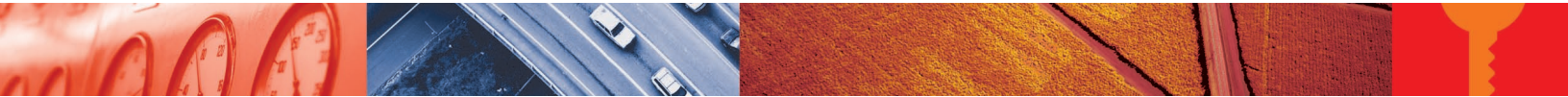


Focus on supply, operational excellence, regulatory compliance efforts, industry standards and best practices.



Highlights

- Manage the life cycle of assets across your enterprise
- Help minimize administration costs by streamlining and automating key asset management processes
- Facilitate adoption of a service-centric approach that helps optimize uptime, cost management and planning
- Leverage an industry-specific asset management solution that supports key business practices
- Integrate more easily with existing business systems

As oil and gas companies prepare for a surge in worldwide consumption, they focus on ways to increase supply. They continue to seek more cost-effective ways to deal with exploration and production while they maintain high health, safety and environmental standards. At the same time, the oil and gas industry faces uncertain market conditions: price instability in major producing countries, an aging workforce and uncertain government support.

To realize operational excellence plans and deliver on the promise of increased production, availability and reliability, oil and gas organizations must install industry-specific solutions. These solutions must support standards of excellence that help the organizations promote compliance, safety and reliability goals; improve the planning

process to help maximize production and throughput; address cost control pressures; support industry-standard data; enhance visualization; enable continuous improvement; and enhance organizational learning.

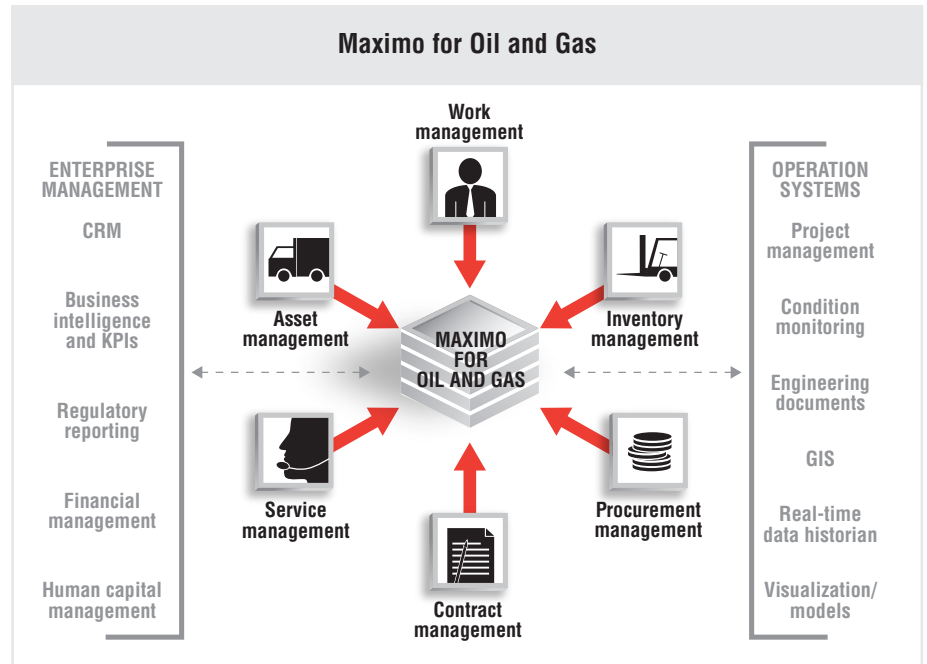
IBM Maximo® asset and service management solutions provide oil and gas companies with best practices to help improve the productivity of their critical assets. IBM Maximo for Oil and Gas enables organizations to strengthen and utilize the advanced product capabilities of IBM Maximo Asset Management to better support people, process and technology. This industry-specific solution helps manage each asset's life cycle — including acquisition, work management, inventory control, purchasing and preventive maintenance — as well as better address regulatory compliance.

Additionally, Maximo for Oil and Gas has a number of industry-specific enhancements that align to corporate goals and objectives — including scalability and standardization — and thereby helps minimize the amount of customization required.

Manage assets with a single approach

Managing oil and gas assets has become more complex. Advances in technology, changes in compliance regulations, emphasis on enterprise risk and increased focus on costs have made it more essential than ever before to properly manage and maintain all the assets of the organization. Asset owners, operators and maintainers require a solution capable of addressing multiple asset types and providing key information for them. Maximo for Oil and Gas can help managers reduce cost, facilitate and automate common processes, and address tough challenges, including:

- Improving asset analysis.
- Facilitating compliance efforts.
- Planning shutdowns.
- Instilling integrity management.
- Reducing manual intervention.
- Responding to complex supply chain demands.
- Aligning roles and responsibilities.



