

An offshore oil rig is silhouetted against a sunset sky with scattered clouds. The rig's complex lattice structure is prominent, with several tall vertical towers. The sea is visible in the foreground, reflecting the light from the setting sun.

Driving Business Process Evolution —

Utilizing the Schlumberger Integrated Business Process Model

Schlumberger Business Consulting

In current dynamic environments business processes by necessity are always evolving. Schlumberger Business Consulting has developed the Integrated Business Process Model (IBPM) for better monitoring, analysis and evolution of business processes for the upstream E&P Industry, incorporating industry best practices and direct Schlumberger experience.

To ensure that a complete process vision is captured and the critical dependencies documented SBC applies a systematic top-down business modeling approach incorporating 4 business layers:

1. Business Concept
2. Vision & Strategy
3. Business Processes
4. Process Workflows/Procedures/Best Practices

Taking the traditional stand-alone O&G processes Schlumberger IBPM has integrated them to provide a synchronous representation of:

- Events, results and sequencing
- Descriptions
- Metrics
- Organizational relationships (Systems, technology, people)
- Issues

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IBPM Application

SBC uses IBPM in the assessment, planning and the implementation of solutions, process optimization, organizational change and the enabling of technology.

1. Business Concept

Provides a top-down multi level framework for functional as opposed to organizational E&P process hierarchy, to assist with complex decision making involving multiple criteria.

2. Vision and Strategy

Developing strategies and quality infrastructures to realize vision, best practice benchmarking and recognition of breakthrough performance.

3. Business Processes

Easy to understand coded process representation for managing processes.

4. Process Workflows

IBPM is able to represent processes, technology and people and their interdependencies simultaneously.

The IPBM Tool deals with the problem of interpreting data coming from a dynamic system; it actively tracks and analyzes gaps in human resources, knowledge transfer, supply chains, finance and technology.

With the power of simulation it can develop probabilistic answers from direct sampling and is able to better forecast performance.

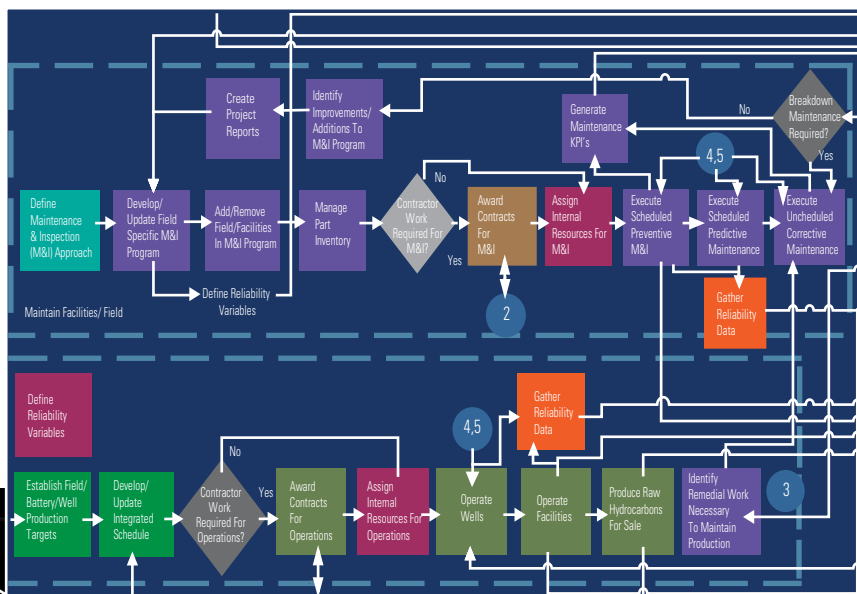
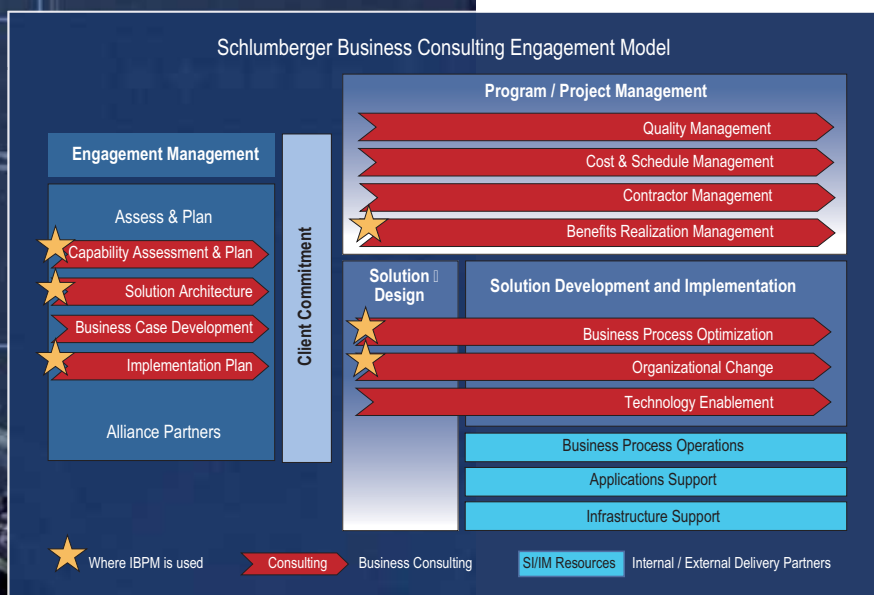
The IPBM Advantage

Schlumberger has already integrated the core O&G technical processes with the core business processes.

IBPM allows our clients to jump-start their business process modeling and optimization activities by providing an integrated, structured framework that:

- Enables simple client-specific customization
- Provides a single process repository
- Enables process modeling benefits realization to guide subsequent process change

IPBM provides a consistent environment for successful enterprise.



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