HIGH PERFORMANCE. DELIVERED.

HOW CAN E&P LEARN FROM OTHER INDUSTRIES?
Brian Richards, Managing Director and Innovation Lead, Accenture:

When you think of companies, you know, venerable companies like Blockbuster or Kodak, right? Digital and digital technologies came and really disrupted their business. And it wasn't that they didn't see it coming, it's that they weren't able to really embrace it wholeheartedly enough and be willing to disrupt their own business enough to make the necessary changes.

One other thing this industry can really take on is that first movers have a significant and long lasting advantage. And that's plain to see in many different areas, Google, and Netflix, Uber. These companies, once they establish a barrier around themselves, it becomes very difficult to unseat them. And people are drawn to their platforms, draw to their capabilities. So for this industry in particular, the people who are first movers, who really gather others, build the ecosystem, and get all of that momentum around them, createa long-lasting advantage.

I mean who would have thought that the taxi industry would be taken over by someone that doesn't own a single taxi or that the hotel industry would be challenged by someone who doesn't own a single hotel.

So some of these assumptions about barriers to entry and how things are done are being turned completely upside down and I think we can expect to see the same thing in oil and gas.

Nagaraj Srinivasan, Senior Vice President, Landmark & Halliburton Digital Solutions:

Digitalization is having a severe impact in many, many industries, both in terms of destroying existing business models, but also in terms of creating new opportunities and delighting customers in the way they enjoy products and services.

In our own industry, we are going to undergo that similar transformation, and learning from what the medical industry is doing, the aviation industry, the agricultural, mining, sectors, that goes a long way in helping us come up with new ways to improve our service quality and lower our agency incident rate, and of course be more effective in finding and exploiting hydrocarbons.

Andy Anglin, Director, Global Channel Sales Halliburton Landmark:

Certainly, if we look at other industries that are going through a digital transformation today, we don't see them getting incrementally better. We see them going through a complete transformation that's redefining the rules of the industry in terms of how things are done, in some cases what is done and even who is doing it.