



Managing an Information Governance Framework on a Global Scale: Maximizing Business Benefit, Minimizing Risk

Knowledge and Information
Management for Oil and Gas

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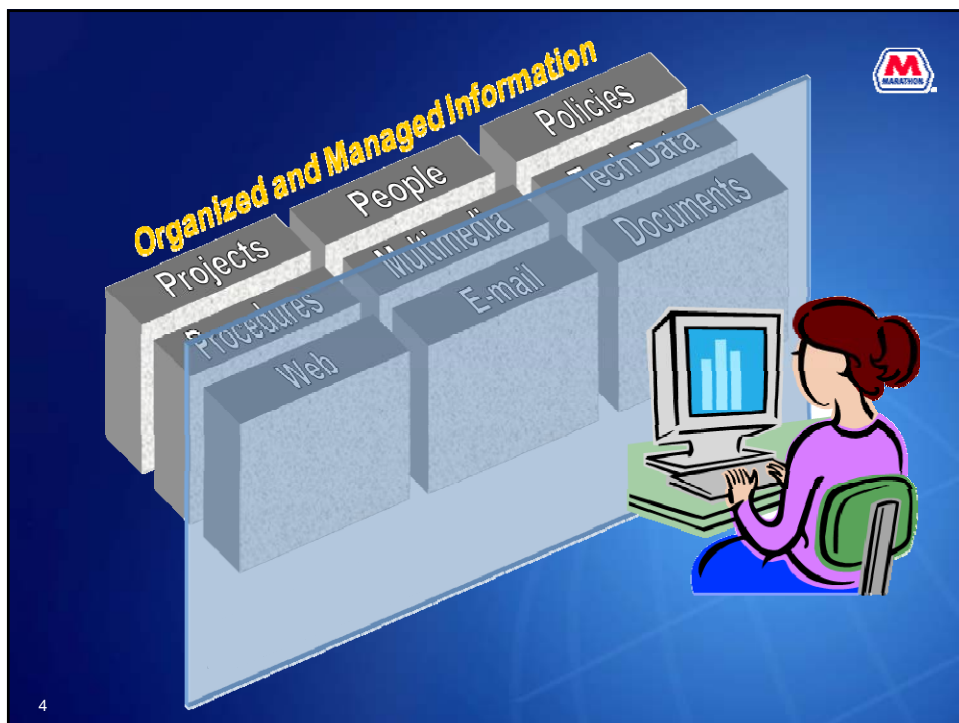
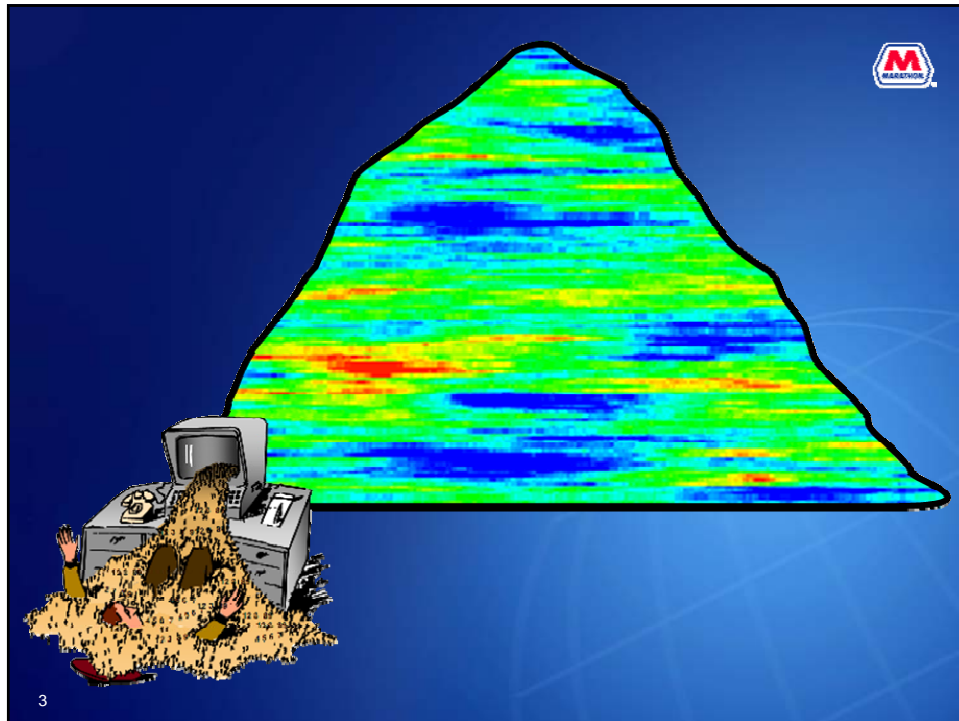
Marathon

