

Cracking the code for Unstructured Data

Digital Energy Journal Conference
October 3-4, 2017 | Kuala Lumpur

ABOUT ACCENTURE

5 core businesses

STRATEGY CONSULTING DIGITAL TECHNOLOGY OPERATIONS

411,000 employees
serving clients across 120 countries

94 of Fortune Global 100 served
and more than 3-quarters of Fortune 500

14,000 professionals
with Energy industry experience

30+ Energy hubs globally



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Technology Consulting in O&G
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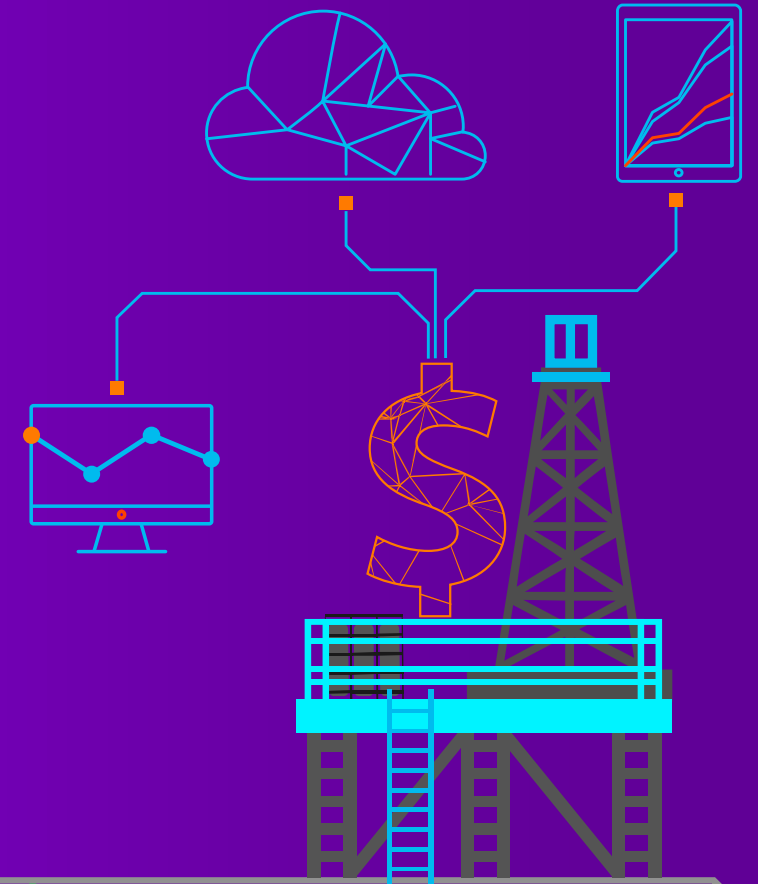
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Big Data/ Analytics is seen as a key opportunity to transform O&G companies

