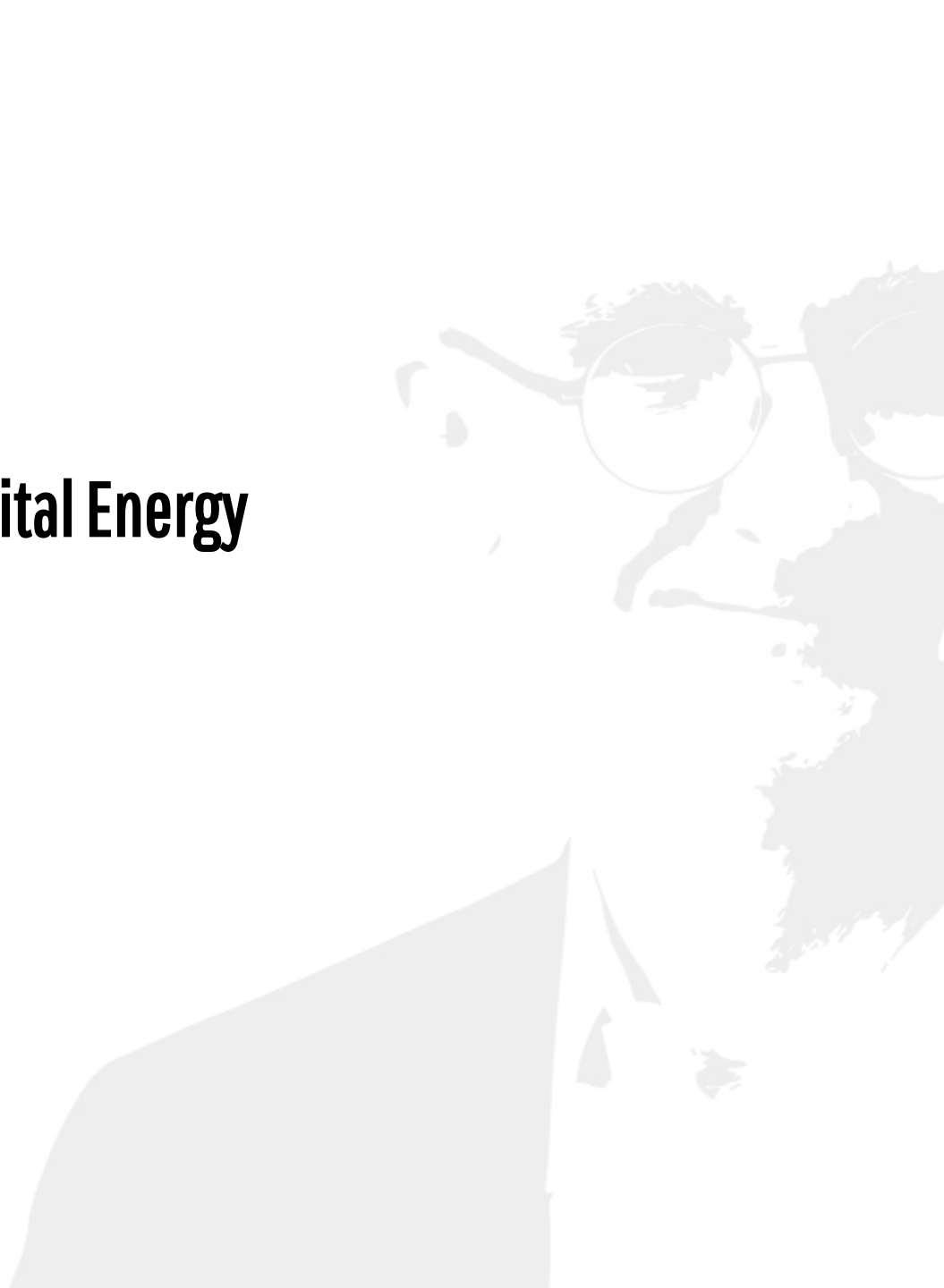




Accelerating Digital Energy

Introducing GeoffreyCann

October 28th, 2019

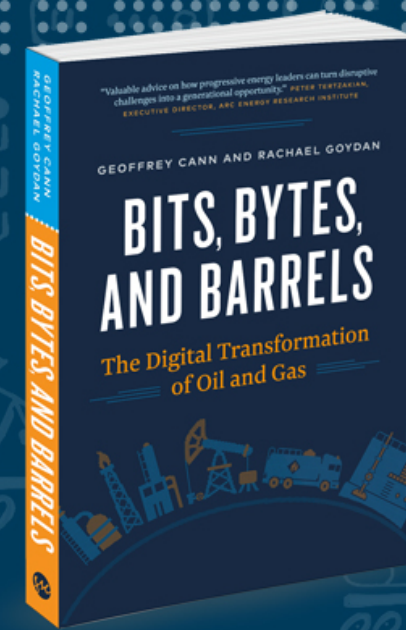


GEOFFREY *Cann*

ACCELERATING DIGITAL ENERGY

GeoffreyCann.com

DIGITAL STRATEGY
DIGITAL PORTFOLIO
DIGITAL ROADMAP
DIGITAL INNOVATION
DIGITAL PLANNING



- Author
- Broadcaster
- Publisher
- Consultant

 @geoffreycann
 geoffreycann.com
 Digital Oil and Gas
 Bits, Bytes, and Barrels

I am an author, publisher, speaker, and consultant in digital oil and gas

Geoffrey Cann



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Principal

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[Bits, Bytes, and Barrels](#)

[Digital Oil and Gas](#)

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Background

Geoffrey Cann helps oil and gas companies create and embrace a digital future. He is an author, publisher, speaker, broadcaster and consultant to the industry. He has over thirty years of industrial experience gained through work in Canada, Australia, the United States, Hong Kong, China, Japan, Korea and the Caribbean. His first book is **'Bits, Bytes, and Barrels: The Digital Transformation of Oil and Gas'**, published in 2019.

Geoffrey has assisted companies across the full oil and gas value chain, including upstream, midstream and downstream, conventional and unconventional, oil sands, LNG, services, technologies and support. His oil sands background includes the architectural design for computer systems at Horizon, the implementation of a LEAN program at Albion Sands, the adoption of SAP at Suncor, and the modernization of Pacific Western Transportation.

His other clients have included the Korea National Oil Company, Arrow Energy, Origin Energy, Santos, Encana, Jupiter Resources, Irving Oil, Husky Energy, Enbridge, TransCanada Pipelines, and many others.

Geoffrey holds numerous publications to his name, presents regularly on Strategy topics and has been a guest lecturer at the MBA program at the Haskayne School of Business at the University of Calgary. He publishes a weekly blog and podcast on the impact of digital on oil and gas.

He has a B. Comm in MIS from McGill University, an MBA from the Ivey School of Business.

Representative experiences

Digital

- Developed a digital strategy for a gas producer who was repositioning for growth and aiming for a public listing.
- Reviewed the digital strategy of a midstream company to identify its fit for purpose, areas for improvement, and options for accelerated adoption.
- Developed a digital strategy for an oil field equipment provider, to address dramatic market decline, intense competition and commodity price erosion.
- Design and deliver a training course about digital innovation in oil and gas for an investment company.
- Serve on the Board of a blockchain start up
- Advise multiple digital companies on service strategies to the oil industry

