The Digital Oil and Gas Company
Inspire and Shape
The digital energy revolution
Dear Customers and Partners,

As market conditions continue to create uncertainty in the oil and gas industry, companies have survived oil price fluctuations by focusing on being lean. To be lean they are rigorously eliminating waste, managing by exception, focusing on core skills, extensively outsourcing their commodity tasks, and optimizing production and throughput of existing assets. As the companies go through this change they are building the foundation for their digital turning point.

As the companies establish their foundation, they focus on setting themselves up to be more agile to help them sustain these market conditions. To be more agile, they are leveraging comprehensive, real-time planning, forecasting, and modeling across the enterprise and creating scalable processes and systems through automation, artificial intelligence, and machine learning. They are connecting to the ecosystem and developing capabilities to rapidly integrate and optimize acquired assets.

Once companies are more agile, they can start evaluating new business models. As they evaluate new business models, they must create a culture and build capabilities to test business concepts (think big, start small, learn fast). They must find ways to leverage suppliers and customers to create seamless end-to-end processes. They must provide value and find outcome-based offerings.

Finally, companies are advancing technology and using it as a strategy-enabler to provide the digital platform for their future. This digital platform will provide much tighter collaboration between operations and information technology. It will enable rapid connection to external parties to allow flexibility and scalability to drive innovation. Those innovations will become business differentiators and over time will become industry standards requiring them to continuously innovate to differentiate. With a digital platform in place, companies will establish an infinite loop of innovation and differentiation to set them up for future market uncertainties.

To succeed at this digital turning point, oil and gas companies will need to put in place a coherent digital vision with clearly articulated strategies. In particular, they will need to address emerging business models, such as driving outcome-based engagements, providing energy as a service, and flexible sourcing of resources through external talent networks. To execute on this, firms will not only need to reengineer and automate their business processes; they will also have to establish the right technology platform that can deliver on that vision.

SAP envisions a demand-driven value chain operating as a digital energy network. This network will connect ecosystems in a “network of networks” that enables both the resilience and adaptability needed to thrive within any new and developing energy market. Each network node will connect all of the required stakeholders within a specific function, such as hydrocarbon logistics, or an initiative, such as a capital project or an oil field. There will be no internal or external silos or barriers. Every worker, supplier, customer, and asset will connect seamlessly.

At SAP, our vision is to help the world run better and improve people’s lives. The digital platform from SAP, running on top of SAP S/4HANA®, provides the foundation for oil and gas companies to run simpler by digitally enabling them to deliver the safe, reliable, and affordable energy needed to support modern lifestyles and create opportunities so all can thrive through this turning point.

This document offers our insights into how we see the oil and gas industry and how the digital platform from SAP will support your success to transition.

Thank you for your interest, and I look forward to partnering with you through the digital turning point.

Benjamin Beberness
Global Vice President
Oil and Gas Business Solutions
SAP SE

Message from Benjamin

“There is little debate the oil and gas industry has been challenged over the last couple of years. Now that we are in the ‘new normal,’ there is an urgency to provide the agility and scale needed to win in this environment. SAP S/4HANA is the digital platform that enables our customers to transition through this digital turning point.”

Benjamin Beberness
Global Vice President
Oil and Gas Business Solutions
SAP
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Technology trends change everything

We are witnessing an era of unmatched business innovation in the oil and gas industry enabled by technology megatrends and breakthroughs such as:

- Hyperconnectivity
- Artificial intelligence and machine learning
- Blockchain
- Augmented reality

Leading oil and gas companies are already preparing to use these technologies to become more competitive in the emerging digital energy revolution.

THE DIGITAL REVOLUTION

GLOBAL ENERGY DEMAND IS GROWING. MOST PREDICTIONS AGREE THAT:

- Global population will reach almost 10 billion by 2050¹
- 3.1 billion people will be joining the middle class by 2030² demanding more clean and affordable energy to make their lives better
- Urbanization will result in two out of three people living in cities by 2050³

This is all good news for the energy industry. Global energy demand will grow 80%, nearly doubling, by 2050⁴ yet rapid changes are also occurring that threaten traditional oil and gas industry paradigms.

