

Essential tactics to foster innovation in oil and gas

Industry leaders in 25 countries weigh in



Oil and gas companies aren't delivering the innovation they desire

Product innovation

Create or improve products to differentiate your organization in the marketplace

Service innovation

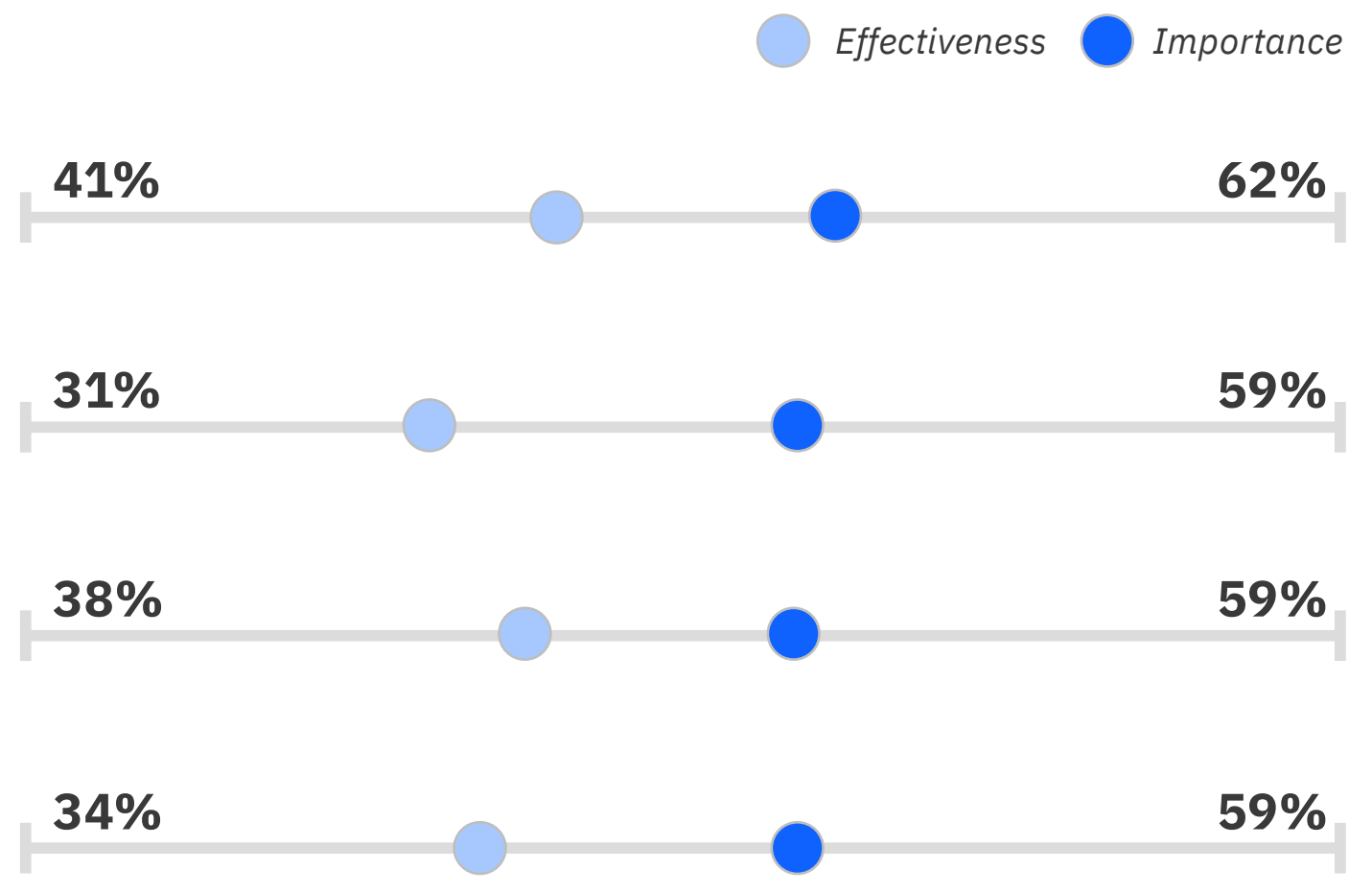
Create or improve services to differentiate your organization in the marketplace

