 a webinar by Energy Series Exhibitions

POST WEBINAR REPORT

Topic:  
**Digital Transformation  
in Oil and Gas Industry**  
*to boost efficiency and the key factor  
in investment attractiveness*

Thursday, 28 October 2021 | 2.00 - 4.30 PM (WIB/GMT+7)

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## ● DIGITAL TRANSFORMATION IN OIL AND GAS INDUSTRY

Since the economic crisis of 2008 followed by the oil price crisis in 2014, most if not all oil and gas companies realized that the high-oil-price environment is over and that the uncertainty in the industry is real and that it will be a future that all industry players will have to face. The uncertainty is the result of many factors, from fundamentals like supply-demand to political tension that the world faces, from market speculation to the global pandemic struggle. To survive, oil and gas companies must not only transform their sources of revenue and diversify their portfolios, but also be efficient, agile, and embrace the exponential pace of technological advancement of the last few decades.

Back in 2016, after the big oil price crash of 2014-2015, McKinsey & Co released an article called "The Oil and Gas Organization of the Future". In the article, McKinsey & Co stated five ideas how an Oil and Gas company could survive any downturn or crisis,

- Organizational agility
- Digital organization
- The millennial-managed organization
- The decentralized company
- A redefinition of what's its core

Digital technology transformation is a crucial part of the idea as the industry will continuously face many challenges ahead.

The Webinar "Digital Transformation in Oil and Gas Industry, to boost efficiency and the key factor in investment attractiveness" elaborated upon the importance of digitalization in Oil and Gas businesses, the benefits of technology such as real time Remote Monitoring, Automation and Artificial Intelligence, the strength in Big Data implementation as well as a secure and solid IT network: In short, modernizing your assets using the latest in technological advancement in the global oil and gas sector today. This modernization, however, is in the era of collaborations, mergers, and acquisitions, a key factor in increasing investment attractiveness. Investors are looking for more efficient and sustainable business that can sail through the challenges ahead.

Taking the theme of **Digital Transformation in Oil and Gas Industry, To Boost Efficiency and The Key Factor in Investment Attractiveness**, the webinar was successfully held on **Thursday, 28 October 2021, at 2 PM (WIB/GMT +7)** and was hosted by experts in the industry.

## ● THE AGENDA

### OPENING SPEECH:



**Suryana**  
Plt. Ketua  
ASPERMIGAS

### MODERATOR:



**Moshe Rizal Eng. Ind. MSc**  
Sekretaris Jenderal  
ASPERMIGAS

### SPEAKERS:



**Joko Purnomo**  
VP EIT Solution  
PT Pertamina (Persero)

#### Highlighted Topic:

Digital transformation doesn't only refer to technology. Research shows that the success of digital transformation, more than 60% is determined by its human beings. Pertamina's digital transformation is targeting 3 main aspects: technology, business processes, and humans.



**Naveen Kumar**  
VP Global Sales  
Value Chain Optimization  
AVEVA

**Highlighted Topic:**

Naveen Kumar spoke about perspective on Digital transformation in Oil & Gas industry and how it could help with sustainability agenda. Naveen introduced us to A Net-Zero framework to digitally support decarbonization. He also explained the Digital Twin Approach which resulted in Million-Dollar benefits for energy organizations across the globe. Finally, how AVEVA was able to help similar organizations with similar benefits through digital transformation.



**Panji Wasmana**  
Director of National  
Technology Officer  
Microsoft Indonesia

**Highlighted Topic:**

While oil, gas and mining companies rank among the largest and most influential organizations in the world, they also face monumental challenges that threaten their stability. At the same time, innovations in digital technologies offer powerful tools to that can revolutionize how the oil, gas and mining industry operates. It is imperative that forward-thinking industry players explore the transformative opportunities presented to them by today's technology advances.



**Nurudin, ST.,**  
Technical Specialist  
PT Pertamina Lubricants

**Highlighted Topic:**

To reduce friction and energy losses, excellent lubrication is the most important aspect for any rotating equipment. Technology is growing fast, we can use those advances to better monitor equipment lubrication and thus ensure it is running well. Digitalization is playing an important part in this. What will it do to the future lubrication? Pertamina Lubricants elaborated more on this during the webinar.