TRANSFORMATION DRIVERS INCLUDE:

- Energy mix: Decarbonization and advances in engineering and technological ingenuity, making possible new and expanded energy sources
- Demand patterns: Population growth, worldwide urbanization, and rising demand from emerging economies, shifting energy flows from west to east
- Regulations: The drive for both lower carbon intensity and overall greater safety of people, plants, and the planet, resulting in a broad and diverse set of regulations that the industry must constantly stay ahead of
- Lifestyles: The confluence of urbanization, resource constraints, and the digital economy, shifting consumer preferences to the simplicity of outcome versus input-based energy consumption

There is a growing preference to consume per miles/km, degree days, powered hours, and the products instead of dealing with the complexity of owning, maintaining, and fueling vehicles, furnaces, and powered devices.

Energy demand is insatiable

- “Energy is the last domino of the information age. While it’s hard to predict exactly what the energy revolution will bring, one thing is already abundantly clear: over the next generation, power and influence will decouple from the ownership of resources (and associated rent-seeking activity) and increasingly be tied to information and imagination.”⁵
- “Success for Shell – and for society more widely – lies in working better, together . . . Only then will we be able to take better advantage of the efficiencies that can be achieved by collaborating at a system level.”⁶
- “Energy companies need to adapt . . . and to build strategically for the longer term. We not only need to control capital and costs, but to set a clear direction.”⁷
- “Meeting energy demand safely, reliably and affordably – while also minimizing risk and environmental impact – will require advanced technology and expanded trade and investment. It will require innovation.”⁸

Shell, SAP, and Volkswagen have collaborated to create a solution that dramatically simplifies parking and fueling experiences for drivers.⁹
The Future: Digital Becomes the Source of Competitive Advantage

SUCCESS BEYOND TRADITIONAL OIL AND GAS
Digital will enable oil and gas companies to break free of the traditional energy demand and price curves and capture new value in three primary areas:

- **Costs:** The elimination of redundancies and lag in execution times will dramatically improve productivity and further reduce capital and inventories as a result of improved collaboration and sharing within the network.
- **Diversity:** The modularity of the network makes it easier to apply existing competencies in a more diverse portfolio of energy, for example, applying offshore production capabilities to underwater mining.
- **Outcomes:** Development of more outcome-focused business models – for example, new partnerships and market entries into retail, banking, and consumer goods – enable delivery of those outcomes as transportation and heat instead of just input fuel.

THE DIGITAL ENERGY NETWORK
SAP envisions that the digital energy revolution will result in a more resilient digital energy network that connects all of the workers, suppliers, customers, and assets through reimagined business models, processes, and ways of working. We will move away from the traditional, vertically integrated model bound by physical, techno-logical, and organizational boundaries.

Digitally enabled business processes will become eco-systems that connect all stakeholders around a specific function or initiative, such as a capital project, an oil field, or hydrocarbon logistics. For example, with connected hydrocarbon logistics, a product planner and scheduler might learn that a jobber is lifting less than forecasted. This will affect revenue and create a containment issue at the terminal if the product isn’t moved. In the connected world, the system will automatically generate a number of cost-ranked options to move product at the three locations within operational constraints.

The product scheduler can then look on the network to identify potential transportation assets that can be employed in the movement. The system’s modeling capabilities are used to understand cost, constraints, and trade-offs inherent in the potential options. Once analysis is complete, a plan is selected that enables product to be moved to a nearby terminal where liftings are exceeding forecast.

Collaboration will be simplified through the sharing of information and resources. All elements of the value chain will become outcome driven, focused on the ultimate needs of the customer. Access to information will overtake access to capital and reserves as the key competitive differentiator.

NEW BUSINESS IMPERATIVES
Oil and gas companies are reimagining business models, business processes, and job descriptions enabled by the transformation drivers to achieve:

- Innovation beyond the barrel – energy outcome providers
- Products and service digitalization
- Ability to compete as an ecosystem
- Digital platform
Reimagining Oil and Gas

The digital economy offers infinite new opportunities.
In a connected world where every company is becoming a technology company, smarter products and services will refocus commerce on business outcomes and blur industry lines.
Reimagine Business Models

Access to resources and capital is no longer enough to sustain competitive advantage in the digital economy, which is driving the development of new business models that increasingly rely on digital technologies and information to compete.

