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EMEA USERS CONFERENCE

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Journey from reactive to predictive

Presented by **John de Koning**
Technology Manager, Foundation Services

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Reserves: Our use of the term “reserves” in this presentation means SEC proved oil and gas reserves.

Resources: Our use of the term “resources” in this presentation includes quantities of oil and gas not yet classified as SEC proved oil and gas reserves. Resources are consistent with the Society of Petroleum Engineers 2P and 2C definitions.

Organic: Our use of the term Organic includes SEC proved oil and gas reserves excluding changes resulting from acquisitions, divestments and year-average pricing impact.

Resources plays: Our use of the term ‘resources plays’ refers to tight, shale and coal bed methane oil and gas acreage.

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COMPANY PROFILE

- Shell is an innovation-driven global group of energy and petrochemical companies
- We are active in more than 70 countries
- Worldwide, we employ 94,000 full-time employees
- Our fuel retail network has around 43,000 service stations
- In 2014 we produced 3.2 million barrels of oil equivalent each day
- In 2014, we generated earnings* of \$19 billion
- We had \$24 billion of net capital investment in 2014
- We spent \$1.2 billion on R&D
- Royal Dutch Shell plc is a UK company, with its headquarters in the Netherlands
- We are listed on the stock exchanges of Amsterdam, London and New York

*On a current cost of supplies basis attributable to Royal Dutch Shell plc shareholders

Source: 2014 Annual Report and Form 20-F



Business Context – Reactive responses



Where can I find my Enterprise data?



Will I meet my global targets?

