HIGH PERFORMANCE. DELIVERED.

WHAT IT REALLY MEANS TO DIGITIZE YOUR BUSINESS
**Eric Carre, Executive Vice President, Halliburton Global Business Lines:**

Well, simply put digitalization is the use of digital technologies to help transform our business.

**Brian Richards, Managing Director and Innovation Lead, Accenture:**

What digitalization really is about, is this unlimited possibility for stepping back and rethinking, your business, rethinking your processes, and how all of these technologies come together, to create additional value.

**Brett Mossman, Managing Director – Energy, Accenture:**

It’s not just the technology, but how we actually transform the industry process, the workflow to do things different.

**Harold Mesa, Vice President, Halliburton Digital Solutions:**

It’s the opportunity to transform the way we are doing things today in the E&P industry. Evidently we have been in this business for over a hundred years. We have done many things. We have developed many technologies. We have escort many great successes along those years, but today we are facing a different reality. So, digitalization is the opportunity to innovate, to integrate, and to collaborate.

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

In the context of oil and gas and E&P digitalization is really bridging the divide that has existed between the physical world which means; assets, the pumping, the drilling tools, the Y-line jobs, and the digital technologies in terms of subsurface models, surface models, operational capabilities delivered through software and bridging them to enhance the way our customers receive value and how we receive value from that as well.