We see the primary strategies of cost control, diversification, and focus on outcome being applied to the business model types listed below for participants across the digital energy network. The network’s adaptability and flexibility and these emerging models will drive energy organizations’ digital transformation.

BEYOND THE BARREL: ENERGY OUTCOME PROVIDERS
With the advent of the digital economy and the deregulation of energy markets, consumers are more empowered than ever and are demanding simplicity and service quality. Energy providers will extend beyond the barrel to master:
- Consumer energy usage analytics to offer services that optimize delivery of transportation, heating and cooling, and power
- Creation of new services and experiences focusing on convenient energy outcomes that cross traditional market boundaries. Examples include delivering the outcomes of transportation, climate control, or a powered device – not just the traditional fuel inputs

PRODUCTS AND SERVICE DIGITALIZATION
Logistics providers will disrupt the entire value chain by managing physical deliveries across the network, often without owning or operating any of the necessary inventory or assets or hiring the necessary employees. For example, SAP® Asset Intelligence Network will create “digital twins” of physical assets and share business models among OEMs, service providers, and operators. Logistics providers of the future will:
- Become masters at aggregating and matching supply and demand and dispatching owned or contracted resources across all modes of transport. This starts with inventory visibility across a network of industry participants, with “digital logistics” determining the optimal move before physical logistics actually move anything.
- Optimize and automate execution so that transactions are touchless and require minimal manual intervention.
- Use digital connectivity with predictive and learning technologies to enable agile and autonomous responses to market dynamics.

COMPETING AS AN ECOSYSTEM
In an increasingly volatile energy market with a broadening range of asset types and energy sources, the success of energy operators will largely be determined by three variables: safety, cost, and agility. Operators will:
- Push the boundaries of augmented reality and use of robotics in operations activities to improve safety and productivity
- Push organizational boundaries by seamlessly sharing data and calling on ecosystem partners to work together in ensuring production, profitability, and safety targets are met (possibly pay for outcome)
- Master IT/OT convergence with machine learning and prescriptive operations and maintenance
- Develop greater asset intelligence by cooperating and sharing performance data with OEM and engineering specialists
- Collect performance feedback from connected assets to continuously improve and innovate design and operation of new and existing assets

DIGITAL PLATFORM
Continued investment and ingenuity are needed to find, develop, process, and expand the energy network infrastructure. Digital leaders will deliver operationally ready assets, often on a performance or revenue-share basis, by:
- Using the power of supercomputing (for example, to run predictive and learning algorithms and models) for more accurate exploration and effective asset design and constructability
- Using a networked platform for collaborative project management that will orchestrate work and logistics across multiple trades and disciplines

Disruptive competitors
By 2018 IDC Energy Insights predicts that one-third of the top 20 market share leaders in most industries will be significantly disrupted by new competitors (and “reinvented” incumbents).10

Increased connectedness
Vantage Drilling: “We’ve constructed an always available technology that makes any plant available anytime, anywhere.”11
Reimagine Business Processes

Digitally enabled and connected processes will utilize new technologies, interactive devices, and real-time data to reduce risk, increase efficiency, and help make better informed decisions. Connected processes will become simplified and optimized, extending beyond a single enterprise to create a digital energy network.

**PROJECT ORCHESTRATION**
The energy industry will remain both asset- and capital-intensive, making project orchestration key to optimizing project planning, execution, and collaboration along the project value chain. Connected projects will plan, manage, and collaborate better by capturing all data across the full project lifecycle and handing off easy-to-consume kits of digital necessities. Predictive and learning algorithms will improve program delivery. Full visibility will occur as project management, procurement, and logistics solutions integrate with finance, logistics, and health and safety processes.

**HYDROCARBON PRODUCTION**
With digitally connected oil fields, companies will manage the convergence of hydrocarbon production, maintenance, engineering, and financials. Operators and their partners will use real-time analysis of geospatial and sensor data from a portfolio of assets and combine it with user-configurable predictive analytics to identify underperforming assets and determine root causes of issues. Production will be optimized and secured through the use of proactive maintenance planning and integrated financial and resource management.

