



GEOFFREY *Comm*
ACCELERATING DIGITAL ENERGY

Business-Directed Digital Roadmap



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Instructions

Digital Strategy is a broad-strokes model for looking at business. It helps identify how a business operates and what it needs in order to optimize. However, it is not necessarily useful for a granular, tactical approach to Oil and Gas, given the industry's complexity. The following sheets act as a means of breaking down the functions of your business bit by bit, and analysing their goals, solutions, and the benefits of those solutions.

This sheet will require that you hold brainstorming sessions with your team's leadership. These workshops will help you identify the key goals, solutions and benefits for your different business segments. Then, these solutions should be limited to the best solutions, so they can be itemised and evaluated. Once the timeline, value and ease of implementation has been established, you can build a heatmap-styled deliverable for your teams.

This sheet does not require an overall strategy ([link](#)) as a prerequisite, but it will make filling out the sheet easier. The As-Is technology review will be useful for identifying what technologies you already have ([Link](#)). Think of this sheet as a "To-Be" version of that review.

Pains and Goals

For this sheet, Identify the pains, goals and objectives for each segment of your business. These can come from your Strategy cascade, or from interviews with your team. Reprint this page as-needed to cover all segments of your business.

Segments					
Pains, Goals and Objectives					

Barriers to those goals

For this sheet, Identify the barriers to your goals for each segment of your business. These can come from your Strategy cascade, or from interviews with your team. Reprint this page as-needed to cover all segments of your business.

Segments					
Barriers					

Solutions to those barriers

For this sheet, Identify the solutions to the barriers from the previous sheet for each segment of your business. These can come from your Strategy cascade, or from interviews with your team. Reprint this page as-needed to cover all segments of your business.

Segments					
Solutions					

Benefits of Solutions

For this sheet, Identify the benefits from overcoming barriers and challenges for each segment of your business. These can come from your Strategy cascade, or from interviews with your team. Reprint this page as-needed to cover all segments of your business.

Segments					
Benefits					

Upcoming or current Solutions

For this sheet, Identify potential solutions which are in the pipeline, or could be soon, for each segment of your business. These can come from your Strategy cascade, or from interviews with your team. Reprint this page as-needed to cover all segments of your business.

Segments					
Upcoming or Current plans					

Value of Solutions

For this sheet, Break down the solution’s potential value by the following criteria. This is based on revenue saved, Costs reduced and changes to Asset utilization. These can all be represented in an approximate dollar value: add the values up to find a net value.

