



Strengthening Information Management for Reduced Risk



Focus: How can the business unit improve the ability for people to create and share relevant, trusted information?



Agenda

- Level Setting: Survey of Participants
 - Maturity
 - Scope
 - Business drivers
- Comments by Panelists
 - Russell Stalters
Information & Records Management Director, BP
 - Reid Smith
Enterprise Content Management Director, Marathon
- Open Discussion



Survey of Participants

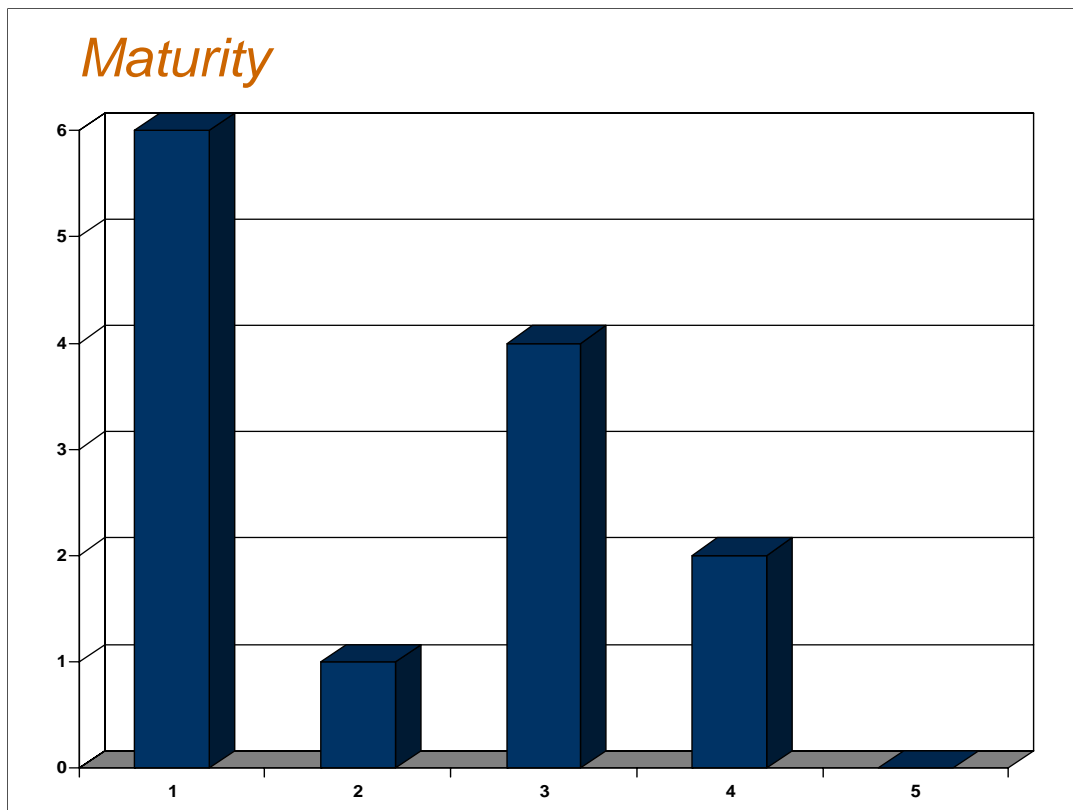


Maturity

- **Stage 1. Beginning**
 - Have you created a rationale for Information Management?
- **Stage 2. Preparation**
 - Do you have executive sponsors and a team to lead the effort?
 - Have you identified pilots that can achieve demonstrable business results?
- **Stage 3. Pilots**
 - Have you launched pilots?
 - Do you have measures and indicators in place to gauge the results?
- **Stage 4. Ongoing Support & Expansion**
 - Have you completed pilots with compelling business results?
 - Do you have an ongoing support plan and an expansion strategy?
- **Stage 5. Institutionalized**
 - Is a consistent enterprise-wide approach in place?
 - Are objectives and rewards aligned with Information Management?

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Based on APQC model.



