



ENERGYWORLD

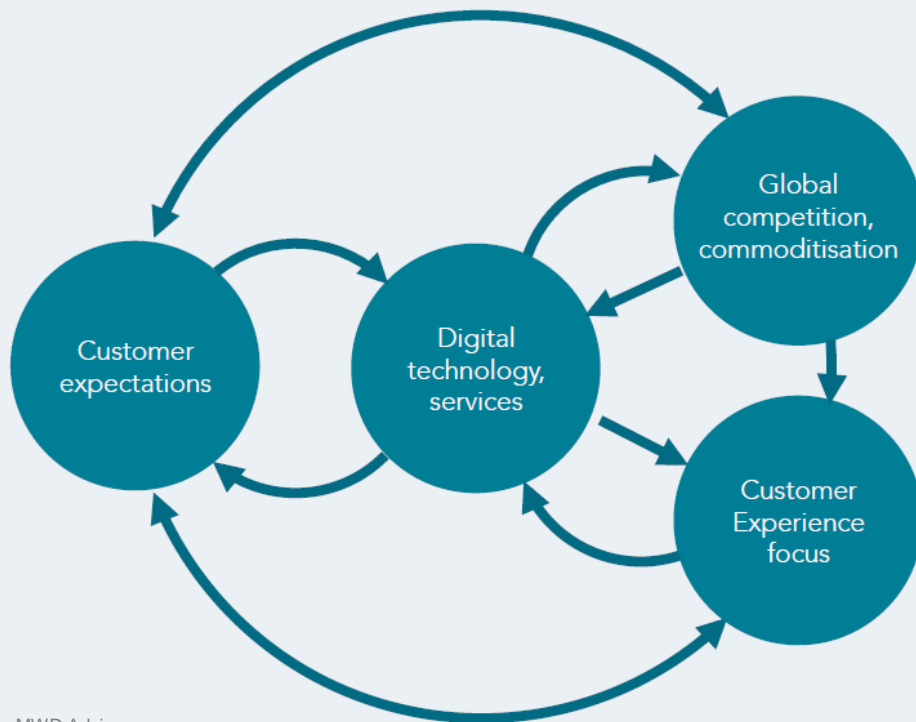
*WHY OIL & GAS IS THE ONLY BUSINESS
WITH A PLAUSIBLE SHORTCUT TO DIGITAL
TRANSFORMATION*