**HYDROCARBON LOGISTICS**
Hydrocarbon logistics processes will improve to optimize logistics and execution of each step across the end-to-end hydrocarbon supply chain. New “Uber-like,” on-demand transportation models will become possible across all modes of transport. Hyperconnectivity will also enable organizations to gain real-time visibility of raw-material acquisition to retail and cut risk with a scalable supply chain for hydrocarbon logistics. Deeper refinery and terminal integration, complete with full integration across partner business networks, will drive efficiency in tendering and bid activities.

**OPERATIONAL INTEGRITY**
Demographic challenges, advanced skill and certification requirements, and global workforce shortages make it critical to improve process safety and operational integrity while reducing enterprise operating risk. Collaborative networks will drive fuller situational awareness, and optimize process safety and integrity in oil or gas operations. Recruiting platforms and managed service providers will enable the requisitioning needed to find people with the right skills to meet business needs and compliance requirements.

**PROCUREMENT**
Global supply chains will become contractually enabled with a multitier management of suppliers, driving new levels of collaborative sourcing. Fully integrated procurement suites will help find and contract both complex services as well as talent with specific noncore skills to drive strategies outside of the current business scope.

**FINANCE**
Financial systems of the future will be able to analyze profitability instantly across multiple dimensions of the ecosystem. The systems will generate finance reporting with industry-related attributes, enable control of performance-based service contracts, and manage and comply with digital rights.

**HUMAN RESOURCES**
Total workforce management will make it possible to manage the entire workforce on a single platform to lower costs of time and attendance functions. This platform will support social collaboration among teams, train and certify the workforce on the latest digital technology, and collaborate with universities and external entities with more flexibility.

$1 million disruptive innovation
Reduction in cost at Continental Resources to drill a well due to technology advances in drilling and completion efficiencies

30% Simplified field ticketing
Reduction in sales outstanding at C&J Energy Services, more accurate insights into each job, and increased overall operational efficiencies

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Reimagine Work

The transformation of processes – from a traditional, vertically integrated oil and gas company to a digital energy network – profoundly changes what workers do and how they learn, interact, and grow.

Substantial business transformation should automate manual tasks, enrich jobs, and create more meaningful work. For oil and gas companies, transformation typically involves:

Digital business processes: Digital energy companies will eliminate unnecessary and manual transactional work, replacing it with digital processes and real-time analytics that work together to support automated, rule-based decision making and automate exception handling.

Connected assets and people: Companies will enable real-time, on-demand access to the right data on the right device. This will improve decision quality, profitability, and productivity as people can access any information they need within the context of their actual work, regardless of whether they are internal or external to the business.

Predictive and self-learning systems: Digital energy companies will improve machine-to-machine collaboration and provide maintenance simulations (for example, of asset repair procedures). By delegating business processes from people to machines, companies will need fewer but more highly skilled workers who can orchestrate complex systems.

Interactive and touchless technologies: These technologies reflect the transition of people’s roles from transaction workers to exception handlers, who address issues that fall outside the constraints of rules and thus demand human creativity and ingenuity. By using augmented reality and drones, safety and productivity will be improved. Human errors and exposure to risks will be reduced.

Flexible, business-to-people relationships: Digital energy companies will require effective and adaptive digital communication, both within their organizations and between their assets, workforce, customers, service providers, and all other stakeholders. Real-time information on the right devices will be a critical factor in empowering the digitally enabled worker to build and run the digital enterprise of the future. In addition, communications will increase with the public over social and broadcasting networks.

People continue to be key assets in the digital energy network. Their roles will change, but their value within the network will grow.

>10.1

The ratio of devices that operate autonomously today, compared to those that have human interfaces. This ratio will move toward the hundreds and even thousands. An estimated 71% of the workforce in oil and gas is 50 years of age or older, according to an IPAA survey.
Digital Business Framework

All companies across all industries require a simple, digital approach to building a pragmatic and executable strategy for realizing a digital vision.
Digital Transformation Framework

Every company needs to think about the five imperatives of digitalization

SAP understands the five imperatives of digitalization and the continuously changing requirements that are posing big challenges for businesses today. By reimagining business models, business processes, and work, companies will be able to develop their digitalization road map.