● **REGISTRATION, DURATION & ACTIVITY**

**255**  
Attendees

**52%**  
Attendance  
Rate

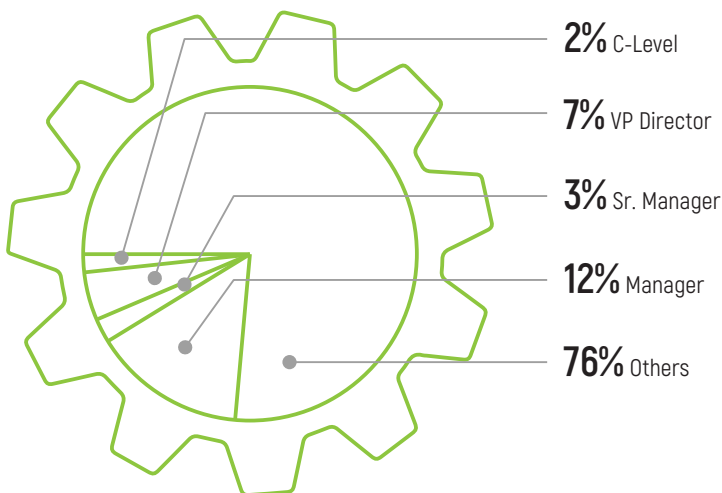
**215**  
Minutes of  
Duration

**32%**  
Stay in 1 hour  
Session

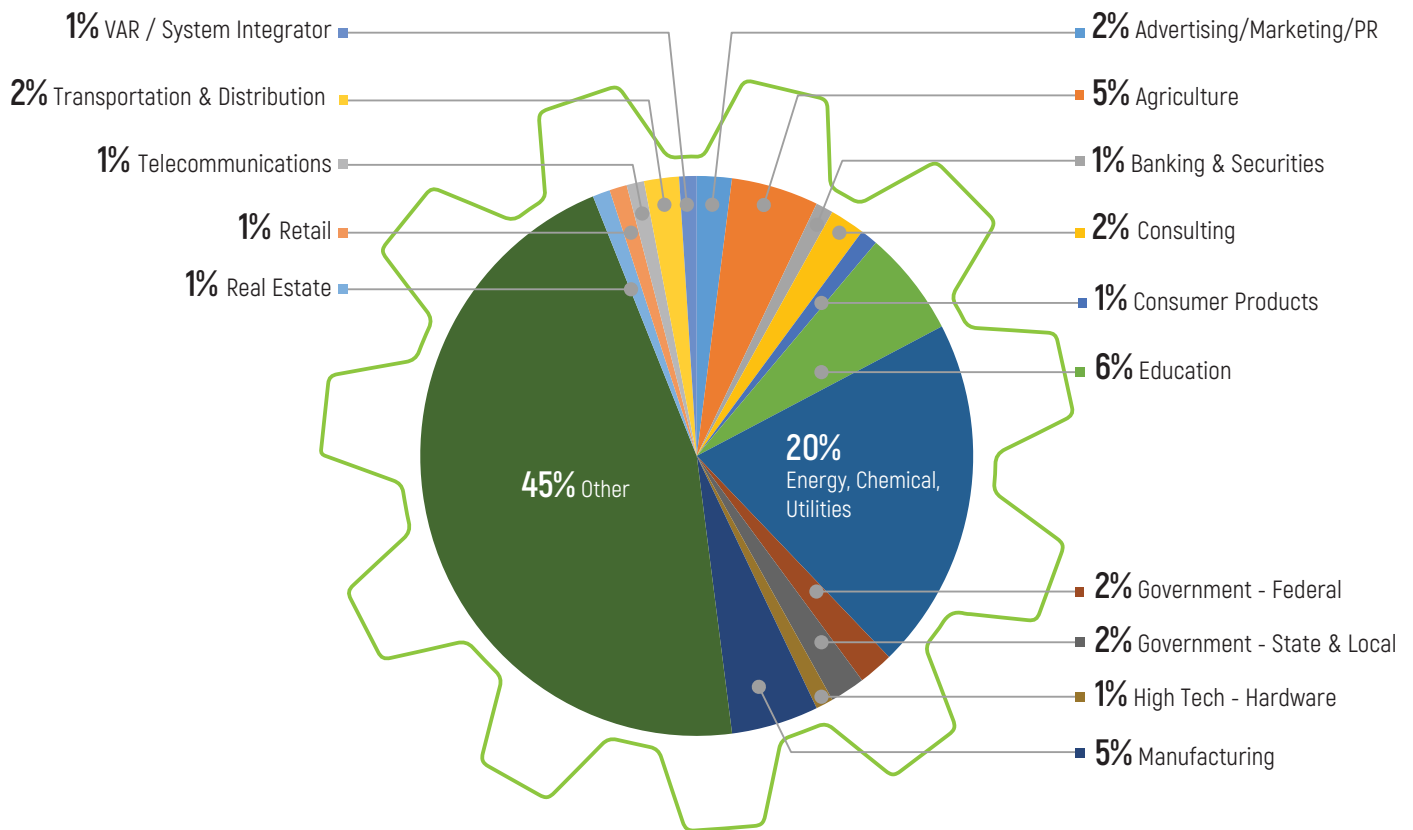
**68%**  
Stay in 2 hour  
Session

**20**  
Questions Asked

● **REGISTRATION BREAKDOWN BY JOB TITLE**



## REGISTRANT BREAKDOWN BY COMPANY ACTIVITIES



## POLLING

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