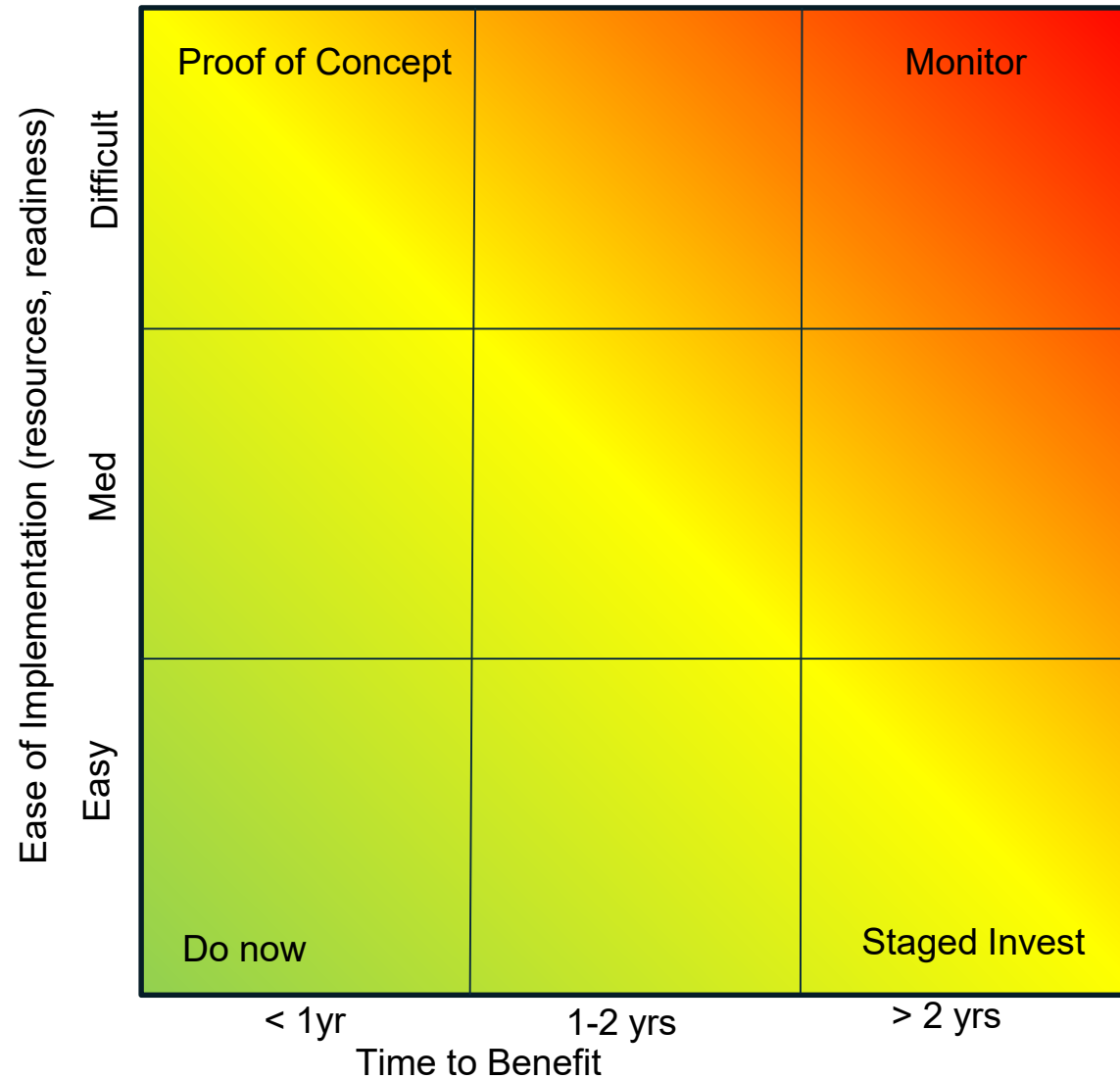
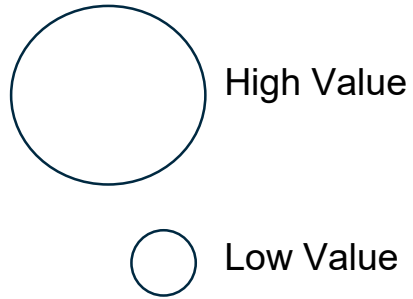
Solution	Revenue Saved	Costs Reduced	Asset Utilization	Net Value

Upcoming or current Solutions

Fill out the chart below to itemize the different solutions.

#	Timing (In years)	Ease of Application Low, Medium or High	Value (\$)	Solution Details
1				
2				
3				
4				
5				
6				
7				
8				

Heatmap



This heatmap shows the relationship between the different cells on the previous chart: Ease of application, Timing of application, and value. To fill in:

1. Draw a circle for each item; larger=higher value, smaller=lower value
2. Note where they sit on the heatmap. Each corner has a recommendation for proceeding (Do now, PoC, Staged Invest or monitor) to indicate the ideal timing for each item.
3. Pursue each item based on where they sit and their relative value.

Keeping on Track: Quality

This sheet should help you identify precisely what qualitative aspects you need to maintain to keep your roadmap

Portfolio

Ideation	Focus	Description	
Quality of pipeline	Idea count	Count of digital ideas: measures engagement, opportunity	
	Value of pipeline	Cost reduction, revenue gain, variance reduction	
	Investment value	Measures demand	
	Strategy index	Alignment to strategic goals (e.g. acquisition ready)	

Keeping on Track: Management

Portfolio

Development	Focus	Description	
Pipeline management	Conversion count	Count of ideas converted to development. Conversion ratio	
	Conversion time	Time from idea suggestion to development	
	Conversion value	Cost reduction, revenue gain, variance reduction	
	Strategy index	Alignment to strategic goals	

Keeping on Track: Management

Portfolio

Portfolio	Focus	Description	
Quality of portfolio	Project count	Count of projects in flight: measures activity	
	Value of Portfolio	Cost reduction, revenue gain, variance reduction	
	Investment value	Measures capital outlay	
	Concentration index	Balance of portfolio across whole of company	
	Strategy index	Alignment to strategic goals	





Keeping on Track: Projects

Portfolio

Project	Focus	Description	
Project management and value delivery	Project IRR	Project planned and actual IRR	
	Value at stake	Cost reduction, revenue gain, variance reduction (payout)	
	Time to value	Days from idea to proof of concept, proof to trial, trial to go live	
	Strategic benefit	Alignment to strategic goals	
	Success index	Degree to which solution achieves business objectives	
	Milestones	Upcoming milestones and progress	
	Lessons learned	Key insights gained	
	Project economics	Budget, actuals, burn rate	



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