

Мобильность для нефтегазовых компаний

Акименков Александр
18 мая 2011

The SAP logo is located in the bottom left corner of the slide. It consists of the letters 'SAP' in white, bold, sans-serif font, set against a blue trapezoidal background that tapers to the right.

Мобильные решения ускоряют бизнес



Упорядочивание отношений

Мобильная платформа SAP



Mobility for the oil and gas industry

Value proposition

Access operations performance data remotely

- Enhance safety via mobile capture of incidents and observations that alerts stakeholders' mobile devices
- Increase overall asset effectiveness and reduced costs by delivering instant, paperless asset information

Mobile supply chain visibility and response

- Increase order profitability and service levels through better access to available inventories and capabilities
- Have quicker visibility and response to events via mobility

Instant and actionable access to market data

- Provide critical information to sales representatives to drive higher productivity
- Increase order volume and profitability by instant access to market, customer, and order information



How mobility helps oil and gas companies

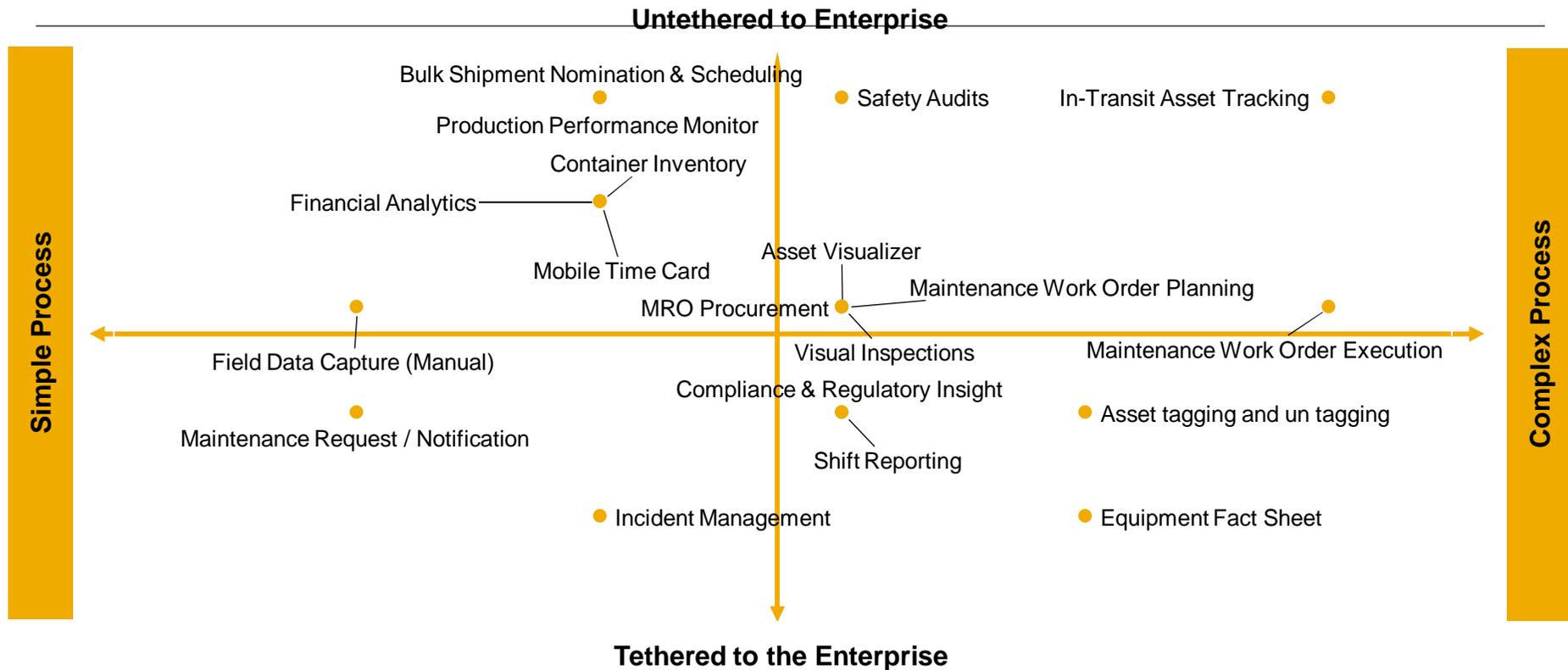
Opportunities for your business



Operations	Supply Chain	Sales and Marketing	Finance and HR	IT
<ul style="list-style-type: none">• Improve safety and mitigate risks by reducing the time to action• Enable up-to-date asset information on site• Reduce equipment downtime through timely reporting of malfunctions• Reduce operational costs by avoiding paperwork and unnecessary travel activities	<ul style="list-style-type: none">• Have accurate and timely inventory insight, helping to optimize the inventory and order fulfillment• Lower transportation costs by remote and real-time access to supply chain, scheduling systems, and dispatch plans	<ul style="list-style-type: none">• Supply business facts and figures to sales representatives anywhere and anytime• Close deals faster with up-to-date customer, availability, and order information• Have location-based services, providing increased store visits• Integrate mobile couponing (m-couponing) with point-of-sale (POS) offers, for real-time redemption	<ul style="list-style-type: none">• Answer business questions on the fly and access, explore, and analyze decision-quality information on the go• Improve business process efficiency, such as travel or leave request, time recording, and travel expense report	<ul style="list-style-type: none">• Manage and secure mobile devices more easily through the entire lifecycle• Let your associates use their own smart phones on the job: readily integrate disparate device types into a unified platform• Increase innovation by speeding up the development of new mobile applications

Mobility Use Case Examples

Operations Options of Mobilizing an Enterprise



Category	Description
Simple Process	Mobilizing of One-off Tasks with Applets that can be created within 30 – 60 days
Complex Process	End-to-End Business Process Mobilization (ex. Mobile Asset Management on an Offshore Oil Rig with unreliable connectivity)
Untethered to Enterprise	Information flows come from external sources and process to be enabled may not exist yet within the enterprise setting (ex. Linked in data feeds coupled with CRM data provided to sales force at time of service)
