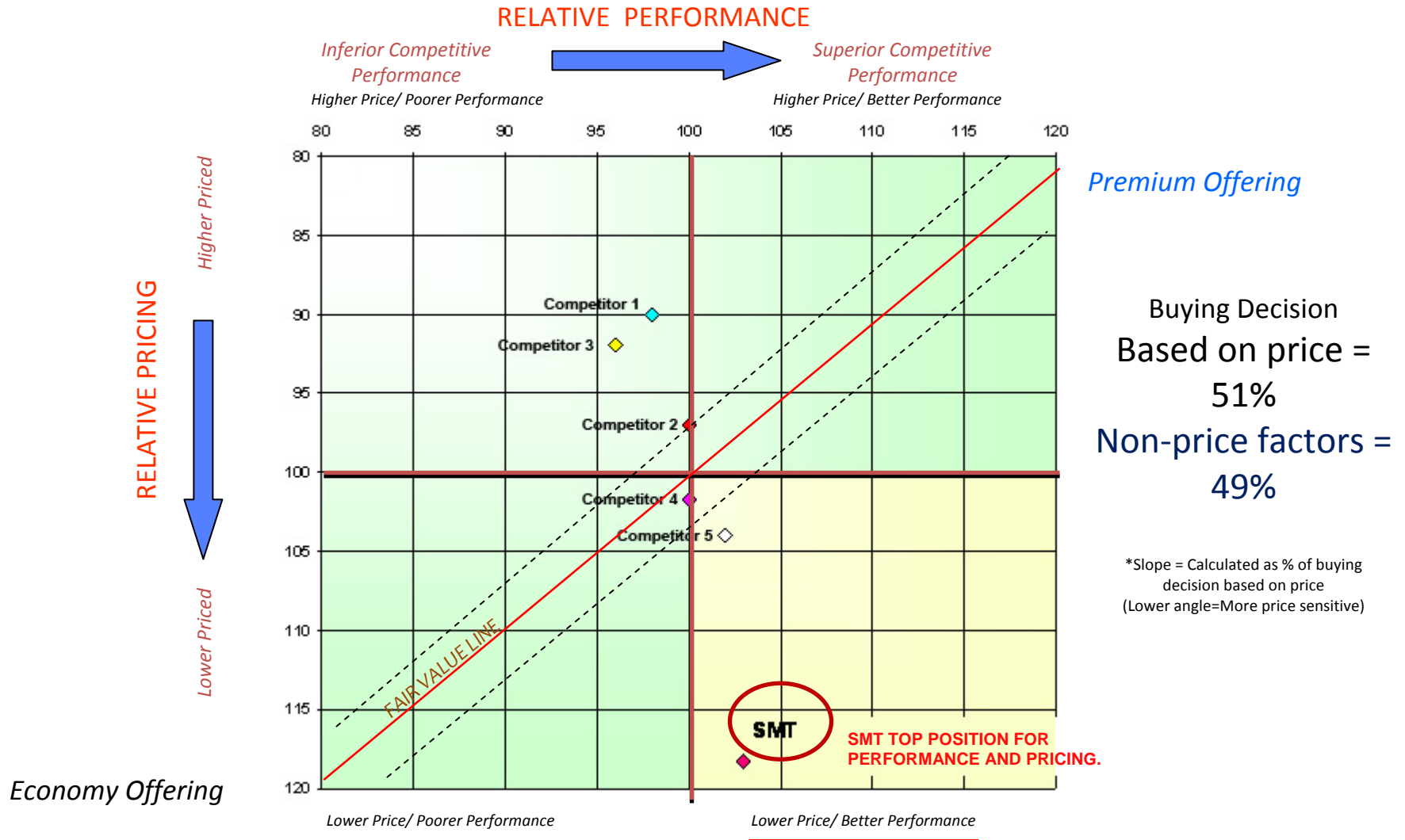


LIKELY TO RECOMMEND (1-10 SCALE)		
PROMOTERS (9 or 10)	PASSIVES (7 or 8)	DETRACTORS (6 or Lower)
50%	37%	13%
21%	62%	17%
11%	67%	22%
9%	64%	27%
12%	53%	34%
24%	68%	8%

Net Promoter Score (NPS) = % of Promoters minus % of Detractors  
(Number of Respondents in Parentheses)

# VENDOR VALUE MAP

## -G&G SOFTWARE-





# Our Customers Agree with the Welling Report

- Ease of Use & Functionality are why people buy
  - 9 of 10 customers stated SMT is easier to use than competition
  - Twice as many customers preferred SMT functionality vs competition