Strategy

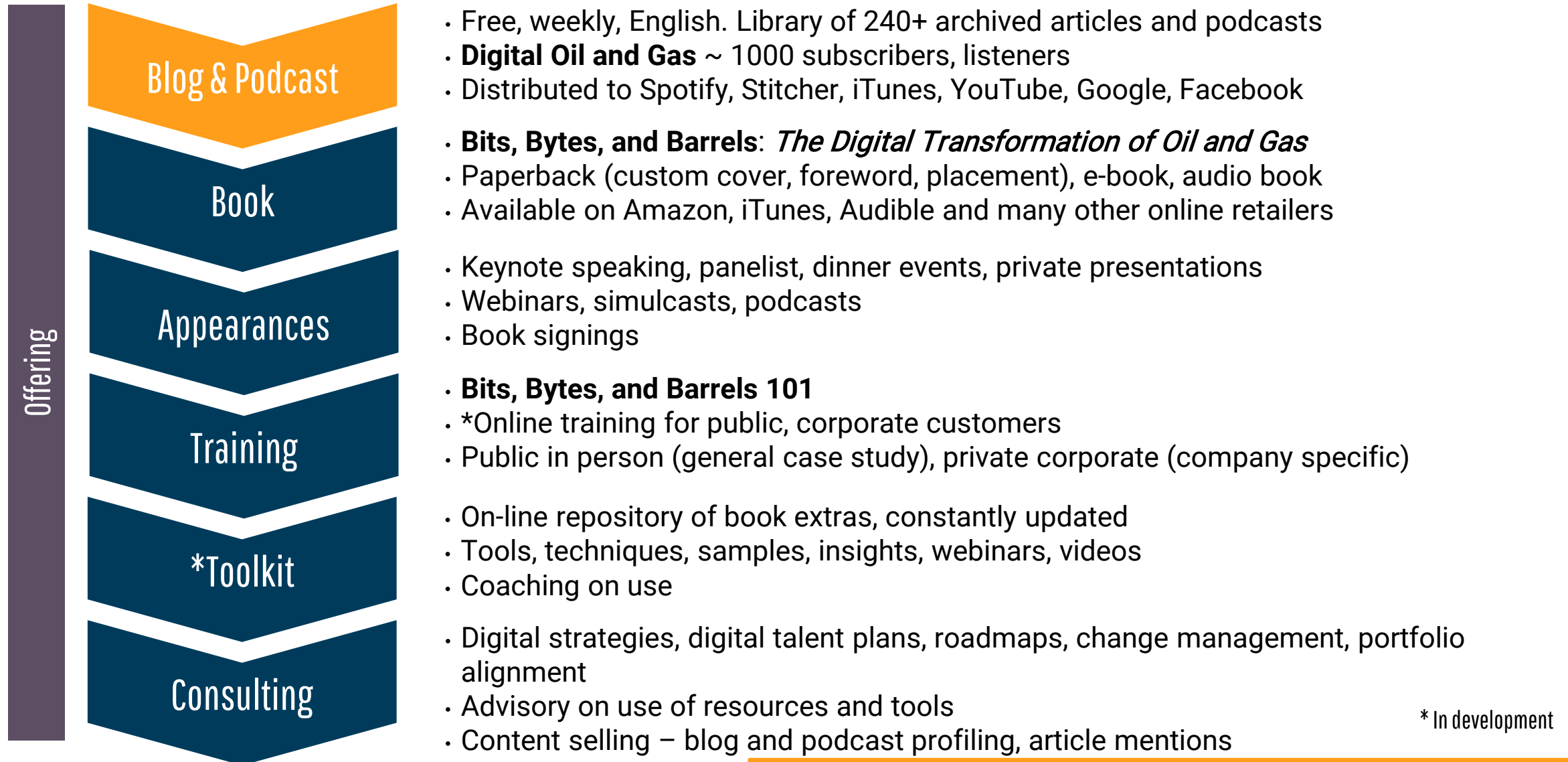
- Developed a corporate business strategy for an oil refinery recently acquired by an international oil company.
- Developed a crude oil export business strategy for a Canadian port, including global supply and demand analysis, investment strategy and stakeholder positioning.
- Developed a new business model for one of Canada's largest liquids pipeline companies, resulting in more consistent business results, improved customer service, and lower cost.

