

Metastorm Enterprise for Oil & Gas Firms



With the dawn of industry in the late 18th century, the international trade of petroleum quickly and indefinitely exploded onto the world's marketplace. In the approximate one hundred-fifty years since the Industrial Revolution, petroleum has become the number-one most commonly traded legal commodity on the planet.

As the increasingly relentless demand for petroleum hurtled the industry into the forefront of the global economy, oil and gas firms were forced to expand disproportionately to their infrastructure and business architecture—leaving them crippled against complex modern policies and regulations.

Today, plagued with uncertainty about its very future, inferior architecture and rotting infrastructure have become increasingly problematic to the oil and gas industry as it struggles to prepare itself for the Next Generation of Business.

Your firm can become more agile to not only *survive* but to *thrive* in today's global market, and Metastorm Enterprise, an integrated portfolio of fast and flexible management and integration software, can help by addressing business process imperfections and enabling you to overcome many common challenges that face your industry, including:

- Uncertain energy policy
- Price volatility
- Cost containment
- Human capital deficit and
- Aging oil and gas infrastructure

Metastorm ProVision®: Enable Rapid Response to Change

Oil and gas companies need flexibility to successfully implement major changes, like personnel and infrastructure—two areas where the industry is facing many difficult challenges.

Highlights

- Tackle difficult industry challenges related to uncertain energy policy, price volatility, cost containment, human capital and aging infrastructure
- Understand, improve and manage complex, integrated processes to create greater efficiency, eliminate unnecessary activities, and increase employee productivity

- Model all enterprise assets and supply chain networks and store them in an online collaborative repository for a global user base
- Design, execute and monitor human- and system-based processes
- Increase enterprise agility and visibility
- Understand and change business processes, plan for equipment upgrades and conform to new

regulations on an ongoing basis

Customer Successes

- Rompetrol
- Shell
- Talisman

Learn more about Metastorm customer successes on www.metastorm.com.

Half of the workforce in the oil and gas industry is expected to retire in the next 10 years—this “big crew change” is a major concern for the industry. The next generation of workers will be younger and more tech savvy. Prepare now by capturing the knowledge of your most experienced workers, and building that knowledge into automated business processes that can be leveraged by everyone in the organization. Metastorm ProVision for enterprise architecture (EA) and business process analysis (BPA) can enable your organization to holistically model, understand, analyze and plan your business while providing you with a collaborative technology foundation that enables you to:

- Document your existing business processes.
- Understand how your best people do their jobs.
- Capture those best practices in process models that can be automated and deployed as operating business processes.
- Utilize the years of experience gained by your workforce to teach the next generation of workers, shorten the learning curve, avoid costly mistakes and leverage the collaborative technology platform that Metastorm ProVision software provides to share ideas and find ways to improve your business.
- Take advantage of the collaborative nature conducive to the online culture of the new millennial workforce.

These things will empower your rising workforce to take your business to the next level, and help make this transition a time for acceleration instead of inconvenience.

Aging infrastructure is another problem that can also be addressed with Metastorm ProVision.

Keeping up with the demand to meet environmental regulations is becoming increasingly difficult as physical infrastructure ages and breaks down. Firms have a large amount of physical capital like refineries, drilling rigs, pipeline and IT systems, which need to be maintained and upgraded over time—representing an exponentially high cost investment for companies.

Metastorm ProVision for EA and BPA provides the tools needed to manage all enterprise assets, including physical infrastructure, and plan for change. Enterprise models can be easily drawn and stored in an online repository for a global user base, enabling you to:

- Understand the current infrastructure and identify areas for upgrade, replacement, expansion or retirement—illustrating the impact of infrastructure changes and executing plans that accommodate these changes effectively.
- Analyze and optimize everything from system upgrades to new equipment deployments to customer delivery models to sourcing processes, all based on a variety of cost, risk, and goal factors.
- Obtain the knowledge you need to keep your business operating as efficiently and effectively as possible, and to protect the valuable capital infrastructure that is the foundation of your business.

As an end-to-end solution for enterprise architecture and business process analysis, Metastorm ProVision gives you the tools that help you effectively plan for the future, make decisions that are more aligned to business objectives, reduce organizational risks, and better optimize business performance. These tools enable you to:

- Model, evaluate and perfect your supply chain network.
- Prepare for future IT growth.
- Understand and improve internal and external business processes.
- Deliver better results from quality programs such as Lean and Six Sigma.

Metastorm ProVision, with its ease of use for both business and systems users, is an invaluable technology solution that can be easily scaled for a global organization. It provides robust analysis, an integrated modeling and simulation environment, and a sharable web-based repository that allows collaboration on both internal and

external models and processes— enabling your organization to comprehensively discover and model your Business Strategy, Business Architecture and Information Architecture (Applications, Systems and more) and then systematically and comprehensively plan changes to the enterprise.

Metastorm Discovery™: Fast, Accurate and Economical Data Collection

As part of the Metastorm ProVision offering, Metastorm Discovery is a unique interactive process discovery tool designed to enable faster and more accurate data collection, process understanding and process metrics that can be used to drive your business process modeling, improvement, and optimization efforts.