Accenture-Microsoft Upstream Oil & Gas Digital Trends Survey 2016

36% of business leaders are already investing in Big Data/ Analytics

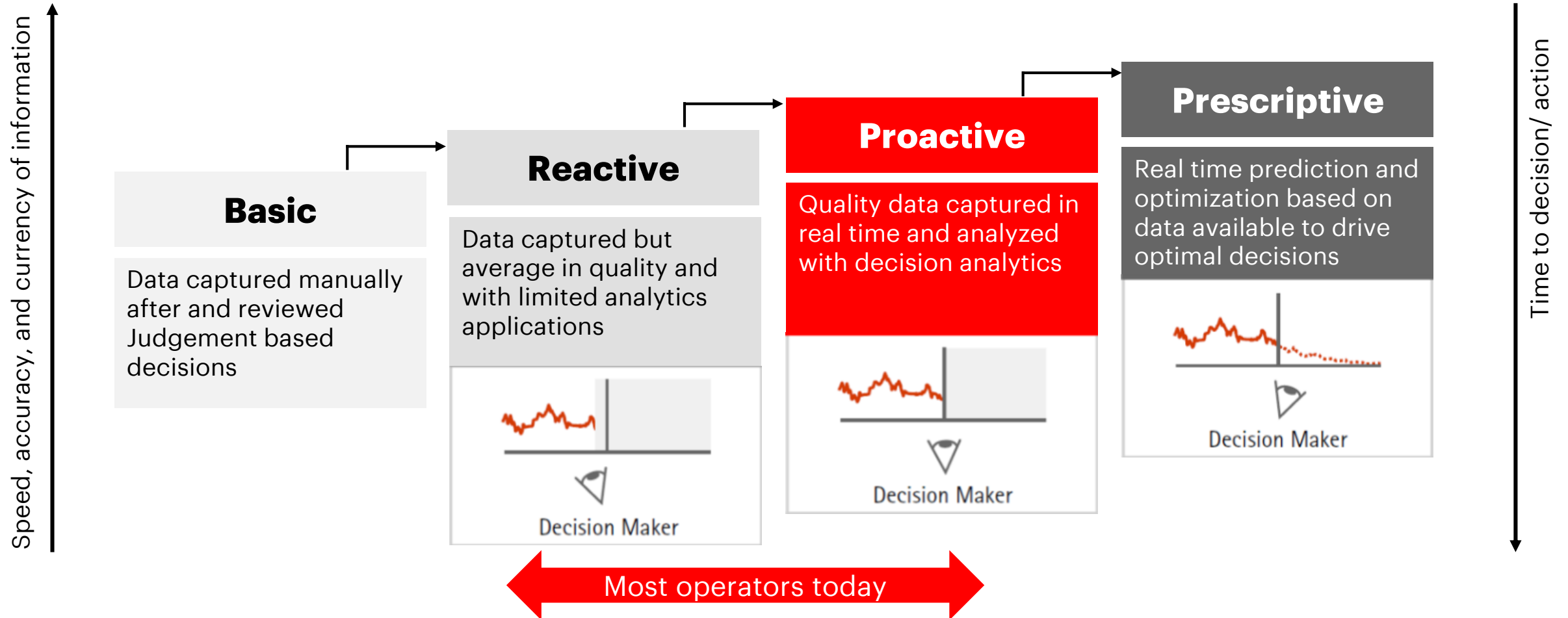
40% believe Big Data/ Analytics is 'Most Important' opportunity to transform their companies



For more survey insights, visit www.accenture.com/digitalenergytrends

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O&G companies are still in the early stages of monetizing their information



Adoption of digital technology & trust in data driven decision making is less prominent in Production & Operations



