



Productivity Is in the Process

World Energy Monthly Review talks to Allen Howard, President and CEO, NuTech Energy Alliance

World Energy Monthly Review: Last month, we talked about the process-driven approach to reservoir interpretation. Why is no one else appearing to take this approach?

Howard: Throughout the advancement of our core service product, NuLook Textural Vision (NTV), we realized there were many ways to take the key outputs that are generated from each well to a reservoir level, thereby allowing our customers to have a better, more comprehensive understanding of their projects. What differentiates us from everyone else is our proprietary petrophysical evaluation process, NTV. NTV drives our process-driven approach by providing key outputs for NuStim and NuView, our stimulation and 3-D reservoir analysis product lines, which are also product driven and engineered with their own unique qualities.

World Energy Monthly Review: Focusing on one concept has allowed you to develop a level of expertise that is unmatched in the industry so far. Why did you choose this approach?

Howard: When we started NuTech, our core management team had a level of petrophysical expertise in both Nuclear Magnetic Reservoir (NMR) and conventional log technology that was

unparalleled in the industry. Our understanding of the key relationships between the technologies provided us with the key building blocks to develop our proprietary NTV product. Further, we have a well-trained, talented group of technical personnel utilizing a team-oriented approach to work flow. This structure allowed us to process hundreds of wells per month without sacrificing quality or consistency.

World Energy Monthly Review: Your clients range from the majors to small independents coming to you for help. That's quite a diverse group.

Howard: We are very proud of our diverse customer base. Our approach on every project, large or small, is to provide the same consistent, quality products and services to all of our customers. As a company, our success is measured in how well we help solve complex lithologic, structural/stratigraphic and well-completion problems. This is a role that we take very seriously.

NuTech Energy Alliance®

7702 FM 1960 East, Suite 300 • Humble, Texas 77346
(281) 812-4030 Main • (281) 812-4027 Fax

The NuLook Textural Vision (NTV) process

