

Accelerating Business Insight through Information Supply Chains

ABSTRACT

The world is recovering from the worst economic downturn since WWII. A tepid recovery, unpredictable energy prices and regulatory uncertainty necessitate improved prioritization and risk management in the Energy Industry. These business imperatives demand competition-beating delivery of technology and services by Chevron's Information Technology Company. In support of this goal, Chevron has started a three year Data Quality Transformation Program targeted at accelerating business insight.

This presentation discusses Chevron's business challenges in the Energy Value Chain and describes the key role that Decision Insights derived through Information Supply Chains play as the solution. A target architecture focused around Chevron's top information assets is introduced. In addition, Chevron's migration path towards this architecture inclusive of Enterprise Architecture governance, the Transformation Program Team and the Data Management run-time organization is being highlighted.

BIOGRAPHY

Sebastian Gass


Enterprise Architect
Chevron

Sebastian Gass is Chevron's Enterprise Architect in charge of the company wide Information Architecture and Strategy. Over the last year, Mr. Gass developed a strategy, architecture and deployment framework that led to an Enterprise wide, three year, Data Quality Transformation Program.

Prior to joining Chevron, Mr. Gass was CTO and EVP of hubwoo.com, a leading OnDemand Source to Pay Application Service Provider. While at hubwoo, he was credited with building one of the Industry's first and most scalable transaction and content offering on an OpenSource platform.


Mr. Gass began his career with SAP where he was instrumental in leading SAP's Supply Chain Management initiative and development for High Tech.

Mr. Gass holds a M.S. in Engineering Management from Stanford University and a Dipl. W.-Ing. (M.S. /M.B.A.) in Business & Engineering from the Karlsruhe Institute of Technology (KIT), Germany.



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Sebastian Gass
Enterprise Architect
Chevron
Processes & Application and Data (PAD) Architecture & Strategy

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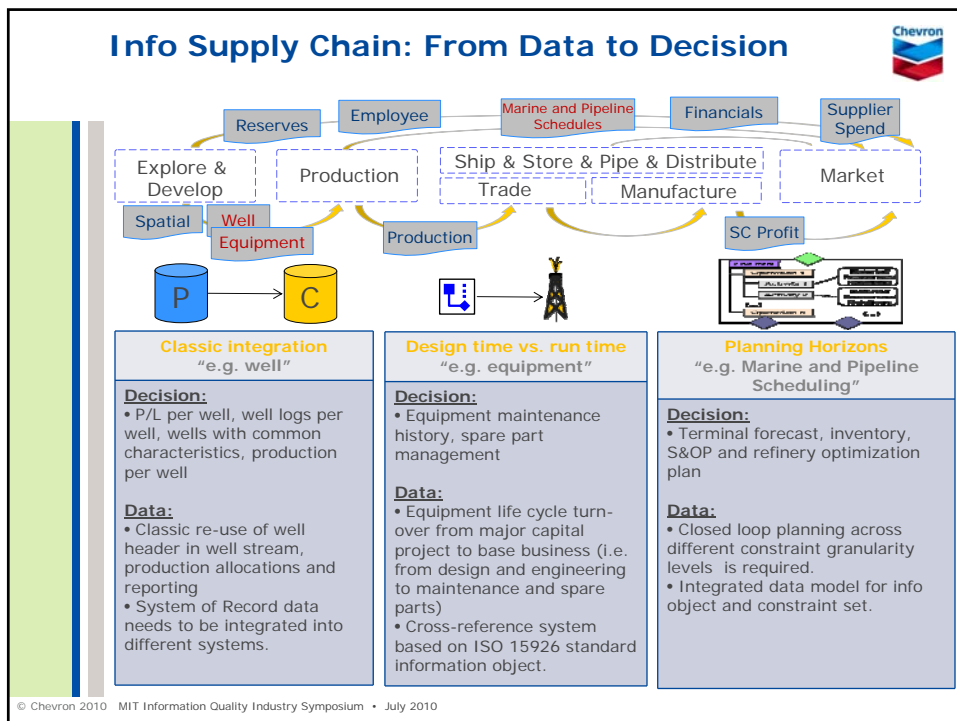
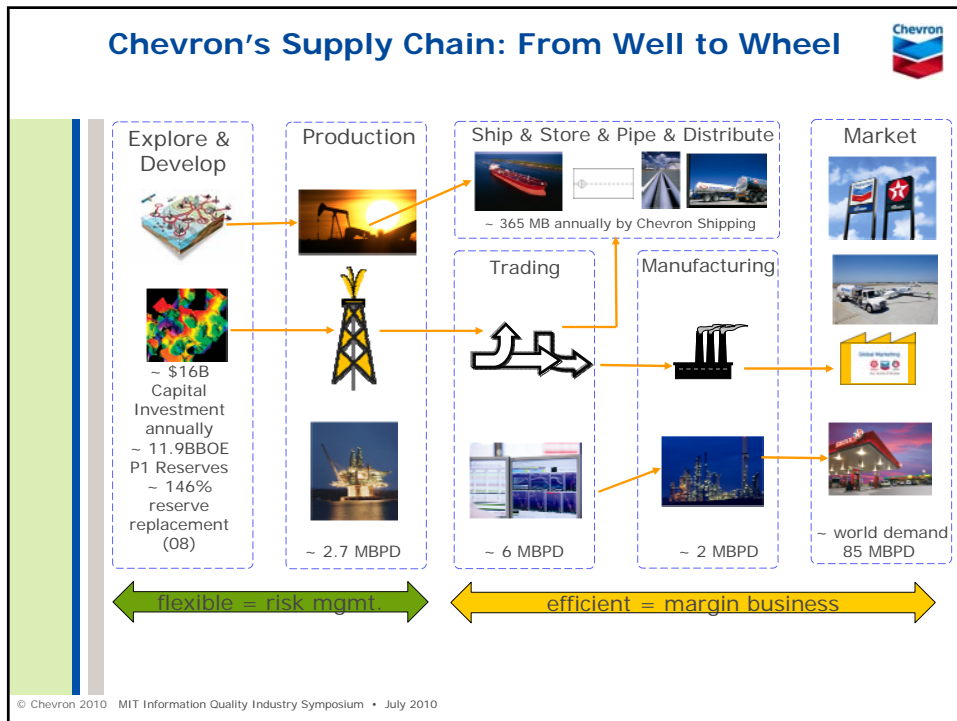
Trends in the Energy Industry

