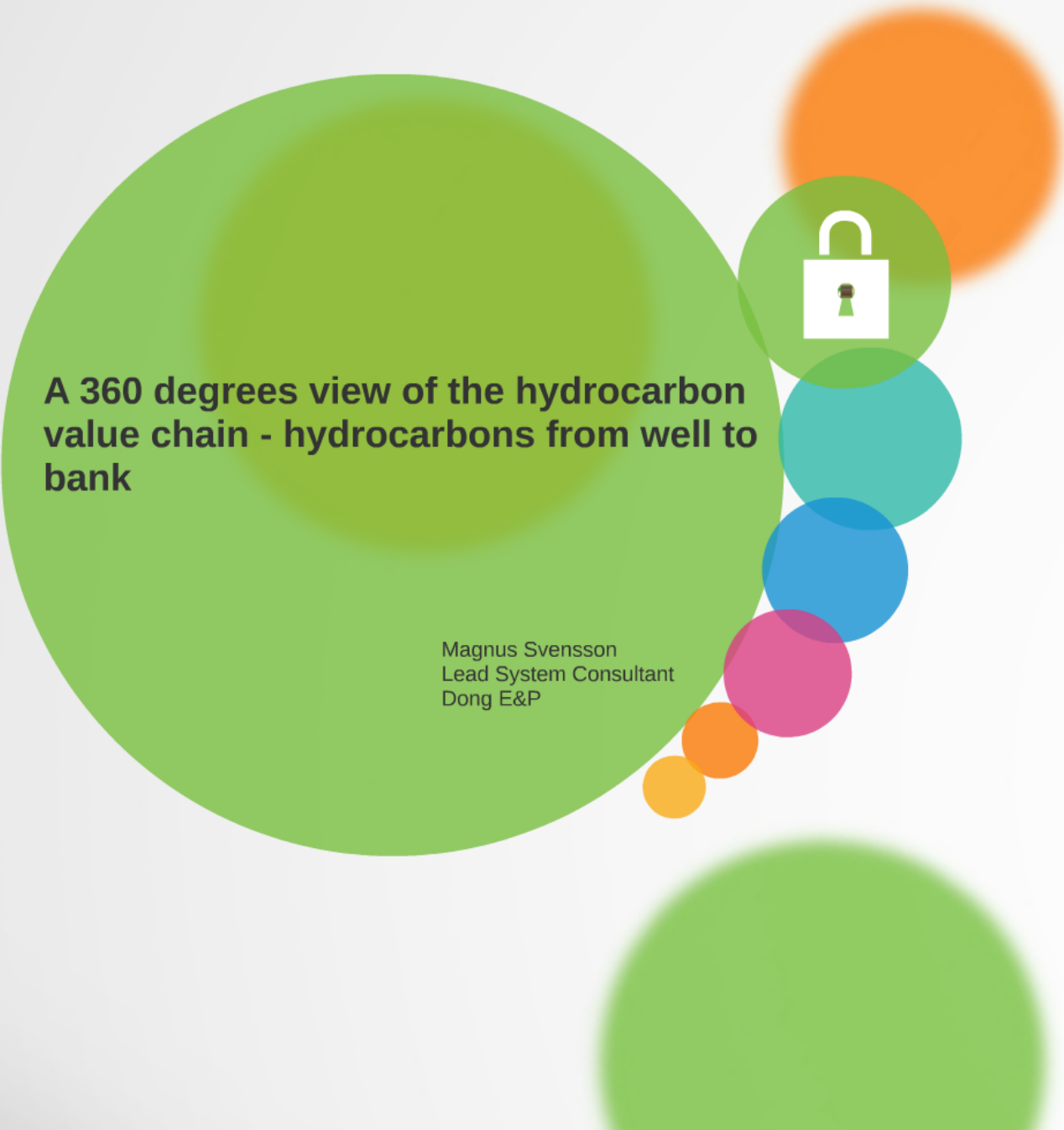


Questions?





