



## Imitate to innovate!

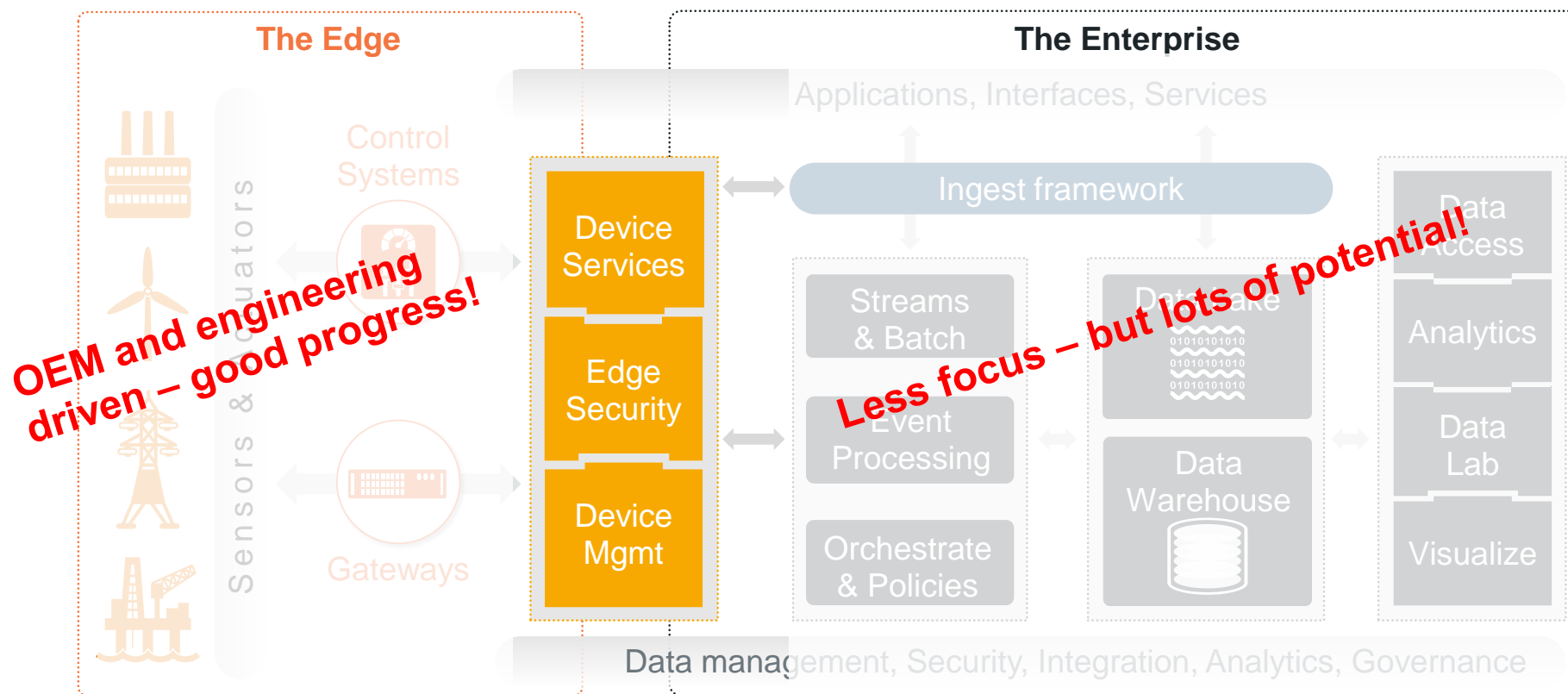
Learning from other heavy asset industries to monetize data in generation

Iain Stewart, Practice Partner Utilities and Smart Cities

Email: [iain.stewart@teradata.com](mailto:iain.stewart@teradata.com)

LinkedIn: <https://www.linkedin.com/in/iain-stewart-6b74124/>

# First principles – data and analytics is a broad church



# So why invest at the enterprise level?



**HARVARD**  
BUSINESS SCHOOL



“This new product data is valuable by itself, **yet its value increases exponentially when it is integrated with other data**, such as service histories, inventory locations, commodity prices, and traffic patterns...”

Dr Michael Porter

**Fleet wide!**

**Reliability**



**Safety**



**Quality**



**Efficiency**



**Profitability**





# Learn from other sectors!

At Eagle Ford, ConocoPhillips experienced frequent well shut-ins due to the difficulty of bringing liquid production, tank capacity and logistics information together.

But the initial Teradata integrated data environment based on integration of PI data resulted in:

- A decrease in the number of well shut-ins from **90 to 10** per month
- Increased production by **7,000 barrels of oil** each month
- An Increase of approx. **\$5 million** of production revenue in 2013
- And decrease of **millions** of additional **NPT** costs

**Focus on strategic ecosystems – not multiple point solutions!**

Thank you.

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