Applications of Big Data/ Analytics



**Operational
excellence**



**New operating
models**



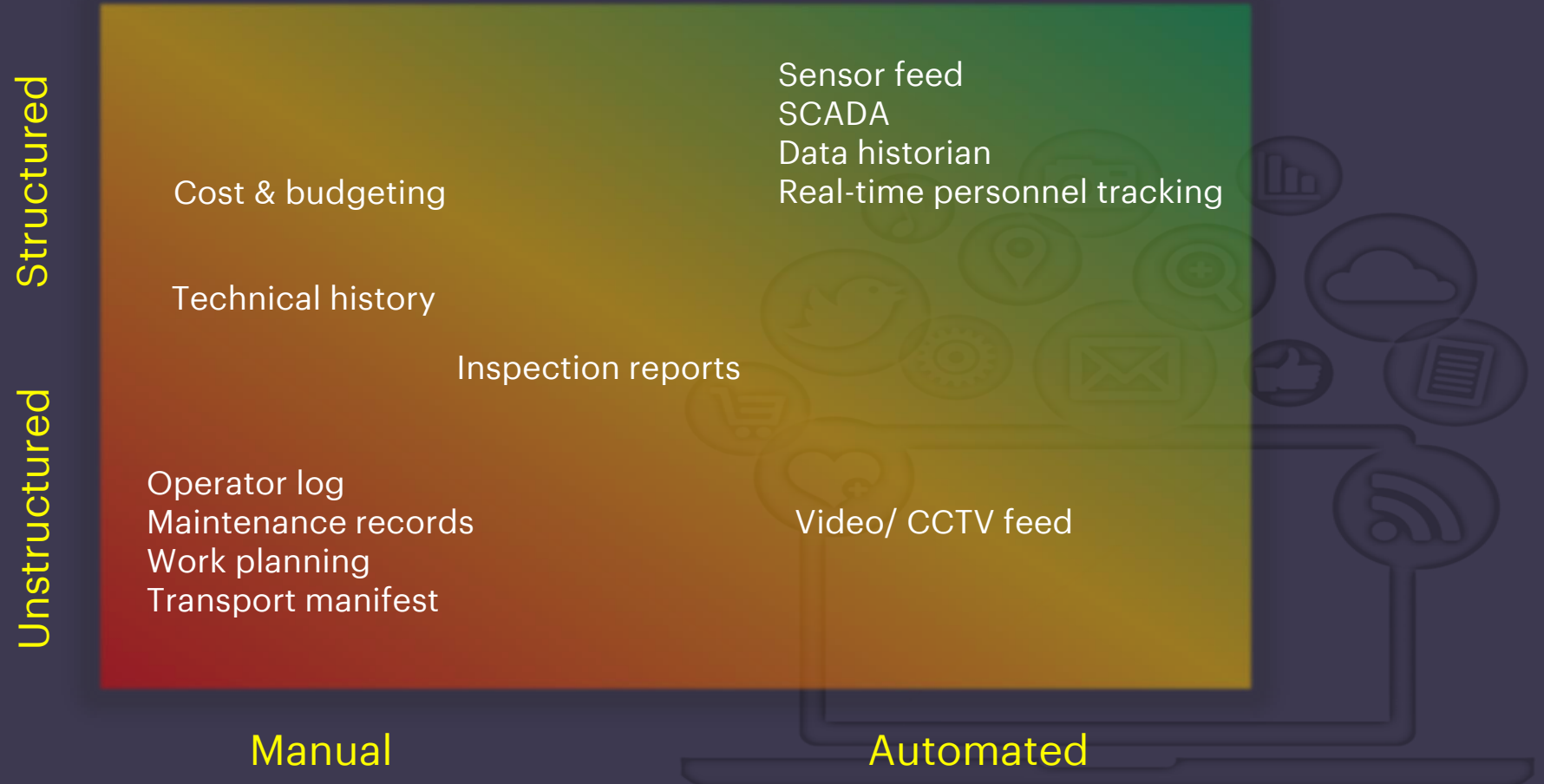
