

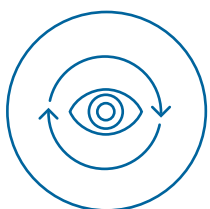
Extracting digital rewards

Digital Reinvention in petroleum

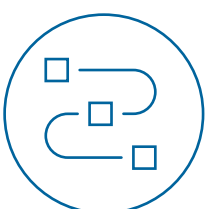
What petroleum executives see happening



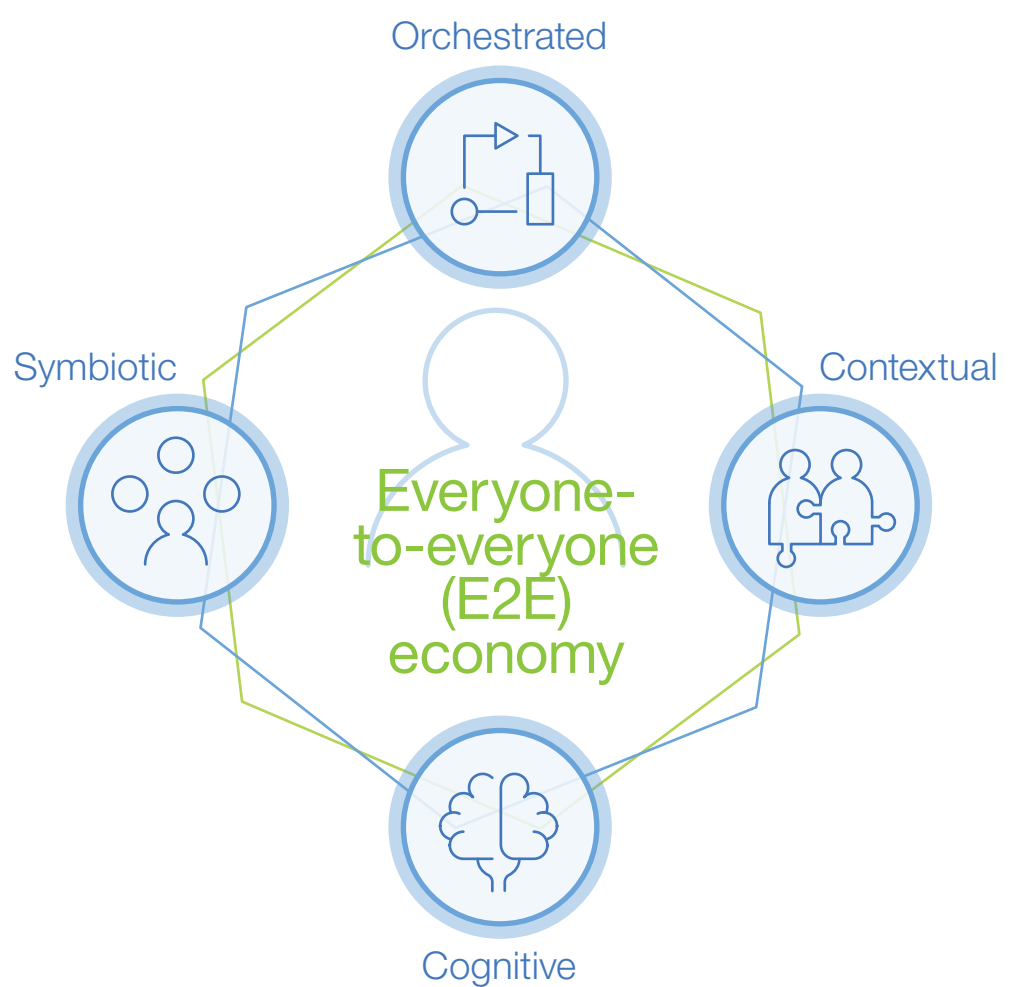
88% of surveyed petroleum executives say cloud is their most strategically important technology



