

The Accenture Technology Vision 2015 – an Energy perspective

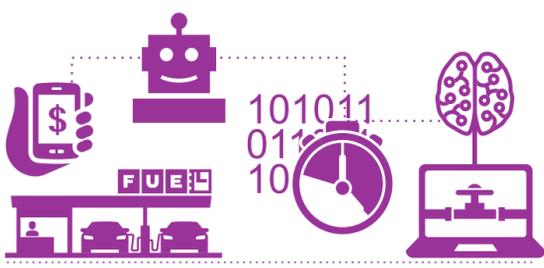
High performance. Delivered.

Five trends highlighting how oil and gas executives are using digital technologies to help their businesses address the latest industry challenges.

A challenging market context

Oil and gas companies are facing the difficult challenges of continuing to add business value while negotiating a weak oil price environment.

The key: DIGITAL is seen as key to helping with these challenges.



6 out of 10

In a recent survey nearly 6 out of 10 said they plan to invest the same amount or more (32 percent) or significantly more (25 percent) in digital technology to improve efficiency and productivity.¹



How will your company use digital technologies to add business value?

Improve performance across the entire value chain, bolster operating performance, and open opportunities for growth of new services and new business models.

TREND 1 The Internet of Me

Digital is changing the way people around the world interact through technology, placing the end user at the center of every digital experience.



Historically less than 10 percent of retail fuels consumers consider brand an important factor in making purchasing decisions.² The "Internet of Me" is changing how oil and gas retailers engage with customers.

Accenture is working with BP's fuels and convenience retail business to transform the customer experience and improve its product and service offering, using digital tools and advanced customer analytics models.³



The question:

With changing customer expectations in digital experiences, are you serving the new "digital" customer?

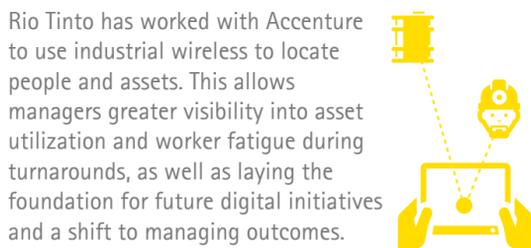
TREND 2 Outcome Economy

Digital devices on the edge are powering an Outcome Economy and facilitating new business models that shift the focus from selling things to selling results.

+US\$48 trillion

in investment is required up to 2035⁴ to meet the world's growing need for energy.

One of the key challenges in the industry is to deliver these projects safely, on time, and on budget.



The question:

Are you using intelligent hardware to generate robust insights as well as give consumers the outcomes they desire?

TREND 3 Platform (R)evolution

Digital platforms are becoming the tools of choice for building next-generation products and services – and entire ecosystems in the digital and physical worlds.

The global pipeline industry spends US\$40 billion annually to expand and maintain networks. In fact, with 60 percent of US pipeline built before 1970, the challenge of operating a safe pipeline has never been higher.⁵

Accenture and GE are working with Columbia Pipeline Group to harness the Industrial Internet with the Intelligent Pipeline solution to help operators improve decision making regarding the condition of their critical oil and gas pipelines and assets.



The question:

Is your company leveraging the latest generation of platforms to add business value in the future?

TREND 4 Intelligent Enterprise

Today's new enterprise is making its people and assets smarter – embedding software intelligence into every aspect of its business to help drive new levels of operational efficiency, evolution, and innovation.

The oil and gas industry doesn't just produce a lot of energy, it consumes a lot as well – fleets of trucks, rigs, cranes, and more create a significant amount of fuel cost.

One oilfield services company has worked with Accenture to use Big Data analytics on years of telematics data to create a more intelligent enterprise and identify millions in savings for their fleet – a benefit to the bottom line and to the environment.

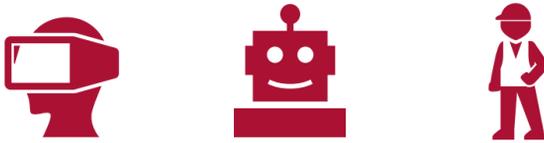


The question:

How will smarter assets help to raise the performance bar across your organization?

TREND 5 Workforce Reimagined

Advances in wearable devices, more natural human interfaces, and smart machines are extending intelligent technology to interact as a "team member," working alongside employees.



Improvements in computer vision and robotics design, new regulation, and cost reductions are also enabling energy companies to realize similar benefits by enabling teachable robots to enter the oilfield workforce.

The question:

How will your organization start fostering game-changing collaboration between the human and non-human parts of your workforce?



Statoil and its licence partners have selected an unmanned wellhead platform as the concept for a future development phase in the North Sea with operations run by remote control from the shore.⁶

¹ "Oil and Gas Digital and Technology Trends Survey", Accenture and Microsoft, 2015

² "Even With Lower Gas Prices, Consumers Remain Price Sensitive", PR Newswire (U.S.), 2 February 2015, © 2015 PR Newswire Association LLC via Factiva

³ "BP Selects Accenture to Help Transform Customer Experience at the Fuel Pump Using Digital and Advanced Analytics", Accenture press release, February 27, 2015.

⁴ "Rio Tinto Teams with Accenture to Move to Ground Breaking 'As-a-Service' Model in the Cloud", Accenture press release, April 12, 2015.

⁵ "Redefining Pipeline Operations", GE and Accenture, October 22, 2014.

⁶ "Unmanned wellhead platform chosen concept for Oseberg Future development", ENP Newswire, 11 February 2015, © 2015, Electronic News Publishing via Factiva

For more information on Accenture energy, visit www.accenture.com/energy

For more information on the Accenture Technology Vision 2015, visit www.accenture.com/it-technology-trends-2015

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About the Accenture Technology Vision 2015

Accenture conducted a survey from December 2015 to January 2015 among a 2,000 executives representing the following industries: auto, banking, communications, healthcare, industrial equipment, insurance, life sciences, public services/government, retail and utilities. The executives represented a cross-section of responsibilities within their organizations such as chief strategy officer, chief financial officer, chief mobility officer and chief operations officer. The companies included in the field work had headquarters in Australia, Brazil, China, France, Germany, India, South Africa, the United Kingdom and the United States.