Oracle Playbook

OIL AND GAS

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead

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Oil and gas

The oil and gas industry faces growing pressure to deliver cleaner, more sustainable energy while reducing costs in a volatile market with rising demand and regulatory challenges. To stay competitive, companies are turning to technical innovation and digital solutions to enhance operations, improve safety, and minimize environmental impact.

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Key imperatives for the oil and gas industry

1. Deploy new technologies to enhance business performance.
2. Effectively manage regulatory and environmental data.
3. Improve supply chain efficiency to offset inflation and exigent costs.
4. Strengthen research and development, including on renewable energy.

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Forces shaping the oil and gas industry

INDUSTRY CHALLENGES

Geopolitical impacts
A volatile supply chain, price swings, and higher risks created by the impacts of global geopolitics.

Environmental and regulatory dynamics
A growing emphasis on sustainability and decarbonization from suppliers, employees, communities, and regulators.

Workforce
The need to keep workers safe and to comply with regulations. The need to attract and retain talent.

Cost pressures
Increased cost pressures that have been offset by higher oil and gas prices.

Supply chain, data, and systems efficiency
A lack of business agility and stifled innovation from siloed operating models limit expansion into new service lines.

VISION OF SUCCESS

Click on a link to learn more.

1. Create the next generation of energy
2. Achieve sustainability excellence
3. Build a great workforce and keep them safe
4. Evolve profitably
5. Improve supply chain efficiency
6. Start your journey

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1: Create the next generation of energy

The global shift to electric and renewable energy means that oil and gas suppliers must deliver on today's needs while planning for tomorrow's. This requires new products and services aligned to changing consumer preferences and energy regulations.

Recommended actions

- Understand customer demand to find the right balance.
- Implement smarter ways of planning and production within your organization.
- Test and innovate.

How to get started

- Understand demand and regulatory changes by region.
- Identify data sources for accurate profitability analysis.
- Determine the right KPIs to measure investments and outcomes.

Oracle capabilities enabling strategic goals

Customer signals	Production	Cloud	Simulations and CI/CD	Asset management	AI analytics

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2: Achieve sustainability excellence

Efficiently track sustainability KPIs via execution systems, create stakeholder reports, satisfy auditing agencies, and quickly respond to issues.

Recommended actions

- Improve the level of sustainability information and accuracy you capture from suppliers and use AI to help pick the best suppliers to align with goals.
- Implement measurement and reporting systems for tracking ESG metrics.
- Achieve the sustainability goals that you set out for your business.

How to get started

- Use generative AI to create stakeholder reports on sustainability.
- Use AI to provide guidance on internal sustainability policies based on relevant policies, public regulatory inputs, and framework guidelines.
- Identify data you have and any data gaps to understanding your true sustainability picture.

Oracle capabilities enabling strategic goals

Supply chain	Procurement	Transportation	Sustainability	Blockchain	AI

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3: Build a great workforce and keep them safe

Protect systems from threats. Help ensure worker safety and immediately respond to any issues.

Recommended actions

- Leverage secure cloud technology for always-current compliance and threat protection.
- Implement modern employee health and safety systems to help keep workers safe.
- Track and measure adherence to changing compliance needs.
- Eliminate aging systems that expose security risks.

How to get started

- Use AI to provide easier access to key information about compliance and safety policies, regulations, and other requirements.
- Learn about modern technologies that can improve worker safety, such as sensors and VR/AR.
- Use agentic AI to automate HR tasks and provide a better worker experience.

Oracle capabilities enabling strategic goals

Manufacturing	Employee health and safety	VR/AR	Training	Predictive maintenance	Recruiting and hiring

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4: Evolve profitably

Refine processes to deliver greater profitability. Focus on efficient operations and advanced analytics that show where you're making and losing money. Optimize profits throughout the fuel production lifecycle.

Recommended actions

- Invest in modernizing your technology stack with a real-time, connected cloud.
- Get granular about profit margins and business results.
- Manage your people to think differently about the holistic costs of running the business—and give them tools for actionable insights.

How to get started

- Use AI to do real-time trend and variance analysis via natural language interactions, run event-driven predictions on financial/operational data, and guide "what if" simulations.
- Provide a conversational interface to help users build, modify, calculate, and analyze profitability and cost models.

