

CHAIRMAN'S CHOICE  
PULLING TOGETHER ON  
THE SAFINIYA SOLUTION

FOCUS ON FATIGUE  
ALERT TO THE RISKS  
OF INSUFFICIENT SLEEP

CUSTOMER DATA  
WHATEVER YOU DO  
HANDLE WITH CARE

The Schlumberger Company Magazine  
January 2009 Number 39

# InterChange

AUSTRALASIA

**TARGET  
DOWN  
UNDER**  
APG Takes Aim



# THE BOTTOM LINE

BY ANDREW GOULD



## A TEST OF OUR RESOLVE

**W**E MIGHT AS WELL BE realistic about the year ahead. The oil and gas industry is in a downturn and our company is going to feel it.

The question is, do we have the dexterity to navigate the short-term effects and the resolve to hold fast to our long-term vision?

My answer is a resounding “yes we do.”

The trick to managing our business through industry ups and downs is to avoid thinking that any shift in direction is permanent. Overall demand for oil will decline, but at some point it will start to rise again. When it does, we will see a period of rapid growth.

What, then, is our plan? Well, I can assure you with absolute confidence that Schlumberger will emerge from this downturn stronger than ever, providing we concentrate on certain essential matters in the short term and stay the course on certain long-term programs.

First, we must reaffirm our commitment to safety by complying with our HSE policies. Second, it is essential that we understand our customers’ objectives. We need to be open to their requests, sensitive to their requirements and professional in our attitude. Third, though we have a strong balance sheet, it is critical that we manage our cash

carefully. And fourth, we should emphasize technologies that can help our customers reduce cost and be careful not to use our new technologies to win work at low prices.

Thinking long term, we must stay committed to Excellence in Execution. This is a multiyear effort, and we are not going to abandon it for short-term cost considerations. The focus on flawless execution involves a step change in the reliability of our products and services and in our service quality performance. We will also maintain our investment in research.

Unfortunately, the difficult reality of managing a commercial enterprise during a downturn is that people must be let go. This will be handled in an honest and responsible manner in the coming months.

I want to reassure you that many of us on the management team have been through downturns like this before—this is the fourth in my career—and we have learned a few lessons. We will ensure that Schlumberger is well positioned for the recovery when it happens, and that we will emerge from this downturn a better and stronger company.

—ANDREW GOULD  
*Chairman and Chief Executive Officer*

# InterChange

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# N° 39 JANUARY 2009



## 2

### Around the World of Schlumberger

## 8

### SPECIAL REPORT

#### RACING TO WIN

Business is hopping in APG as Australasia races to get its liquid natural gas to market.

## 22

### Opportunity Knocked

How a team effort in Saudi Arabia led to the Performed by Schlumberger Chairman's Award.

## 29

### Dead Tired

A new campaign aims to keep you alert and alive.

## 30

### Technology Tracker

Our latest technology commercializations.

## 31

### Volunteer Spirit

Wail Mousa takes a hands-on, head-on approach to improving the world.

## 32

### Viewpoint: Sophie Zurquiyah

"Our reputation hangs evermore precariously on our ability to safeguard customer data."



## COVER

by John Van Hasselt /  
Corbis  
*Boomerangs at the  
Keringke Arts Center.*

# HE HAS A DREAM

And Saudi Research Scientist **Wail Mousa** isn't just sleeping on it.

**Y**es, he was the first Saudi Arabian to receive a graduate scholarship from the then newly established Schlumberger

Dhahran Carbonate Research Center (SDCR), in September 2003. Yes, he got his PhD in electrical engineering and mathematics and in July 2006 became one of the 29 researchers now working at SDCR. And yes, he's busy as a bee these days, working on applied signal processing solutions within our Dhahran rock physics group. But for Wail Mousa, there's still so much left to do in this world, so many challenges to overcome, and he's determined to do his share.

"I want my children to look back and feel proud about what my generation did to improve our world," says Mousa, 31 and a father of three. "My colleagues and I are doing our best right now, but one can always do more."

In particular, Mousa hopes to involve more research scientists in the fight against global warming—and by so doing to improve the oil industry's reputation among young people.

"The world needs oil but greenhouse gases are a real problem," says Mousa, whose boyish face beams frank optimism. "We need to confront this problem head on through research—not stick our heads in the sand."

Few heads are farther from the sand than that of Wail Mousa, who



in November 2006 was elected to represent Saudi Arabia on the World Petroleum Council (WPC) Youth Committee, a newly created group whose aim is to get more young people involved in WPC events and activities. Mousa took the challenge head on, of course, meeting with 16 other committee members in January 2007 to design an entire youth program for the biannual WPC event held in Spain's capital June 29 to July 3, 2008. As committee vice chairman, Mousa took a leading role in creating a Youth Exhibition Center where young people could meet and talk informally with recognized industry experts such as Schlumberger's Olivier Peyret, SIS vice president of software products. Mousa and his team also organized

WPC technology showcase tours, initiated a system whereby 120 students from 60 countries were awarded free entry and accommodation at WPC, and devised a WPC Special Youth Session where industry figures including Andrew Gould addressed the question, "Does the oil industry need a makeover?"

But of course the WPC Youth Committee wasn't taking every last minute of Wail Mousa's spare time, so in September 2007 he began voluntarily teaching courses in signals and systems at Dhahran's King Fahd University, just a stone's throw from SDCR. Now one of the most popular professors on campus, Mousa has won Schlumberger considerable visibility among students, and even succeeded in engaging many of them in high-level projects addressing oilfield solutions, two of which have resulted in patents.

"Like all individuals, I am just a brick in the wall of humanity," says Mousa. "But I am trying my best to be a particularly strong brick, with no cracks. Volunteer work is one small way of giving back to society. Life is a wonderful gift! To me it seems clear that this gift comes with a few responsibilities." ■



**I want my children to look back and feel proud about what my generation did to improve our world.**

*Wail Mousa*