**Capital
efficiency**



**Regulatory
management**

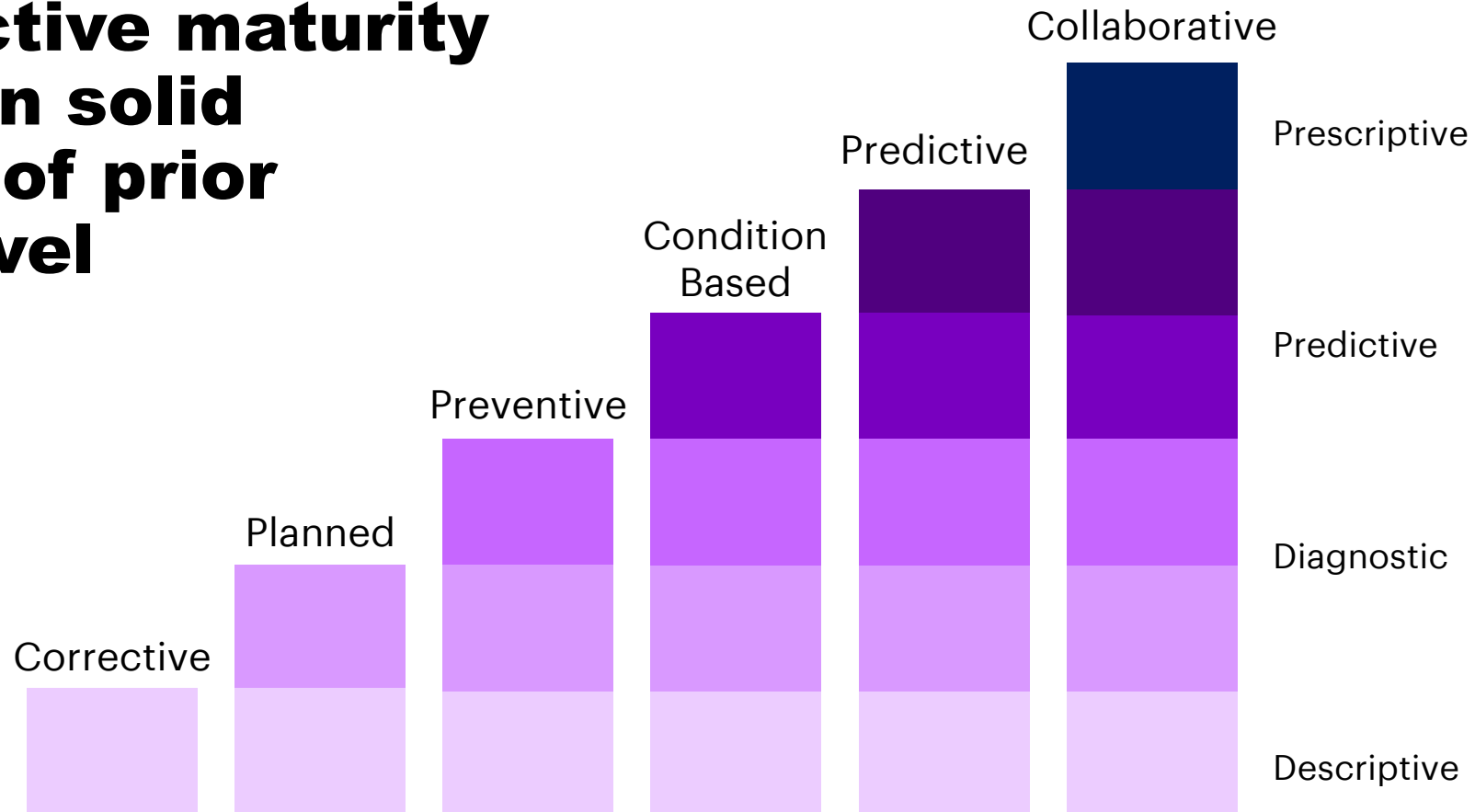
Harvesting information from data remains a challenge