Mining and Oil Sands

- Develop the information systems architecture and plan for CNRL's Project Horizon, with a \$50m program budget and multi-year rollout roadmap.
- Develop a housing strategy for Tech Coal to enable a 10% growth in production volume.
- Design a northern worker compensation strategy for Suncor to address high levels of turnover, poor retention and housing shortages.
- Develop an ERP strategy for Suncor's oil sands business unit to address overly complex systems environment and inability to scale
- Develop an ERP strategy for a leading potash mine in Saskatchewan to modernize the systems environment
- Lead advisor on a \$12 million business transformation for an oil sands services company including new processes, new business models and implementation of three comprehensive technologies covering operations, financials, HR, supply chain, maintenance, CRM
- Developed a Pro Forma Application Architecture for an Integrated Oil Company for the CIO, to drive investments in ERP, supply chain, energy trading, product wholesaling and retailing

Expertise Areas	Geography	Value Chain
Strategy	Australia	Full
Digital	North America	Corporate functions

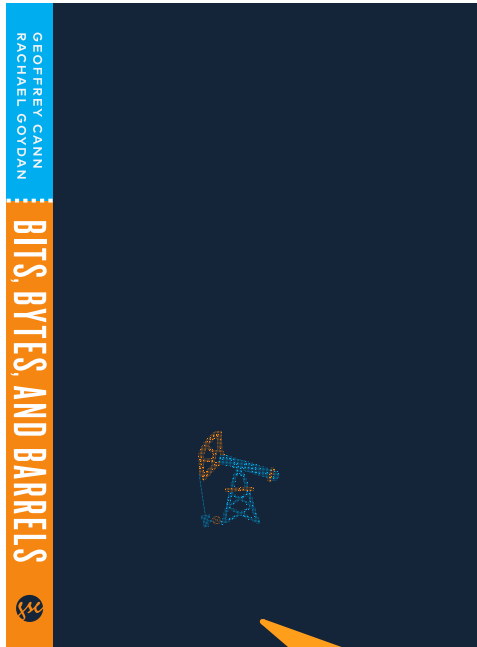
I am the only independent global thought leader at the intersection of Digital and Oil and Gas



My book, *Bits, Bytes, and Barrels*, sets out the impacts that digital will have on the industry.

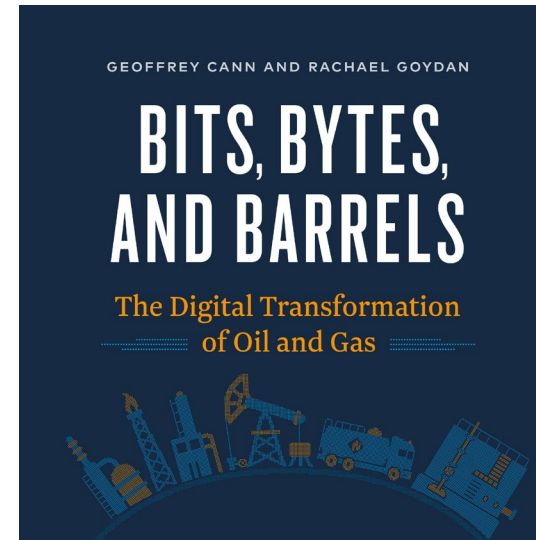
Book

- **Bits, Bytes, and Barrels: *The Digital Transformation of Oil and Gas***
- Self-published January 2019
- Helps companies mobilise support for digital change



- Paperback and e-book
- Available in bulk with discounts from 15-40% from retail
- Customizable cover
- Addition of a foreword
- Text may be selectively modified
- Suitable as a marketing give-away or conference gift

Your logo here!



- Audio edition
- Published August 2019
- Audible, Amazon, and iTunes
- Available in CA, US, UK, DE, FR, AU, JP

This practical, easy-to-read book provides a concise guide to the current state of digital innovation in the oil and gas industry and where to expect the leaders to take it next. A must read to ensure your firm stays competitive.

Judy Fairburn, Board Director
former EVP & Chief Digital Officer for a large energy firm.