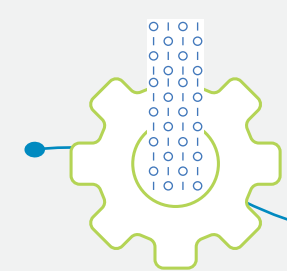
78% of surveyed outperforming organizations have a transformational vision for digital technologies



95% of surveyed outperforming organizations have implemented digital technologies in the supply chain



Petroleum industry executives recognize the imperative to digitally reinvent their business



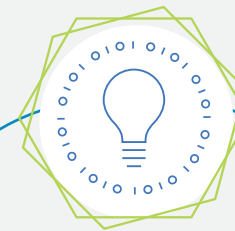
Digitization

Improve efficiency by applying technology to individual resources or processes



Digital transformation

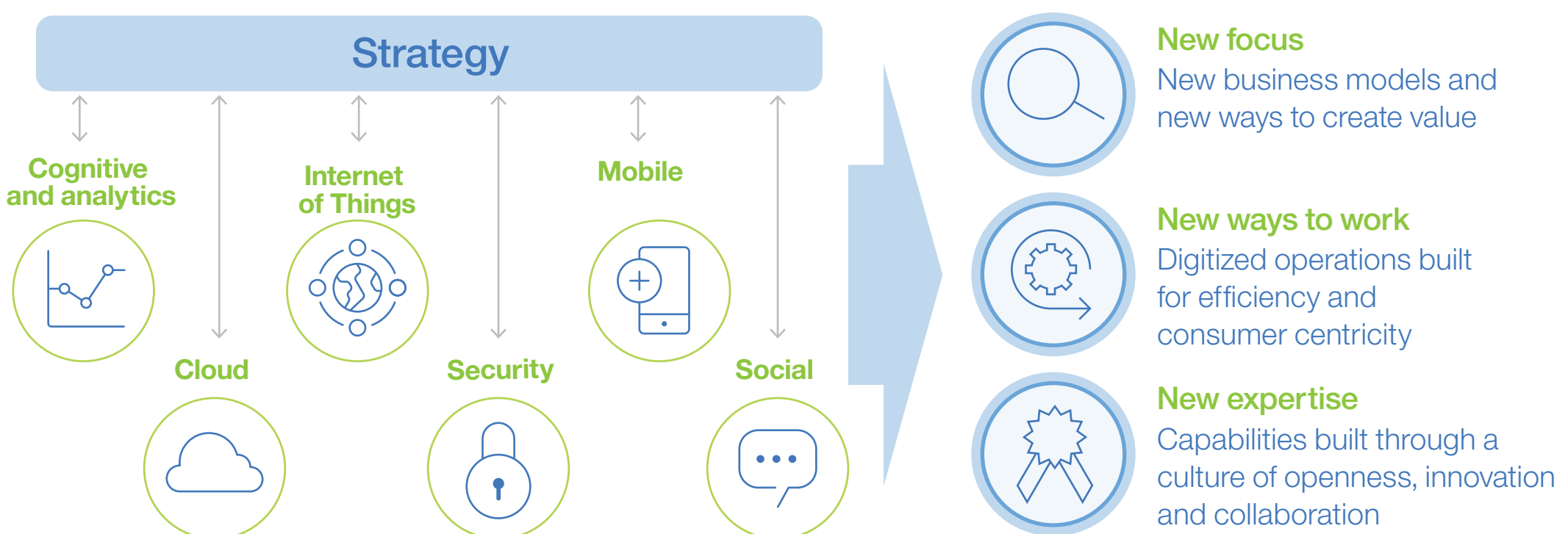
Digitize entire aspects of a business, producing consumer experiences that support individuals' needs or wants



Digital Reinvention™

Incorporate digital technologies like never before to create revenues and results via innovative strategies, products and experiences

Petroleum organizations need to seize a digital advantage



To learn more, please visit ibm.biz/drpetroleum