

ORACLE®

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Highlights:

- The oil and gas industry struggles to meet ever rising demand for clean and affordable energy
  - IBM provides thought leadership and value case driven solutions for oil and gas
  - Our Oracle capabilities put you on the right path to transformational success
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## Harnessing the power of IBM and Oracle for the oil and gas industry

### Challenges and opportunity in the oil and gas industry

Despite increasing attention to alternative energy sources, the world can't forget about the oil and gas industry as it struggles to meet ever rising demand for cleaner and more affordable energy. Technology is the most important force to increase the supply of more challenging oil and gas, and mitigate the environmental impact of energy production and consumption. Globally unaligned government regulations and uneven distribution of oil and gas sources and technological expertise can result in more diversified operations, mergers and acquisitions and deeper complementary partnerships. Companies need to develop, deploy and integrate strategic production and information technologies to enable key success factors: performance management, enterprise risk management, operational excellence, people management and adaptive business models.

- **Enhance performance management** – Assess business units, partnerships, people, costs, assets and processes according to advanced metrics and compared to peers.
- **Manage enterprise-wide risk** – Build governance to continuously identify and mitigate broad category of risks across the organization and geographies.
- **Focus on operational excellence** – Architect value-adding activities to help reduce environmental impact, improve quality and enable continuous cost improvements.
- **Increase capacity through effective people management** – Align the right people with the goals, processes, information and technologies to increase capacity and improve decisions.
- **Design adaptive business models** – Integrate different types of business units, value chains, operating models, partnerships and technological disciplines.

Some companies are moving quickly to embrace change and create a competitive advantage. They are unlocking new potential through capabilities that are just now becoming available by applying the right knowledge, technology and experience to seek out new possibilities.



With the right partner, you can too.

## Providing thought leadership in the oil and gas industry

To address the challenges of oil and gas companies, IBM created the Natural Resources Solution Center (NRSC). The mission of the NRSC is to help promote smarter operations for natural resources organizations. The NRSC provides organizations with briefings, joint solution development and proof of concept development. The NRSC also coordinates and supports client-driven research activities among clients, research institutions, and IBM Research scientists.

Whether you want to create a new vision, improve a specific process area, adopt a new enabling technology, or align leadership around a specific initiative, the NRSC can provide high value in helping you determine the right path. As the oil and gas industry and your needs continue to evolve, so will the expertise and capabilities IBM provides, helping to support your long-term success.

## Leveraging the energy of IBM and our leading Oracle practice

IBM Global Business Services has been an Oracle Certified Advantage Partner since 1986. As an Oracle Diamond Level Partner, IBM has more than 10,000 consultants worldwide engaged in successful Oracle implementations. We can enable you to more effectively evaluate, pursue and capitalize on opportunities for growth.

The following are IBM assets and accelerators that we created specifically for our oil and gas practice:

- **Oracle Center of Competency** – Combines oil and gas industry consultants with Oracle application practitioners to create and deliver industry-specific Oracle solutions across the oil and gas value chain, including enterprise resource planning (ERP), Value Chain Planning, Value Chain Execution and Oracle Business Intelligence Enterprise Edition (OBIEE).
- **Oracle Oil Field Services Accelerator** – Our agile implementation approach combines IBM best-in-class pre-defined processes, templates and configurations for oil field services to jumpstart Oracle implementations, helping to reduce time, cost and risk.
- **Oracle Transportation Management and Global Trade Management** – A set of pre-defined templates for the oil and gas industry to quickly determine requirements, roadmap and business case, to help drive value and improve Oracle Transportation Management (OTM) and Global Trade Management (GTM) processes. This can provide a faster time to market to help streamline and automate logistics and trade compliance processes, enhance shipping visibility, and mitigate trade compliance risk.
- **Oracle and P2 Energy Solutions suite of oil and gas software** – Knowledge and experience necessary to implement P2 and integrate with Oracle applications for upstream accounting.



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