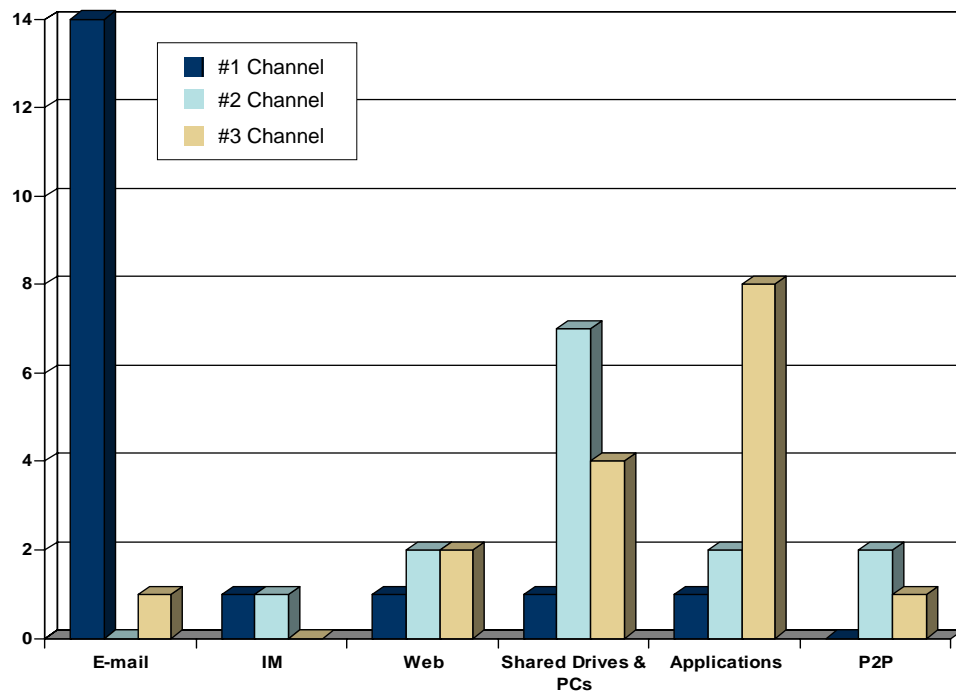
Numbers resulting from a survey of the participants.



Primary Information Channels

- E-mail
- Instant Messaging
- Web (Intranet and Internet)
 - *Collaboration: blogs, Wikis, threaded discussions, ...*
 - *Media: Video, webcasting, podcasting, RSS, ...*
- Shared Drives and PCs ... *"unstructured" data*
- Applications ... *"structured" data*
- Person-to-Person

Information Channels



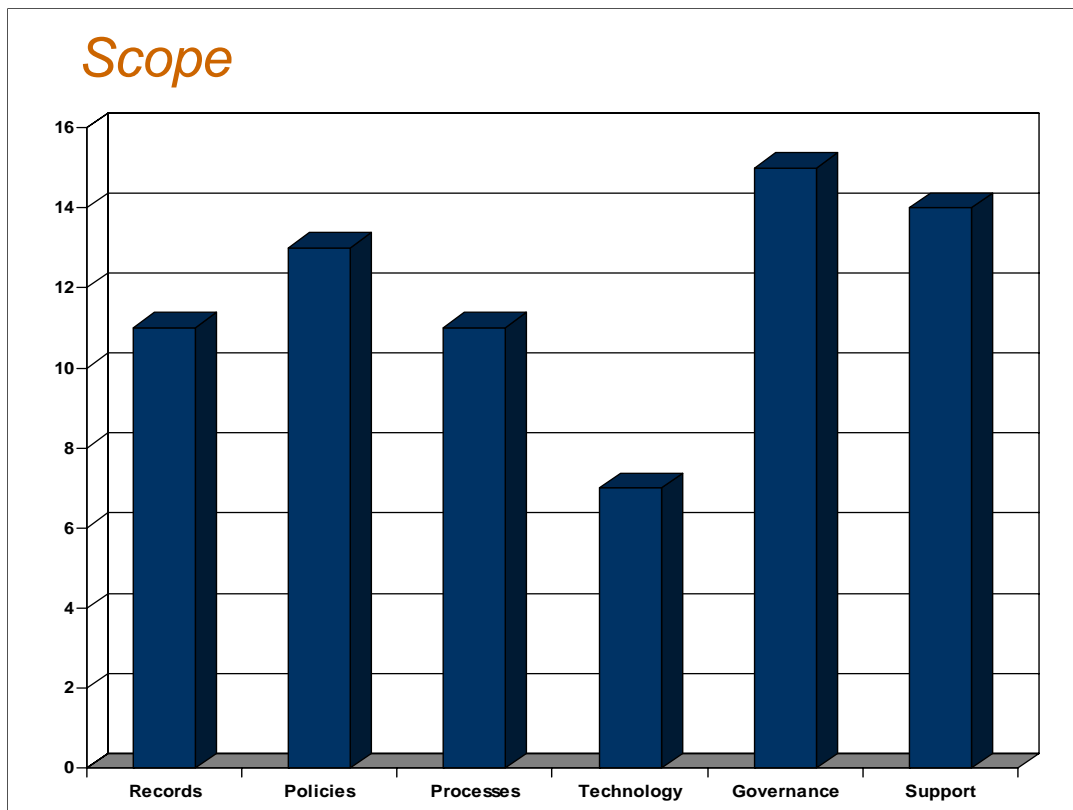
Numbers resulting from a survey of the participants.

