M Applications in the Standards Community
Standard Deliverables

- XML Schemas
- Use Cases
- Test Cases
- Conformance Testing
- Performance Testing
- Interoperability Testing
- Certification
- Vocabularies
- Data Models
Open Site Architecture Key

Issues

- Exposes Data to All Authorized
- Supports Legacy Systems
- Neutral Set of API’s
- No Single Point of Failure
- Minimizes Duplicate Processors
- Supports Scalability of Site Network
- Supports Multiple Devices & Network
- Provides Performance & Cost Benefit
Open Site Architecture
Additional Requirements

- Multi-platform Support
- Multi-version Support
- Application Independence
- Composite Application Support
- User Control & Collaboration
- Security
new capabilities – much more data; much more exposure
Integrated operations

- External experts
- Service Company’s onshore operation centre
- Control room offshore
- Operator’s onshore operation centre

Real time data

- Aberdeen
- Stavanger
- Bergen
- Trondheim

Remote collaboration room
Vision

- A world where...
  - ...bits and atoms are merged
  - ...physical objects communicate in real time all the time
  - ...the Internet extends into everyday products
  - ...everything is connected
Technology

- ...computers that can make decisions on their own
Petroleum Applications

What can Petroleum do with M?

• Oil Field & Pipeline benefits
  • Maximize Well Production, Avoid Pressure Problems, Stay Within the Hydrocarbon Zone, Optimize Pipeline Scheduling, Produce to Demand, Identify Sources of Diversion and or Product Placement

• Refinery & Terminal benefits
  • Optimization of Cracking Process, Real time Product Forecasting and Placement, Automated Routing and Invoicing

• Consumer benefits
  • Personalized Pricing
The Scenario of the Future
Being Connected

- Synchronization & Immediacy
- Network: A Single Source
  - Intranet
- Supplier & Third Party Links
A system that allows an object or person to declare its unique identity
Consumer Alliances
Tomorrow’s Multi Token
Driving Authorization

Sensuous. Elegant.
And just this side of decadent.
**C To C**

**CONSUMER-CENTRIC DW**
Real-time offer personalization & delivery

**INTER-ENTERPRISE DW**
CPFR - Shared repository between trading partners

**ENTERPRISE DATA WAREHOUSE**
“Single Version of the Truth”
Cross Functional

**ACTIVE WAREHOUSE**

- **B to B**
  - EXTRANET
- **B to C**
  - INTERNET

**Target Marketing & Campaign Management**

- **Product Sales DW**
  - MERCHANDISING
  - Functional DSS
- **Customer DW**
  - MARKETING
  - Functional DSS

**FORECASTING, PLANNING, REPLENISHMENT**
Global Technology for Our Home & Neighborhood

Customer Profitability
- Consumer Interactions
- Customer Transactions
- Product Information
- Sales Information

High Performance Merchandising & Marketing

Product Forecasting & Replenishment

Pipeline & Terminal Supply Chain

Local Product Assortments

Customer Loyalty

Customer Touch Points

Transforming Transactions into Relationships
Convergence Retailing

- Grocery
- Retail Products
- Car Wash
- Fast Food
- Kiosk Services
- Internet
- Banking
- Fuel Management
Marketing in the New Millennium

- Localized marketing becomes personalized in the new millennium
- A knowledge base is the catalyst that facilitates personalized marketing
- “And/or” philosophy
A Semantic World

- New products
- New methods of delivery
- New rewards
- New Application of technology
- Don’t compete... change the rules
Thank you!!!