**Useful insights
Unlock trapped
values**



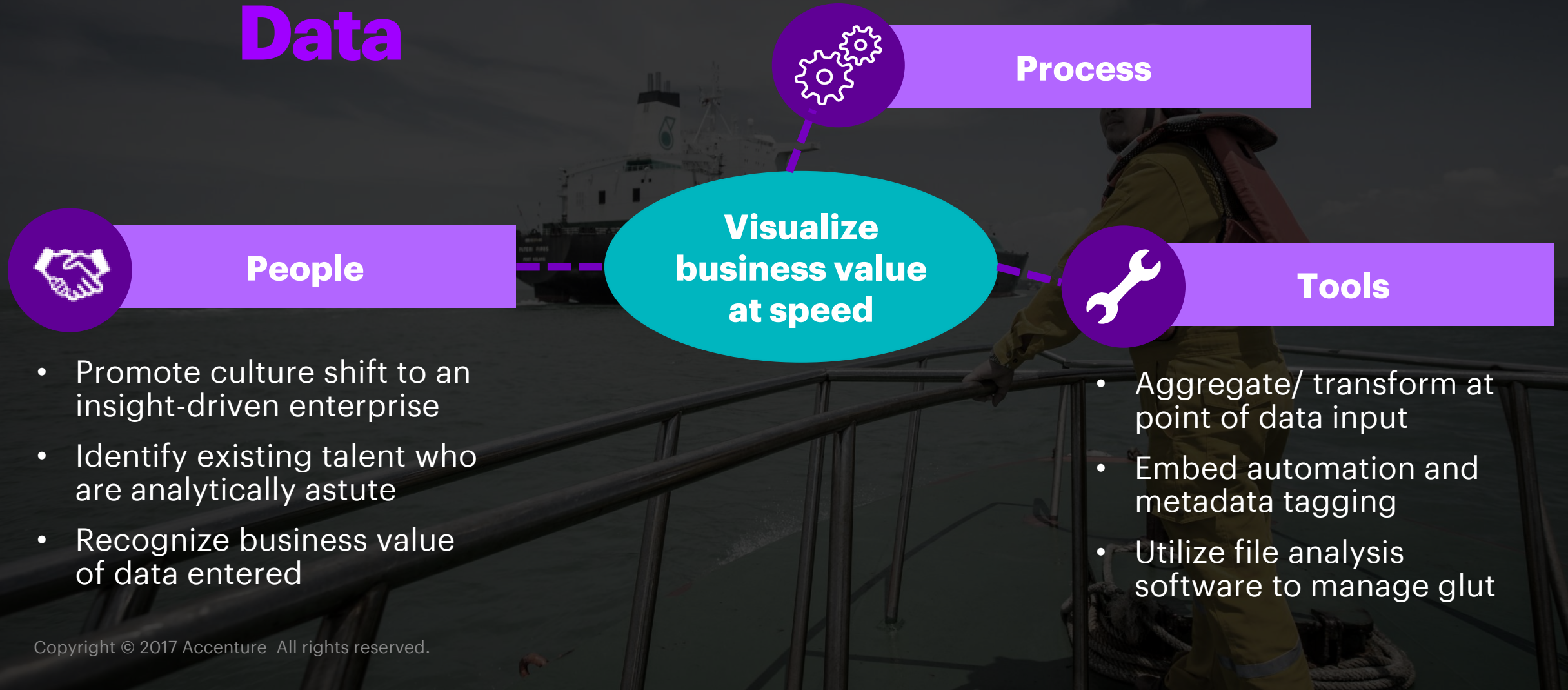
How Predictive Maintenance could equal Reactive Maintenance

True predictive maturity is built upon solid foundation of prior maturity level

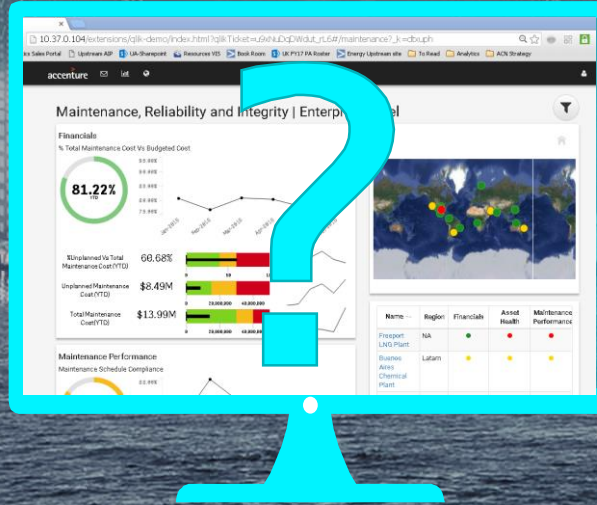


Dealing with Unstructured Data

- Emphasize speed-to-value in analytics development
- Adopt an end-to-end process view, integrating enterprise and operations



Do people trust your data?



People

Do your processes allow for the fast generation of actionable insights?



Process

Do your tools transform data?