Three questions -- #1 channel, #2 channel, #3 channel



What is in scope?

- Records
- Policies
- Processes
- Technology
- Governance
- Ongoing Support

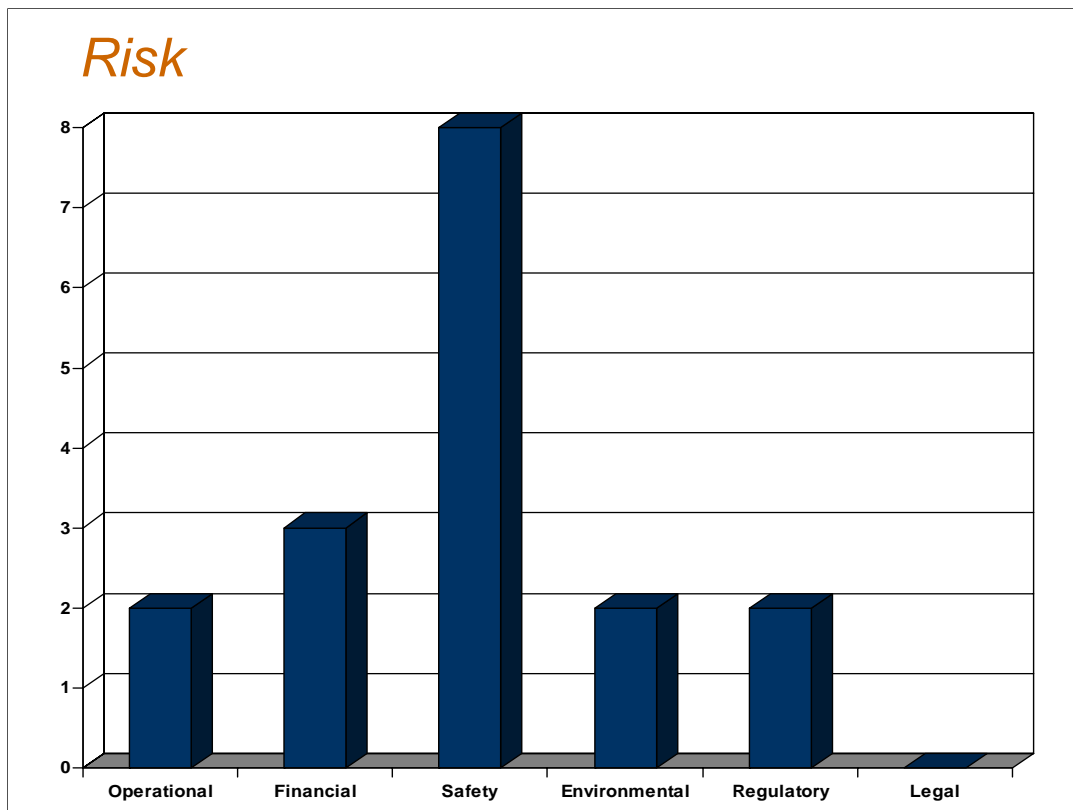


Numbers resulting from a survey of the participants.



What are the risk foci?

