



Digitization in Oil & Gas – Competitor Assessment and Benchmarking

Case Study

Digitization in Oil & Gas – Competitor Assessment and Benchmarking

Client	Integrated oil & gas company
Industry	Oil & gas
Products	Digitization implementation strategy

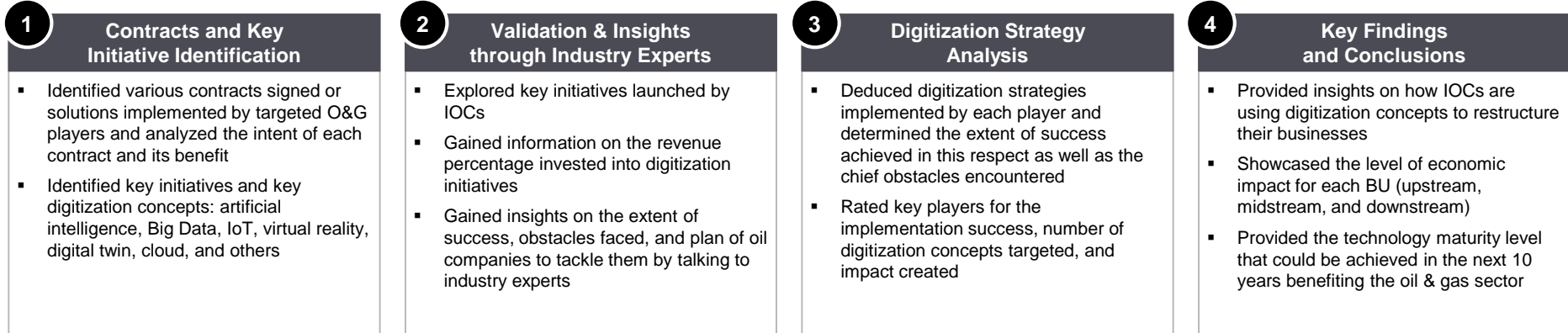
Context

- The client wanted to understand various digital initiatives adopted by its competitors in their business operations and identify areas where it lags or is having an upper hand over its counterparts.

Key Business Questions

- How are the digitization technologies being used to improve safety, operational performance, economics, and cost efficiency in the oil & gas sector?
- What are the key strategies adopted by competitors in digitizing their business operations?

Engagement Scope



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Research Methodology

Secondary Research

- Conducted desk research to identify deals signed by oil players with digital service providers
- Referred to annual reports and news to uncover collaborations and acquisitions related to digitization

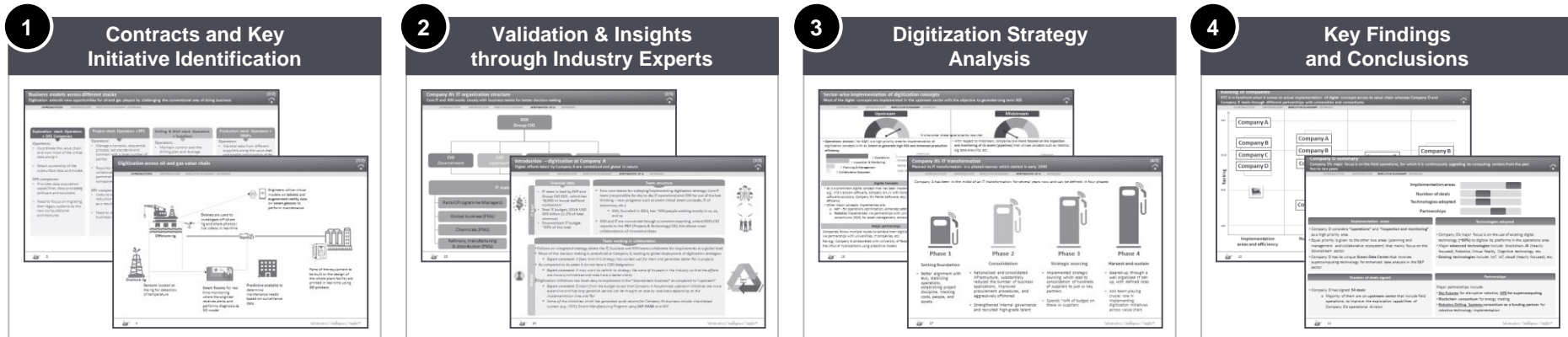
Primary Research

- Interacted with 15+ industry experts to confirm the digitization implementation strategy

Benefits to Client

- Understanding competitor strategies to position themselves in the market with a better digitization concept
- Helped the client gain insights on which oil & gas operations are tougher to digitize and the ones that are easier

Engagement Scope



Thank you

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