



The writing's on the wall

The Energy industry is being disrupted NOW and is changing forever.

We have moved from a world of resource constraints to resource abundance.

Winners of the future must begin changing today.

Oil and gas companies need to re-imagine WHO THEY ARE and WHAT THEY DO, operating at a lower cost and at a level of performance unimaginable just a few years ago. And the transitions are taking hold with:

- Competitively priced renewables
- Electricity-powered everything
- A golden age of gas
- Digitized and smart operations, and
- Sustainability as a top-of-mind issue

And the disruption is accelerating.

The winners of the future will transform themselves holistically – reinventing their DNA with:

- Digital innovation
- Advanced analytics
- New operating models
- New ecosystems and
- Zero-based approaches to reset costs

Winners will identify and scale new businesses, and wisely manage the 3 important pivots between the core and the new.

First, they will rethink how a more diverse set of energy assets will be sourced, managed and used.

Oil and coal will play a diminished role. Cleaner sources of energy such as natural gas and renewables will step to the fore.

Electricity will play a dominant role while consumption of products and materials will place even greater demand on energy resources.

Second, winners will take advantage of technical advances and the convergence of industries to pursue “boundaryless” business models.

Creating new channels based on new storage solutions and the ability to connect supply and demand in real time.

Capitalizing on the abundance of gas to capture more value and developing sustainable materials customers demand.

And finally, winners will rethink customer relationships.

Data-driven insights will be the basis of hyper-relevant delivery models, services and experiences that put customers at the center.

As the industry is flipped on its head, oil and gas companies have the chance to flip their fortunes.

But only if they embrace new capabilities, and new business, delivery and engagement models.

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