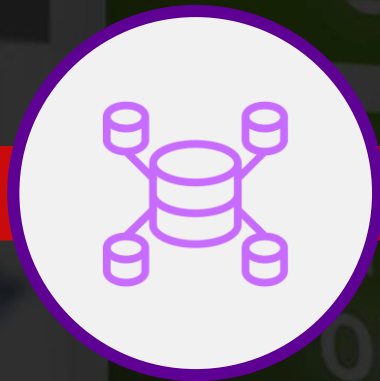
Tools

What do you do now?

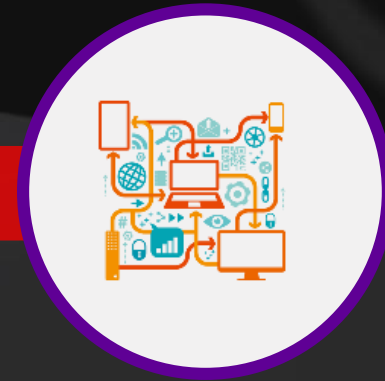
The data is already there...



Wait and See



Exploit Today



Build for the Future

People <> Trust
Process <> Speed to Insights
Tools <> Transformative

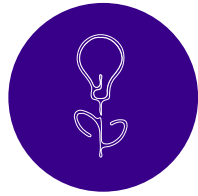
We drive end-to-end transformation for clients across our five businesses and lead with innovation



