



EMC INFORMATION INTELLIGENCE FOR THE ENERGY SECTOR

Gaining competitive advantage through improved information intelligence

ESSENTIALS

- Optimize business processes along the value chain by making information available, 24X7
- Lower risk and liability with automated environmental health and safety (EHS) compliance
- Improve scheduling and reduce costs through better management of large capital projects
- Enhance collaboration and communications with customers, suppliers and vendors
- Minimize operational risk across facilities by making latest information available at point of need

Increasing worldwide demand for energy is driving oil and gas companies to find more cost-effective ways for boosting production. This is happening amidst heightened regulatory pressure, fierce capital competition, and the creation of enormous volumes of geological, exploration, and plant data.

To address the challenges, energy sector organizations need technology solutions that reduce exploration costs, increase recovery from aging wells, boost plant efficiency, minimize risk of catastrophic events, and streamline compliance processes.

Utility companies face similar challenges: a torrent of regulatory demands, rising competition, increased consumer and government pressure regarding costs, environmental and public safety, as well as the constant need to improve operational efficiency. Making sure the “lights stay on” is no longer the relatively simple task it once was. To conduct business profitably requires on-demand access to accurate information-- across the value chain.

The EMC® Documentum® platform and EMC energy partner solutions address these challenges. The Documentum platform helps you to exploit the natural relationships between content and processes that begin with exploration and extend through purchasing and refining, to marketing and business operations. This continuity throughout the value chain makes your business more agile, responsive, and competitive.

EMC Information Intelligence

- Intelligent enterprise capture
 - EMC Captiva
- Intelligent information access
 - My Documentum
 - Documentum CenterStage
 - Documentum ApplicationXtender
- Intelligent case management
 - Documentum xCelerated Composition Platform (Documentum xCP)
- Intelligent customer communications
 - EMC Document Sciences
 - EMC Documentum Digital Asset Manager
 - EMC Documentum Web Experience Management by FatWire
- Intelligent information governance
 - EMC SourceOne

INTELLIGENT ENTERPRISE CAPTURE: TRANSFORMING PAPER FILES FROM A LIABILITY TO BUSINESS ADVANTAGE

Intelligent enterprise capture transforms paper documents into application-ready information. It connects scanners, fax machines, and multi-functional peripherals to a central content repository, where, regardless of source or format, it captures, indexes, and delivers data to the business systems that require it.

This integration eliminates the re-keying of data from paper documents, which speeds processing and reduces errors and data loss. It also aggregates information, making it available to reporting tools that support faster, more informed decision making.

One major energy company implemented an EMC Documentum-based Electronic Well File solution that automated critical processes in oil well operations, converting over 35,000 linear feet of shelving into readily available electronic content. The solution also eliminated filing errors and the loss of well data, while reducing information retrieval times from more than 24 hours to less than one minute.

INTELLIGENT INFORMATION ACCESS: LOCATE, SHARE, AND MANAGE

Once documents are digitized and stored in a single repository, critical data can be quickly accessed and intelligently processed. Through federation, intelligent access technologies can use and manage data from multiple applications while the data remains under the control of the application that created it.

Intelligent access benefits all energy workers. It maximizes the accessibility, reuse and control of information wherever it exists. Energy companies can, for example, use a central repository to securely manage and distribute project data to the point of need. As data constantly changes in the project, team members know they are accessing the latest versions of drawings, specifications, and other important documents.

To control access to information and protect its confidentiality, intelligent information access includes information rights management (IRM) technology, which controls, secures, and tracks repository content wherever it resides, whether behind or beyond the firewall.

For instance, energy companies can leverage IRM technology to improve the bid process that distributes confidential production, or other critical data, to potential contractors. When one is chosen, the remaining candidates still possess the proprietary data. With Documentum IRM, Energy companies could restrict access to that data as soon as the bid process is complete. Information is encrypted and protected at rest, in transit, and while being viewed by recipients. This frees content owners to collaborate with colleagues and partners anywhere while ensuring that sensitive information doesn't end up where it shouldn't.

INTELLIGENT CASE MANAGEMENT: EFFECTIVE CASE-BASED SOLUTIONS WITHOUT COSTLY CUSTOM DEVELOPMENT

Intelligent case management technology improves performance, eliminates errors, and puts the right information in the hands of decision makers. It can automate manual processes and coordinate the interface between automated processes and those that require human intervention.

Using pre-built templates and components, intelligent case management provides a rich solutions infrastructure that delivers dynamic, case-based applications through configuration, not with expensive customization. Electronic case files eliminate the inefficiencies of paper and aggregate any type of content relevant to a case, not just documents, but audio and video, CAD files, and discussion threads.