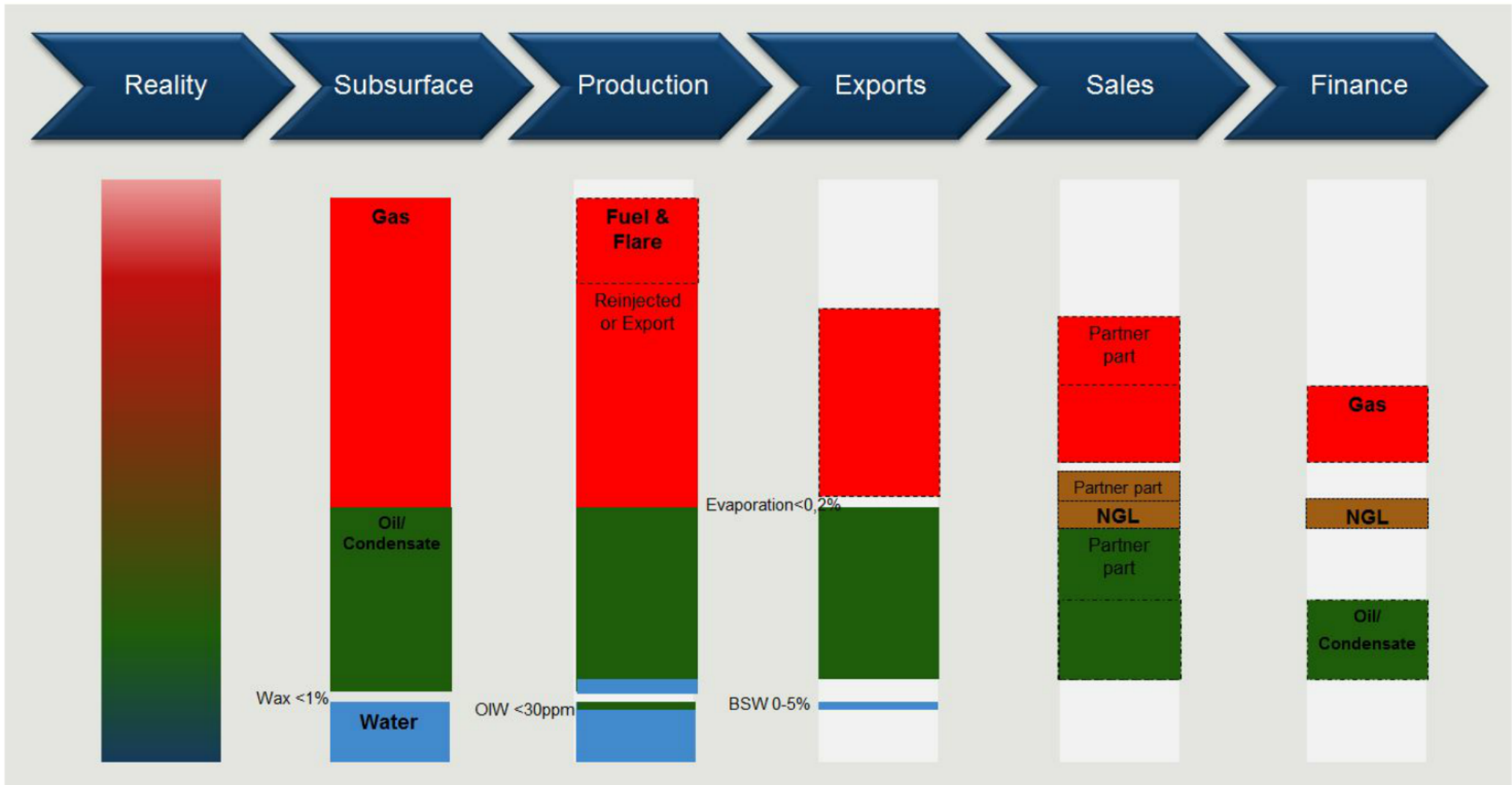
**A 360 degrees view of the hydrocarbon
value chain - hydrocarbons from well to
bank**