Oracle capabilities enabling strategic goals

Finance	Profitability analysis	Resource management	AI	Predictive maintenance	Real estate

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5: Improve supply chain efficiency

Have accurate and timely visibility into your supply chain, use agentic AI to generate optimize decisions, compare alternate scenario responses, and rapidly communicate new expectations.

Recommended actions

- Learn how blockchain can benefit your supply chain.
- Build a supplier network with redundancy and resiliency.
- Improve the accuracy of profitability analysis by collating all relevant data sources.
- Use agentic AI to optimize decisions.

How to get started

- Use AI for answering general questions about procurement policies to help users make informed decisions.
- Use AI to receive guidance on internal sustainability policies based on relevant policies, public regulatory inputs, and framework guidelines.
- Use AI to help make better decisions about which suppliers to use.

Oracle capabilities enabling strategic goals

Supply chain	Procurement	Transportation	Asset management	AI/ML	Blockchain

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Internal questions to get going

Workforce

Is our workforce taking advantage of technology such as AI, automation, drones, and digital twins?

Do we have issues with an aging workforce and workforce skilling?

How strong is our track record for employee health and safety?

Business model shift

Are we keeping up with new energy sources and trends in our industry?

Where are we on our AI journey?

Have we determined the optimal way to sell, service, price, and bill in the new economy?

Finance and assets

What kind of analytics and insights do we need?

Are we able to track assets and do predictive maintenance?

Is our profitability analysis holistic and accurate?

Supply chain

Is our supply chain prepared for dealing with disruptions and global events?

Have we started to track and measure sustainability and integrity within our supply chain?

How quickly can we adjust?

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Four key elements to your success

Leadership defines vision/urgency for AI adoption, alongside commitment to customer success and continuous improvement.

Processes are continually reimagined to **streamline** operations and **empower** people to focus on higher-value work.

Oracle provides everything you need to deploy best-in-class applications and continuously innovate – with AI and agentic at the core.

Benefit from a unified data model provided by Oracle's end-to-end technology stack and invest in data governance.

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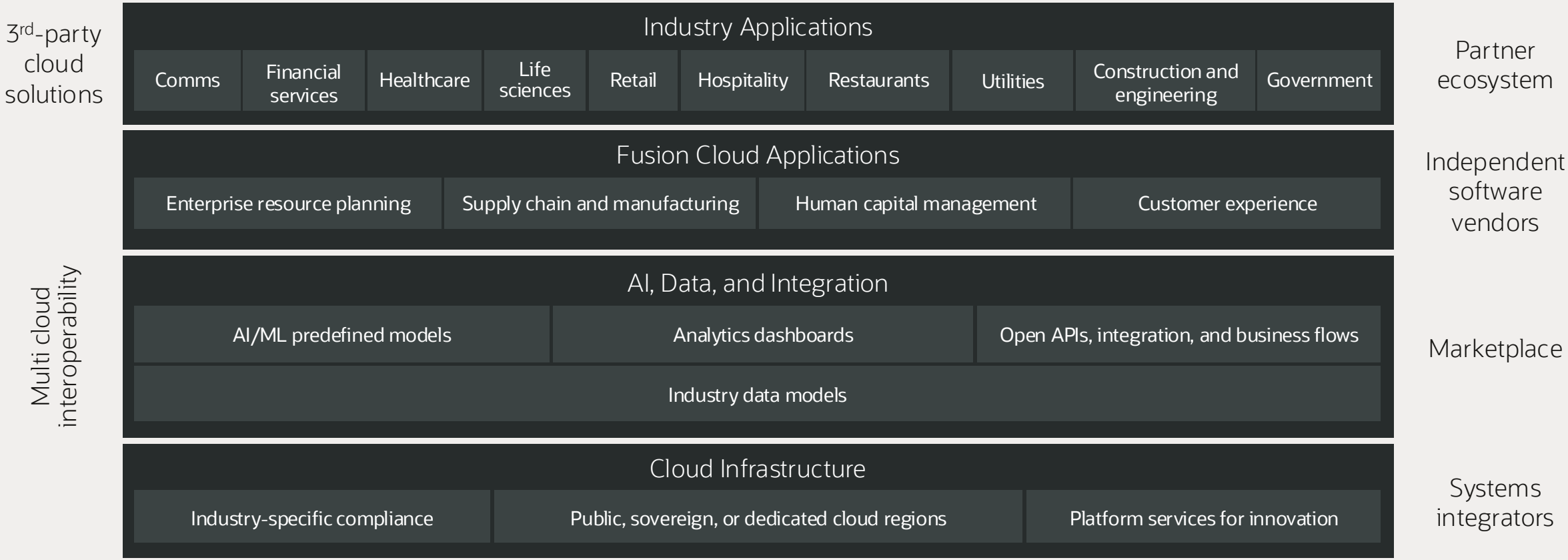
Oracle solutions for every industry



