

EMK3 Marketing - Marketing Activity Module

Document and manage your oil and gas marketing activities to ensure effective price discovery

Crude Oil Natural Gas NGL

Due to industry volatility and increased regulatory requirements, today's E&P companies are focusing more attention on their oil and gas marketing process. Producers have been challenged by both government regulators and royalty interest owners to guarantee frequent and effective price discovery and prove their marketing due-diligence.

The **Marketing Activity Module** allows you to track all your oil and gas marketing activity, such as how often you solicit bids, who you solicited from, what bids you receive, and what your selection criteria are. In the current regulatory environment of information integrity and transparency, this module provides a valuable tool for documenting your marketing due-diligence and defending against royalty owner or other challenges.

Key Features

- **Document your Marketing Process:** Document, both current and historically, your marketing due-diligence, such as how often you solicit bids, who you solicited from, what bids you receive, and what your selection criteria are.
- **Create Request-For-Bid Packages:** Create request-for-bid packages and send out by paper or electronically to prospective buyers.
- **Record Bids Received by Buyers:** Record all bids received by each buyer including the full terms of each bid.
- **Value and Compare Bids:** Calculate historical value of each bid received in order to make a bid-to-bid comparison. Also, document your selection criteria.
- **Evaluate Plant Economics:** If you have a choice of gas plants for processing, create economic profiles for each gas plant and calculate the best revenue opportunities.
- **Generate Reports:** Request-for-Bid, Bidding Analysis, Bid Comparison, and more.

Fig. 1 - Request for Bid Information

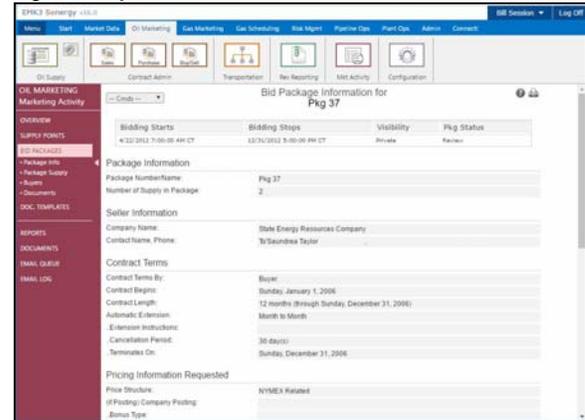


Fig. 2 - List of Bids Received

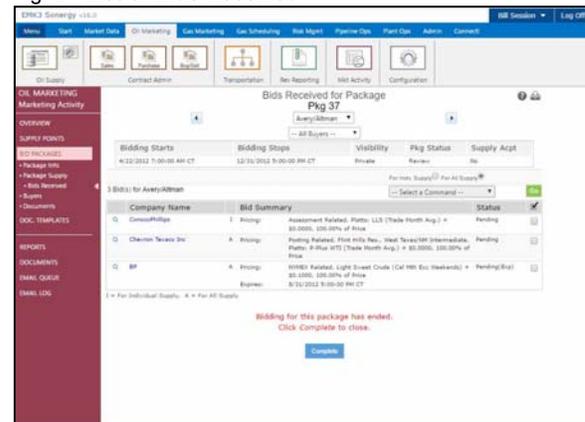


Fig. 3 - Bid Valuation and Comparison

System ID	Oil Supply Name	Pkg #	Bids Day	Current Contract	Cherex Trans.	ConocoPhill.	BP	Crudest	Revenue
Avery/Alkman		Pkg 37	20 00	12months	12months	12months	12months		
	Avg Price			\$63.1422	\$63.0144	\$103.6211	\$63.2685		
	Price Diff				\$10.8722	\$40.4797	\$0.0482		
	Std Revenue			\$508,225.81	\$652,176.36	\$722,888.89	\$679,283.28		\$712,888.89
	Revenue Diff								
High Island 179		Pkg 37	8 18 00	12months	12months	12months	12months		
	Avg Price			\$61.8885	\$62.8184	\$62.0140	\$62.2885		
	Price Diff				\$1.0299	\$1.1279	\$1.1500		
	Std Revenue			\$322,898,755.74	\$328,838,949.73	\$328,271,782.06	\$328,891,429.74		\$328,838,949.73
	Revenue Diff								
REPORT TOTALS				8,838.00	\$323,306,119.55	\$329,221,724.11	\$327,011,476.88	\$327,240,483.79	\$329,272,244.81
REPORT SUMMARY				3,228,730.00	\$100,134.17	\$101,896.63	\$181,281.88	\$181,282.77	
DIFFERENCE TO CURRENT CONTRACT					\$1,832.22	\$1,147.81	\$1,218.81		