

# DIGITAL TRANSFORMATION FOR OIL & GAS:

## What's important to the industry?



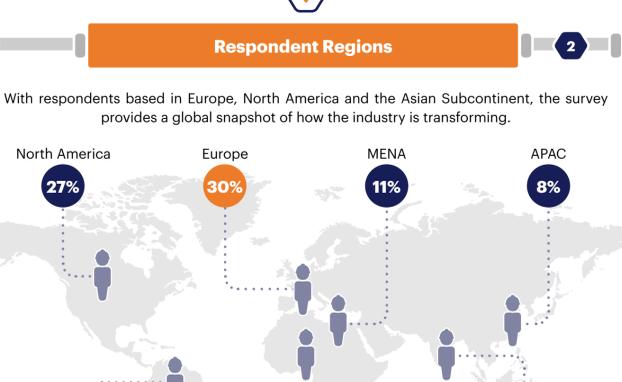
The emergence of new digital technologies has the potential to transform operations, contain costs and create additional returns in the oil and gas industry.

In **OpenText's** Oil & Gas Digital Transformation survey, we asked industry professionals about their journey to transformation and discover what matters most to those seeking new digital solutions...

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### Respondent Roles

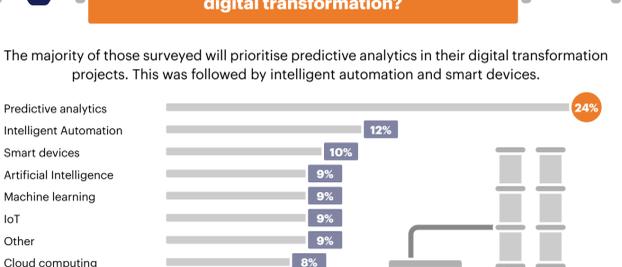
Nearly 200 oil and gas professionals took part in the industry survey. Of these, just under half are at Head or Director level.



### Respondent Regions

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With respondents based in Europe, North America and the Asian Subcontinent, the survey provides a global snapshot of how the industry is transforming.



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### Where is your current priority in terms of digital transformation?

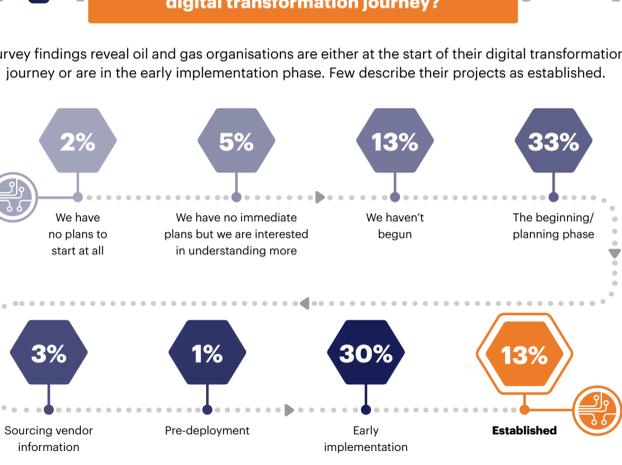
The majority of those surveyed will prioritise predictive analytics in their digital transformation projects. This was followed by intelligent automation and smart devices.



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### What is the key driver behind your current/upcoming digital transformation project?

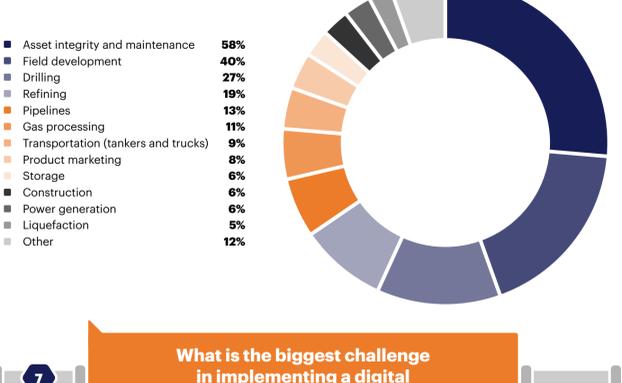
For the bulk of respondents, business modernisation is the key driver behind current transformation projects. This was followed by cost-cutting and market competition.



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### At what stage are you on in your current digital transformation journey?

Survey findings reveal oil and gas organisations are either at the start of their digital transformation journey or are in the early implementation phase. Few describe their projects as established.



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### Which parts of the oil and gas value chain do you think will benefit most from digital transformation?

Survey respondents permitted to choose up to three answers

Over half of respondents believe asset integrity and maintenance will benefit the most from digital transformation. This was followed by field development and drilling.



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### What is the biggest challenge in implementing a digital transformation strategy?

Survey respondents permitted to choose up to three answers

Like many other industries, culture poses the greatest challenge to those trying to implement digital transformation strategies. This was closely followed by integration with legacy systems and senior buy-in.



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### How would you define your "business readiness" for investing in digital transformation?

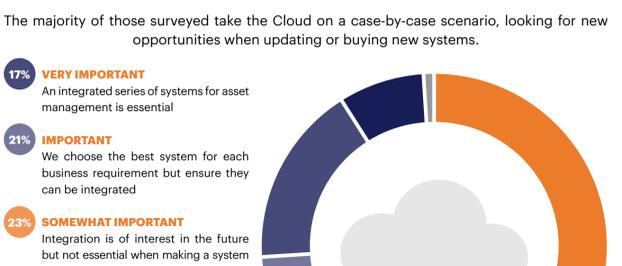
Over 60 per cent of those surveyed list their organisation as being active in either communicating with vendors for potential transformation solutions and guidance or are actively investing.



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### Who makes the decisions on what to invest and prioritise for digital solutions?

Over two-thirds of respondents said investment and prioritisation of digital solutions decisions are made by line of business managers.



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### At what level is this decision taken?

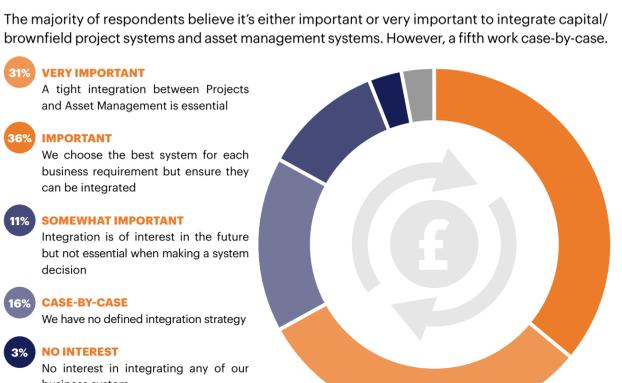
The survey found almost a third of decisions are taken by those at C-level. Backing from the top is imperative in digital transformation projects.



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### How important is the Cloud in your digital transformation plans?

The majority of those surveyed take the Cloud on a case-by-case scenario, looking for new opportunities when updating or buying new systems.



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### How important is it to integrate your business systems when building your asset management systems?

Despite legacy challenges, over a third of respondents believe it is important to integrate business systems when building asset management systems.



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### How important is it to integrate your capital/brownfield project systems to your asset management systems?

The majority of respondents believe it's either important or very important to integrate capital/brownfield project systems and asset management systems. However, a fifth work case-by-case.



14

### How important is it to provide analytics capability, combining both content and structured data?

Half of those surveyed believe it is very important to analyse content and structured data so that dashboards can be presented to operations managers.



OpenText provides business-critical insight to manage the flow of information, on-premises or in the cloud, through its Enterprise Information Management (EIM) solutions. The company's EIM products enable businesses to grow faster, achieve lower operational costs, and reduce information governance and security risks by improving business insight, impact and process speed.