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Additional ways Oracle serves Oil and Gas

Complete Capital Program Management

Support project governance, visibility, and performance across capital project portfolios. Address project risk, manage change, and sharpen decisions from ideation and planning through execution and asset operation.

Secure Network

Connect unified communications, contact centers, carriers, security, compliance, and AI across hybrid and multicloud environments. With open, policy-driven orchestration, you retain carrier control, preserve dial plans, and unify security and compliance.

Connected Energy and Resource Operations

Connect drilling equipment, pipelines, field sensors, heavy machinery, and operational systems to collect telemetry, enable digital twins, and transform real-time operational data into actionable insights. Improve worker safety, support predictive maintenance for critical assets, help optimize production and energy utilization, and enhance visibility across remote operations.

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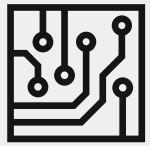
Why Oracle?

Complete Suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.



Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.

Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.

Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

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Committed to your success

Oracle Cloud Success Navigator

Achieve Cloud transformation objectives

Cloud success starts with projects that are delivered on time, on budget, and done right the first time. Leverage standards from +10K implementations with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI to achieve success faster.

Confident design decisions deliver exceptional results

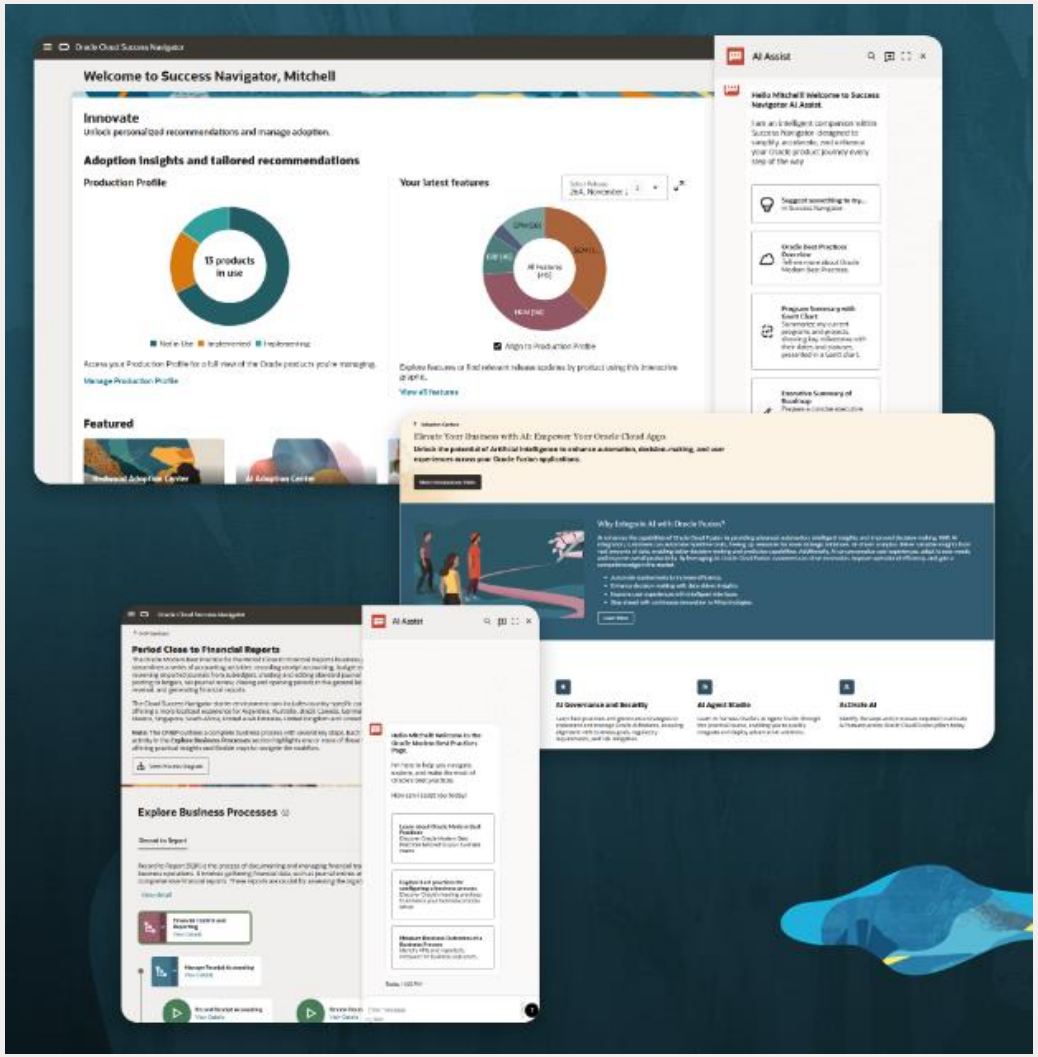
Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.

