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

- Strategy:
  - Cognitive and analytics
  - Cloud
  - Internet of Things
  - Mobile
  - Security
  - Social

- New focus: New business models and new ways to create value
- New ways to work: Digitized operations built for efficiency and consumer centricity
- New expertise: Capabilities built through a culture of openness, innovation and collaboration

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