ACCENTURE RESEARCH

Trends

Ideate
through thought
leadership



ACCENTURE VENTURES

Investment & Open Innovation

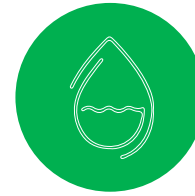
Shape
emerging
technologies



ACCENTURE LABS

Research & Development

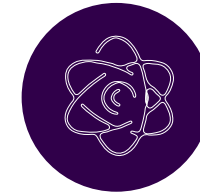
Prototype
through applied
R&D projects



ACCENTURE STUDIOS

Solution Innovation

Build
with speed
and agility



ACCENTURE INNOVATION CENTERS

Use Cases & Assets

Scale
re-use
with clients

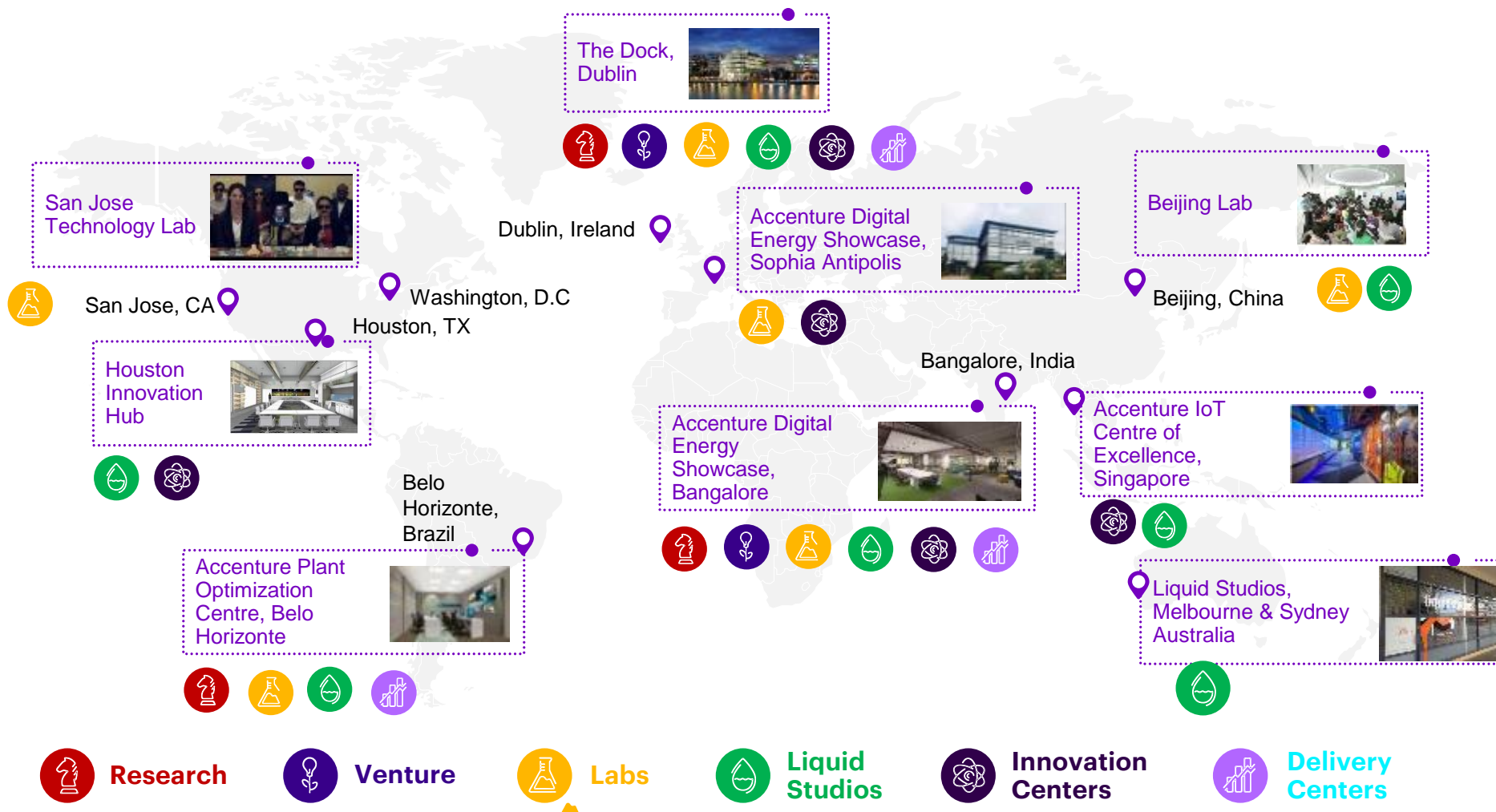


ACCENTURE DELIVERY CENTERS

Industrialization

Industrialize
sales &
delivery

WE HAVE CREATED AN IMMERSIVE DEMONSTRATION ENVIRONMENT TO FOSTER BREAKTHROUGH THINKING



ACCENTURE INTERACTIVE R&D

We work at the intersection of digital customer, business and technology trends to incubate the next generation of customer experience, marketing, content and commerce solutions.