We developed the digital business framework to help oil and gas companies develop and execute on their enterprise strategy so they can fully leverage and contribute to a digital energy network. In doing so, oil and gas companies can grow profits and reduce costs by digitalizing and simplifying their operations.

The digital core is the platform for innovation and business process optimization. It is the heart of the business where SAP is a leader, already providing the de facto solution suite for the oil and gas industry. The digital core connects the workforce, the Internet of Things, supply networks, customers, and stakeholders.

Using the digital business framework will help companies create:
• A smarter and engaged workforce across all employees and contractors
• Supplier collaboration to accelerate growth and innovation
• Outcome-based customer and stakeholder engagement across all physical and digital channels
• Full and safe utilization of assets leveraging the Internet of Things to drive real-time insights and enable new business models
• Real-time business transactions and analytics connected on a digital core so everything is smarter, faster, and simpler

GET STARTED TODAY
It isn’t necessary to implement this digital framework all at once, or even to start with SAP S/4HANA®.

Companies can start with the pillar that creates the most value for their given situations, and add others when they are ready.
SAP Digital Business Services Portfolio

In the digital economy, simplification and business innovation matter more than ever. To achieve this effectively, it’s important to cover the end-to-end digital transformation journey. This ranges from planning a digital innovation road map and implementation plan with proven best practices to running all deployment options and ultimately optimizing for continuous innovation with a focus on outcomes.

SAP innovated its portfolio to provide both a stable digital core as well as flexible line-of-business (LoB) extensions.

Learn more about SAP solutions today and discover planned innovations by accessing the SAP road map for oil and gas business solutions here:
The oil and gas industry is responding to a digital revolution on both the supply and demand sides of the value chain through:

1. Moving away from traditional, vertically integrated business models to those that will replace access to reserves and capital with access to information as the competitive differentiator.
2. Breaking free from traditional energy demand and capturing value in three main areas: lower costs, greater portfolio diversity, and more outcome-focused business models.

Digital platform
- Digitally reimagine business models through new business capabilities across a value map.
- Beyond the barrel – energy outcome providers

Typical business benefits*
- Capital project costs: -2%–3%
- Cost of shutdowns, turnarounds, and outages: -5%–15%
- Well downtime: -15%–25%
- Lease operating costs: -5%–10%
- Return on assets: +5%
- Lower cost of time and attendance functions: -50%–60%
- Audit cost: -20%–40%
- HR full-time equivalents: -44%
- Procurement function cost: -15%–20%
- Lower cost of shutdowns, turnarounds, and outages: -5%–15%
- Well downtime: -15%–25%
- Lease operating costs: -5%–10%
- Return on assets: +5%
- Worker acquisition time: -30%–40%
- Procurement function cost: -15%–20%

Projects and service digitalization
- Run real-time predictive analysis on portfolio performance at any process stage.
- Enable asset performance-based contracting with shared risk models.
- Minimize disruption of the production process.
- Increase transparency into historical, current, and planned gross and net production, quality, and margins.
- Promote production sharing of agreements.
- Analyze risk and reliability analysis.
- Calculate risk-based asset lifecycle costing.
- Optimize asset effectiveness.
- Integrate mechanical, process, and people integrity processes and solutions.
- Work on flexible contracts with customers.
- Support social collaboration among teams.
- Hand over a digital twin to operations as the company’s asset and project management platform.
- Create flexible supply chains for both materials and labor.
- Manage projects collaboratively across the entire project life cycle and supply chain.
- Support a systems-engineering approach that includes mechanical software and electronic capabilities.
- Embed a technologies foundation to enable equipment networks.
- Hand over a digital twin to operations and analytics.
- Enable cross-functional transparency, collaboration, and reporting of gross and net production of working interests and operated wells.
- Allow functions to use single production allocation results.
- Drive visibility and delivery across the full hydrocarbon value chain.
- Foster predictive and optimized supply chain planning capabilities such as integrated business planning and secondary costs.
- Provide a collaborative platform for project orchestration and operational integrity.
- Foster external partnerships to deliver a collaborative platform to manage the entire asset lifecycle.
- Foster collaboration and social networking through cloud computing.
- Foster knowledge sharing and community building in operations.
- Generate financial reporting with industry-related attributes.
- Implement a fully integrated procurement suite.

