

EXPLORING ENERGY NEWS

Arrival: the Digital Transformation

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The digital transformation is ahead of schedule as we have all been confronted with the COVID-19 and economic issues. Since 2018, I have spoken especially on the theme "National Energy Talk: America's Energy Dreams and Global Economic Realities." The sub-theme has been "Achieving Operational Excellence Through Digital Transformation."

We are all being faced with the transition to the digital world. Since 2018, I have spoken to The Pipeline & Energy Expo in Tulsa, the 25th Annual Meeting of the Louisiana Oil and Gas Association in Lake Charles, Louisiana, the Digital Transformation in the oil and gas industry conference in Houston, the Pre-Conference of the National Council of Undergraduate Research at the University of Central Oklahoma in Edmond, the OK-National Association of Royalty Owners Annual Convention in Oklahoma City, The Oklahoma Academy, and other events. At each of these events, I was confronted by many individuals and company officials who

believed they were not prepared and running behind on implementing and embracing the digital transformation.

On July 31, 2017, National Energy Talk was launched in Elk City, Oklahoma. With the launch of National Energy Talk, what once was an annual conference has expanded into a media-driven platform with year-round engagement. Today it is helping lead a national dialogue on energy issues, views and solutions through events, publications, video, audio and online content. The focus on digital transformation remains a major topic.

As an Advisor to IngenuitE, Oklahoma City, a leading provider, an Oracle Gold Partner, of end-to-end e-business application solutions, offering complete application implementation services, outsourcing, support and training for enterprise systems, I was excited about the opportunity to learn more and to see that it is applied to the oil and gas industry.

As I stated in my presentations, "In order to maximize potential and attract a new, younger workforce, companies of all sizes are going to have to focus on content, analytics, and digital transformation. Large amounts of data from many sources can be collected, and analyzed



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quickly...leading to more informed, better decisions."

The U.S. will be in need of the oil and gas industry for many years ahead. Analytics will play an important role in monitoring and analyzing the anticipated demand for energy and decision making about the cost effectiveness.

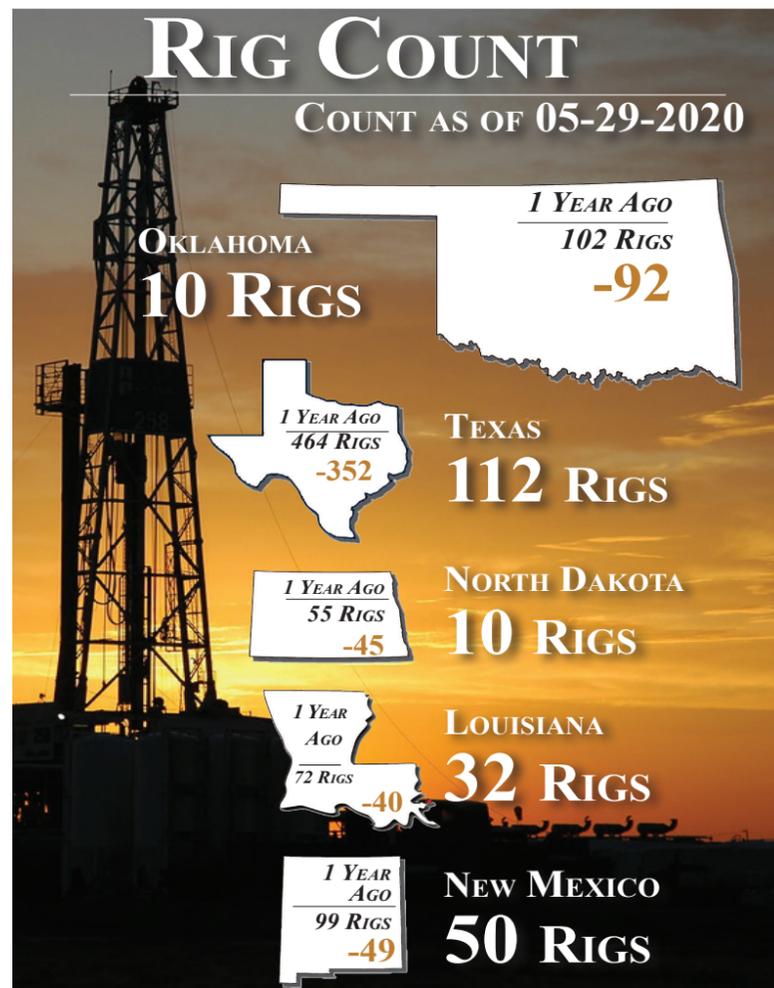
We must learn from the past and embrace the future. I believe that the American energy industry is up to the challenges ahead!

As I stated from the book, "The Anticipatory Organization" by Daniel Burrus in one of my columns, "Technology-driven change is accelerating at an exponential rate, but moving fast in the wrong direction will only get you into trouble faster." This opportunity and challenge of the digital transformation not only applies to the energy industry, but to our whole economic system.

The challenges of transformation include the potential areas of robotics, 5G, artificial intelligence, and cyber security... which need to be possibly incorporated into operations. The technology and innovation are at the forefront of a company's and an individual's business success. With the most up-to-date tools and advisors, success is inevitable. America can meet the challenges.

Future generations are depending on us to keep the American dream alive. We must have a strong energy industry! America Needs America's energy!!

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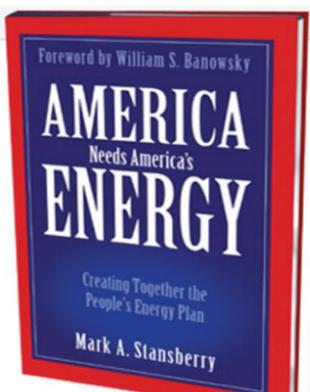
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"The time has come for all of us, the people, to take control of our energy future here in America."

Mark A. Stansberry
Author & Energy Advocate

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