

## Energy Insights on Oil & Gas

Newsletter Excerpt: The content for this article, written by Catherine Madden, was captured from the online newsletter, Insights on Oil & Gas, February 2009, Energy Insights, an IDC company. Only part of the newsletter is included in this Excerpt.

---

Welcome to the *February 2009* issue of Energy Insights' newsletter, **Insights on Oil & Gas**. We publish every month, examining recent events and offering opinions on key trends in the oil and gas industry. Please forward this newsletter to colleagues or others who might find it relevant. And, we welcome your feedback on our newsletter; please [email](#) us to provide any commentary.

### ***In the News***

By [Catherine Madden](#)

After acquiring Primavera, a provider of enterprise project portfolio management, in October 2008, Oracle has added the Primavera Project Portfolio Management (PPM) solutions into their offerings for the oil and gas industry. Oracle's Primavera P6 Enterprise Project Portfolio Management solution supports a number of capabilities: prioritizing project portfolios; balancing resource capacity; and planning, scheduling, and controlling independent projects and programs. Oil and gas companies use it to allocate resources and track progress and monitor and visualize project performance versus plan. The application integrates with enterprise resource planning (ERP), and enterprise asset management (EAM) systems.

### **Our View**

Primavera has a loyal following in the process industries such as oil and gas. The application has deep functionality built on experience in the industry and a decent footprint in the market, topped only by the proliferation of Microsoft Project. With this acquisition, Oracle is going head-to-head with SAP's PS module. As Oracle continues to try to strengthen its EAM offerings to the market, Primavera will certainly be a plus.

Ultimately, oil and gas companies will be looking for software that will go a level above scheduling and planning to asset planning and performance management (APPM). Energy Insights believes that project portfolio management software can aid the creation of a framework to best manage a company's data, time, and capital. PPM applications permit the review of assets and the performance to develop more accurate, short- and long-term forecasting of resources and capital necessary for production operations, reserve projections, and capital expenditures.

Despite the current financial crisis, the future demand for oil will put pressure on global reserves. Oil and gas companies that optimize their operations are in a stronger position to respond to changing market needs. Executing a strategy that ensures APPM is one best

practice for oil and gas companies that needs to be a part of any successful operation. The following are essential elements in a best-practice asset planning and performance approach:

- The ability to prioritize projects based on supply and demand, costs, and available resources
- Visibility to all assets to support accurate decisions about the performance of those assets and the implications for the enterprise
- Analytical tools to assess investment performance against key corporate performance and financial metrics
- The ability to model technical and business constraints within today's fluid operations

---

#### COPYRIGHT NOTICE

Copyright 2009 Energy Insights, an IDC Company. Reproduction without written permission is completely forbidden. External Publication of Energy Insights Information and Data: Any Energy Insights information that is to be used in advertising, press releases, or promotional materials requires prior written approval from the appropriate Energy Insights Vice President. A draft of the proposed document should accompany any such request. Energy Insights reserved the right to deny approval of external usage for any reason.

Global Headquarters: 5 Speen Street, Framingham MA 01701 USA P: 508.935.4400 [info@energy-insights.com](mailto:info@energy-insights.com)