Digitization in Oil & Gas – Competitor Assessment and Benchmarking

Case Study



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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

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- 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

Contracts and Key Initiative Identification

- Identified various contracts signed or solutions implemented by targeted O&G players and analyzed the intent of each contract and its benefit
- Identified key initiatives and key digitization concepts: artificial intelligence, Big Data, IoT, virtual reality, digital twin, cloud, and others

2 Validation & Insights through Industry Experts

- Explored key initiatives launched by IOCs
- Gained information on the revenue percentage invested into digitization initiatives

Gained insights on the extent of success, obstacles faced, and plan of oil companies to tackle them by talking to industry experts

Digitization Strategy Analysis

- Deduced digitization strategies implemented by each player and determined the extent of success achieved in this respect as well as the chief obstacles encountered
- Rated key players for the implementation success, number of digitization concepts targeted, and impact created

Key Findings and Conclusions

- Provided insights on how IOCs are using digitization concepts to restructure their businesses
- Showcased the level of economic impact for each BU (upstream, midstream, and downstream)
- Provided the technology maturity level that could be achieved in the next 10 years benefiting the oil & gas sector

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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

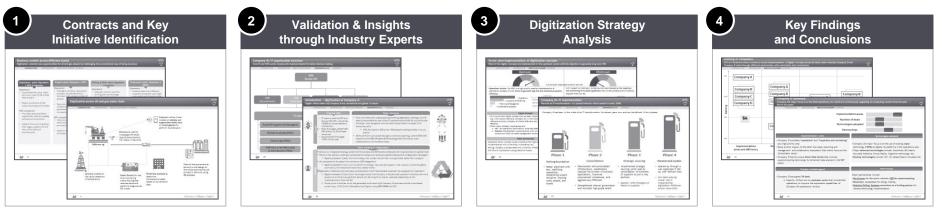
Primary Research

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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