I speak regularly at conferences and events

Appearances

- Either a standard presentation on my book or a customized presentation
- Multiple topics are available
- Constantly updated to reflect latest thinking and research

Topics

- Impacts of Blockchain on Oil and Gas
- Change Is Easy, Except for the People
- Bits, Bytes, and Barrels
- Digital and the Supply Chain
- Digital impacts on Talent

Recent Audiences

- **AUTOSOL** – Power User Summit
- **Enerplus** – Leadership Meeting
- **ASUG** – Keynote address
- **BPOG** – Keynote
- **Blockchain In Oil and Gas** – Keynote
- **YPAC** – Keynote
- **Oil and Gas Supply Chain** – Panelist
- **Global Petroleum Show** – Panelist
- **Inventure\$ 2019** – Panel Chair
- **PTAC** – Panel Chair
- **EnergyConnect** -- Panel Chair
- **Detection** – Keynote
- **FUSE** -- Panelist
- **Aucerna** -- Keynote

I provide training on digital for the oil and gas industry

Training

- Based on my book
- Public and private options
- 20-25 students (case study focus), 25-100 students (on-line quizzes)

Curriculum

Module 1 – what is Digital?

- Digital definitions, terminology, drivers, leading technologies
- A framework for structuring digital innovations in context

Module 2 – The Impacts of Digital on industry segments

- Exploration, production, midstream, downstream, services, functions
- Impacts and timing

Module 3 – Management Challenges

- Organizing teams, managing risks, agile methods
- Managing talent and managing change

Module 4 – Moving Forward

- The business case for digital innovation
- Strategic planning methods for approaching digital innovations

Options

- ½ day, full day, two day
- Customizable to a specific company or problem area
- On-line coming soon

Audiences

- Oil and gas industry professionals working in digital
- Technology companies focused on oil and gas
- Regulators involved with oil and gas
- Investors exposed to oil and gas or digital
- Boards and senior managers

Global integrated supermajor -- Upstream facilities unit

Uncompetitive business unit under pressure to improve

Problem

The business unit was uncompetitive relative to corporate expectations and market reality. Unless the unit improved its competitive position, the unit would be sold. The home office was also demanding that all units indicate how they were using digital technologies to improve the business.

Solution

Align business unit management with a new direction for the unit.

Approach

Worked with management to design the intervention. Focus was on discovery of the underlying orthodoxies of the business that were susceptible to digitally driven disruption. Conducted the intervention with some participants participating remotely and others in person.

Deliverable

A draft statement of goals and objectives for the unit, the new business model design elements that were disruptive to the company and the industry, and a roadmap for moving forward.

Drilling equipment manufacturer

Growth strategy leveraging digital innovations

Problem

The company is one of the world's largest manufacturer of drill pipe torque wrenches. Incoming Asian copy-cat gear was taking market share, customers were facing capital constraints, and shortages of experienced rig hands limited customer purchases. The company had shrunk by 40% during the downturn, and needed a new strategy to renew growth.

Solution

Develop a digitally driven business strategy for growth

Approach

Worked with the CEO and VP Operations to develop a multi-day digital planning event. The full management team from multiple countries participated in evaluating and designing a growth strategy. The wrenches would be redesigned to be "smart" and much less reliant on experienced hands, and the business would shift to an equipment rental model.

Deliverable

A revised business strategy enabled by two digital innovations. A roadmap for delivery. An understanding of new talent requirements. An investment agenda for building capacity in the Permian basin area.

Large natural gas producer

Develop business-aligned digital strategy

Problem

The company had attempted to develop a digital strategy internally, but efforts fell short of management expectations. The strategy effort was narrow, uninformed by management, and not linked to the business strategy. With limited resources and time shortages, the company needed a new approach to developing its strategy and needed the strategy developed in just 3 weeks

Solution

Develop a management-endorsed business driven digital strategy

Approach

Ran multiple collaboration workshops to boost company participation. Developed and conducted a company-wide survey of digital awareness. Led management through a series of workshops to consider multiple options and positioning. Developed a portfolio of digital investments aligned to the business. Designed a new governance model, a set of performance metrics for digital, and a digital delivery organization.

Deliverable

A digital strategy and roadmap to guide company investments and projects to transform the company.