Digital Innovation
- SAP Leonardo
- SAP S/4HANA®

Digital Core
- SAP Cloud Platform
- SAP Leonardo
- SAP S/4HANA®

Who we are
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Digital Innovation
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Who we are
- SAP Leonardo
- SAP S/4HANA®
How Does It All Come Together? – Example

Each of the five digital business pillars delivers individual business value, but next-generation business processes will span multiple pillars to drive efficiency internally and across the business network, connect to devices, and enhance the omnichannel customer experience.

CONNECTED OIL FIELDS

The process flow shown here portrays how leaders in the oil and gas industry are integrating their OT and IT technologies to proactively deliver production and profitability above forecast.

In this context, connected oil fields yield tangible business benefits such as:
- 5% increase in production
- 10% reduction in lease operating expense
- 25% reduction in well downtime
- 50% reduction in rate loss deferments
- Safer and compliant operations

See a video on a day in the life of a production engineer [here](#).
How Does It All Come Together? – Example

Each of the five digital business pillars delivers individual business value, but next-generation business processes will span multiple pillars to drive efficiency internally or across the business network, connect to devices, and enhance the omnichannel customer experience.

CONNECTED HYDROCARBON LOGISTICS

The process flow shown here portrays how leaders in the oil and gas industry are integrating their OT and IT technologies to optimize the network proactively to be ready for the next disruption.

In this context, connected hydrocarbon logistics yield tangible business benefits such as:¹⁵
- 2% higher refining and sales margins
- 6% reduction of hydrocarbon inventory
- 4% reduction in capital expenditure
- Safer and compliant operations

See a video on SAP vision of connected hydrocarbon logistics [here].
From Your Current State to Digital

The journey to becoming a digital energy company begins with planning a digital transformation road map.
In the digital economy, simplification and business innovation matter more than ever. To achieve this effectively, it’s important to cover the end-to-end digital transformation journey. This ranges from planning a digital innovation road map and implementation plan with proven best practices to running all deployment options and ultimately optimizing for continuous innovation with a focus on outcomes.

Transforming from Your Current State to Digital

The end-to-end digital transformation journey

Plan
well to manage expectations

Build and launch
with proven best practices

Run
all deployment models

Optimize
for continuous innovation

Simplify and innovate
- Reimagined business models, business processes, and work
- SAP Digital Transformation Framework as a guide for digital transformation
- Value-based innovation road maps

Standardize and innovate
- Model-company approach to accelerate adoption with model industry solutions
- Design thinking and rapid tangible prototypes
- Coengineered industry innovations delivered with agility

Run with one global support
- One global, consistent experience
- End-to-end support – on premise, cloud, or hybrid

Optimize to realize value
- Continuously captured and realized benefits of digital transformation

To move forward with speed and agility, it helps to focus on live digital data, instead of Big Data, and combine solution know-how and industry-specific process expertise with data analytics so that the right digital reference architecture is defined and delivered. In that context, a model-company approach can enable airlines to transition from their current state to digital. Model companies represent the ideal form of standardization for a specific line of business or industry. They are built on existing SAP solutions using best-practice content, rapid prototyping solution packages, and additional content from customer projects. They provide a comprehensive baseline for rapid customer-specific prototypes, cloud demos, and quick-start implementations.
SAP Digital Business Services
Enabling your success in digital transformation

SAP has a broad range of services to cover the end-to-end digital transformation journey, ranging from consulting on a digital innovation road map and implementation plan with proven best practices to the ability to run all deployment options and ultimately optimize for continuous innovation. We provide both choice and value within our service offerings, allowing you to tailor the proper approach based on your specific company expectations and industry requirements.

- 25,000 professionals in 70 countries
- Customers in 130 countries
- Outcomes delivered as one team in one contract
- Projects connected in real time to global network of support functions through SAP Mission Control Center
- SAP MaxAttention™ and SAP ActiveEmbedded services to safeguard investment
- Consistent experience – on premise, cloud, or hybrid
- Standardized adoption of processes and tools
- Streamlined onboarding and ramp-up of stakeholders

From proposing a comprehensive digitalization proposal to realizing and running it, SAP delivers on the digital transformation promise to its customers on time, within budget, and on value.

