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O&G Techweek 2019

Infrastructure and changing corporate culture are challenges of digital transformation

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The director of the National Institute of Technology (INT), Fernando Rizzo, said on Monday (26), in the first lecture of O&G TechWeek 2019, that the country's biggest challenge in the transition to industry 4.0 is infrastructure. According to him, the government has mapped some investment demands to support new technologies, but resources are lacking due to budget contingency.

"The digital transformation strategy places a number of demands, such as improving our backbone, but we face this (resource) challenge," he said.

Rizzo also highlighted the importance of 5G technology for digital transformation in the oil and gas sector. "We need to prepare the country's infrastructure for the 5G and internet of things," he said, stressing that the government will work to auction frequencies, but that it needs to address some issues, such as overlapping with telephone frequencies.

For representatives of the companies that attended the first afternoon panel of the event, the digital transformation in the sector goes far beyond infrastructure, technological advances, use of robotics and greater data processing capacity. It takes a new corporate culture with greater integration,

collaborative work and "no fear of making mistakes." "This is an important step to innovate," says Tâmara García, Repsol Sinopec Research and Development Manager.

Sylvia dos Anjos, general manager of Applied Technology at Petrobras, said that in a traditional industry, this change of mind is fundamental, with the collaboration of the various teams working on the Libra project, which will be the first "fully connected" asset operated by the company. "The goal is, by 2024, to use digital data and information to monitor and diagnose trends that could affect processes, security, project development and field performance," said the executive.

To achieve this goal, it is necessary to optimize and redefine processes, train and engage people and implement and customize technologies, he said. And the challenge is not trivial: only the Libra field, one of the largest pre-salt in development, has 31 databases and 134 systems.

Hege Færø-Finnvik, Equinor's Vice President of Operations, Technology and Excellence, said in turn that digital transformation demands a "climb to success" in technology, reinventing the way of work and always innovating by side of the supplier ecosystem.

Jane Zhang, Shell's general manager of technology, said digital transformation is imperative in the face of the strong change the world is going through, with 100% growth in energy demand by 2050. In Brazil, Shell already uses integrated digital power technologies. data for geophysical analysis and support for well operation and the integrity and management of FPSOs (oil and gas production and storage platform vessels).

Anderson Moraes, Aker Solutions Technology and Digitization manager, introduced a company-developed platform that stores and integrates cloud data from all parts of production systems (wells, subsea equipment, platform, etc.), which helps reduce time response to operational failures and accidents, for example.

In another panel, representatives of the largest global consultancies highlighted technologies that have the potential to be disruptive in the oil and gas market. According to them, the biggest challenge is in integrating the operational and corporate areas of companies.

"We need to communicate the shop floor with the organizational levels to enable digital transformation. We need well-structured operational processes to extract data securely. It's important to be able to bridge these two levels," said Victor Venâncio, managing partner from KPMG.

For Glauca Alves, Director of Innovation at Deloitte, companies need to invest in innovations in existing processes, which she calls core and adjacent, but also in projects that can truly transform the business. "The ideal portfolio should have about 70 percent core innovation projects, 20 percent adjacent innovation, and 10 percent transformational innovation," he said, noting that transformational innovation is what keeps the business from disruption.

Viviane Costa, Accenture's senior manager, also stressed the importance of greater attention to processes and highlighted the maturity of the oil and gas industry. According to her, it helps to experience this moment of transformation in a healthy way, without the risk of spending a lot of money and not having transformation. "The price of the barrel falls and we see the industry stable, unlike other times," he said.

Also attending the first day of O&G TechWeek leading companies in the technology segment. Amazon sales manager Cristina Jeronimides stressed the importance of being tolerant of the error, but preferably in the early stage of the project, which reduces the cost. Edilson Cardoso, Digital and Innovation, Services and Support manager at Embraer, a capital-intensive company with a strong focus on security as well as oil and gas companies, said the company seeks to harness the skills of "every generation". "to innovate and reconcile the flexibility and agility of the digital world with the characteristics of the highly regulated industry.

The O&G Techweek 2019 started yesterday (26) and runs until Thursday (30) at AQWA Corporate, in Rio de Janeiro's port region with lectures, technology rounds, hackathons and ideation sessions.

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