Process and operations innovation

Revolutionize business processes to create greater efficiencies

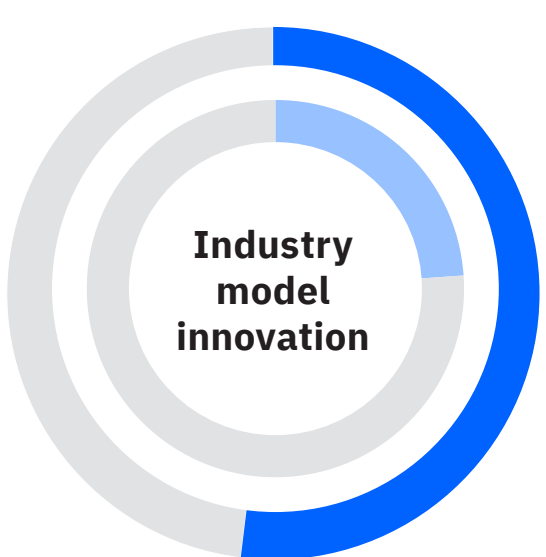
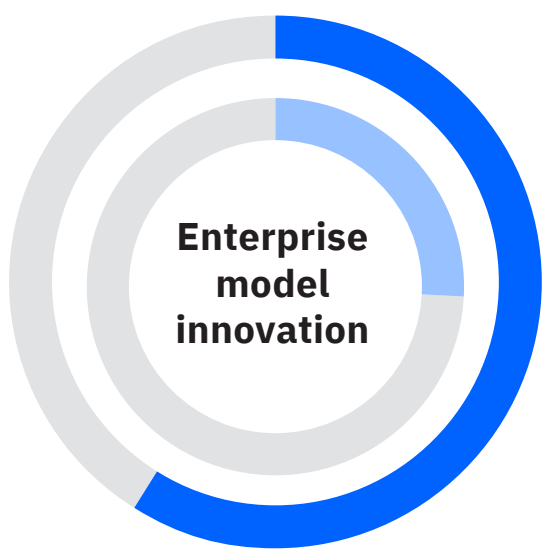
Revenue model innovation

Innovate how your organization generates revenue by offering reconfiguration (product/service/value mix) and pricing models



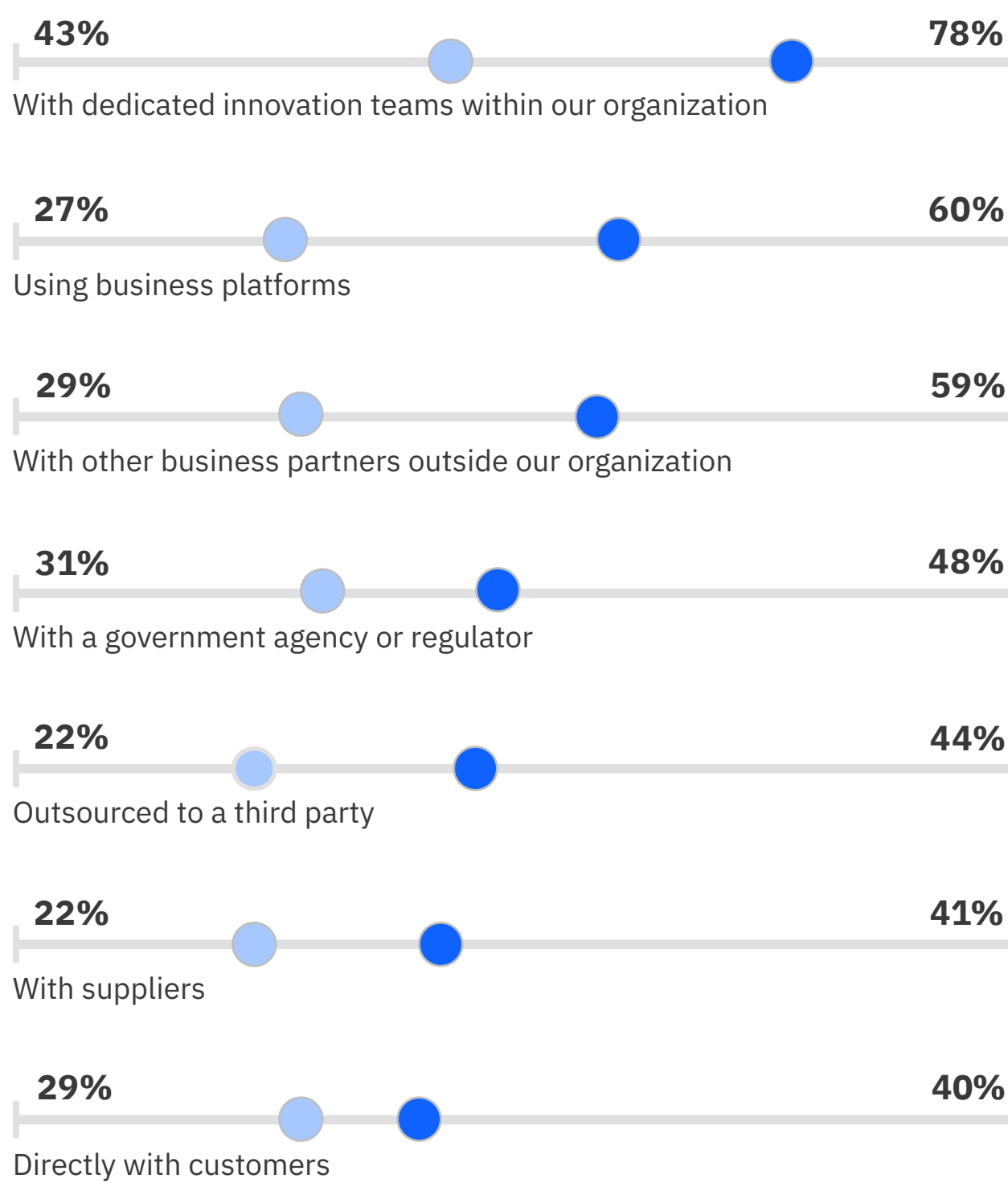
Oil and gas leaders innovate from both outside-in and inside-out

