

PointCross Inc.

Driving Project Management by Achieving Goals

Orchestra™ collaborative platform allows speedy, high-quality decisions to be made across multiple companies, with repeatable processes easily automated.

Because Marathon Oil Co. maintains extensive technology development efforts that include numerous companies, partners and licensees around the world, it decided several years ago to locate a company with the ability to help manage such knowledge-intensive interactions and processes. Among services Marathon sought were precise coordination and closed-loop communications with complete capture of transacted knowledge among all the parties involved – all in real time.

The company they selected was PointCross Inc., with operational headquarters in Houston.

PointCross offers the Orchestra system, a Web-based, goal-driven project process management solution for entire ranges of project life cycles and business processes. Orchestra is a collaborative platform that enables speedy, quality decision-making across multiple companies, driven by project owners' goals. PointCross customers use Orchestra to create a business process infrastructure connecting them with dispersed organizations and resources that contribute to those goals.

So far, Marathon has selected PointCross and its Orchestra system for two separate applications.

Beginning in summer 2001, it chose Orchestra as the project coordination infrastructure in a portion of the execution phase of the Canyon Express project, a deepwater Gulf of Mexico gas development involving subsea production systems from three separate fields and a dual, 57-mile (91.71-m) export pipeline system.

In late 2001, Marathon also adopted Orchestra as the underlying technology used to manage development and commercialization of new exploration and production technology research and development (R&D), starting with the company's Stim-Gun propellant stimulation tool.

Results during project, not afterward

Marathon chose Orchestra during the Canyon Express project for its ability to provide

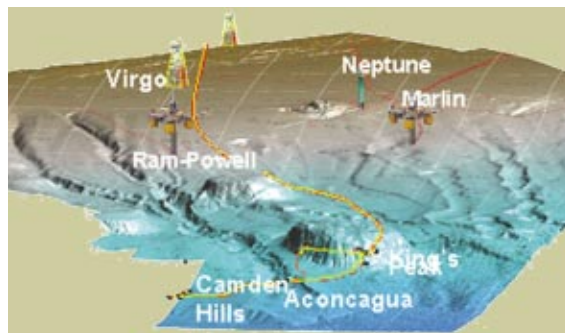
instantaneous visibility into related sub-projects across all participating companies. The system was adopted for a specific, finite part of the project where it could be tested in a real-world environment without disrupting other activities. The pilot was implemented to facilitate knowledge exchange and streamline decision-making during the production, testing and delivery of coiled tubing for the umbilicals.

Since Orchestra is delivered through the World Wide Web using Microsoft's Internet Explorer browser, it allowed Marathon to drive the project according to its common processes and objectives. Integrated seamlessly with commonly used desktop tools, the Orchestra platform allows people to work normally while it organizes and manages all email communications and associated data and document payloads when connected to the network or even when traveling.

"Orchestra enables continuous capture of learning during the process, rather than at project close-out," said Tim Ellis, Marathon's umbilicals project engineer for Canyon Express. Among other benefits of the platform, he said, were that it helped to expedite decision-making, enabled fast resolution of variances, eliminated ambiguity of project details across all companies involved, and aided fast and timely distribution of reports.

Far-flung participants all on same page

Marathon's R&D team used Orchestra to coordinate interactions among its technology partners, oil field service partners and others involved in commercializing the Stim-Gun technology. It was particularly valuable in capturing and organizing field trial results and analysis



Marathon Oil Co. used PointCross Inc.'s Orchestra relational knowledge management system for a portion of the Canyon Express deepwater gas pipeline project in the Gulf of Mexico.

among those involved, whose offices were scattered around the United States and Canada.

"Project technical and programmatic issues can become complex, particularly when the social network is spread around numerous companies with different corporate cultures," said Phil Snider, senior explosives consultant to Marathon's drilling and completions staff. He said the rigorous threading and management of email and its payloads is valuable, particularly when everyone in the team uses it.

Overall, PointCross observes Marathon's desire to improve its capital efficiencies by reducing the time it takes to move new technology, such as Stem-Gun, to the market. ✦



PointCross Inc.

14105 S.W. Frywy., Bldg. No. 6
Sugar Land, TX 77478
Tel: (281) 295-1900
Fax: (281) 295-1909
URL: www.pointcross.com