

Brief: Hybrid Cloud and Red Hat keep oil & gas competitive.



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Hybrid cloud and Red Hat keep oil and gas companies competitive

"Cloud-based technology allows cross-functional and geographically dispersed teams to work more collaboratively and speed decision-making. Further, companies can reduce overall IT costs by leveraging the flexibility of hybrid clouds and investing in the right open source technologies."

John Archer,
Chief Solution Architect,
Energy, Red Hat

Faster time to oil is still the goal

Analysts and other experts frequently describe the changes underway in the oil and gas industry as tectonic—and for good reason. Among other factors, rising demand for renewable energy and current economic fluctuations are affecting how oil and gas companies across the industry operate, from supermajors and national oil companies (NOCs) to all the companies that provide services across the value chain.

Even with analysts and the media pointing to worldwide change, there is one imperative that has persisted in the industry since the 19th century: faster time to oil. The ability to find oil, get it out of the ground, and turn it into refined materials as quickly as possible is a prime competitive factor for regional and global players. While leadership does need to plan for future market changes, achieving faster time to oil remains central to strategic planning and decision-making.

Over time, the factors that contribute to faster time to oil have shifted. More seismic data, better modeling, and improved drill bits have all, at one time or another, required significant investment to speed companies' access to the oil and therefore improve their competitive advantages. And as oil and gas leaders pursued these other strategies to accelerate time to oil, the industry has been slower to adopt cloud computing compared to other business sectors.

The oil and gas industry is ready for cloud computing

Finding new reserves was once the path to success. Now, getting the most from existing assets is what keeps oil and gas companies competitive. Oil and gas companies need integrated asset management, more flexibility in computing processes, and insights from artificial intelligence (AI) in areas like reservoir planning, which has focused industry attention on cloud computing. Cloud computing is now a key capability in the faster-time-to-oil imperative, allowing operators to:

- Scale data management and storage.
- Maintain greater flexibility in infrastructure costs.
- Adopt modern technologies like AI and edge computing.
- Achieve greater operational efficiency.

Oil and gas companies need to sustain growth no matter how the market shifts. Cloud adopters are better placed to swiftly implement new and more effective technologies to help adapt to the changing industry.

Red Hat open source solutions support flexibility and innovation

Oil and gas companies can use the flexibility of hybrid cloud infrastructure to reduce overall IT costs and implement open source technologies that support continued innovation. Open source software powers much of the ongoing innovation in cloud computing, automation, DevOps, AI, and analytics. Modern, collaborative frameworks like DevOps can help operators gain agility through accelerated, cloud-native development.

See how a hybrid cloud approach provides the flexibility and agility to move oil and gas companies in whatever direction leads to success.