- Operational
- Financial
- Safety
- Environmental
- Regulatory
- Legal

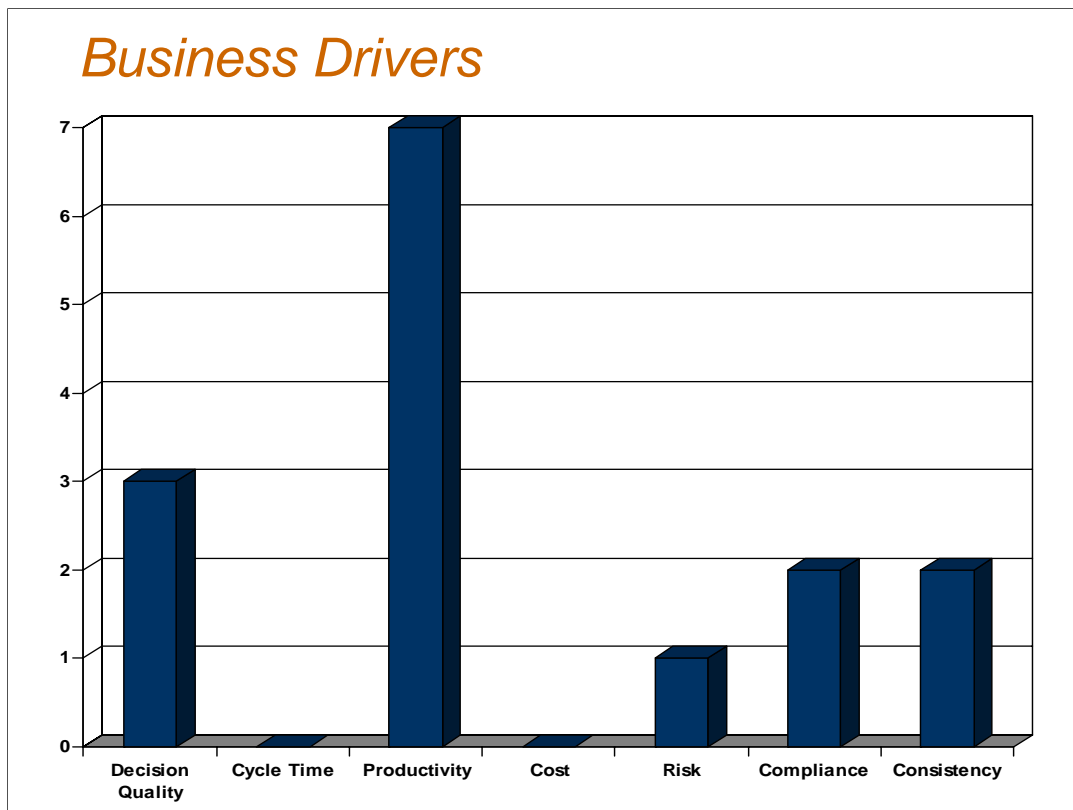


Numbers resulting from a survey of the participants.



What are the business drivers?

- Decision Quality
 - Cycle Time
 - Productivity
 - Cost
 - Risk
 - Compliance
 - Consistency
- Particular business processes
 - ...
 - ...
 - ...



Numbers resulting from a survey of the participants.

Particular business processes: Production Surveillance, Process Safety Management, Well and Reservoir Management

