

# Upstream Oil and Gas Companies Spend Smarter on Digital Technologies to Drive Value, Reduce Costs

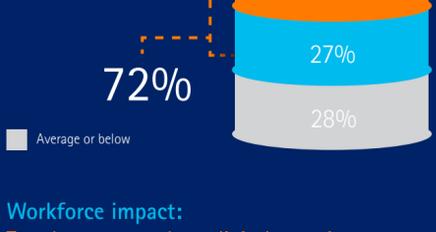
The 2016 Upstream Oil and Gas Digital Trends Survey

**1** Digital technologies are recognized as adding value to upstream oil and gas companies by helping **reduce costs, make faster and better decisions and increase workforce productivity**

91% of respondents are already seeing value from digital today and more than half of all respondent believe digital technologies have added **high (36%)** to **significantly high value (17%)**



72% of respondents believe cost reduction is an important (27%) or the most important (45%) challenge digital can help address.



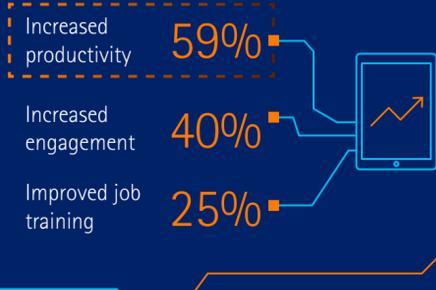
**Business benefits:** Top three areas where digital most benefits companies

Respondents indicated the biggest benefit from digital is improved decision making.



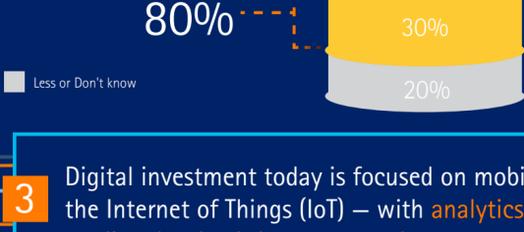
**Workforce impact:** Top three areas where digital most impacts the workforce

Respondents said digital's biggest impact to date on the oil and gas workforce has been increased employee productivity.



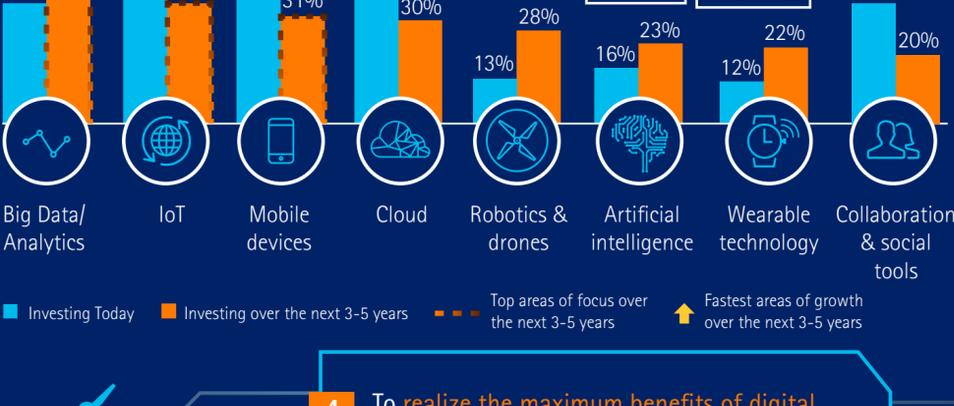
**2** Despite the low oil price environment, the majority of oil and gas companies will **continue to invest at least the same amount or more in digital technologies over the next 3-5 years**

80% of respondents plan to invest the same amount (30%), more (36%), or significantly more (14%) in digital technologies over the next 3-5 years.



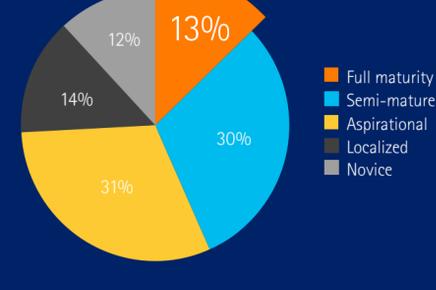
**3** Digital investment today is focused on mobility and the Internet of Things (IoT) – with **analytics and IoT predicted to lead the way over the next 3-5 years**

The fastest growth areas are predicted to be in artificial intelligence, robotics/drones, and wearables. Investment in mobile devices looks to be peaking.



**4** To realize the maximum benefits of digital, companies will need to **rapidly improve their capabilities, including maturity in analytics**

While more than a third (36%) are investing in Big Data and analytics today, **only 13% feel that their company's analytics capabilities are fully mature.** Almost two-thirds (66%) have as an objective, to resolve this within three years.

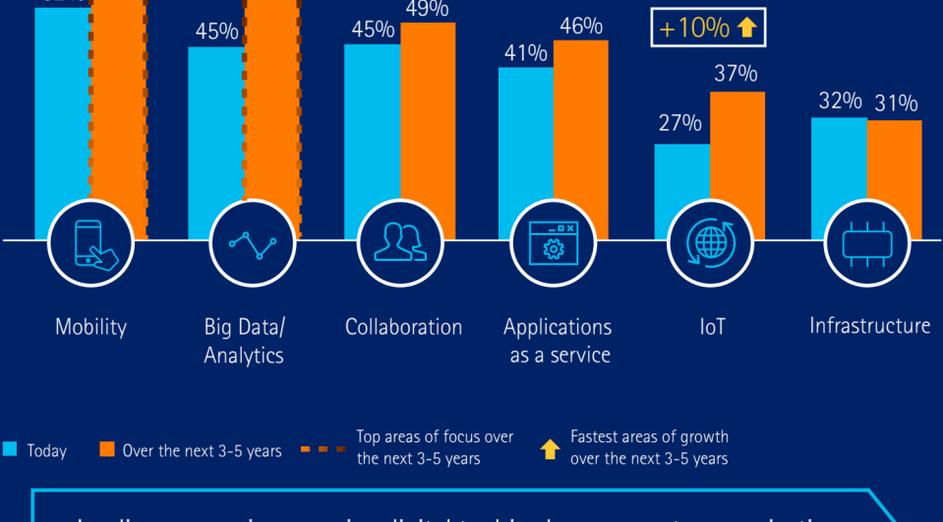


In what timeframe is your company planning on implementing new analytics capabilities?



**5** Oil and gas companies are **increasingly leveraging the cloud** to more rapidly unlock the value of other digital technologies

Which capabilities do you expect your company will be using the cloud to enable today/over the next 3-5 years?



Oil and gas companies expect to use more cloud enabled capabilities over the next 3-5 years, especially for analytics (+11%), IoT (+10%) and mobility (+8%).

Leading companies are using digital to drive leaner, smarter organizations. **Is your company ready to leverage digital to maximize business value?**

Who do we contact for more information about the survey?

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The "2016 Upstream Oil and Gas Digital Technology Trends Survey," conducted on behalf of Accenture and Microsoft by PennEnergy Research in partnership with the Oil & Gas Journal, surveyed upstream professionals worldwide.

