



# TAP INTO THE POWER OF YOUR NEW OIL

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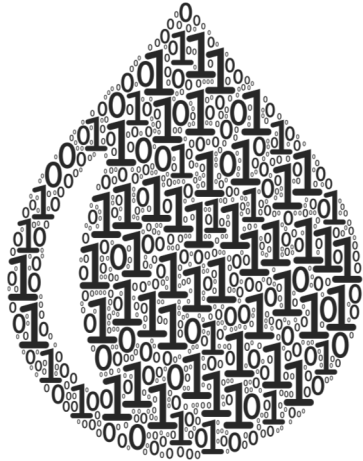


*Better together!*

# DATA IS THE NEW OIL

“Data is the new oil. It’s valuable, but if unrefined it cannot really be used. It has to be changed into gas, plastic, chemicals, etc., to create a valuable entity that drives profitable activity; so must data be broken down, analyzed for it to have value.”

-- Clive Humby



# DRIVING DIGITAL TRANSFORMATION



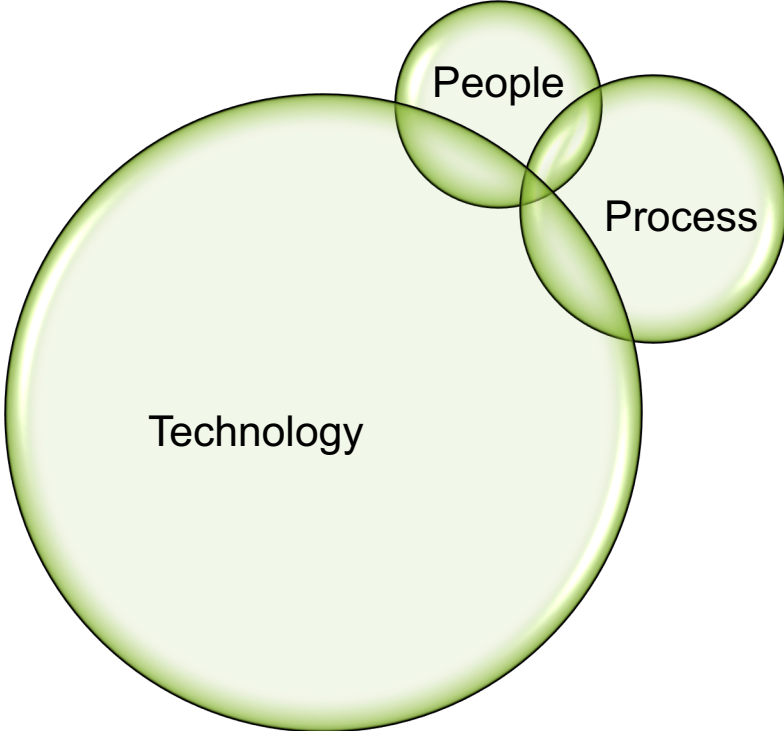
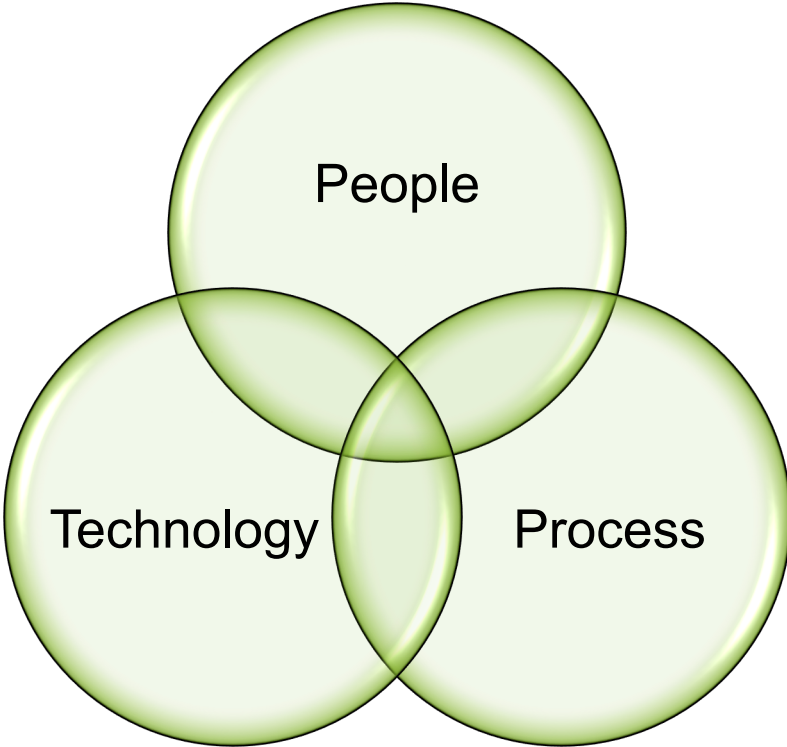
What is the business trying to achieve?