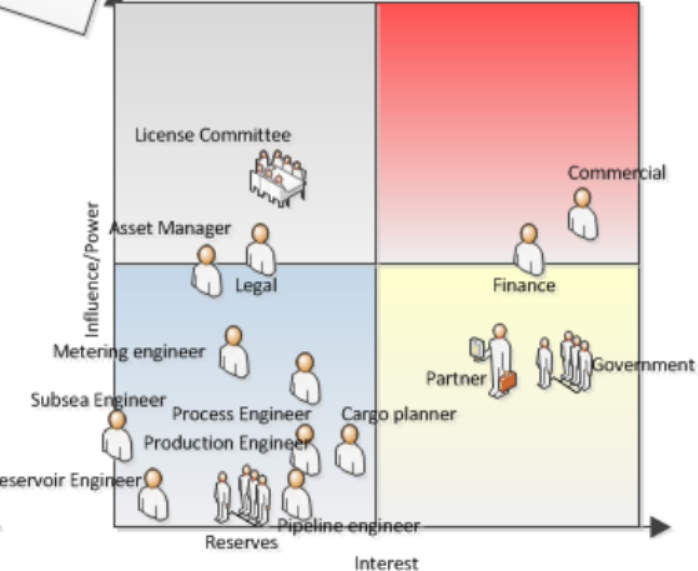
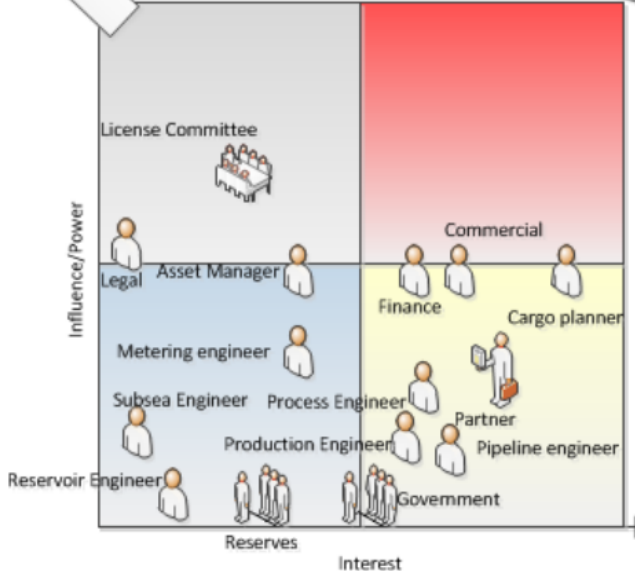
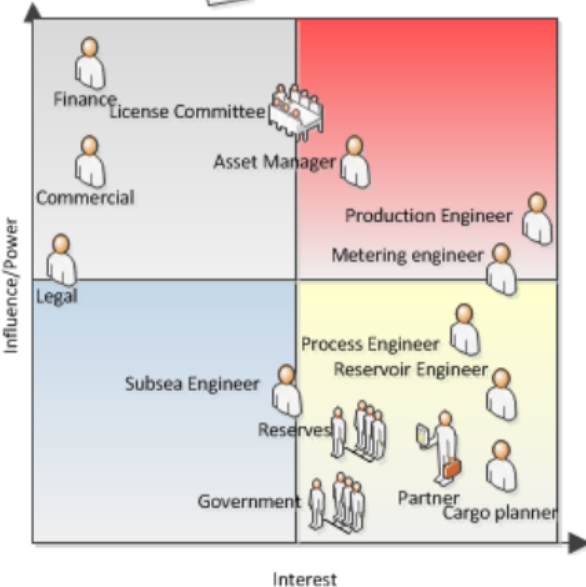
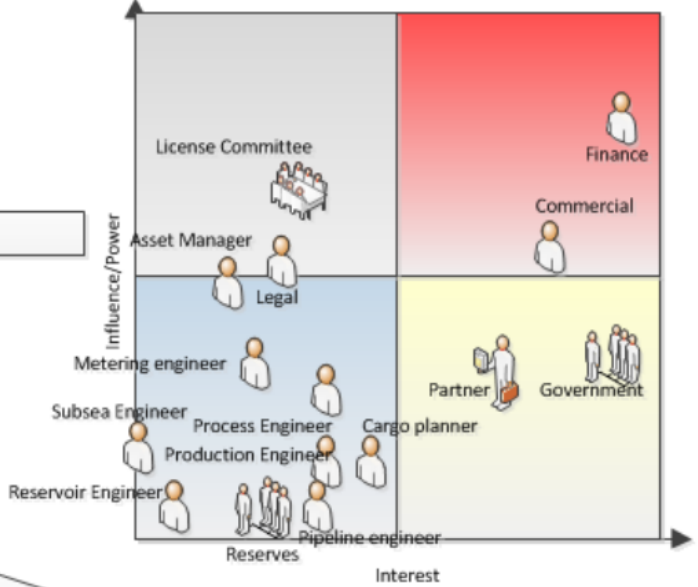
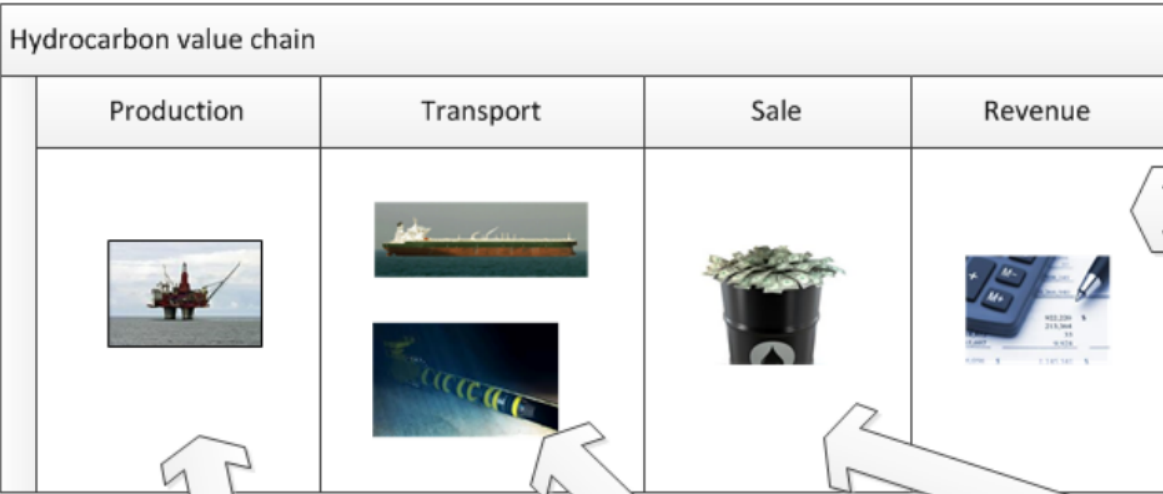
Magnus Svensson
Lead System Consultant
Dong E&P