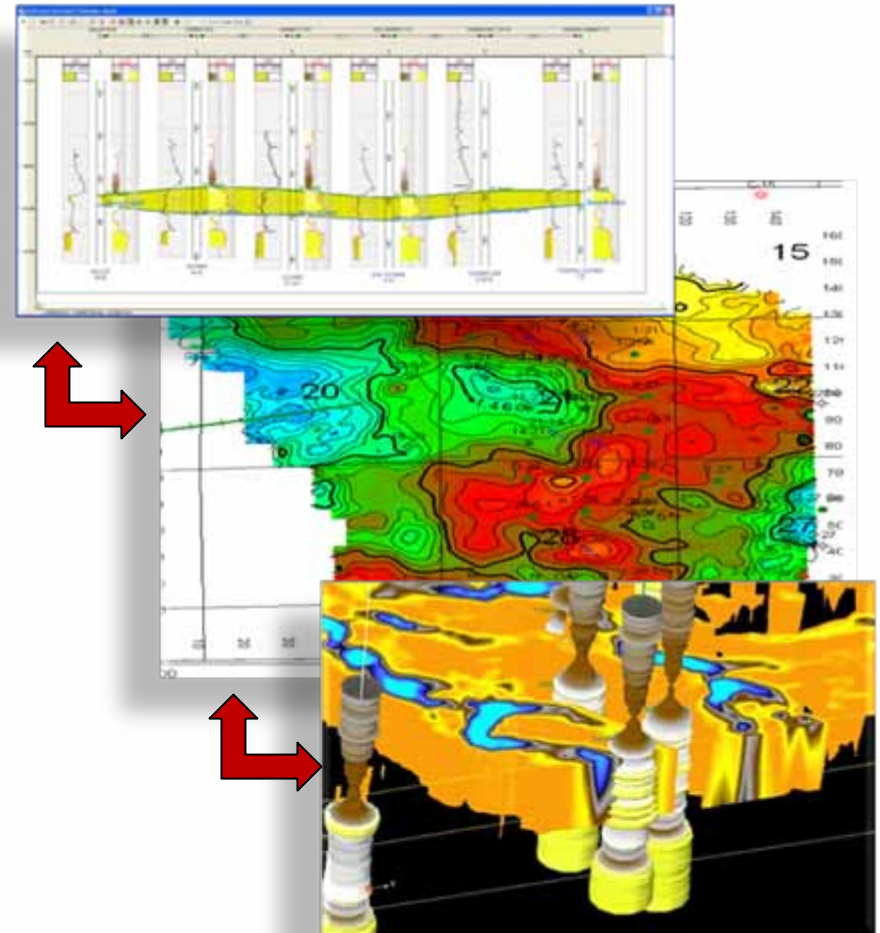
Category	% Satisfied
Ease of Use	92%
Functionality	89%
Performance	80%
Price to Value	78%
Quality of Support	71%

### Sample Comments

- “Ease of use has always been the strength of KINGDOM... SMT has been very responsive in delivering the tools we want.” – Pete MacKenzie, Triana Energy
- “I cannot imagine interpretation of geologic and seismic information without it.” – Deborah Sacrey, Auburn Energy
- “...on a scale of 1-10, you get about a 9.5.” – Stuart Fagin, Valence

# SMT Differentiators

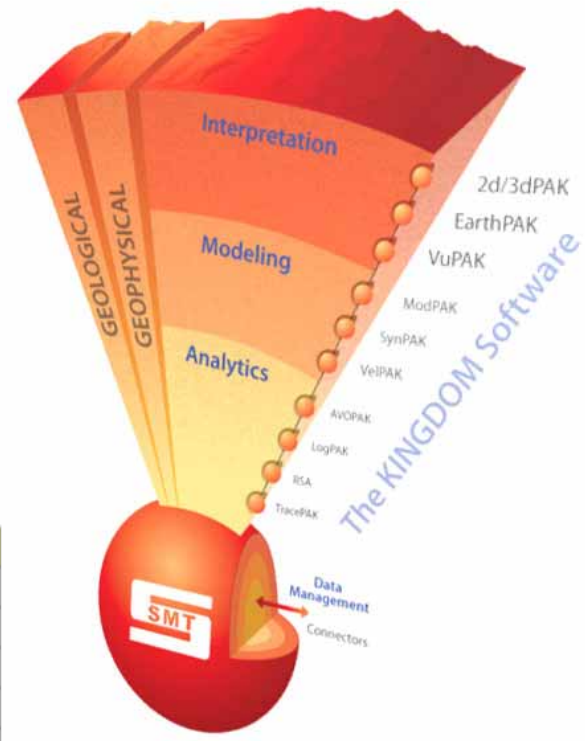
- Global installed base
  - If you have a question our user groups have an answer
- Ease of use
  - Windows architecture enables same day installation to interpretation
- Performance & Scalability
  - Proven to scale for large data sets
- End-to-End geoscientific analytical functionality
  - Only wholly integrated solution that provides the full range of geoscientific interpretation functionality





# The KINGDOM Software

- The only Windows-based, wholly integrated, end to end, geoscientific interpretation software
  - Geological interpretation
  - Geophysical interpretation
  - Modeling
  - Advanced analytics
  - Data management & interoperability
- AND proven to scale!



Client - Region	Form Tops	Wells	Logs	Surveys	Disk Space
Client - Miss Salt	1,836,117	60,769	39,055	316	NA
Client - Groesbeck	1,564,595	95,684	13,177	1,287	2000 GB
Client - Kerr-Atascosa	189,351	117,798	29	402	1600 GB
Client - Texas South	183,550	172,499	22	744	NA
Client - Texas South	144,028	57,695	6,196	954	1700 GB
Client - Fort Worth	127,931	52,181	127	38	NA

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**Thank You!**

For More Information: [www.seismicmicro.com](http://www.seismicmicro.com)

