Who we are

- Global independent exploration and production company
- 125 years in operation
- ~3,400 employees
- Focused on:
  - Safety & environmental stewardship
  - Profitable growth
  - Liquids-rich resources
  - Social responsibility
Marathon Information Management Program

• Goals

- Enable easy-to-use and consistent access to the relevant, up-to-date and trusted information needed to monitor performance, to pre-empt potential problems and to take decisions
- Implement consistent records management to ensure we preserve the information required for legal and regulatory compliance
- Construct the work platform for the next generation – a new foundation for collaboration and knowledge sharing
Organizational plumbing

• **Dimensions**
  - Policies
  - Processes
  - Tools
  - Roles
  - Ongoing Support

• **Stakeholders**
  - Value Chain
  - Law
  - HR
  - Internal Audit
  - Investor Relations & Public Affairs
  - IT...

**Dimensions – achievements**

- **Policies**
  - Corporate Information Management Policy
  - Retention Schedule

- **Processes**
  - Analysis, Classification, Security, Site Design, Migration, Records Management

- **Tools**
  - Microsoft SharePoint 2010, Open Text Content Server, Search
  - Knowledge Connections: people to information, people to people
  - Records Management, Hold Order Management, eDiscovery

- **Roles**
  - Information Champions, Information Asset Managers, Site Owners, Information Owners, Data Stewards, Records Coordinators

- **Ongoing Support**
  - Training, Help Desk, Compliance Readiness Assessments, Records Management
Information types

Information states

START
Create or Receive

Temporary → Classify → Draft → Mark Final → Final

Dispose → Dispose → Dispose

Disposed → END
Training

Section 1: The World of Information Management

Section 2: Roles

Section 3: Policies

Section 4: Processes

Section 5: Tools

Section 6: New Ways of Working

We are operating in a new world of information management. In this world, connectivity, collaboration, integrity, association and enterprise search are critical technology capabilities. There are increasing pressures to use information proactively to make high-quality decisions while minimizing the risk of information mismanagement.
Case Study: Implementing Enterprise Information Management at Marathon Oil
Gartner Portals, Content & Collaboration Summit
Track B: Content & Information Management, Session B2, March 12, 2012

Stakeholder concerns

- **Value Chain**
  - Easy-to-use access to **relevant, up-to-date and trusted** information
- **Law**
  - Consistent information management processes
- **HR**
  - Management of personal information
- **Internal Audit**
  - Compliance with policies & standards
- **Investor Relations & Public Affairs**
  - Communication, news
- **IT**

IT concerns

- **Adoption / Compliance**
  - Performance & Reliability !!!
  - Ease of use
- **Functionality**
  - Search
    - Advanced & Faceted Search
    - Across all repositories
    - eDiscovery
  - Collaboration
    - Web 2.0, Social Media, …
- **System Integration**
  - SharePoint, SAP, business applications
- **Cost**
  - Including retirement of legacy systems
- **Disaster Recovery**
- **Lifecycle Management**
  - Retention Schedule
  - Electronic & Physical Information
- **Worldwide Implementation**
  - Country Laws
  - Performance
  - Synchronization
  - Failover
- **Analysis, Classification, Migration**
  - Metadata
  - Scale
  - Operational & legal basis for cleanup
- **Security**
  - Confidentiality, Integrity, Availability
## The journey so far

- **2005-2008 – Preparation**
  - **High**: business case, value chain engagement, support organization, policy
  - **Low**: project execution

- **2009 – Launch**
  - **High**: governance – Information Champions; training program
  - **Low**: system performance, scope, processes and tools for policy compliance

- **2010 – Large-scale analysis / migration**
  - **High**: value chain penetration; consistent records management
  - **Low**: system performance, analysis / migration tools

- **2011 – Company Split**
  - **High**: upgrade to SP2010, robust hardware and support model, updated retention schedule; information governance team
  - **Low**: system performance … exacerbated by split activities

- **2012 – Moving forward as a new E&P company**

## The road ahead

- **Maintain momentum – deliver on promises**
  - Deploy international instances
  - Simplify
  - Continue to mature functionality and scalability
  - Continue conversion from legacy systems

- **Information Quality**
  - Extend information governance responsibilities

- **New Work Platform – Information Workplace – Digital Oilfield**
  - Increase leverage of SharePoint as a platform
  - Extend location-aware, real-time data dashboards and analytics
  - Enable information access and transactions anywhere, anytime, via any device
Closing thoughts

• What lessons have you learned?
  - Technology may be the easy part, but …
  - Performance testing that can be relied upon is hard to come by
  - Build an integrated support model from the beginning
  - Ensure that processes and tools are available for policy compliance
  - It is easier to design complex security models than it is to sustain them
  - Day-to-day support is required over a long period of time
  - Enterprise x is hard …

• What is required to succeed?
  - Performant, reliable technology … part of the critical infrastructure
  - Diverse feedback channels
  - Governance: executive support, value chain engagement, individual accountability
  - Perseverance, patience, …
Marathon SharePoint 2010 Environment

• Enterprise Service Farm
  - 7 Application Servers, 1 SQL Cluster
    • User profile, Web Analytics, Secure Store Service, Business Data Connectivity, Managed Metadata, Search Content, Query Service

• Collaboration Farm
  - 10 Web Front Ends, 7 Application Servers, 5 SQL Clusters
    • Excel Services, State Services, Usage and Health, Office Web Applications, Word Automation Service, Query App, Custom Job Application, Sandbox Solution, Search Index Crawler

• FAST Farm (future)