Staying competitive in a down market through digital transformation:

Case study on how Lundin is becoming more efficient through 3D in operation

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www.aveva.com
Topics

Part I – Digital Transformation

Where is the industry moving?
Key success factors
AVEVA’s Digital Asset Strategy

Part II – Lundin Norway

Lundin Case Study
NUMBER OF BREWERIES

Historical U.S. Brewery Count

number of breweries from 1873 to present day.

Source: Brewers Association, USA
Their secret?

Images courtesy: WIKIMEDIA Commons
What were their characteristics?

- Resilience
- Innovation
- Agility
- Adaptability
Not new Technology In itself

But:
- Mindset
- Company Culture
Digital Transformation in Oil and Gas
What’s ahead?

75%

Gartner predicts that by 2020, 75% of businesses will be digital, but only 30% of those efforts will be successful.

47%

Researchers at Oxford University believe that 47% of jobs across all industries could be automated over the next two decades.
Where is the industry moving?
Digital Transformation
- Key success factors

Digital Excellence in the Mgmt. Team
Actively Break Down Silos
Tight working relationships between users and suppliers
Focus on Data Quality and Master Data
Deliver using Lean and Agile

Company Culture and Collaboration Strategy
sure glad the hole isn't at our end
So what does Digital mean?
DIGITAL ASSET
One Core philosophy...
For every Physical Asset...
There should exist a Digital Asset
A tale of two assets

Physical

Steel

Mechanical Integrity

Digital

Information

Data Integrity

Evergreen
One unique tag…

Tag: P-101
exists as a record in many systems
In the Digital Asset all data and documents are linked together
So what areas gives Oil and Gas Owner Operators the biggest benefits and savings?
Improve personnel safety and optimize processes using wireless real-time mobile solutions.

Improving onshore planning using visual collaboration and decision support solutions.

Improving return to service time using visual information portals and collaboration solutions.

Efficiency gains through optimized modification dataflow.

Improving ratio of planned maintenance versus corrective maintenance through an optimized continuous improvement feedback loop.

Efficiency gains through improving non-strategic equipment purchasing process.

Improving onshore planning using visual collaboration and decision support solutions.
World’s most powerful Supercomputer

Optimised for Visualisation and Spatial Recognition
Tapping into our “Visual Super-computer”
3.

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Our brain processes visuals times faster than text
Our brain processes visuals 60,000 times faster than text.
New Brain Research: Physical movement makes a significant difference when it comes to understanding and learning.
Why is this relevant?
Case Study

Lundin
Norway
LUNDIN NORWAY’s Integrated Solution

Offshore Operation
- Control of Work
- PM Programs
- Work Planning
- Inspections
- Condition based maintenance
- Modifications
- Corrective maintenance
- Technical Information
- Offshore Logistics

EPCI Contractors
- Engineering and Construction
- Modifications
- Procurement
- Logistics

Onshore Operation
- Planning
- Onshore Operation Centre
- Procurement and Contracts

Onshore Base/Warehouse
- Pack / Unpack
- Shipment, Manifest
- Stock Inventory
- Goods Receipt
- Logistics

Supplier
- 3-party warehousing
- Web order

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Supplier
- 3-party warehousing
- Web order
Our Mission is to unlock the power of our customer’s Digital Assets

Thank You!