Tethered to Enterprise	Existing enterprise process exists that requires mobile extensions to further optimize the process and reach the full user base that may currently be disconnected (ex. Field workers accessing Asset Mgt module directly)

Mobile incident management

Description

Mobile incident management enables anyone to capture initial information related to incidents, near misses, or any safety observation from anywhere at any time. Stakeholders are alerted when an incident or near miss occurs. Observations synchronize with your existing safety systems. It also provides safety trend insight by location and incident type to help mitigate future risk and implement process safety changes.

Current limitations

Most incident management processes today are paper based, with no immediate access to safety system. Capturing of incidents is delayed.

Value proposition

The use of mobile technology improves reporting capture, accuracy, and timeliness, which enhances your safety culture.

Outcome opportunity

Prevent incidents by transforming from reactive monitoring into proactive management of risks.

A screenshot of a web-based incident reporting form titled "Report Incident". The form is displayed in a browser window with the title "Incident Management - SAP NetWeaver Portal - Windows Internet Explorer". The form includes a progress bar with steps: Basic Data, Witnesses, Impact, Environment, Equipment, Vehicles, Sites, Documents, Review and Send, and Confirmation. The "Basic Data" step is currently active. The form fields include: "What happened and which immediate actions have been carried out?" with a text area containing "Unplanned opening of Oxygen Cylinder"; "Incident Address:" with a text area containing "Isolation"; "When did it happen?" with a date/time field set to "20.03.2008 15:00" and a checkbox for "On-site/Off-site" checked; "Where did it happen?" with a text area containing "Level of the Oxygen Cylinder behind cooling unit B"; and "Operational Unit:" with a text area containing "S0001151 Production Line 1". The form has "Previous", "Next", "Finish", and "Close" buttons.

Mobile work permit management

Manage lockout-tagout

Description

When equipment needs to be repaired, it has to be isolated in order to safeguard maintenance employees (lockout-tagout). Information regarding the switching will not be printed in a operational list but will be distributed onto a mobile device.

Current limitations

Most lockout-tagout processes today are paper based. Data on paper has to be re-entered in the maintenance system with the danger of making errors.

Value proposition

Eliminate paperwork and system data entry later. Reduce the number of error sources to help ensure high safety standards.

Outcome opportunity

Save time, as employees do not have to collect operational lists on-site and return them after processing. Enjoy higher safety by preventing errors that could arise from transcribing operational lists.



Mobile asset management

Description

Mobile asset management involves the tracking and monitoring of business assets, with a particular emphasis on location, condition, and state. Plant equipment, storage tanks, containers, and vehicles are just a few of the business assets tracked and monitored to improve operational efficiencies and reduce operating costs.