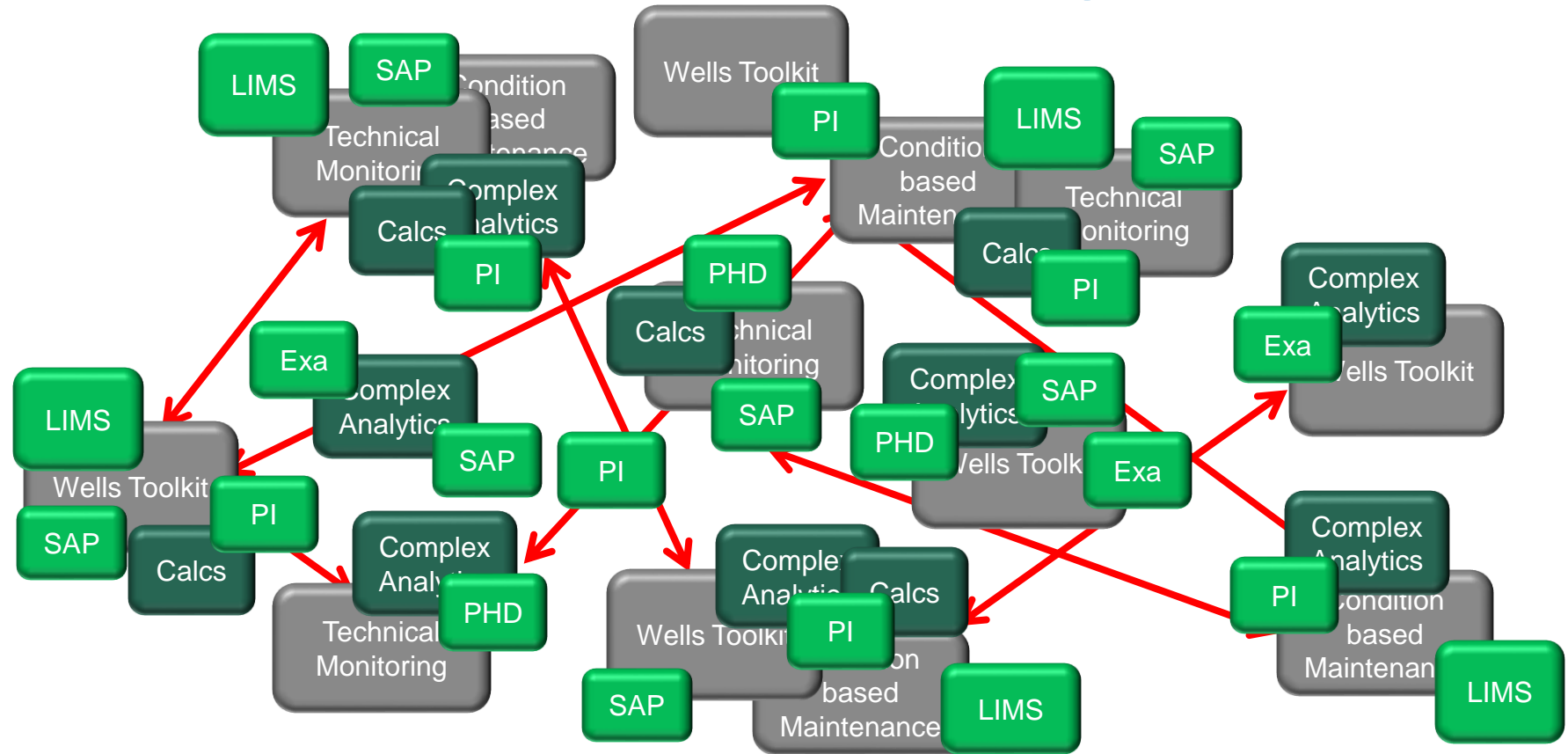


How is my equipment running compared to other sites?



How can I prevent downtime?

Evolution in Real-time Data Processing



Strategic response

An aerial view of a large offshore oil rig in the middle of a deep blue ocean. The rig is a complex of yellow and red metal structures, including a tall derrick, various cranes, and a helipad on the upper deck. The water is a deep, textured blue.

DATA as an ASSET

One-Stop-Shop for Data

SMART SOLUTIONS

BUILD ONCE – DEPLOY GLOBAL



OSIsoft.

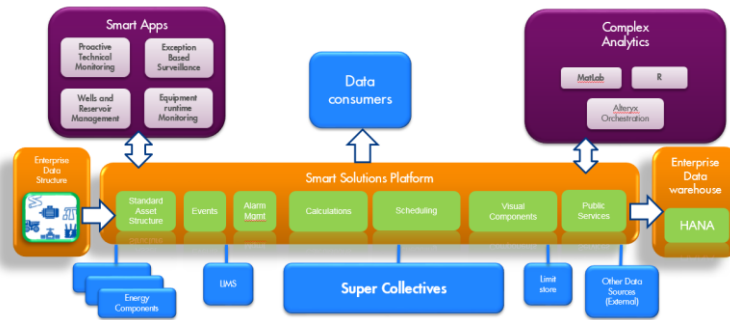
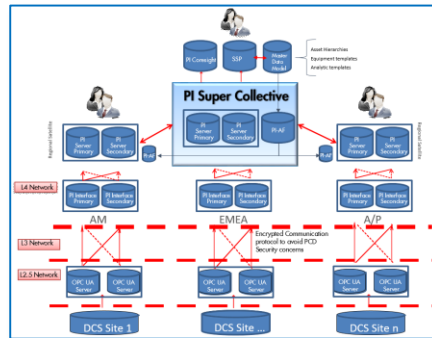
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Solution Architecture

Super Collective concept

- Standardization on one product
- Standardize on one way of working
- Aggregate data on LoB level (PI System Super Collectives)
- Enterprise templates for equipment definitions
- Enterprise templates for analytics
- Simplify foot print and reduce TCO

