



EMK3 Marketing Activity Module

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

Available for: Crude Oil Natural Gas NGL

Today's E&P companies have been forced to focus more attention on their oil and gas marketing process due to recent industry volatility and increased regulatory requirements. Producers have also been challenged by both government regulators and royalty interest owners to guarantee frequent and effective price discovery. Producers may be required to prove their marketing due-diligence, that historically has been difficult to do.

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

Month/Year	Bid #1	Bid #2	Bid #3	Bid #4
Delivt G/T per Bbl	0.0000	0.0000	0.0000	0.0000
January 2008	\$91.9290	\$92.7920	\$92.8920	
February 2008	\$94.2490	\$94.9237	\$95.0237	
March 2008	\$104.4200	\$104.8301	\$104.8301	
April 2008	\$111.4837	\$113.1475	\$113.2475	
May 2008	\$124.4586	\$126.1929	\$126.2929	
June 2008	\$130.0533	\$131.8603	\$131.9603	
Average	\$109.4454	\$110.6330	\$110.7330	
Buyer Name	Apache Corp...	Chevron Texa...	Brothers Pr...	