

Vol. 17, April 2009

## Tobin Expands Offerings With New Spatial Database

### Parcel Ownership Database Complements Tobin Data Products

**P2 Energy Solutions** is excited to announce a new product alongside its Tobin line of map data that will give you critical information in more than 2,000 counties nationwide.

P2ES is now an official distributor for the **ParcelPoint**® database from First American Spatial Solutions, a leader in spatial and natural hazard risk solutions and part of the First American Corporation family of companies.



*First American*

We announced the partnership at last week's Tobin Data & GIS Conference in The Woodlands. Read on for more information about ParcelPoint, and how you can get a glimpse of what happened at the conference even if you weren't able to attend.

#### What is ParcelPoint?

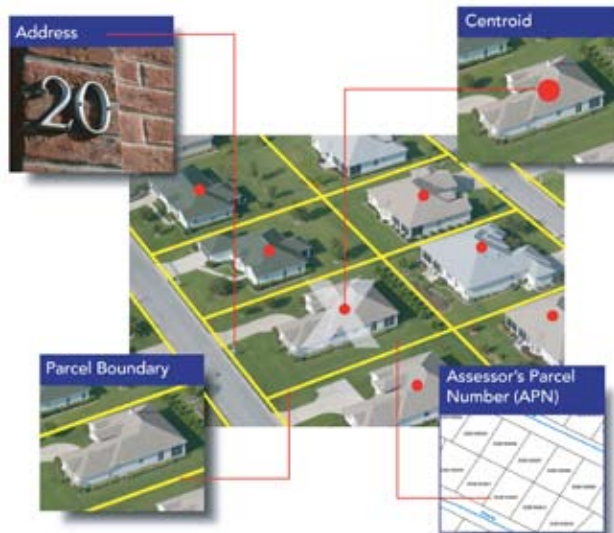
ParcelPoint® is a parcel ownership database from First American, America's leading provider of business information. Approximately 90% of real estate transactions are touched by one of First American's divisions.

Understanding the actual parcel boundaries significantly improves the accuracy of any property location data.


ParcelPoint will give you access to:

- Parcel boundaries
- Parcel centroid that is defined by actual latitude/longitude coordinates
- APN or Tax ID Number
- Property Address or SITUS
- Parcel ownership data

ParcelPoint data is platform-independent. It is delivered in a shapefile to give you the flexibility to access the data on the platform you prefer.




Contact Tobin Inside Sales for quotes  
**800.365.4484**  
 or visit  
[info.p2es.com/tobin](http://info.p2es.com/tobin)



## DATA on DEMAND

Order hard copy maps over the Internet!  
[p2es.datadoors.net](http://p2es.datadoors.net)

### Tobin Historical Aerial Photography

Harris County, Texas 1930's and 1950's Coverage Available for Delivery

Scanned and Ortho-rectified to Current Coverage

Call Inside Sales at 1-800-365-4484 for a quote

### Other Products and Services

- ➔ [Map Data Products](#)
- ➔ [Aerial Photography](#)
- ➔ [Photogrammetric Services](#)
- ➔ [GIS Software](#)
- ➔ [GIS Services](#)

## Key Benefits for the Upstream Oil and Gas Industry

ParcelPoint® gives oil and gas managers the ability to quickly determine parcel boundaries and gives them access to ownership information.

This shortens cycle time to market, enhances business processes, improves decision making and streamlines asset management.

You'll get ownership access to areas such as the Marcellus and Bakken Shale Plays, giving you an advanced start when mapping your proprietary and competitive lease acreage position.

### GIS Departments:

- Complements Tobin datasets
- Determine polygon locations and surface ownership beyond Tobin's areas of historically more active oil and gas producing regions

### Right of Way Departments:

- Determine parcel ownership to procure leases
- Assess best locations for pipeline placement

### Land Departments:

- Find parcel and ownership information quickly to pursue new leases

### Compliance Departments:

- Ensure regulatory compliance across all areas of the company

## Coverage and Accuracy Count

Like Tobin, First American takes pride in the accuracy of its ownership data.

Parcels are constantly changing – that's why the ParcelPoint® database is updated quarterly with both new parcel information and updates to existing parcel data.

ParcelPoint includes information for more than 2,100 counties and townships. That accounts for more than 113 million parcels – more than 80% of the nation's existing parcels.

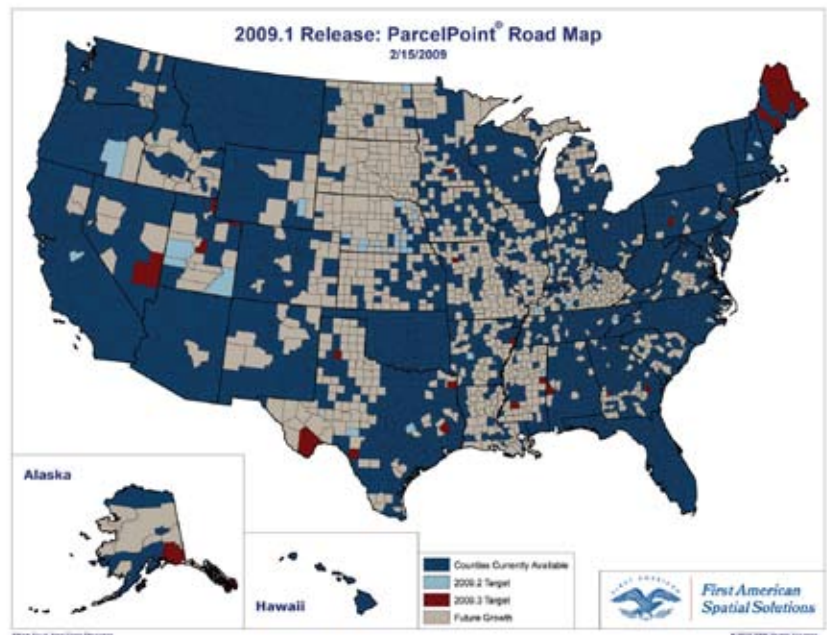
To learn more about the ParcelPoint database, contact Tobin Inside Sales at 800-365-4484, or click [here](#) to fill out a quick form and we'll get right back to you.