Increase your investment's value with AI and innovations

Help reduce cycles and costs while AI identifies gaps and expedites planning. Consolidated release materials with customizable Adoption Roadmaps drive business and IT alignment

Leverage AI every step of the cloud journey

AI agents shape your journey and create tailored strategies for ongoing evolution. Empower teams and increase satisfaction by directing resources toward value innovation not tedious administration



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Extensive partner ecosystem

+20,000

Partners and ISVs

accenture

Deloitte.

KPMG

pwc

cohere

Palantir

Red Hat

THOMSON REUTERS

VERTEX

aws

Google Cloud

Azure

NVIDIA

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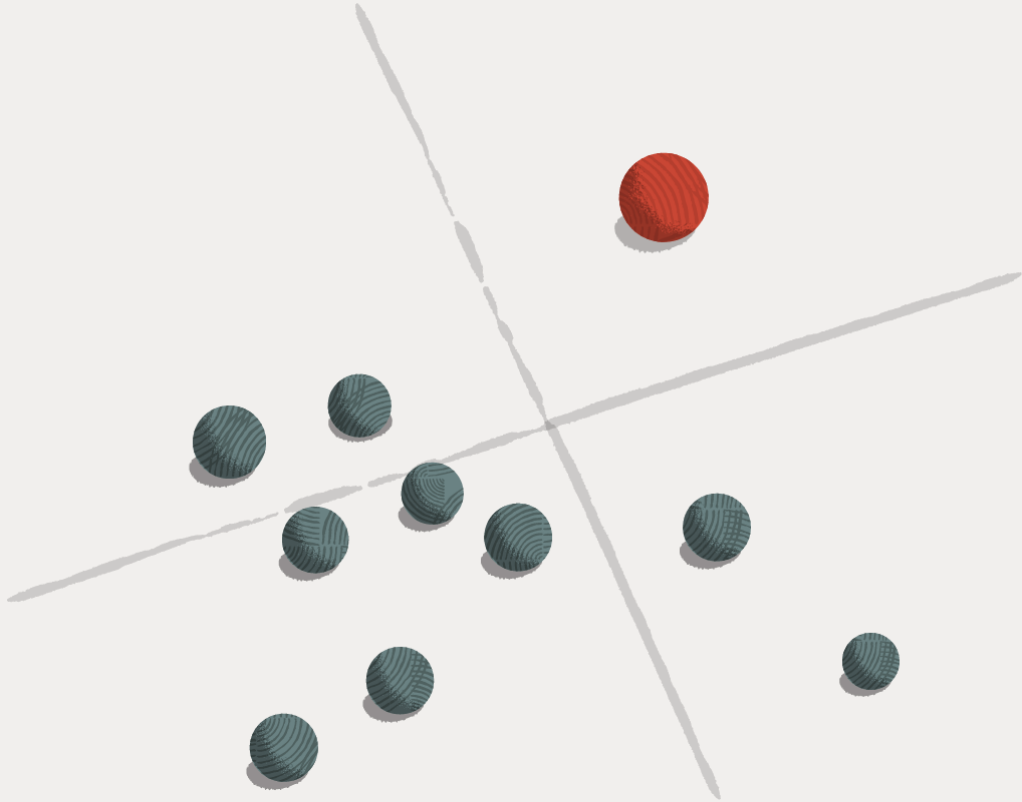

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Thank you

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