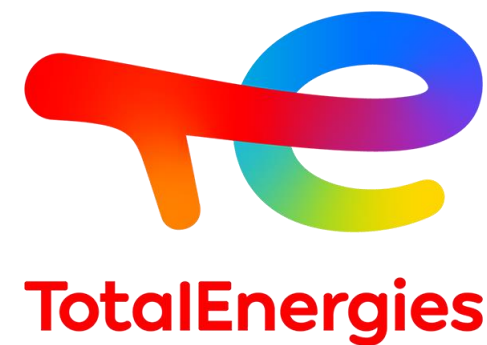




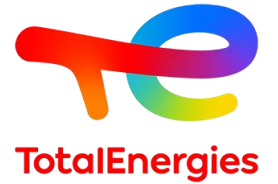
Barriers to Digital implementation

An operator perspective

Laura Aldren, Digital Manager

Phil Mason, Technical Data Management Leader

The Value Drivers – Why are we doing this?



Cost Conscious Culture

In our maturing basin, having a cost-conscious culture is becoming increasingly critical. Digital Engineering unlocks critical cost savings and drives this culture.

Advanced Technologies

The fundamentals of digital engineering enable us to adapt our professional environments quickly when new, disruptive technologies eg GenAI come along

Accurate & Data Driven Decision Making

High quality, trusted evidence supported by modelling enabling automated monitoring & assessment of multiple data points

Time saving & Efficiencies

More productivity on VALUE ADDING tasks. Less data manipulation. Automatic visualisation.

Operational Excellence

From logistics through to production shortfall avoidance, digital engineering creates opportunity for continuous improvement and operational excellence across our full business.

Emissions Reduction

Transparent reporting and trustworthy data along with data driven insights and recommendations support our emissions reduction efforts.

Competitive Advantage

To remain competitive within our industry and the constantly changing landscape we must digitalise and use the extensive data we have at our fingertips.

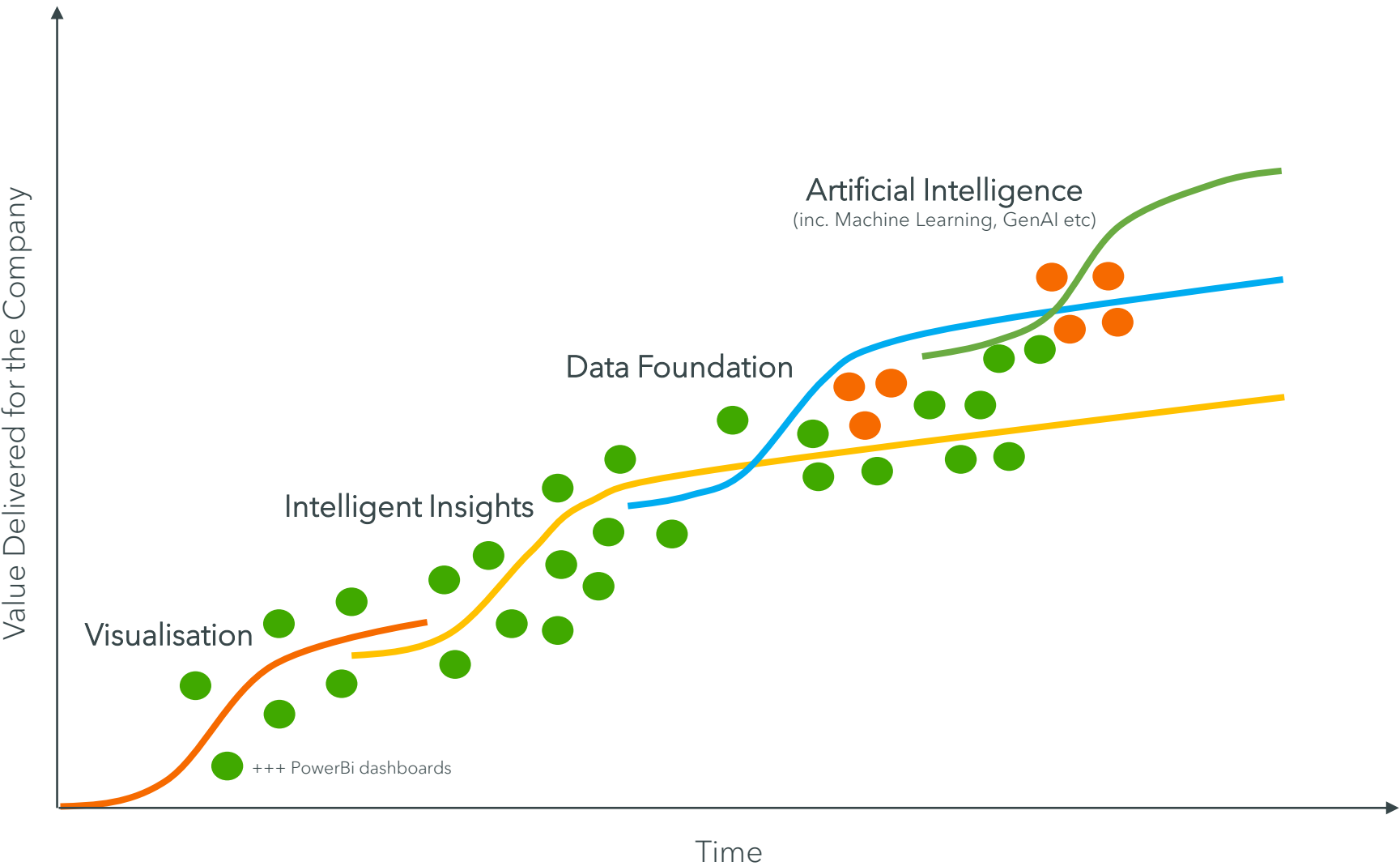
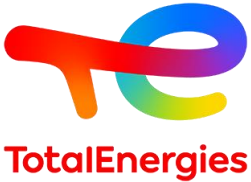
Recruiting for the Future