EMC Information Intelligence meets the energy challenge

- Engineering Plant and Facilities Management (EPFM)
- SOP management
- Contracts management
- KM web portals
- AP/AR processing
- Electronic Well File (EWF)
- Plant maintenance management
- GIS integration
- Drawing Management (CAD integration)
- 3D model integration

Intelligent case management capabilities can be configured into reliable applications, serving any energy process or activity. The configuration platform seamlessly integrates technologies, such as content management, business process management (BPM), records management, collaboration, intelligent capture, customer communications, and comprehensive reporting.

For energy organizations, process improvement continues to be a top priority for increasing operational efficiency and improving EHS compliance. The business process management (BPM) capabilities of an integrated solution can streamline and automate inefficient processes while providing the foundation for a comprehensive view of energy data across the organization. BPM modeling and simulation can identify and solve process bottlenecks before processes are introduced to supporting systems. Business process management can be used to:

- Coordinate and streamline the actions of people and systems from processing a transmittal to optimizing a plant operating permit
- Manage the interface between manual and automated processes that coordinates policies and procedures with regulators such as OSHA, EPA, NRC, FERC, and others
- Standardize processes through the application of business rules to activities such as plant maintenance and EHS audit management
- Enforce records management and retention policies for EHS compliance

A large European energy operator implemented an EMC Documentum transmittal solution and as a result, has not only reduced by more than 50 percent the time needed to process key project files, but also eliminated the risk of data loss and simplified internal and external audit processes. The system also stores information related to government negotiations, including the minimum number of employees and resources needed for a given project.

INTELLIGENT CUSTOMER COMMUNICATIONS: WELL DESIGNED, HIGHLY PERSONALIZED MULTICHANNEL COMMUNICATIONS

Intelligent customer communications delivers highly personalized and engaging communications that build loyalty and drive revenue through any channel and offers sophisticated capabilities that can be integrated with self-service web portals to personalize communications to the delivery requirements of the recipient: print, web, e-mail, or mobile device.

In the utility area, these capabilities automatically generate routine customer correspondence as well as the creation of welcome kits. Apart from improving relationships, customer communications management technology speeds the publication of critical documents, increases accuracy, reduces cost, and enforces a rigorous approval process that supports compliance. The EMC Smart Grid Correspondence platform, based on EMC Document Sciences® xPression® products, provides more relevant, timely and personalized correspondence that increases comprehension and improves the customer experience.

INTELLIGENT INFORMATION GOVERNANCE: LOWER COST, REDUCE RISK, AND ENSURE COMPLIANCE

No information management solution is complete without the ability to meet long-term storage, retention, and archiving needs. Intelligent information governance enables energy organizations to meet these needs and manage growing volumes of information. It lowers costs, reduces risk, and automates compliance with legal and regulatory standards such as EPA, OSHA, NERC, FERC, NRC, and others.

Information intelligence discovers information wherever it resides, categorizes it, and enforces appropriate policies to govern storage, retention, disposition, and archiving. Information with operational value remains quickly accessible and e-discovery ceases to be a process that throws entire organizations into chaos.

EMC INFORMATION INTELLIGENCE: PAVING THE WAY FOR INTELLIGENT ENERGY

EMC Information Intelligence helps energy organizations to gain the most from information, making it accessible, properly managed, stored, and secure. Information intelligence measurably enhances project, compliance, financial, and operational systems for all energy organizations, making them more agile, responsive, and competitive.

Information Intelligence helps energy organizations to:

- Lower the risk and cost of non-compliance with plant environmental, health, and safety regulations by providing a platform that improves critical regulatory processes
- Minimize costly, unplanned plant shutdowns by keeping the latest engineering and equipment data (with as-builts) readily available 24x7
- Streamline global collaboration by allowing virtual working teams, both inside and outside of the firewall, to share project data
- Support critical oil and gas processes along the value chain through robust, configurable workflows, business rules, and dashboards
- Utilize automated storage, retention policy management, and archiving for regulatory compliance and audit purposes with OSHA, EPA, NRC, FERC, NERC, and others
- Implement intelligent customer communications that deliver highly personalized and engaging communications building loyalty and increasing revenue

For energy companies, Information intelligence can:

- Reduce by more than 50 percent EHS operating permit processing
- Support compliance and audit requirements with minimal impact to operations
- Minimize the risk of plant/facilities catastrophic events and unplanned downtime
- Eliminate the potential loss and degradation of critical paper company data
- Improve the cost and time of applications deployment
- Streamlines business processes that rely upon timely access to engineering content
- Enforce standard project-related document management across the business
- Optimize the plant maintenance process with maintenance systems integration
- Automate the creation, approval, distribution and archival of SOPs
- Enhance customer communication to improve retention and loyalty
- Protect access and disposition of critical company information, both inside and outside the firewall

CONTACT US

To learn more about how your organization can benefit from an EMC energy solution, visit us online at www.EMC.com or call 800.607.9546 (outside the U.S.: +1.925.600.5802).

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