Magnus Wettemark
Head of Solution Architects, Nordic



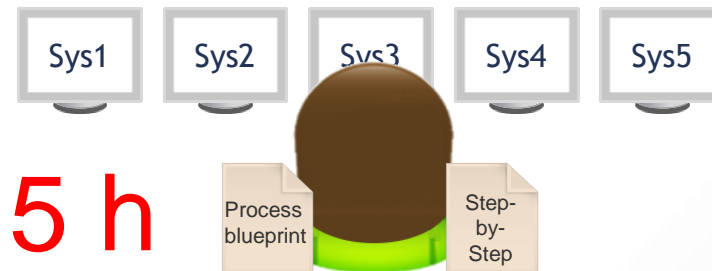
INTRODUCTION TO DIGITAL TRANSFORMATION

How digital technologies and services drive change and challenge

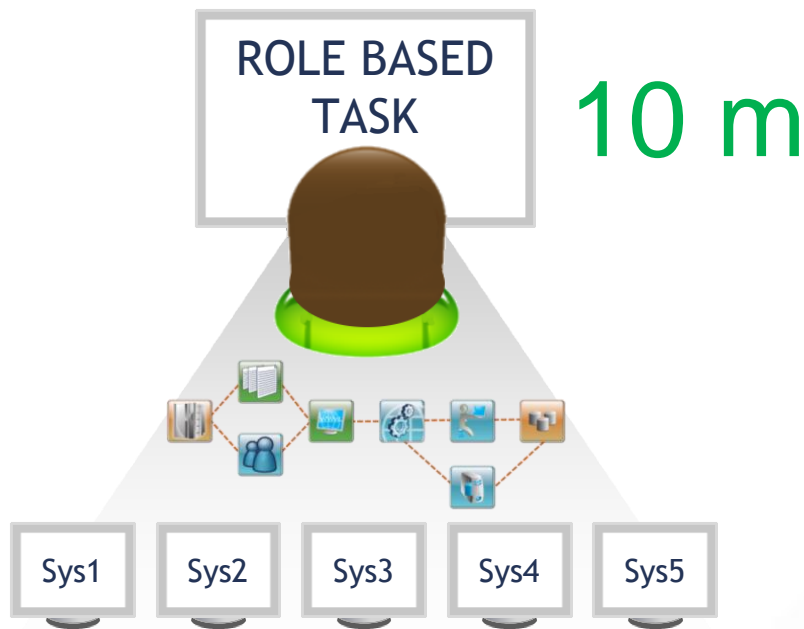


Source: MWD Advisors

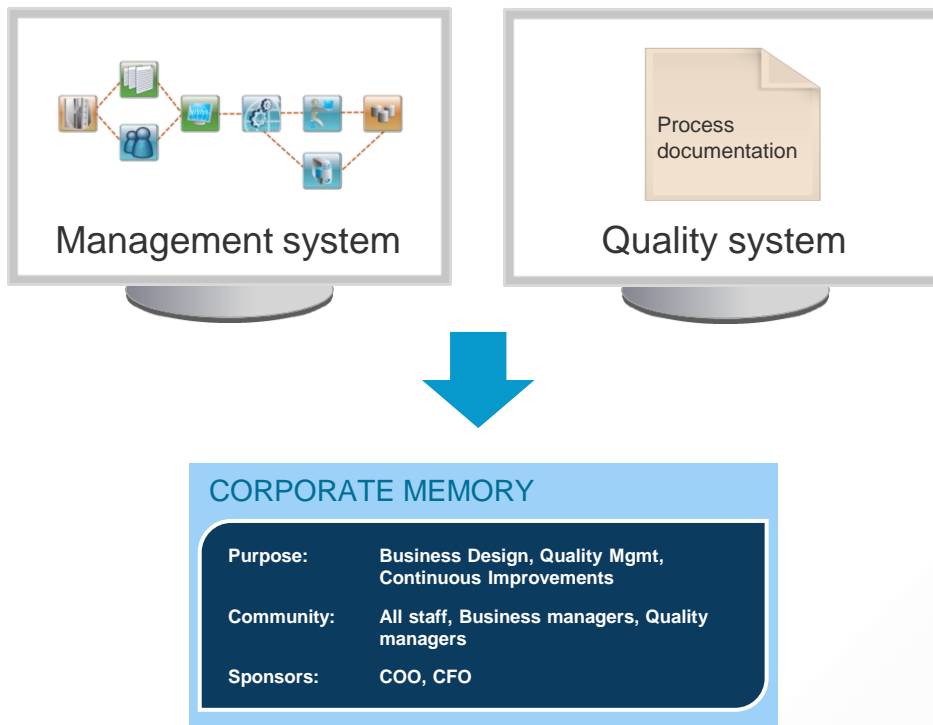
FROM ERP MEGASUITES TO PROCESS DRIVEN



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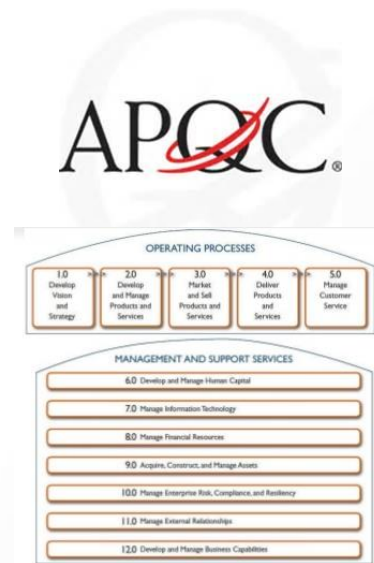
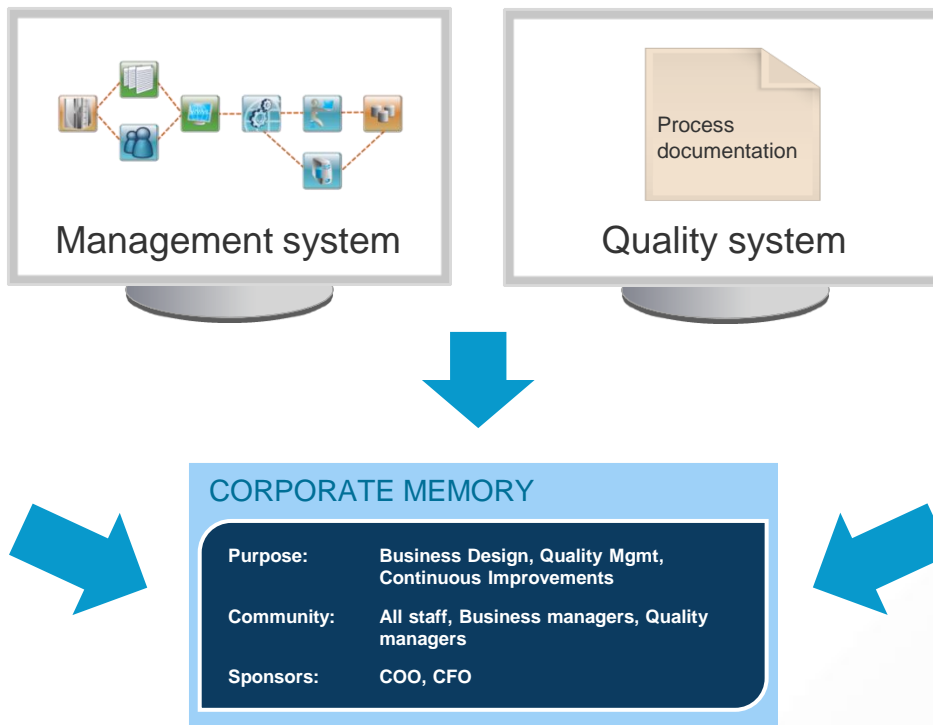
FORMING THE CORPORATE MEMORY



THE CORPORATE MEMORY EXTEND AND REUSE

PERFORMANCE.READY

PERFORMANCE.READY Automotive	PERFORMANCE.READY Banking	PERFORMANCE.READY Chemical
PERFORMANCE.READY Consumer	PERFORMANCE.READY Defense	PERFORMANCE.READY Discrete
PERFORMANCE.READY Healthcare	PERFORMANCE.READY Insurance	PERFORMANCE.READY Logistics
PERFORMANCE.READY Media	PERFORMANCE.READY Oil & Gas	PERFORMANCE.READY Pharma
PERFORMANCE.READY Real Estate	PERFORMANCE.READY Retail	PERFORMANCE.READY Utilities
PERFORMANCE.READY Transport	PERFORMANCE.READY Customer Relationship Management	PERFORMANCE.READY Supply Chain Management