### Downloads

- ➔ [Tobin Historical Aerial Photography - Gulf Coast Coverage Dating back to the 1930s](#)
- ➔ [Tobin SuperBase Map Data Products and Services](#)

### Discounts

[Maps by county, duplicate maps, volume discount \(lease summary maps only\)](#)



## 2009 Tobin Data & GIS Conference Presentations and Pictures

If you missed the 2009 Tobin Data & GIS Conference, you missed some great information and networking with fellow Tobin Data & GIS Studio users. Everyone had a great time at The Woodlands Waterway, judging from a few of the comments we received:

### **Regarding Tobin Data Tools, presented by John Heidtbrink, P2 Energy Solutions:**

"I found this session helpful - hope to go back to my office and use this tool more effectively."

### **In reference to Well Data Management, presented by Jim Stolle, P2 Energy Solutions:**

"Good points, great examples. Stresses the importance of metadata. Every exploration company should hear this."

### **About Brad Kaufman from Swift Energy:**

"Great choice of speaker. It is always helpful to have real customers speak about real solutions to real challenges."

Because we understand that in this tough economy, many of our clients couldn't make it to the conference, we decided to make the presentations available to everyone. Click on the links below to download the presentations. The original session descriptions are included as well.

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**Using Tobin Data Tools to maximize your data:** Use Tobin Data Tools to maximize your well, lease and ownership data. Join us in a special session that will help you get the most out of your data quickly, accurately and efficiently. Hear from Tobin experts and your peers on how to get the most for your time and money. <http://info.p2es.com/tobindatatools/>

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**Managing your applications and data with Tobin GIS Studio:** Are you struggling with managing multiple databases and disparate applications? This session focuses on using Tobin GIS Studio to link your business applications and databases. <http://info.p2es.com/tobingisstudio>

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**Tips and Tricks for ArcGIS Users:** Learn how to maximize ArcGIS for map generation and data analysis. At the end of this session you will be able to generate your oil and gas maps faster and more efficiently. <http://info.p2es.com/arcgistips>

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**Well Data Management 2009 and Beyond:** In this combined session, you'll learn about Tobin's work to create accurate well directional surveys and the reasons why you want to be working with the correct data. Also includes an important discussion of well API number management. <http://info.p2es.com/welldatamanagement>

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**SuperBase, data management and Web-based GIS at Swift Energy:** Due to popular demand, we have included one of our keynote presentations here from a P2 Energy Solutions customer, Swift Energy. Swift's Director of Information Technology, Brad Kaufman, shares how Swift uses Tobin's SuperBase product, P2ES' Enterprise Upstream and other data sources to create Web-based maps of the company's assets - and maps of their competitors as well. <http://info.p2es.com/swiftgis>



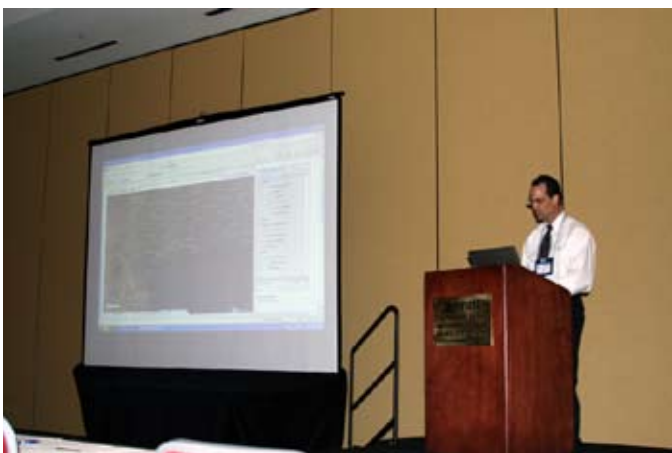
## 2009 Tobin Data & GIS Conference - Pictures



**Above, left to right:** Tobin Sr. Sales Rep Al Tovar, Tobin Sr. Inside Sales Rep Laurie Semlinger, Tobin Manager of Inside Sales Anna Moy, Tobin Sr. Sales Rep Dave Wassum.



**Above:** Tobin Quality Assurance Manager John Heidtbrink talks about using Tobin Data Tools.



**Above:** Swift Energy Director of Information Technology Brad Kaufman gives a well-received talk about how Swift integrated Tobin Data, P2 Energy Solutions' Enterprise Upstream and other data sources to produce a web-based map of the company's assets.



**Above:** P2 Energy Solutions' Chief Technology Office David Verdun gives his assessment of the state of the energy industry.



**Above:** Keynote speaker Paul Hartwell from ESRI and P2 Energy Solutions SVP of Sales and Marketing Rick Rivich.



**Above:** Brad Kaufman and Rick Rivich.

This newsletter provides a technical analysis of the key issues faced by the E&P community regarding the use of spatial data, data formats, data models, application issues and best practices.