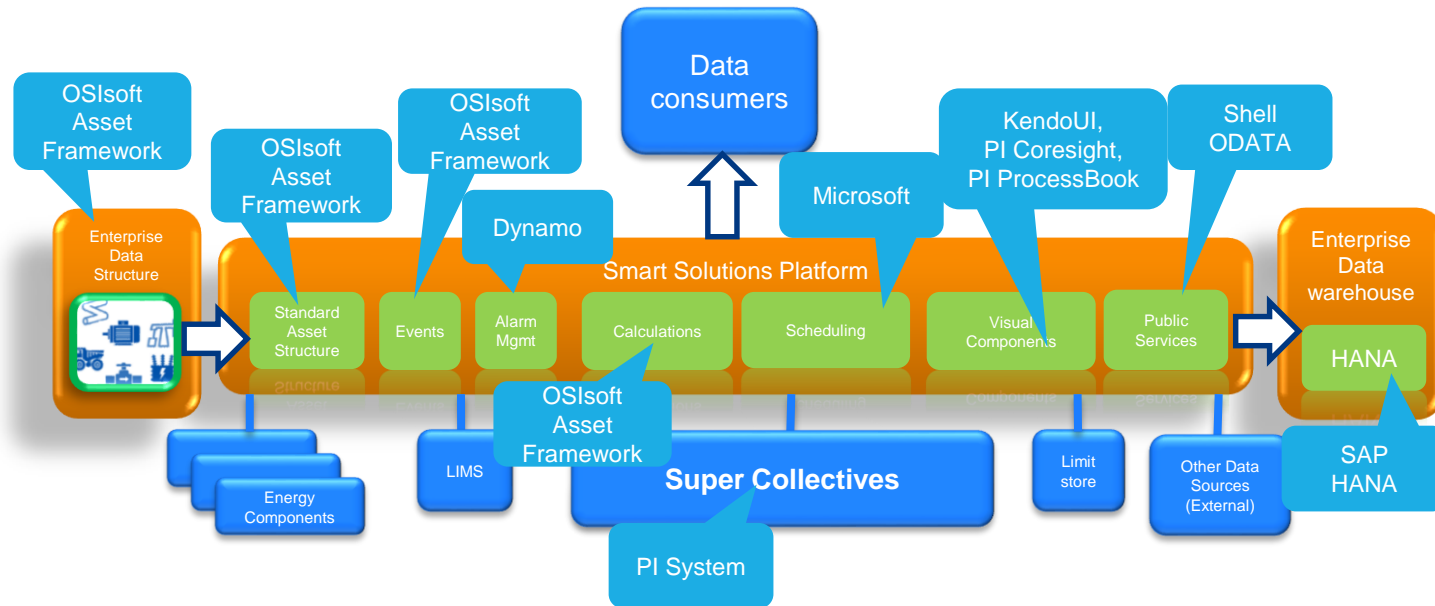


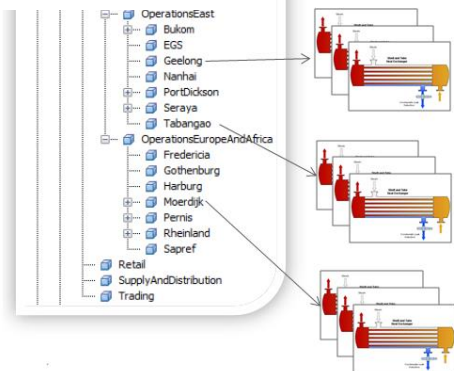
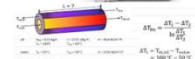
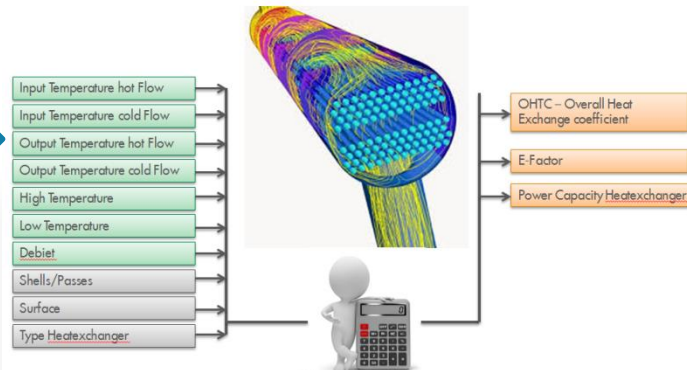
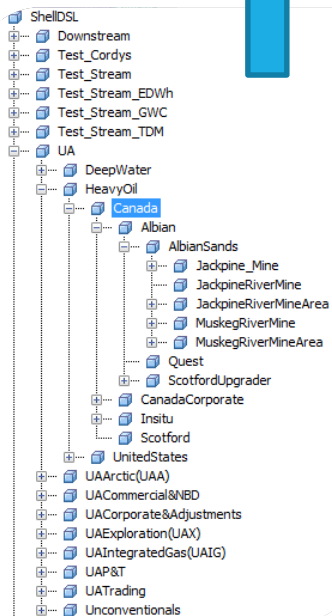
Smart Solutions Platform

- One-Stop-Shop for all production & manufacturing data
- One Enterprise data model
- ODATA access to all data
- Reusable capabilities for data processing
- Integration with complex analytics
- Simplified delivery of use cases