Current limitations

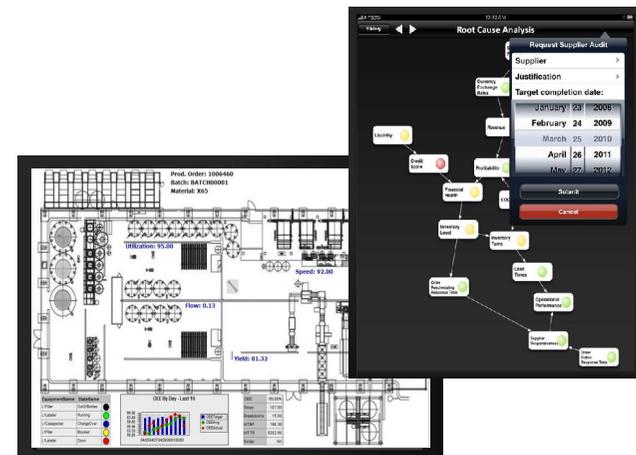
Most asset management processes today are paper based, with no immediate access to equipment or spare parts data, equipment history, and actual run time.

Value proposition

Help ensure asset availability and thus high potential capacity utilization. Improve visibility of assets in the supply chain. Streamline business processes having to do with assets.

Outcome opportunity

Minimize manufacturing or supply chain interruptions due to asset malfunction or breakdowns. Improve asset tracking and inventory control across multiple facilities.



Mobile tank inventory management

Description

With this mobile application, you can visually view tank farm inventory levels, capture dip readings, and provide inventory alerts. It provides graphic visual inventory of combined owned or leased containers.

Current limitations

Most processes to read tank readings are paper based or have only limited integration into the back-end system.

Value proposition

Eliminate manual paper note and desktop data entry later. Enable inventory audits to be easily captured and processed.

Outcome opportunity

Improve manual dip reading accuracy and timeliness.



Mobile bulk shipment nomination and scheduling

Mobile work list

Description

A marine terminal solution needs to provide 24x7 availability for critical processes. A mobile worklist application enables the user to check and approve required processes after office hours.

Current limitations

Most marine terminal solutions are desktop application with no mobile capabilities and difficult remote access that is needed for time-critical decision making.

Value proposition

Minimize delays and resulting costs. Help ensure quick escalation handling.

Outcome opportunity

Reduce transportation costs with fast response to events and escalations.



Mobile sales management

Description

Mobile and technical personnel need customer and product information, pricing, brochures, and technical documentation to support sales. They can also provide special instructions related to the order while completing it.

Current limitations

Current sales force automation applications have limited integration into the back end as well as limited functionality (for example, effective production visibility) and lack of performance, necessary to generate pipeline and drive sales in mill products.

Value proposition

Perform all tasks of an oil and gas industry sales executive. For most activities, there is no need to call the back office to either provide or to retrieve data or documentation, resulting in faster sales cycles.

Outcome opportunity

Leverage the latest information available for highly effective sales. No need to carry often outdated paper documentation, as all data is always up-to-date.



Real-time dashboards and KPI reporting

Description

In today's highly mobilized workforce, you need to make time-critical decisions anywhere and anytime, requiring access to real-time information and key performance indicators, such as revenue, profitability, days sales outstanding, capacity utilization, and so on.

Current limitations

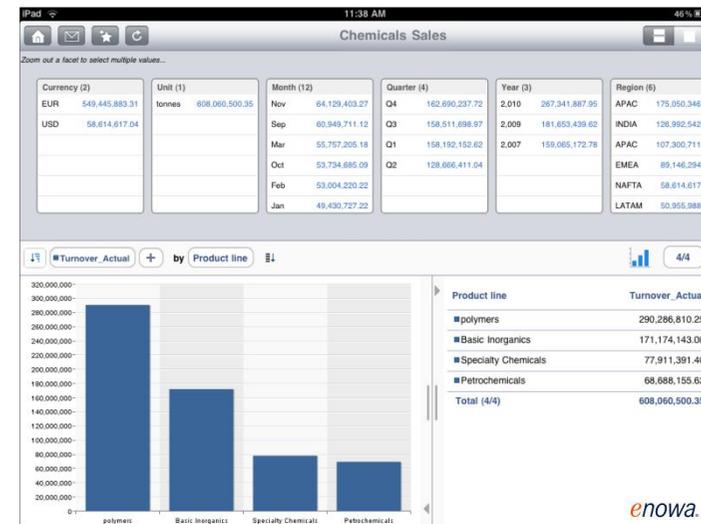
Oil and gas companies start to deploy point solutions to provide very limited data access. These solutions are not on common enterprise-wide mobility platforms. Also, security aspects could be a cause for concern.

Value proposition

Make decisions based on real-time data and analytics capabilities, anytime, anywhere. Get insight into your business. Get alerts early, and be able to analyze all dimensions of your business.

Outcome opportunity

Make more educated decisions. Have faster response times to all areas of the business: sales and marketing, procurement, operations, and supply chain.





Мобилизуйтесь!

Контактная информация:

Акименков Александр
Руководитель нефтегазовой группы
Центра отраслевой экспертизы SAP