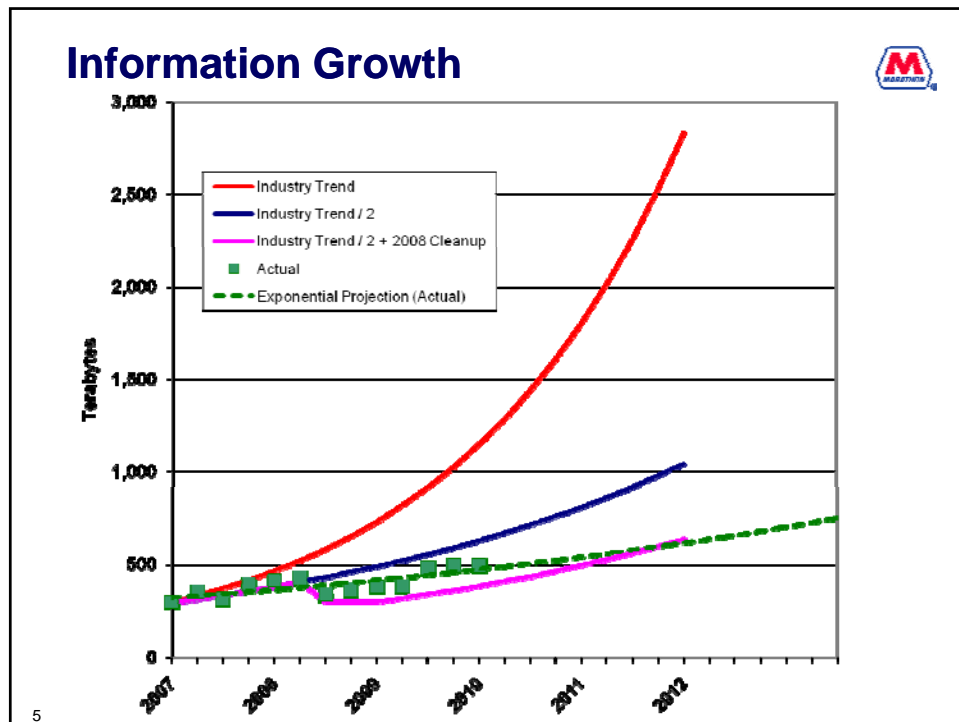


Agenda



- ♦ **Identifying opportunities to improve productivity, enable high-quality decisions and mitigate risk**
- ♦ **Determining organisational requirements for effectively governing information on a global scale**
- ♦ **Engaging on multiple fronts**
- ♦ **Dealing with multiple stakeholders**
- ♦ **Managing scope and maintaining momentum**





Scope: Information Channels & Types

- ♦ Electronic & Physical
- ♦ E-mail
- ♦ Instant Messages
- ♦ Web (Intranet & Internet)
 - Collaboration: blog, wiki, discussion, ...
 - Media: video, webcast, podcast, RSS, ...
 - Social Networking
- ♦ Shared Drives / PCs ... “unstructured”
- ♦ Applications ... “structured”
- ♦ Policies & Standards
- ♦ Daily Market Assessment
- ♦ Jobber Contracts
- ♦ Interpreted Log Curves
- ♦ Pipe Line Operating Procedures
- ♦ Refinery PSM Documents
- ♦ Reserves Estimates
- ♦ Reservoir Models
- ♦ Trading Deals
- ♦ People Profiles
- ...