What data is needed?

Technology or solution?

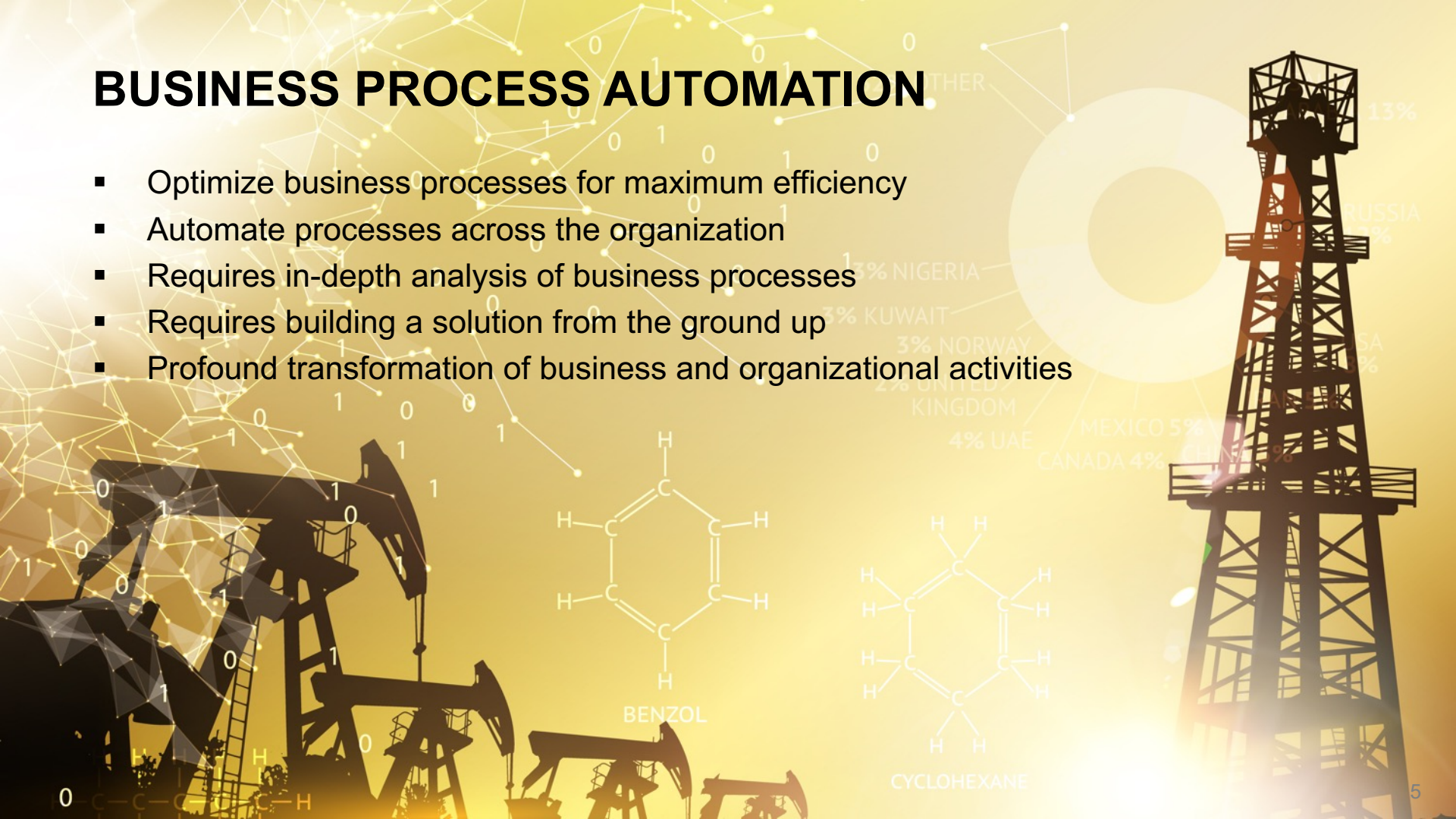


# DRIVING DIGITAL TRANSFORMATION



# BUSINESS PROCESS AUTOMATION

- Optimize business processes for maximum efficiency
- Automate processes across the organization
- Requires in-depth analysis of business processes
- Requires building a solution from the ground up
- Profound transformation of business and organizational activities





# BUSINESS PROCESS AUTOMATION

Approved Field Ticket,  
Pricing match.