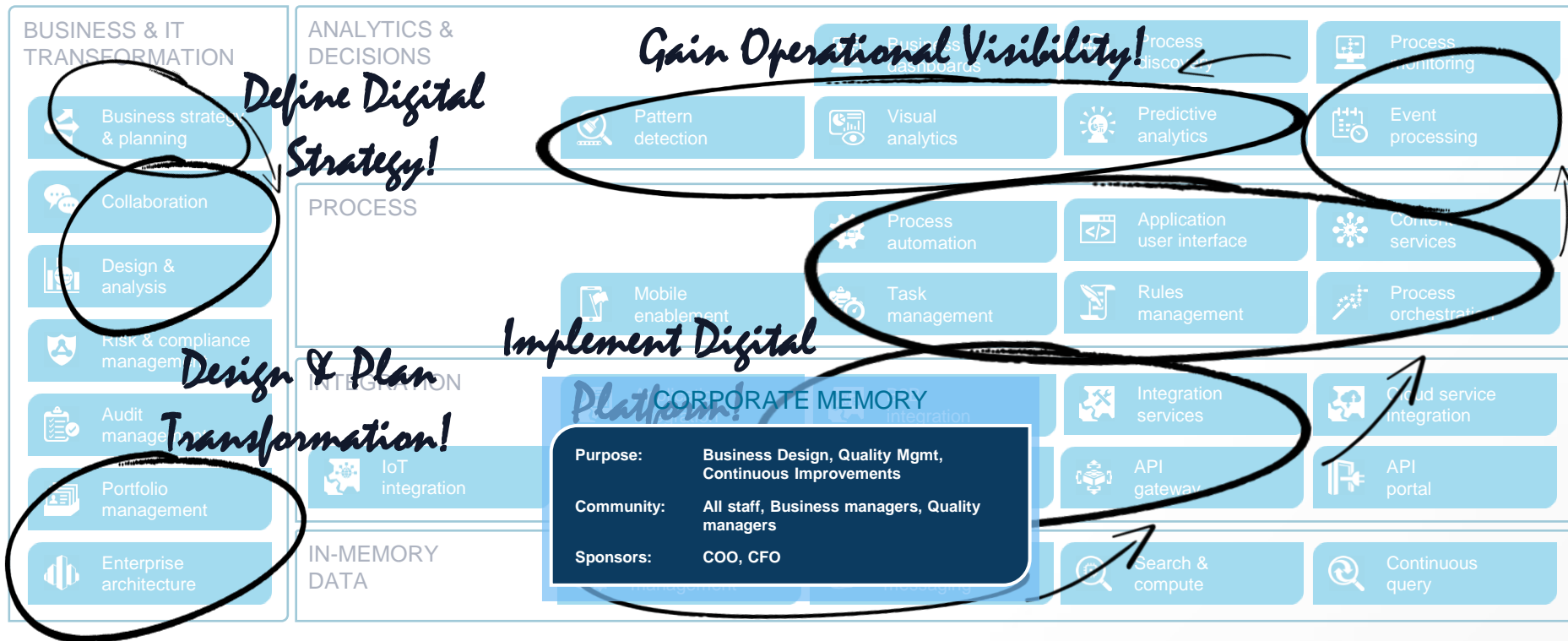


CAPABILITIES FOR DIGITAL TRANSFORMATION

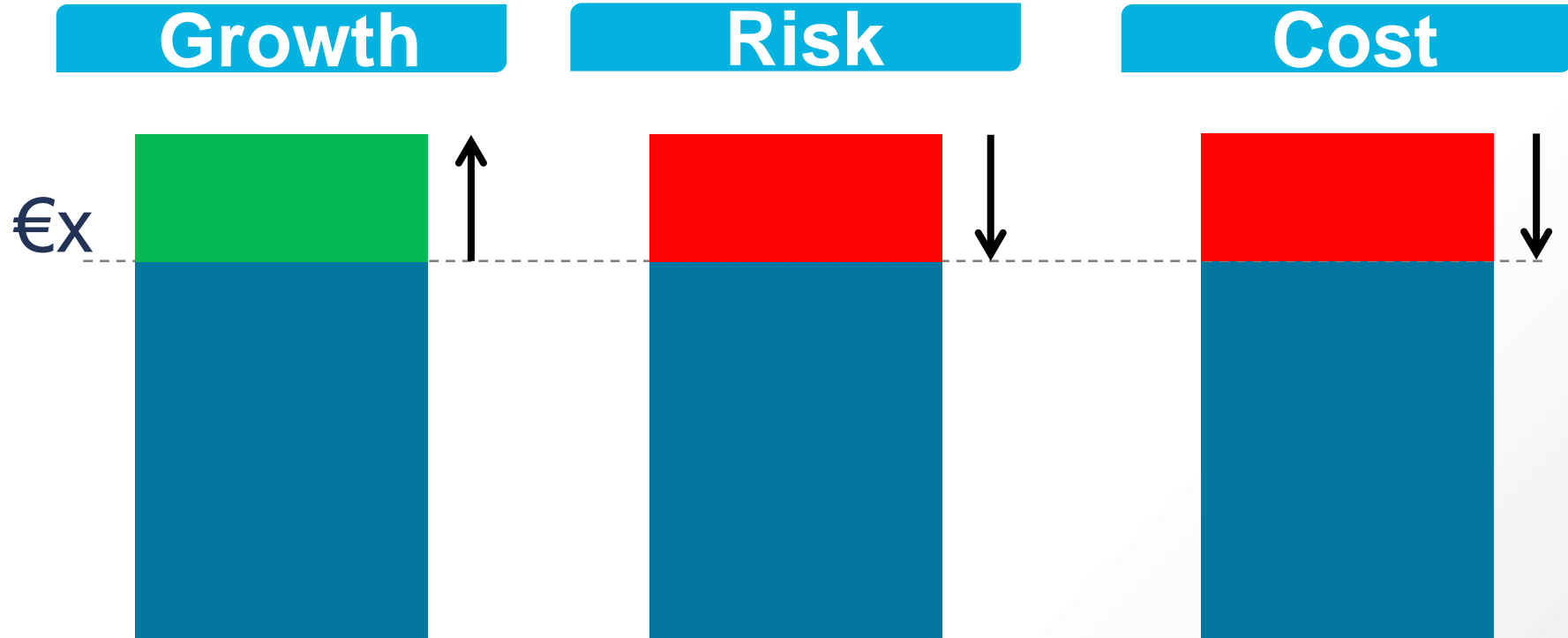
CORPORATE MEMORY

Purpose:	Business Design, Quality Mgmt, Continuous Improvements
Community:	All staff, Business managers, Quality managers
Sponsors:	COO, CFO

CAPABILITIES FOR DIGITAL TRANSFORMATION

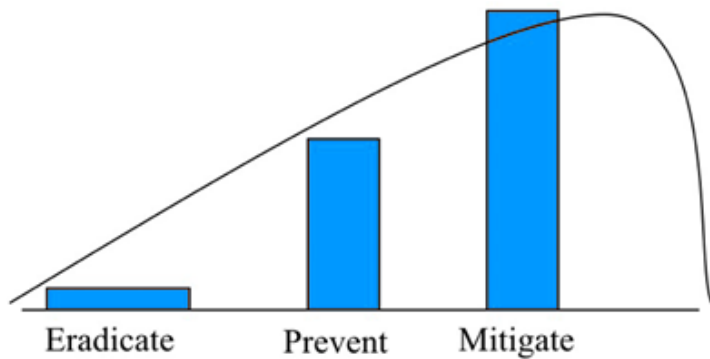


THREE TYPES OF BUSINESS CASE: GROWTH, RISK, COST

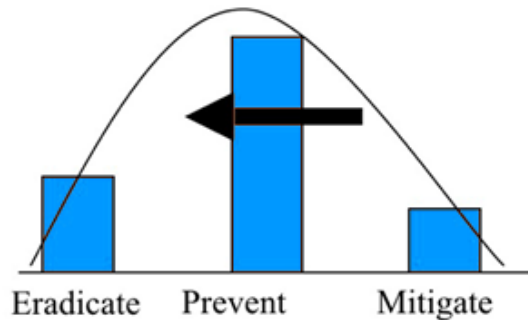


ERADICATION

REDUCING RISK AND INCREASE PRODUCTION



"as is" process design relies on mitigate solutions



"to be" process design relies on prevent and eradicate solutions

- Avoid production stops, minimizing risk and improve quality by...
 - ...reducing human errors
 - ...identify problems earlier

SAMPLE BUSINESS CASE

REDUCING COST BY BECOMING MORE EFFICIENT



10 production sites



20 000 work orders per site per year
(40% high risk/ 60% low risk)



Average 20 min saving per process instance



10 similar processes (extrapolation)

Potential cost reduction of NOK

= 336 000 000

Thanks!

magnus.wettemark@softwareag.com

