

Drilling deeper into value

Tapping the full business benefits of oil and gas data

The oil and gas industry faces unprecedented challenges

Under pressure



- Geopolitical upheaval
- Increasing regulation
- Rising demand for sustainable energy sources
- Digitalization and new business models
- Disrupted supply chains
- Excess refining capacity

Info gushers

Oil and gas industry leaders need data-backed insights to improve agility and re-engineer business models.

The good news: **data volumes are booming**



1 TB

of data every day can be generated by a single oil rig



\$146 billion

Forecast annual revenues by 2032 for the booming market in oil and gas data services, up from \$31.6 billion¹

Buried insights

Only a fraction of operational data is used in decision making

Despite growing volumes of subsurface and other data, a rich vein of operational data remains buried, locked up in on-premises systems or siloed in fragmented application and system environments.

Breaking through

The solution:

A unified data environment based on The Open Subsurface Data Universe™ (OSDU).

What it is:

An open reference architecture running on Microsoft Azure.



15%

expected gain in profitability (ROCE) after shifting to an OSDU framework²



One fifth

The portion of commercial revenue Shell expects to derive from digital tools by 2025³

Releasing value

To benefit fully from their data, oil and gas firms need an enterprise-level cloud data management solution based on OSDU.

What it delivers:

- > Better collaboration
- > Trustworthy insights
- > Improved governance
- > Self-service data access

Benefits of an integrated cloud data platform for the energy sector



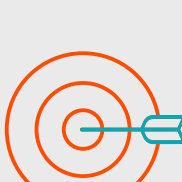
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Unlock data across upstream, midstream and downstream operations.



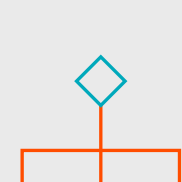
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Release intelligence trapped in legacy systems and data silos



03

Use the widest, most relevant actionable data from across the enterprise



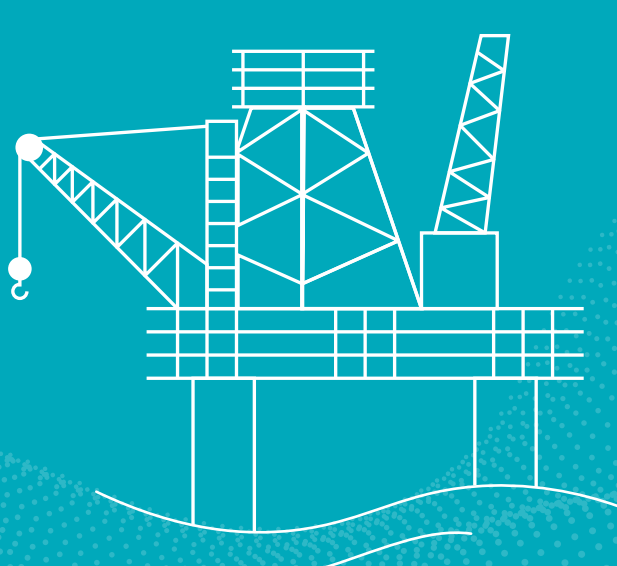
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Share data across systems, applications and teams

Leapfrog barriers

Implementing OSDU is a multi-year initiative. Avoiding disruption to existing systems and workflows is vital.

Informatica and Wipro are working together to help operators plan and execute the technological and operational shift to OSDU on Microsoft Azure.



With Informatica's Intelligent Data Management Cloud (IDMC) on Microsoft Azure expertly delivered by Wipro's Oil & Gas Consulting services, we have the platform, solutions and domain expertise to make the transition less painful.

Find out more here.