

# Getting Technology “Onboard”!

- Many CEOs have begun to talk about “Digitisation” being the way to get along in a \$50/barrel world.
- However, there’s a perception that oil & gas is still behind other industries.
- And that there is ‘gossip’ about failed ‘digitisation’ initiatives.....
- And ‘digital’ businesses seem to making relatively little revenue from oil & gas.

*What is going on.....?*

# Getting Technology “Onboard”!!

ANO BUSINESS PROBLEM

TECHNOLOGY  
SOLUTION

# HISTORIC EXAMPLE: 'EXPLORATION' 3D SEISMIC

IMPROVING EXPLORATION  
SUCCESS

GEOSCIENTISTS + SEISMIC  
SPECIALISTS

REGIONAL 3D  
FROM  
CONTRACTORS

# CURRENT REALITY: 'DIGITISATION'?

SURVIVAL & MAKING A PROFIT  
@ \$50/BARREL

GEOSCIENTISTS, ENGINEERS,  
COMMERCIAL FOLK ETC  
(lack of Data Science depth?)

?

DATA SCIENCE  
FROM  
CONTRACTORS