Rather than making “guesstimates” or spending considerable resources to manually observe behavior, this solution uses handheld devices to allow you to easily and economically collect high-quality, experiential data on processes to determine where opportunities exist for continuous process improvement. For example, you can examine your order management or fuel supply management processes. The data can be used as input for modeling an “as is” process and analyzing potential improvements using Metastorm ProVision with the goal of optimizing the processes to meet specific strategic objectives such as minimizing costs, accelerating response time, or improving productivity.

Improved processes can then be deployed and automated through the Metastorm BPM® Suite.

Metastorm BPM®: Increase Agility and Optimize Resources

Oil and gas companies must manage complex, integrated enterprise-wide processes. Agility and flexibility are key as firms struggle to optimize resources, deal with changing conditions, and obtain a competitive advantage.

Operating in the massive global economy, oil and gas firms must be able to respond to change and adapt to evolving government regulations and price fluctuations quickly, and across the entire enterprise. More than any other industry, policies and regulations facing oil and gas are extremely complex, constantly changing, and ever-evolving while prices are fluctuating hour by hour.

Uncertain energy policy and price volatility are major problems facing oil and gas firms today. Because they are doing business internationally with countries and states that have different, sometimes contradictory policies that are being constantly modified, and because the value of petroleum is based upon several factors including environmental, political and economical variables, it is imperative that oil and gas firms are able to adapt their processes quickly and efficiently to meet changing prices and regulations and to conform to new standards on an ongoing basis.

Most oil and gas organizations are still using manual and outdated processes that lack documentation capabilities and process repeatability, putting them at a costly disadvantage when it comes to implementing process changes based on new or revamped policies and regulations. Metastorm BPM provides the necessary flexibility—allowing organizations to fully understand, document and automate both human-centric and system-based processes. This offers several benefits, including:

- Enabling automated processes that are repeatable and auditable.
- Making it easy to identify process problems or non-conforming operational procedures and update them quickly and easily.

- Automatically deploying updated processes to all employees around the world.
- Delivering agility for effective business management and responding to outside forces like government regulations.

Metastorm BPM can also help oil and gas firms to operate better in an environment of extreme price volatility by increasing overall agility and improving visibility. BPM enables you to:

- Capture core business processes into online models that are directly tied to process execution.
- Easily and rapidly make adjustments to those processes and resources needed to operate in the most profitable manner.
- Continually capture information about each process—providing data that can help forecast trends, identify which life-cycles work and which don't, and help workers make better decisions and improve overall productivity.

Also, important to any industry, cost-control is an essential procedure requiring speed and flexibility to optimize resources, to deal with changing conditions, and to obtain a competitive advantage. BPM has proven across industries to be a fast, effective way to streamline business processes to create higher efficiency, eliminate unnecessary activities and increase employee productivity. Metastorm BPM enables firms to lower-costs without lowering quality. Key benefits include:

- Return on Investment—BPM customers report anywhere from 5% to greater than 100% ROI per process deployed on the software platform.
- Immediate cost savings on process efficiencies.
- Boosted employee productivity and throughput.

Metastorm BPM, a complete business process management suite for roundtrip process life-cycle management, delivers the tools you need to achieve greater agility and flexibility in your enterprise—allowing you to rapidly and easily respond to change across your organization. Metastorm BPM provides an open, standards-based framework through which you can integrate external applications or application components. Because Metastorm BPM can automate, manage and monitor all types of processes across the business on a global scale—it is one of the best technology investments you can make.

Examples of some oil and gas industry processes that can be automated with Metastorm BPM include:

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| • Cash-flow execution | • Personnel mobilization |
| • Daily compensation for franchise partners | • Products operations management |
| • Engineering change management | • Purchase order to invoice |
| • Environmental permits | • Sales orders |
| • Equipment disposals | • Safety alerts and assessments |
| • Fuel delivery | • Safety case amendment requests |
| • Invoice to payment | • Tender review |
| • Inventory control | • Travel management |

Metastorm Integration Manager: Integrate Systems and Services

Metastorm Integration Manager (MIM) helps companies rapidly and cost-effectively integrate and efficiently utilize diverse and often highly distributed business systems and services, databases, file systems, and even the most obscure legacy applications.

Whether deployed as part of the Metastorm Enterprise suite or on its own, MIM provides you with a robust platform for:

- Designing, executing, and monitoring system-based processes.
- Web-service enabling existing mainframe and legacy applications and functions.
- Enabling high-volume secure Managed File Transfer (MFT).
- Integrating mainframe and legacy systems into new and existing business processes on updated technologies.
- Enabling native integration to and system-based process management on IBM CICS systems.
- Supporting the move to a service-oriented architecture.
- Assembling multiple application functions and data from various systems.

With MIM, you have visibility into and can control even the most minute system tasks within the construct of a business process – and you gain the ability to keep using your existing legacy systems without slowing down new application development or hindering new business process improvements.

The Value of Metastorm Software for the Oil & Gas Industry

Metastorm provides the agility you need to respond to the constantly changing conditions, new regulations, and fluctuating demand facing your enterprise—contributing to your bottom line and company growth.

With Metastorm, effective enterprise architecture and business process analysis combine with a strong, reliable business process management and integration platform to help your business run more efficiently and achieve accelerated results.

For more information on how Metastorm solutions can help you, contact us at +1-443 874-1300 or sales@metastorm.com.

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