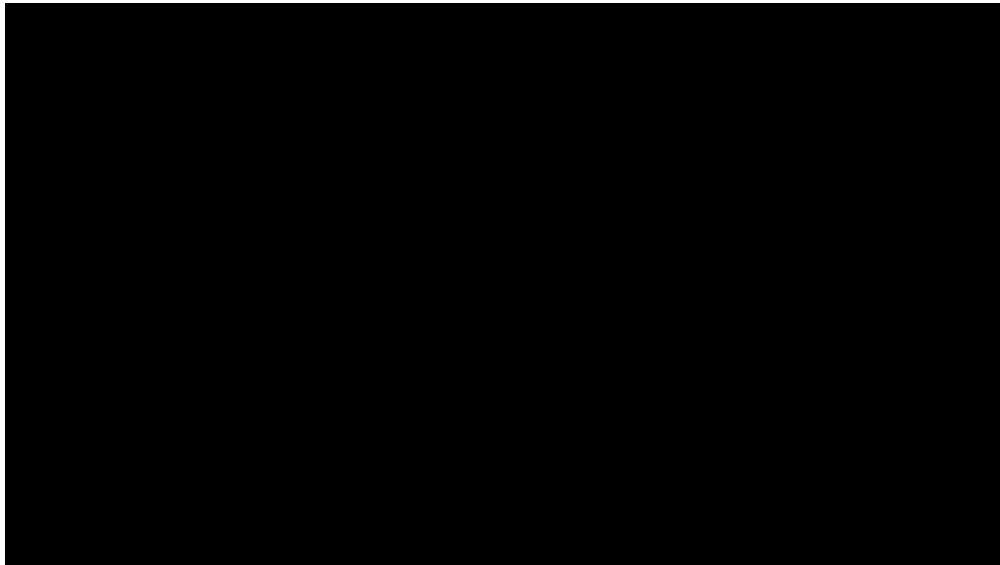


ACCENTURE LABS

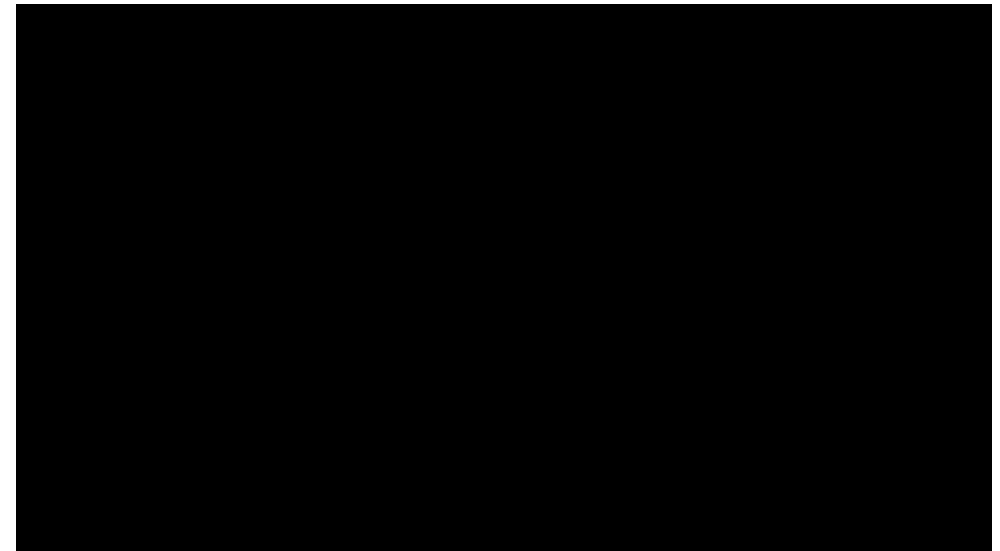
We explore new and emerging technologies to create a vision of how technology will shape the future and invent the next wave of cutting-edge business solutions.

WE SHOWCASE INNOVATION IN REAL OPERATING SITUATIONS

The **Internet of Things Center of Excellence (CoE) for Resources in Singapore** and the **Accenture Innovation Hub in Bangalore** are state-of-the-art facilities that showcase innovations to help companies get the most out of new digital services and business models.

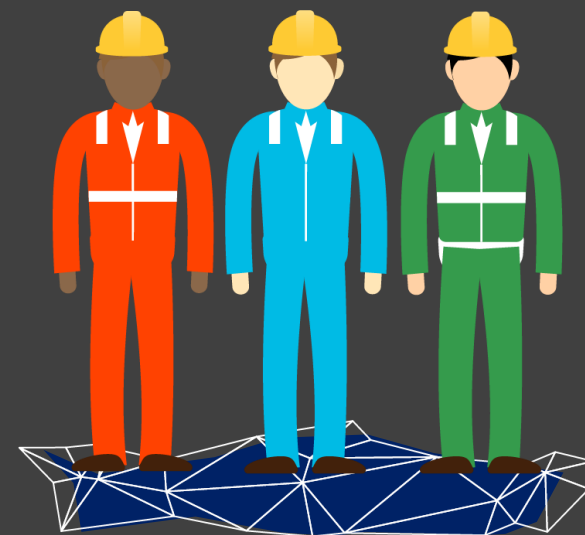


**Accenture Innovation Hub,
Bangalore**



**IoT CoE for Resources.
Singapore**

How are you using unstructured data to optimize Production & Operations?



**EXPLOIT
UNSTRUCTURED
DATA TODAY**