- Facilitating continuous improvement.
- Standardizing and sharing data.
- Improving organizational learning.

Using Maximo for Oil and Gas, organizations can track and manage all their assets (and asset performance) critical to the organization's overall performance. This includes assets such as equipment, tools, spare parts, onshore and offshore drilling rigs and production platforms, refineries, petrochemical facilities, maintenance and engineering facilities, and IT assets.

Additionally, the enhanced capabilities of Maximo for Oil and Gas allow users to implement a service-centric business model that takes advantage of the IBM Service Management approach. This business model encourages partnerships between the maintenance organization and its internal customers. It also supports third-party service providers by tracking relevant activities and monitoring asset and service performance to agreed service levels. Maximo for Oil and Gas gives senior and operational management the ability to view asset-related information and manage asset performance from a

single repository. By managing critical assets more closely, operational and maintenance staff can help improve the uptime of critical revenue-generating assets; reduce the costs of acquiring, maintaining and even disposing of assets; and ultimately, increase shareholder value.

Consisting of six key management disciplines, Maximo for Oil and Gas integrates with most business systems, allowing users to work the ways they are most comfortable and productive.

Address the specialized needs of the oil and gas industry

Maximo for Oil and Gas builds on the processes and capabilities that Maximo Asset Management delivers to enable oil and gas organizations to focus on their industry's asset and service management challenges. For example, Maximo for Oil and Gas includes the following industry-specific enhancements:

- Failure codes — import standard failure code data based on ISO 14224 to streamline failure analysis.
- Asset specifications — import ISO 14224-based engineering and asset specifications to avoid the need to create the data manually and help simplify asset classification.

- Location details — obtain insights about asset characteristics such as physical location, engineering reference numbers, drawing IDs, safety zones and permitting requirements.
- Prioritization matrix — help optimize planning and scheduling of maintenance by using preset criteria to prioritize critical assets.
- Regulatory compliance tools — demonstrate efforts to comply with health, safety and environmental statutes.
- Condition for work — aggregate similar jobs across assets, groups of assets, areas or individual locations.

Rely on a solution that can more easily adapt to your organization

No matter the size of your organization, the number of your sites or the variety of your locations, Maximo for Oil and Gas is agile enough to manage all of your unique business processes relating to asset and service management.

Built entirely on a Java™ 2 Enterprise Edition (J2EE™) component-based Internet architecture, Maximo for Oil and Gas can be integrated into most existing business systems. Its technical architecture is truly open to better enable integration with enterprise resource planning (ERP), finance, human resources (HR), engineering

and design, and many more applications. This uncommon level of flexibility allows you to configure Maximo for Oil and Gas around your key business requirements.

Additionally, the flexibility of the underlying technologies within Maximo for Oil and Gas makes it easier to tailor without programming, allowing you in most cases to work the way you want to work and less likely to be limited or constrained by the capabilities of the solution. This architecture also helps to streamline the upgrading process to keep you from being locked-in from one application release to another.

Leverage the IBM commitment to the oil and gas industry

IBM is committed to supporting the oil and gas industry in its realization of operational excellence. The company actively works to understand the complex and evolving issues facing the industry through a variety of programs designed to shape the direction and details of Maximo for Oil and Gas.

One such program is an oil and gas advisory council, which meets regularly and provides information that helps IBM take a strategic approach to assist



customers as they address pressing business, technical, economic and political concerns. To develop a well-rounded view of the industry, council members include IBM customers, independent consultants and academics. Their broad mix of knowledge gives IBM information and direction to support the present and future requirements of the industry.

Additionally, the Maximo for Oil and Gas product team draws on the insights of an oil and gas development council, comprised of customers and industry bodies that contribute to the design and review of IBM solutions. This program offers the industry a way to shape the direction of a commercially available product and verify that IBM solutions solve real business issues. It also furthers the spirit of communication and idea sharing that the oil and gas community has traditionally fostered.

The Maximo for Oil and Gas product team also participates actively in the industry and standards asset management community of practice to listen to and provide feedback on a broad range of topics.

More than 200 oil and gas organizations (including eight of the top ten) in 51 countries rely on Maximo solutions to help optimize their asset management organizations, decrease the amount of time it takes to schedule and assign work, enhance their efforts to meet safety and quality requirements, and reduce administrative time.

For more information

To learn more about how Maximo for Oil and Gas can deliver an approach to managing assets that helps address today's volatile industry conditions, contact your IBM representative or IBM Business Partner, or visit www.mro.com

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