Value delivery from SAP is possible due to our many unique, differentiating assets:

- Digital business model
- Flexible, scalable enterprise architecture
- Platform for the digital future
- People and culture transformation
- Digital boardroom
- Predictive customer insights
- Value realization dashboard
- Agile decision making and execution support

Value delivery from SAP focuses on the following deliverables:

SAP Digital Business Services delivers digital innovation with simplification and accelerated implementation, which is key to adoption and value realization. Continuous improvement is supported through the ongoing assessment of real-life data insights and joint governance with customers.

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Comprehensive SAP Ecosystem
Orchestrating the world to deliver faster value

Our comprehensive ecosystem offers:
• A wide range of business services (OEM suppliers and data and content providers)
• Open architecture: choice of hardware and software
• Complementary and innovative third-party solutions
• Reach – partners to serve your business of any size, anywhere in the world
• Forum for influence and knowledge
• A large pool of industry experts with broad and deep skill sets

Our partner ecosystem includes, among others:

Business network
• 1.9 million suppliers
• 200 major travel partners (air, hotel, and car)
• 50,000 service and contingent labor providers

Influence forums and education
• 32 user groups across all regions
• 40+ industry councils
• SAP Community with >24 million unique visitors per year
• 2,650 members of the SAP University Alliances network

Innovation
• 1,900+ OEM solution partners to extend SAP solutions
• 3,200 startups developing SAP HANA applications

Implementation services
• 300+ services partners focused on the travel and transportation line of business
• 3,200 services partners overall
• Delivering industry-specific solutions and services

Platform and infrastructure
• 1,400 cloud partners
• 30+ platform partners

Driving customer value

Channel and small and midsize enterprise
• 4,800 channel partners

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Why SAP?

SAP underpins the digital oil and gas company with the digital core, business networks, supply chains, and the Internet of Things.
SAP Is Committed to Innovation

Vision  Help the world run better and improve people’s lives

Mission  Make every customer a best-run business

Strategy  Become the cloud company powered by SAP HANA

Global presence and relevance
- 87,114 employees representing more than 130 nationalities
- More than 355,000 customers
- SAP operates in more than 180 countries

Industry and LoB focus
- 3,500+ oil and gas customers worldwide
- Industry-driven, robust advisory councils to help ensure alignment
- Deep industry-specific capabilities with clear industry road map
- 40+ years of delivering value to the oil and gas industry

Digital economy ready
- More than 135 million business cloud users
- 1.9 million connected businesses
- >$800 billion in B2B commerce
- >99% of mobile devices connected with messaging from SAP® software

Innovation leader
- 2011 – SAP HANA platform launched
- 2012 – SAP Cloud portfolio launched
- 2014 – Business networks supported by SAP are the largest marketplace in the world
- 2015 – SAP Cloud Platform launched
- 2015 – SAP S/4HANA® launched as most modern ERP software
- 2016 – SAP S/4HANA – most modern ERP software for oil and gas
- 2017 – SAP Leonardo portfolio launched

Industrial Internet of Things enabled by SAP
- 3,500+ oil and gas customers worldwide
- 40+ years of delivering value to the oil and gas industry
- Robust industry-driven advisory councils to help ensure alignment

Available Anytime, Anywhere
SAP co-innovated with Vantage Drilling to overcome inherent latency in satellite communications at offshore locations.¹¹

Simplified User Experience
SAP co-innovated with Toyota to simplify the fueling process for drivers, resulting in a dramatically improved driving experience.¹⁶

Production Management
SAP co-innovated with Accenture to develop a suite of production management solutions called Upstream Production Operations by Accenture and SAP, 40 of which are estimated to improve production rates by 5% to 15%.¹⁷
Additional Resources

Outlined below is additional external research that was used as supporting material for this paper.


15. SAP estimates


Note: All sources sited as “SAP” or “SAP benchmarking” are based on our research with customers through our benchmarking program and/or other direct interactions with customers.

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