



Bits, Bytes and Barrels

Title: Bits, Bytes, and Barrels: The Digital Transformation of Oil and Gas

Abstract:

The oil and gas industry is truly at a crossroads. As digital technologies begin to impact the oil and gas sector, the incumbents need to become more aware of the challenges and opportunities that digital innovation presents. Digital has the potential to enable dramatic transformation to the oil and gas industry. However, it is not always clear what these changes are, when they will occur and the impact they will have on the value chain. Companies and leaders need new ways to think about digital, strategies for applying it in their organization, and tactical solutions to move adoption forward at pace.

Geoffrey Cann's best-selling book **Bits, Bytes, and Barrels: The Digital Transformation of Oil and Gas** outlines these ideas, and this presentation is a breakdown of the key messages within. It looks at the entire industry, as well as a broad number of applications and technologies available.

The key takeaways for those attending:

- What exactly is digital?
- A working definition based on three related exponential technologies: data, connectivity, and analytics
- A framework for approaching digital in a structured manner
- The eight key technologies that will have the greatest impact on oil and gas
- How digital will impact the value chain,
- Fuse and Bang: the timing and nature of impact that digital will have, from the well head to the gas station
- The five most pressing concerns for managers and how to overcome them
- The role of the board of directors in helping drive change

The Speaker:

Geoffrey Cann is the author of **Bits, Bytes, and Barrels: The Digital Transformation of Oil and Gas**, a professional speaker, and a highly regarded teacher and instructor on digital innovations in energy. He is powered by a 35 year career as a consultant and advisor to some of the biggest names in oil and gas, and has carried out hundreds of business change projects across the commodity lifecycle. He publishes a weekly article on digital innovation, hosts a leading podcast called **Digital Oil and Gas**, and instructs a popular course in oil and gas on Udemy, the world's

largest training platform. His next book, '**Carbon, Capital, and the Cloud: A Playbook for Digital Oil and Gas**' was released in March of 2022.

Timing:

30-45 Minutes. Can include a Q&A

Audience:

oil and gas professionals, services companies, industrial suppliers, operators

Accompaniment:

Delivered using PowerPoint slides, virtually or in-person

Promotional Copy:

The global oil and gas industry is truly at a crossroads. For the first time in many decades, the confluence of a number of forces is flattening out the growth in petroleum, particularly for transportation. A global movement to decarbonize looks poised to exert unrelenting downward pressure on the industry.

Digital innovations are the sole solutions that offer the industry the potential to lower costs, improve productivity, reduce environmental impacts, and grow resources simultaneously.

But what exactly is digital? What impacts will these technologies have, how big will the impacts be, and when will they arrive? Who will win at the new digital game?

Workers at all levels, from the front line to the board room, need to up their digital awareness so that they can succeed in the new world order of energy. This dynamic session offers a glimpse into the powerful set of ideas that are behind the book.

Be ready for the coming transformation of energy!

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