Gold Data

Determining organisational requirements for effectively governing information on a global scale



Business Drivers

- Productivity
- Decision Quality
- Cycle Time
- Cost
- Consistency
- Collaboration
- ...

Risk Mitigation

- Operational
- Financial
- Safety
- Environmental
- Regulatory
- Legal
- Security
- ...

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Example Foci



- ♦ **Improve decision processes and productivity** by providing better access to documents and reference materials, both inside and outside the firewall
- ♦ **Ensure continued compliance** with existing legislative, regulatory and judicial requirements by standardizing and streamlining record retention, preservation and production processes
- ♦ **Lower costs related to discovery, maintenance of information storage and redundant technologies** through standardization of technology, processes and sourcing (preferred vendors)

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Engaging on multiple fronts



- ◆ Policies
- ◆ Roles & Responsibilities
- ◆ Processes
- ◆ Technology
- ◆ Ongoing Support

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Welcome Jeff, Ed & ... | Marathon | My Links | Help

Advanced Search | People Search

Site Actions

Home > Energy > Page 2 > TeamView Directory

Channels

- Business Expenses
- Business Integrity
- Corporate Policies
- Diversity
- HESS
- Marathon
- MyMarathonBenefits.com
- My Career
- My Performance
- OurEnergyVoice.com
- People Search
- SAP On-line Services
- Service Desk
- Software Catalog
- Thrift Plan - Fidelity
- Travel
- Wellness

Tools

- Submit New Article
- Submit Improvement

ENERGY SOURCE

Spotlight: New MarLearn Training Program: The Power of I

Managing information in today's business environment is a critical component of success. This new training program introduces the roles, policies, processes and tools that support our ability to create, find and share information.

[Read More](#)

Company

- New Email Anti-Spoofing Service**
The IT Security team is implementing a new feature on April 15 that will strengthen email security by reducing the potential for identity theft by hackers and spammers who could alter emails so they appear to have been sent from an internal email address. [More](#)
- Venture**
Gerrityville Major Expansion featured in latest Marathon Venture. [More](#)
- Join The Fight!**
Speedway SuperAmerica launches 'Fight Swipe Fees' petition campaign. [More](#)
- Preventive Law News - 1st Quarter Preventive Law Newsletter**
In the Feature Article, Tim Berry, General Attorney, writes about the internal resources available to help assist with questions related to copyrights, patents, trademarks and trade secrets. [More](#)
- Capitalizing on our Knowledge- Knowledge Management Connects People-to-People and People-to-Knowledge**
This is the fourth in a series of articles on Marathon's Upstream Technical Excellence Group. It features the department's focus on knowledge management to enable the free flow and capture of information across the Upstream. [More](#)
- Employee Update on Health Care Reform**
Recent health care reform legislation has been passed by Congress and signed into law by President Obama over the past few days. A summary of the major provisions that may have impact to employees is available here. [More](#)
- 2009 Living Our Values Awards Winners Announced**
Contributions to the many employees, organizations, contractors and suppliers who were recognized from more than 107 nominations. [More](#)
- Marathon Response to EPA Endangerment Finding**
The U.S. Environmental Protection Agency (EPA) recently issued a finding declaring that greenhouse gases (GHGs) endanger public health. Having issued such a finding, the EPA is now prepared to undertake regulation of GHGs under the U.S. Clean Air Act. [More](#)

Industry

- APT SmartBrief 04/07/10**
"Terminal rack" tax is proposed for climate bill [More](#)
- Morning Markets April 7**
Crude Oil Futures Post \$5.87 Briefly [More](#)

The Markets

Wednesday, April 7, 2:59 PM EDT

DITA 12008.86 (-40.00)

MRB 31.87 (-0.61)

WTI 85.89 (-0.95)

Brent 86.20 (0.00)

Henry Hub 4.019 (-0.077)

3-2-1 Crack Spread 10.34 (-0.33)

LLS 6-3-2-1 Crack Spreads

Wednesday, April 07, 04:00 AM EDT

Chicago 4.25 (-0.41)

Gulf Coast 2.38 (-0.40)

Events

There are no current events to display at this time.

