

A midstream company had good ideas to start with, but needed improvements

5 key conclusions from the review

1

The midstream company's digital strategy sets them at pace with industry leaders. Keep in mind that Midstream Oil and Gas is behind other sectors in digital adoption.

2

Digital technologies have already disrupted retail and exploration in Oil and Gas. Asset-heavy players need to be ready for disruptive change.

3

The digital strategy lacks a strong direction, or North Star. Without it, the strategy will be aimless. The team in charge of digital change should focus on a clear directive.

4

The digital strategy team will have little value to the organization if the changes are not followed. Simplify and streamline the strategy to make adoption easier.

5

Main digital areas lack talent at the moment (data science, AI, cyber, autonomy, blockchain). It will be difficult to maintain talent pools if the organization falters on its strategy.