WHAT?

Why production is more than just one number...







About 150 fully automated integration points and still increasing....



WHY?

Fast close business processes
Forecasting risk and money

Questions?



Business processes

- **Sell-in**
- **Automation**
- **New ways vs old...Things that seemed like a good idea then is possibly not valid now..**
- **Sale business a struggle**
- **One assets place in the wider picture..Tradeoff and negotiations**

History...

- **History is good but often mother of all evil...**
- **Clean cut or ? Maintain historical allocation possibilities?**
- **Historical business processes, how to ensure cost effectiveness of new shiny solution?**
- **Don't underestimate the inventive lawyer....**

Definitions..

- **Which number to use where and in which process?**
- **Which product to use where?**
- **Do the asset really really know which number finance is interested in?**
- **Start digging early...**
- **Use a pencil and start drawing..**

The jigsaw problem..



System fit...

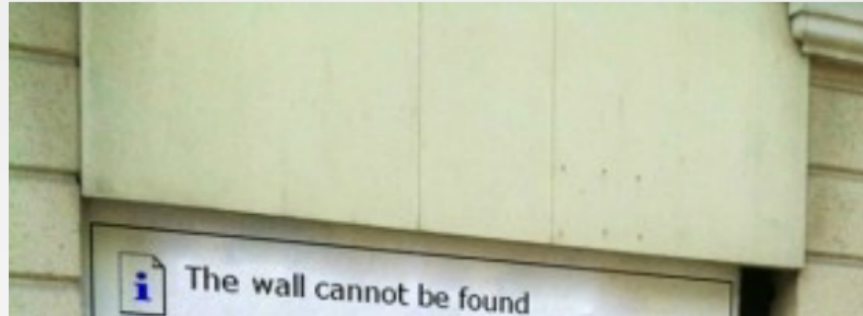
- **Current products on market not fully adopted to last part of value chain..**
- **Current products on market not adopted to new market reality**

**Adopt?
Squeeze?
Break barriers?
Vendors adopting?**

Security...

**mix(production volumes
+sales volumes+stock
+cargo) = trouble**

Reaching out...



Still struggling with reaching out to all corners of the business..



What we are looking into now..

Predictive, learning from the past

Breakout and anomaly detection

Optimization..

Forecast and decline...

Questions?

