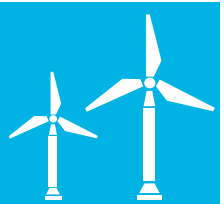
accenture

High performance. Delivered.

HUAWEI



Cloud Changes the Game for the Energy Industry

Leading players across major industries - energy included - has adopted or is adopting cloud computing which when combined withmobility and analytics technologies is changing the game for them. We've highlighted key trends and challenges in the industry and potential solutions on how cloud can help you on the journey to be a higher performing business.

Industry trends

Cloud can change the game in the energy industry across five key dimensions.

Data
Help host data and augment supercomputing capabilities, besides supporting analytics-heavy activities, such as geospatial and 4D seismic modeling.

Collaboration
Help manage complex and geographically diverse ecosystems of partners, suppliers, subcontractors and employees.

Production
Improve performance for greater operational agility with lower costs to deal with competition, regulations and market conditions.

Customer engagement
Build deeper customer relationships and brand value using cloud-enabled customer relationship management and social media tools.

Next-generation energy
Help transition to lower-carbon alternatives and renewables.

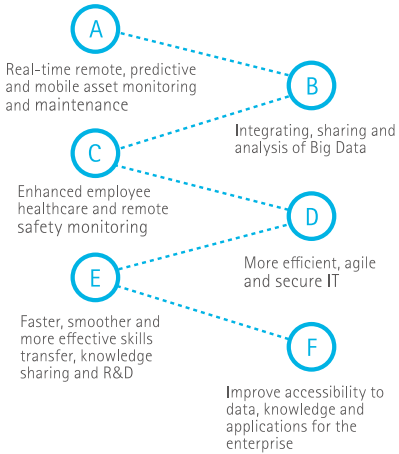
Business challenges

- Use system resources more efficiently to reduce overall costs
- Manage increasing geographic dispersion of exploration and production
- Differentiate by leveraging technology capability in core functions, while moving shared services to the cloud
- Expand operations to new regions quickly and cost effectively
- Support faster and easier post-merger integration, both in existing and new territories
- Develop an enterprise platform to interact with upstream vendors and downstream clients, and help generate more business opportunities

Cloud solutions

- Set up a private cloud through server and storage virtualization that can be used for high performance computing, especially for data-heavy work
- Pooling compute-intensive applications to drive significant savings
- Leverage available flexible commercial models and avoid unnecessary capital investment
- Elastic and scalable infrastructure capabilities and capacity (such as pay-per-use) that can serve fluctuating demand and requirements
- Out-of-box functionalities that allows faster integration for subsidiaries of large resources companies
- Effective platform for collaboration in a distributed work environment

Six dynamics enabled by cloud-based solutions can transform the resources industry.



Moving to the cloud

The Accenture Cloud Maturity Model (see chart below) maps out three stages for adopting cloud-based solutions for energy companies:

- Assess your cloud readiness and define your cloud strategy
- Launch targeted pilots to validate the benefits of cloud
- Build toward establishing a cloud world

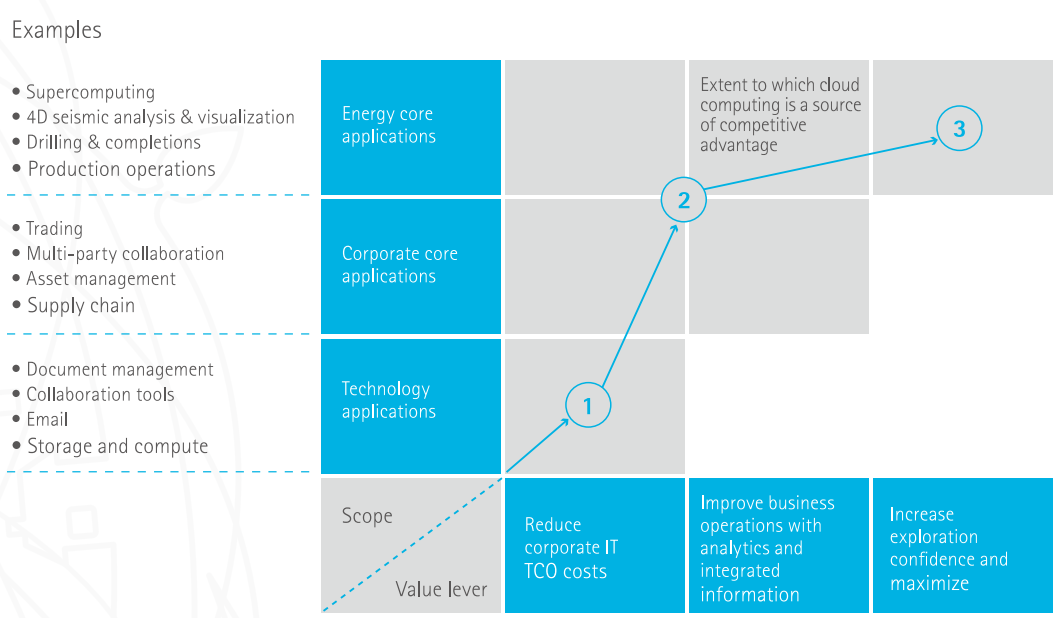
At each stage of their journey to a cloud world, resources companies can expand the scope, progressively reduce costs, improve business operations and increase exploration confidence through cloud-based solutions.

Why Enterprise Private Cloud

The Enterprise Private Cloud solution, offered by Huawei and Accenture, brings robust solutions for the resources sector including Energy.

- Accenture serves 96[1] of the 137 resources[2] companies listed in the Fortune Global 500
- Huawei serves 13 of the top 20 oil companies, and 13 of the top 20 electricity companies listed in the Fortune Global 500

Cloud Maturity Model for the Energy Industry



[1] Based on 2015 data.

[2] Resources industries include: chemicals, natural resources (metals, mining, forest products and building materials), energy, and utilities.