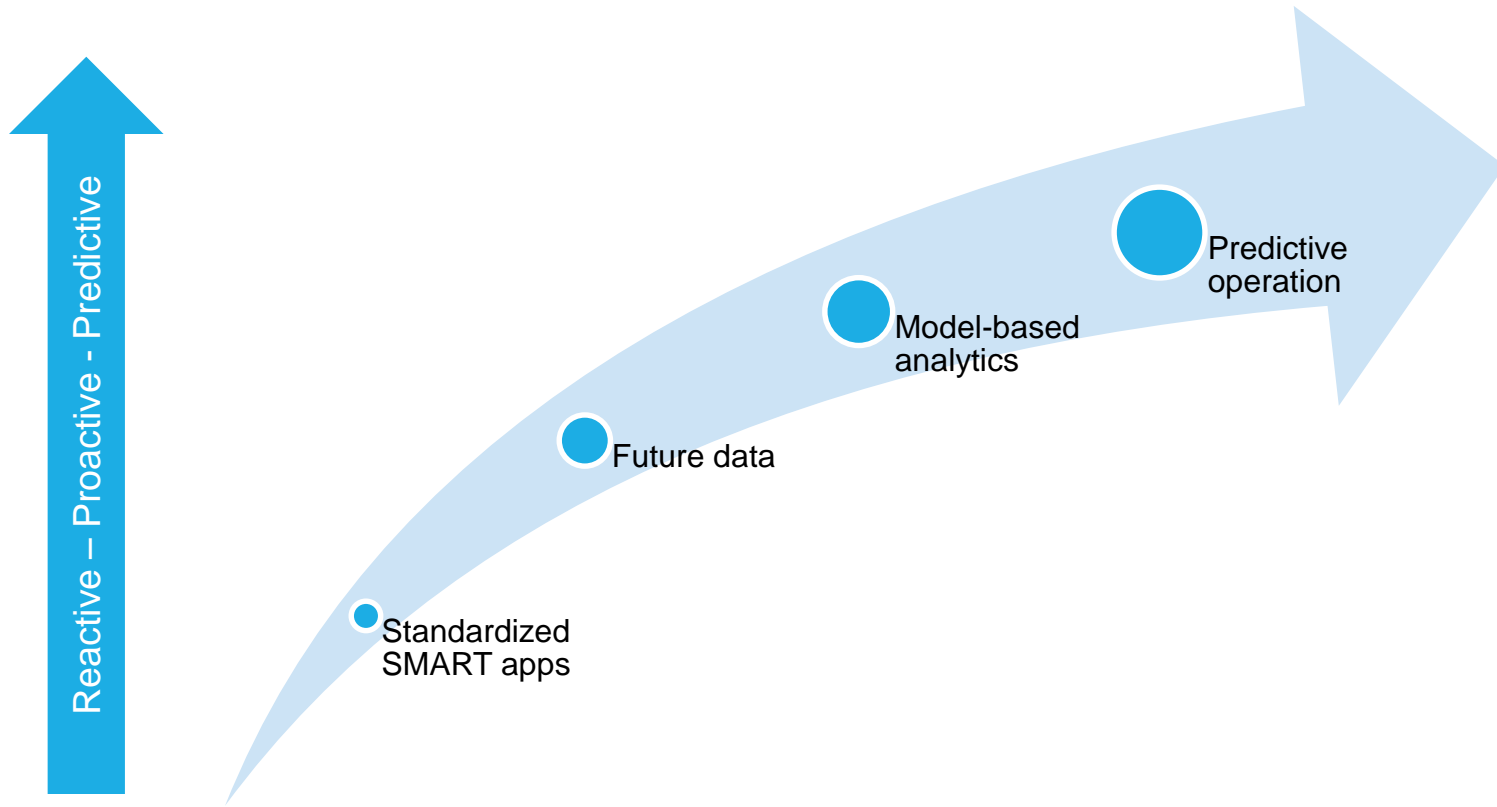
Strategic approach

- Use industry standards
- Integrate existing software versus development
- Make technology changes transparent for connected portfolio
- Deliver in an Agile DevOps way of working

