



A NEW WAY FORWARD FOR OILFIELD SERVICES

The North American oil industry is barreling back to growth. But for oilfield services providers, surviving the upturn is proving to be as challenging as weathering the downturn.

What's holding providers back?

- Over-investment in assets and talent during the previous market rebound
- Shale production's effect on oil supplies and market volatility
- And fierce private equity competitors from outside and inside the industry

Equipment and services companies have no choice but to generate greater returns on their existing investments. Leaders can do this by taking four actions:

One: Infusing existing operating models and portfolios with cost-optimization practices.

Two: Redesigning your workforce with new roles and skills to eliminate redundancy and boost productivity.

Three: Zeroing in on existing asset utilization to unlock hidden value.

And four: Investing in integrated digital platforms and asset lifecycle management tools to improve decision-making and agility.

Learn more about how to unlock value in existing assets with our full report:

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