Alert	Item	Service Date From	Service Date To	Part #	Description	Qty	Units	Rate	Price Book Rate	Price Book Discount	Subtotal	Discount	Total
 	1.	04/29/2019	04/29/2019	39	Water Hauling	130.00	bbf	2.16	2.16	(0.00%)	280.80	(0.00%)	280.80
 	2.	04/29/2019	04/29/2019	39	Water Hauling	130.00	bbf	2.16	2.16	(0.00%)	280.80	(0.00%)	280.80
Subtotal:											561.60	0.00	561.60
Total Amount: <u>USD 561.60</u>													

*The best processes are the ones that you no longer see.*

# DATA INSIGHTS





# DATA INSIGHTS

## Why?

- 2.5 quintillion bytes of data created daily worldwide
- Assess efficiency, performance, minimize risk, identify new opportunities

## Challenges

- Complex datasets with wide ranges of variability
  - Error prone data entry
  - Different practices used by different organizations
  - Lack of best practices established within companies
- Many companies still lack commitment to data-driven organizational processes and cultures

# DATA INSIGHTS

Principal challenge to becoming data driven	2018	2019
People	48.5%	62.5%
Process	32.4%	30.0%
Technology	19.1%	7.5%

*Big Data and AI Executive Survey 2019  
NewVantage Partners LLC*

# DATA INSIGHTS

Biggest Challenge to Business Adoption	2018	2019
Lack of organizational alignment/agility	25.0%	40.3%
Cultural resistance	32.5%	23.6%
Understanding data as an asset	30.0%	13.9%
Executive leadership	7.5%	7.0%
Technology solutions	5.0%	5.0%

*Big Data and AI Executive Survey 2019*  
*NewVantage Partners LLC*

# DATA INSIGHTS

## Categorization

4" X 1-1/2" GXT XH SWAGE PC
1" 2000# FS 90 DEG ELL
4" X 3" XH CONC WELD REDUCER-DOM
16" SDR9 BF 90 DEG ELL 3 SEGMENT 200 PSI
16" 4710 SDR9 BF TEE 200 PSI
8" HP70ES VIC CPLG W/GASKET
4" STD GRV TEE SC
4" STD GRV 90 ELL
6" STD GRV PIPE CAP SC
80# SACK QUICKCRETE
2" .154W X42 PEB ERW DRL IMP
3" .216W SCH40 SMLS PEB LINE PIPE IMPOR
4" .237W X42 PEB ERW DRL IMP
5/8 X 3-1/2 B7 STUD BOLT W/NUTS
6" X 1" GRV X MALE NPT REDUCING TEE
6" X 1" STD GRV X THRD REDUCING TEE
4" X 4" X 3" GRV TEE
3" 150# SPIROFLEX GASKET
YELLOW GUIDE WIRE SAFETY MARKERS
1/2 CABLE CLAMPS
4" #7180 GRVED FLANGE ADAPTER IPC
4" X 2" GXG CONC REDUCER PC

Noun	Modifier	
PIPE	ANY	
PIPE	CARBON STEEL	
PIPE	CORROSION RESISTANT	
PIPE	DRILL	UNSPSC v 10.5.1
PIPE	DRILL CO	Code 40142100
PIPE	DRIVE	Segment Distribution and Conditioning Systems and Equipment and Components
PIPE	DRIVE/TR	Family Fluid and gas distribution
PIPE	DUCT	Class Pipe
PIPE	EXHAUST	
PIPE	FIBERGLASS EPOXY	

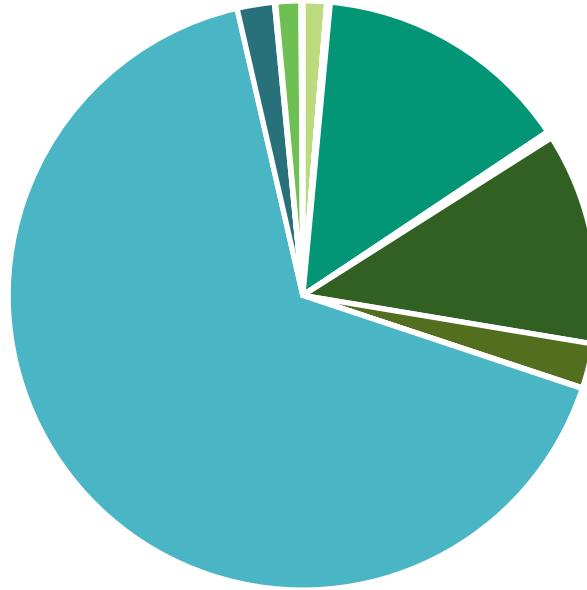
Without proper categorization, data is of little use to organizations.

The Petroleum Industry Data Dictionary (PIDD) provides one such framework for categorizing data with over 4100 templates mapped to UNSPSC.

# DATA INSIGHTS

## Categorization

### *Comprehensive Spend Analysis*



- Chemical Companies
- Distribution Company
- Drill Bits
- Drilling Contractor
- Equipment Rentals
- HSE
- Major Integrated OFS
- OCTG & Services
- Other Services
- Pressure Pumping Services
- PVF & Services
- Telecommunications
- Transportation & Logistics
- Wireline

**DATA IS THE NEW OIL**



# THANK YOU!