Continental midstream services company

Assess and improve existing digital strategy

Problem

The company had developed a digital strategy, but implementation progress was lagging. The CIO and VP Digital wanted an independent assessment of progress and guidance on tactics to accelerate delivery and adoption.

Solution

Independently assess a digital strategy

Approach

Developed an assessment framework for reviewing the efficacy of the strategy. Conducted a series of interviews to gather evidence along the four elements of the framework. Developed a set of recommendations to improve the strategy. Delivered multiple management briefings about the strategy and improvement tactics.

Deliverable

A completed assessment based on 20 specific measures, and over 30 improvement recommendations.

SCADA Systems company

Secure funding for new product development

Problem

The company needed to transform its SCADA technology to incorporate digital innovations such as internet of things, analytics, and blockchain. This required a very substantial investment, beyond the company's limited resources. The company applied for government funding and needed an independent assessment of its application.

Solution

Review the funding application, suggest improvements, and independently endorse the submission for the funding agent.

Approach

Reviewed the funding application. Independently validated all third party data and references in the application. Discussed improvements to the solution design and the funding submission with management.

Deliverable

An improved funding submission. The funding was ultimately awarded to the company, and with the largest funding allotment of the 20+ submissions in the year.

Large Asian energy company

Train management on digital

Problem

The board recognises that digital innovations will be necessary for assuring the survival of the company. However, the management of the refining and downstream business unit has not embarked on any changes. The Board commenced a leadership development program and needed support in helping management understand how digital innovation would impact the industry.

Solution

Conduct digital training for selected middle managers tasked with digital innovation.

Approach

Designed the training course based on an existing course. Delivered the course on site in Silicon Valley, using an interpreter to bridge the language gap.

Deliverable

A team aligned on digital terminology, leading technologies, underlying business drivers, and fit of digital solutions with the midstream and downstream business.

Government funding agency

Train investment analysts on digital

Problem

The agency was responsible for allocating government investment funding for innovation. However, the investment analysts were unfamiliar with digital concepts, under-invested in digital solutions, and did not encourage investment candidates to incorporate digital innovations into their business ideas.

Solution

Educate the investment analysts on digital innovations

Approach

Worked with management to design the training course for three industry segments (oil and gas, clean tech, environmental solutions). Incorporated a case study company that helped teach key digital concepts. Conducted the training course in person

Deliverable

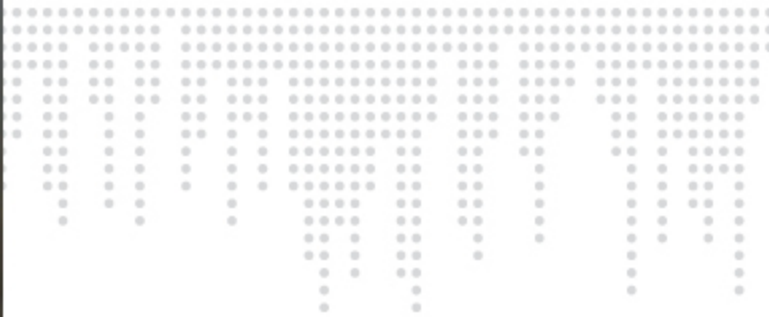
A custom-designed training course for the investment group.

My services help enhance existing digital efforts, promote change, and build capacity

Customizable to meet specific needs and budgets





ASSET and SERVICE	ENHANCE & COMMUNICATE	PROMOTE CHANGE	BUILD CAPACITY
Blog and Podcast	<ul style="list-style-type: none">• Product/service placement• Podcast interview	✓	✓
Book		<ul style="list-style-type: none">• Customized edition• Bulk purchase	✓
Appearance		<ul style="list-style-type: none">• Event speaking, recording• Book signing	✓
Training			<ul style="list-style-type: none">• Customised training
*Toolkit			<ul style="list-style-type: none">• Student subscriptions• Coaching on usage
Consulting			<ul style="list-style-type: none">• Advisory services• Evaluations

* In development



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