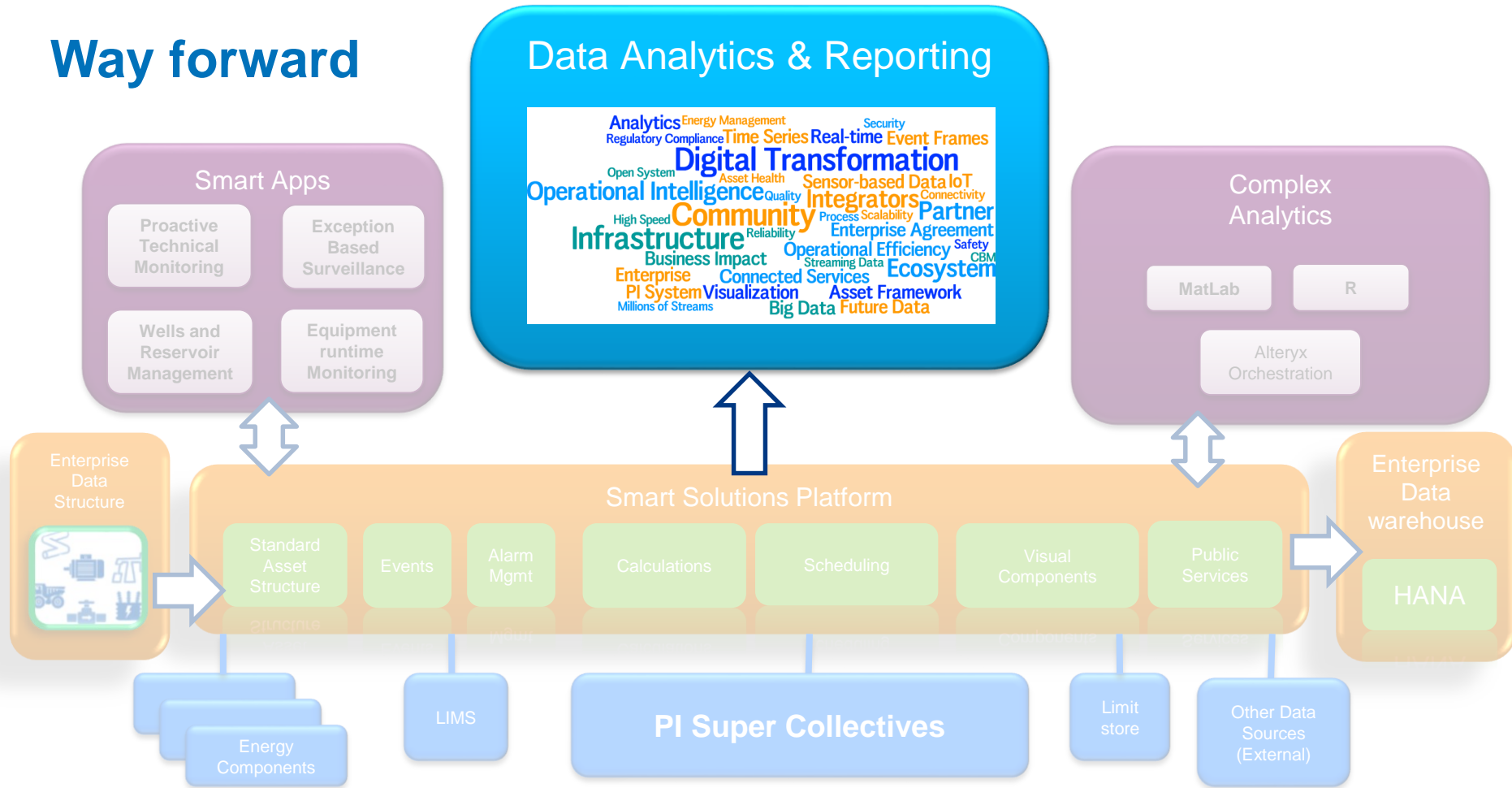




ROAD TO THE FUTURE



Way forward



Journey from Reactive to Predictive

COMPANY and GOAL

Change the operating model from a local reactive approach to an enterprise [redictive approach

CHALLENGE

Migrate a global enterprise from reactive to proactive

- Operational Performance
- Asset Integrity & Reliability
- Disciplined Delivery
- Empowered People

SOLUTION

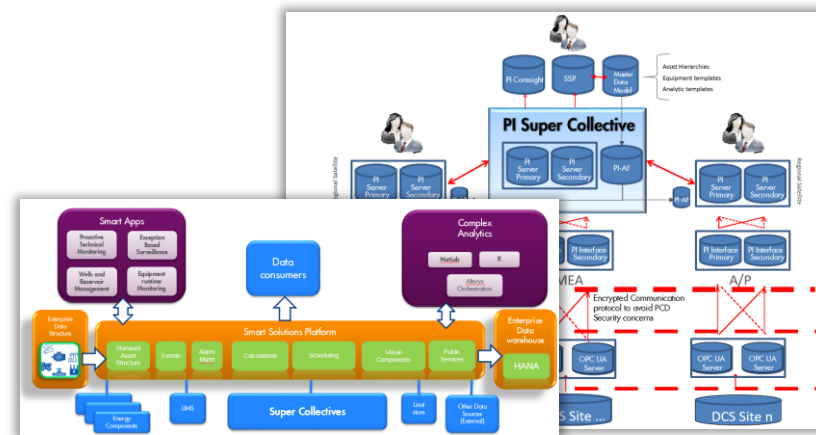
Create a One-Stop-Shop for data and solutions

- Treat data as an asset
- Platform approach to integrate data and capabilities
- Leverage industry standard tools like OSIsoft's PI System

RESULTS

Change operating model from reactive to predictive

- Increased reliability
- Higher performance
- Higher return on investment



Contact Information

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Questions

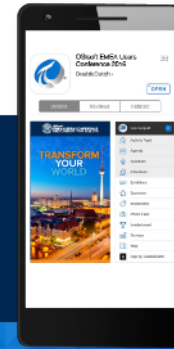
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谢谢

Danke

Merci

Gracias

Thank You

ありがとう

Спасибо

Obrigado



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