Using the latest tech translates into being a modern company resulting in the ability to attract top talent

Upskilling Opportunities

Upskilling and equipping the existing workforce with additional skills needed in today's fast changing professional landscape

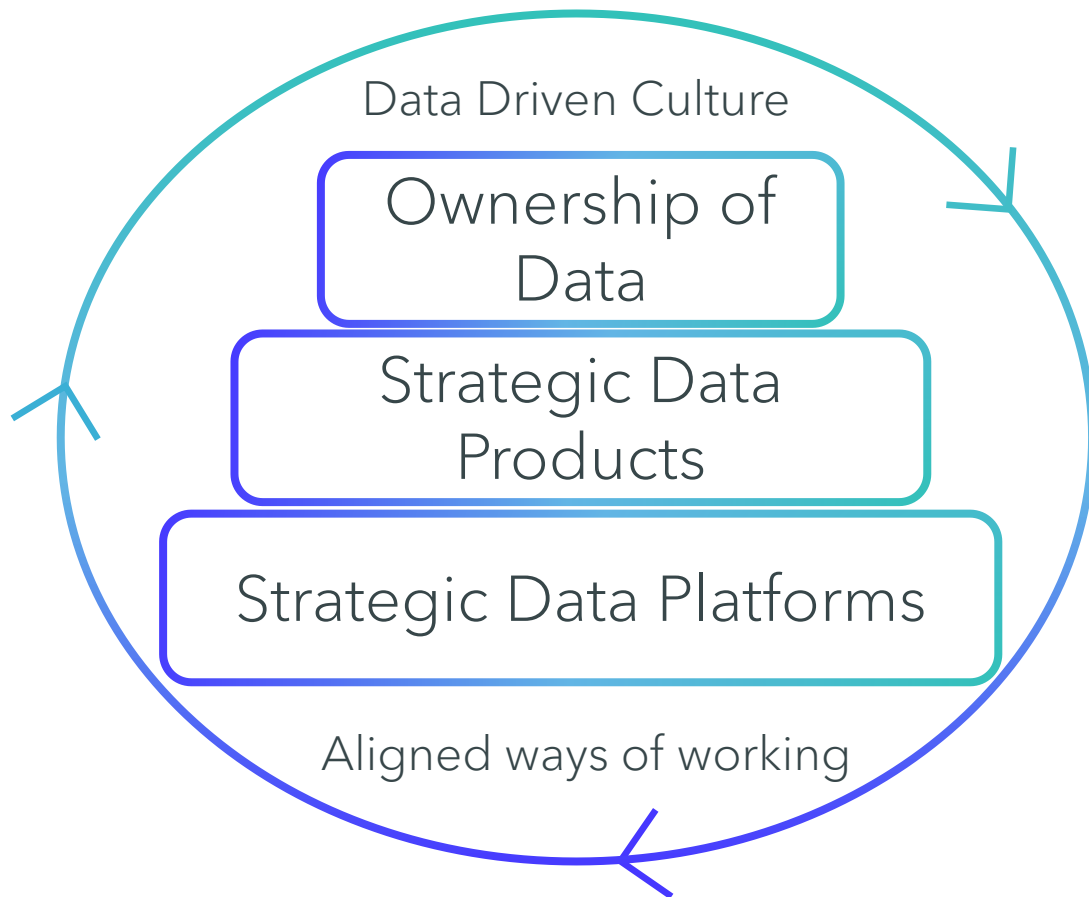
Our Digital Journey



The Data foundation: A Digital Enabler

What do we need to do well in the data world to be successful overall?

Where are our biggest challenges?



Non-technical elements:

Creating a **data driven culture**

- Skills / competencies
- Forums and Communities
- Creating buy-in for change

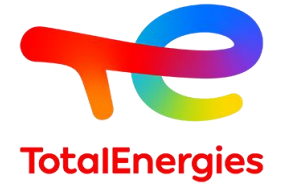
Engaging the business in **owning their data**

- Data governance - a switch off?
- Clear framework & roles
- Drive for quality & trust in data

Aligning **ways of working**

- Technical team's priorities
- Managing demand & delivery together

Other Barriers experienced in Digital Transformation



Change Resistance

“Nothing wrong with how we’re doing it today”
“I don’t trust digital”

Digital Mindset & Culture

People struggle to see how digital can be applied or to project into the future affecting adoption and new processes.

Stakeholder Engagement / Collaboration

Understanding the problem to be tackled and how digital can address this plus buy in from / managing the stakeholders

Cybersecurity

Paramount. Balancing innovation and digital development with robust security measures is critical.

The AI Revolution

New hot topic!
Yes, it’s here – we need to balance AI with digital transformation. We need to invest in the foundations.

Resources

Developing the skillsets needed in house or finding a trusted partner. Getting the right resources is vital and not simple.

Data

Lack of data culture, foundation and ownership.

Value

Value is not always easy to tangibly demonstrate. Even when shown, many people deeply question it.

Failure Acceptance

Acceptance that we will fail and that’s ok. Not everything will be perfect first time, we need to try things to move forward.

“AI won’t take your job, but someone using AI will”

The Symptoms of Change