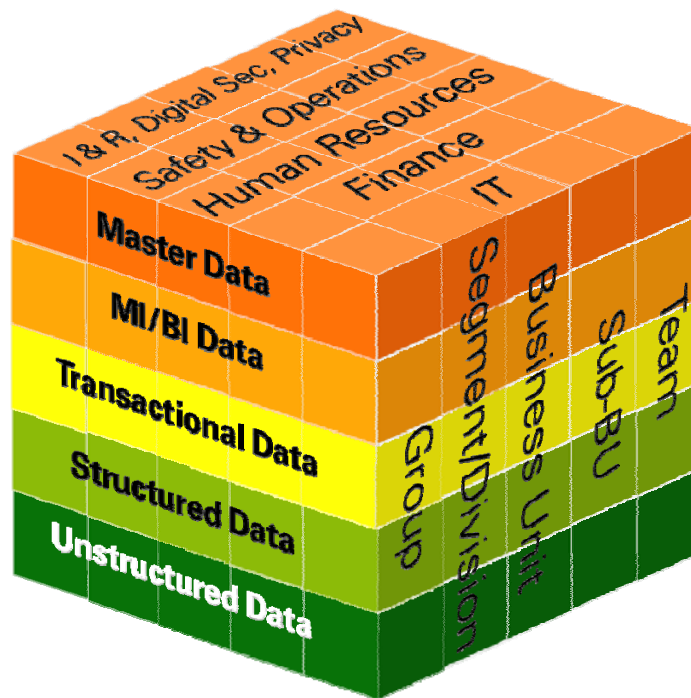


Managing Information as an Asset

Russell Stalters

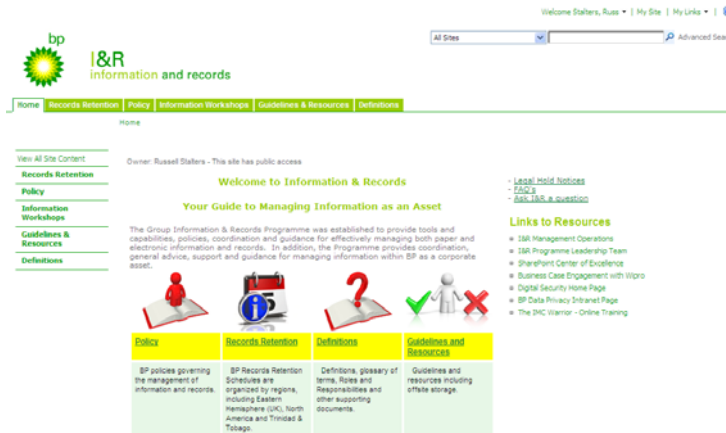
Global Director, Information & Records

Multidimensional Problem



Addressing the Problem

- Provide Best Practices, Guidelines, Education & Tools (including Training)
- Integration of policies, procedures, and guidelines around Managing Information as an Asset
- Move to a Common Information Infrastructure
- Use technology as an enabler
- Information Workshops





Marathon Information Management

Reid Smith
Enterprise Content Management Director

Marathon



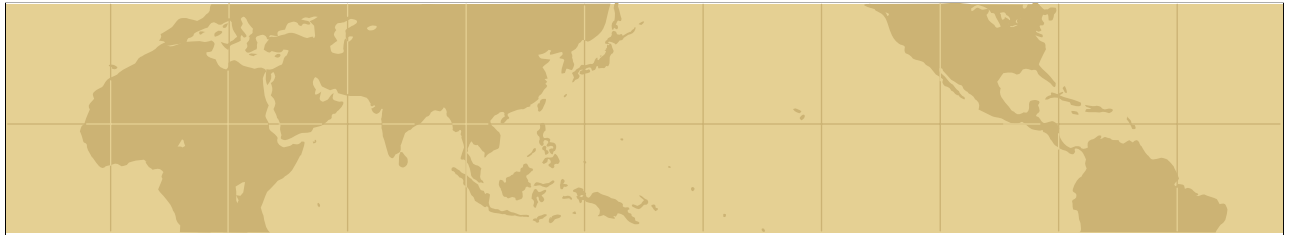
Marathon Information Management Strategy

<i>Mission</i>	Provide single, company-wide focus to improve productivity, reduce risk and lower costs associated with managing the lifecycle of electronic and physical information, including records				
<i>Vision</i>	Seamless enterprise ability to create, find and share relevant, up-to-date, and trusted information while preserving the information needed for legal and regulatory compliance				
<i>Strategic Value</i>	Higher Quality Decisions	Increased Productivity	Reduced Risk	Lower Costs	Enterprise Consistency
<i>Guiding Principles</i>	<ul style="list-style-type: none"> ▪ Information must be managed as an asset ▪ Less information offers more value ▪ Standardized processes and technology offer significant benefits ▪ Legal and regulatory compliance embedded in business processes ▪ Individual ownership and accountability are necessary for success ▪ Support spans processes and technology 				
<i>Deliverables</i>	Information Management Framework	Streamlined Processes	New Technology	Roles & Responsibilities	Training & Support



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Developed with Franklin Cantrell of BSG Concours.



Open Discussion