Enterprise and industry innovation



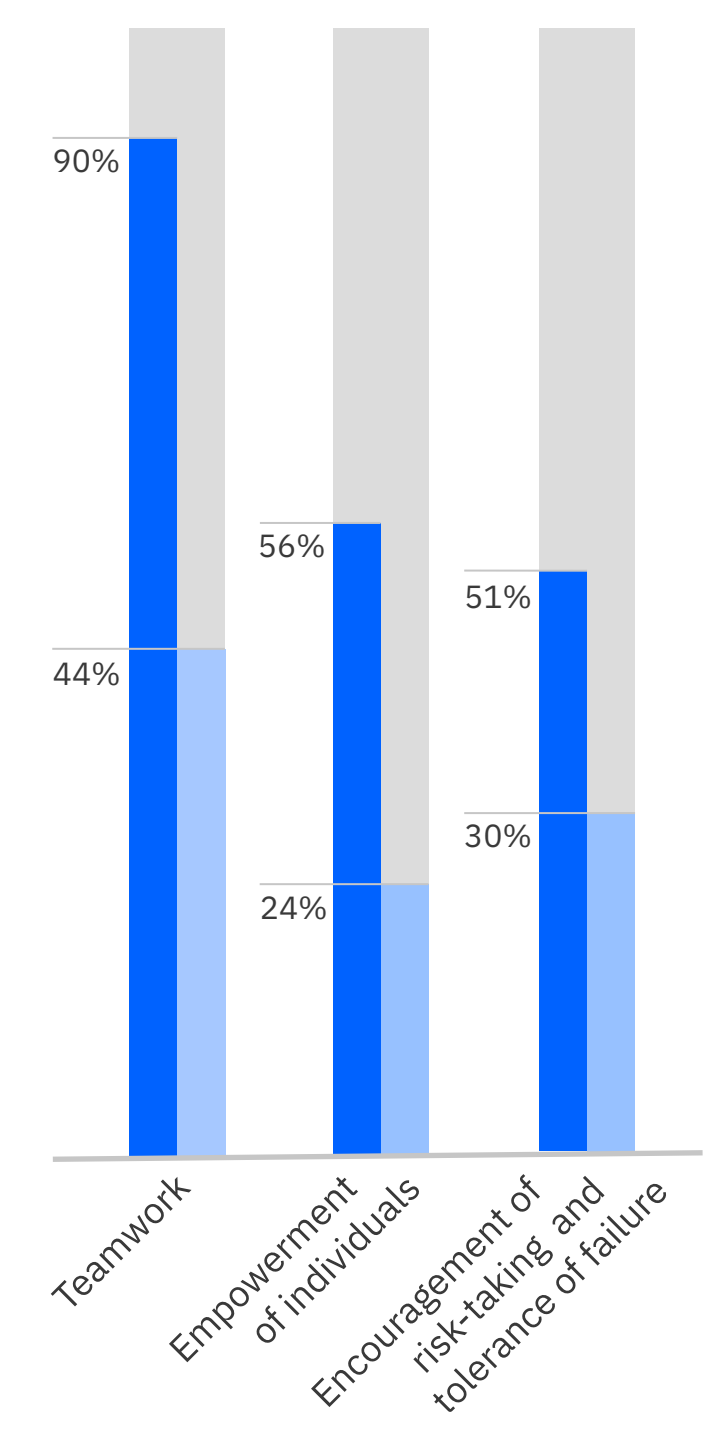
Idea generation

● Leaders ● All others



Culture

● Leaders ● All others



The framework to enable innovation includes permeating innovation across the enterprise, sourcing ideas in and out, and readying the organization.

Where does your organization fall on the spectrum?

ibm.co/oil-gas-industry-innovation

IBM Institute for Business Value



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The IBM Institute for Business Value (IBV), in cooperation with Oxford Economics, surveyed 350 oil and gas executives in 25 countries who were involved in defining or executing their organization's innovation strategy to explore how they are addressing innovation. We collected responses from Chief Executive Officers/Heads of Strategy, Chief Innovation Officers/Heads of Innovation, Chief Digital Officers, Chief Financial Officers, Chief Transformation Officers, Chief Operating Officers/Heads of Operations and Vice Presidents of Operations.