Companies recognize power of digital yet struggle to realize value.

- Sixth annual survey of digital trends
- 300+ respondents from 18+ countries

**Companies**

$50 Million

- 27% quantify at least $50 million in value from their digital investments.

- The benefits extend beyond efforts to reduce costs. Realizing additional value, however, will depend on industrializing initiatives begun as pilot projects.

Greater gains need analytics maturity.

- Respondents report greater maturity in analytics than in other digital technologies...

- 70% of respondents plan to invest "more" or "significantly more."

- Yet >50% are still trying to implement big data storage.

Wider digital benefits are constrained by organizational issues.

- By its very nature, digital requires innovation and a culture of trying new things and taking risks.

- To achieve greater gains, cultural change will be vital.

- Cost pressures and staff reductions mean achieving more with less.

- Successful digital businesses pioneered by early movers are extremely difficult to unseat, even after substantial investments by competitors.

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Oil companies fear becoming noncompetitive in the digital race.

- Nearly 40% of respondents are worried about the risk of being left behind peers if they do not continue to invest in digital.

- Respondents recognize digital helps their companies address vital challenges:

  - Capabilities and skills
  - Health, safety and environment
  - General operational effectiveness
  - Cost reduction

- Digital is being used to upskill workforces and leverage contingent labor.

- Majority of respondents sense being 3-5 years away from having a solid base of digital skills.

- Digital can allow workers to focus on higher-value tasks rather than repetitive activities.

- Senior executives need to be involved in envisioning how the next wave of digital can lead to performance breakthroughs.

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**DRILL DEEPER INTO DIGITAL**

2017 Upstream Oil and Gas Digital Trends Survey: Key Findings

- 6th annual survey of digital trends
- 300+ respondents from 18+ countries

**IN 3-5 YEARS,** OVER 70% OF RESPONDENTS PLAN TO INVEST "MORE" OR "SIGNIFICANTLY MORE."

**70%**

- Most struggle to achieve gains, despite over 70% expecting to see fully digital oil fields within 5 years.

**$50 MILLION**

- 27% quantify at least $50 million in value from their digital investments.

**GREATERT MATURITY IS NEEDED AS ANALYTICS EVOLVES FURTHER INTO MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE.**

**BIG DATA/ANALYTICS**

- Big data/analytics rises from the No. 3 investment area today to the No. 1 investment area tomorrow.

- 60% report having lost some of their workforce in the past year.

- Nearly 40% of respondents are worried about the risk of being left behind peers if they do not continue to invest in digital.

- Respondents recognize digital helps their companies address vital challenges:

  - Capabilities and skills
  - Health, safety and environment
  - General operational effectiveness
  - Cost reduction