Snapshots

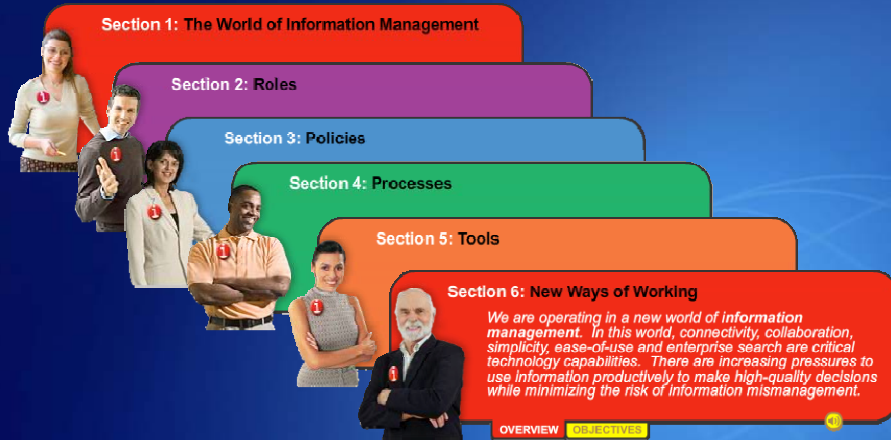
Marathon's significant position in the Bakken play in North Dakota and Montana provides the Company access to promising resources in North America.

Did You Know...

3-2-1 Crack Spread

An indication of the average "cracking" refinery gross margin reported in US\$/bbl of crude oil. The average cracking refinery is expected to convert three barrels of light sweet crude into one barrel of gasoline and one barrel of diesel. The exact definition can vary from place to place. MarView's "The MarView" uses New York Harbor Reformulated Blendstock for Oxygenate Blending (RBOB) gasoline, WTI Heating Oil and NYMEX WTI prices.

Ongoing Support – Training



The Power of 

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Dealing with multiple stakeholders



- ♦ **Business**
 - Relevant, up-to-date and trusted information
- ♦ **Law**
 - Consistent information management processes
- ♦ **HR**
 - Management of personal information
- ♦ **Internal Audit**
 - Compliance with policies & standards
- ♦ **IT**

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IT



- ♦ **Adoption / Compliance**
 - Performance !!!
 - Ease of use
- ♦ **Search**
 - Advanced Search
 - Faceted Search
 - Enterprise Search ... across all information repositories
 - eDiscovery
- ♦ **Lifecycle Management**
 - Retention Schedule
 - Electronic & Physical Information
- ♦ **Collaboration**
 - Web 2.0, Social Media, ...
- ♦ **Migration**
 - Metadata
- ♦ **Cleanup**
 - Operational & legal basis
- ♦ **Worldwide Implementation**
 - Country Laws
 - Performance
 - Synchronization
 - Failover
- ♦ **Security**

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Managing scope & maintaining momentum



- ♦ **Deliver on the promises**
- ♦ **Build into critical infrastructure**
- ♦ **Strengthen connections to business units**
- ♦ **Encourage business unit information ownership**
- ♦ **Continue to focus on key corporate goals & values**
- ♦ **Measure value – cost savings, productivity, ...**

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Guiding Principles



1. Information must be managed as an asset
2. Less information offers more value
3. Standardized processes and technology offer significant benefits
4. Embed legal and regulatory compliance in business processes
5. Support spans processes and technology
6. Individual ownership and accountability are necessary for success

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