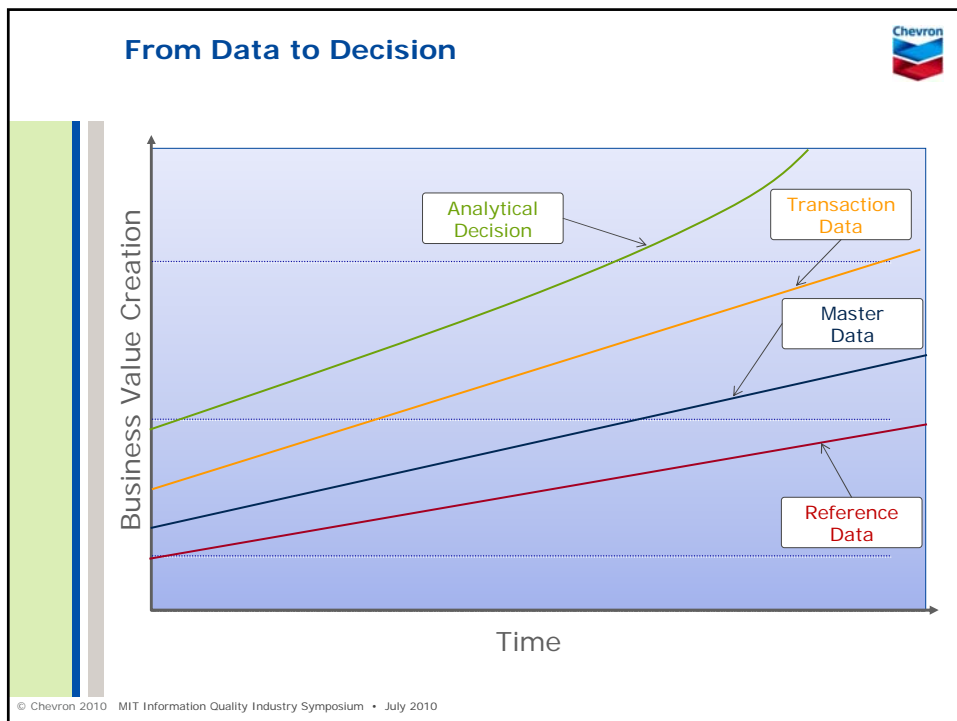
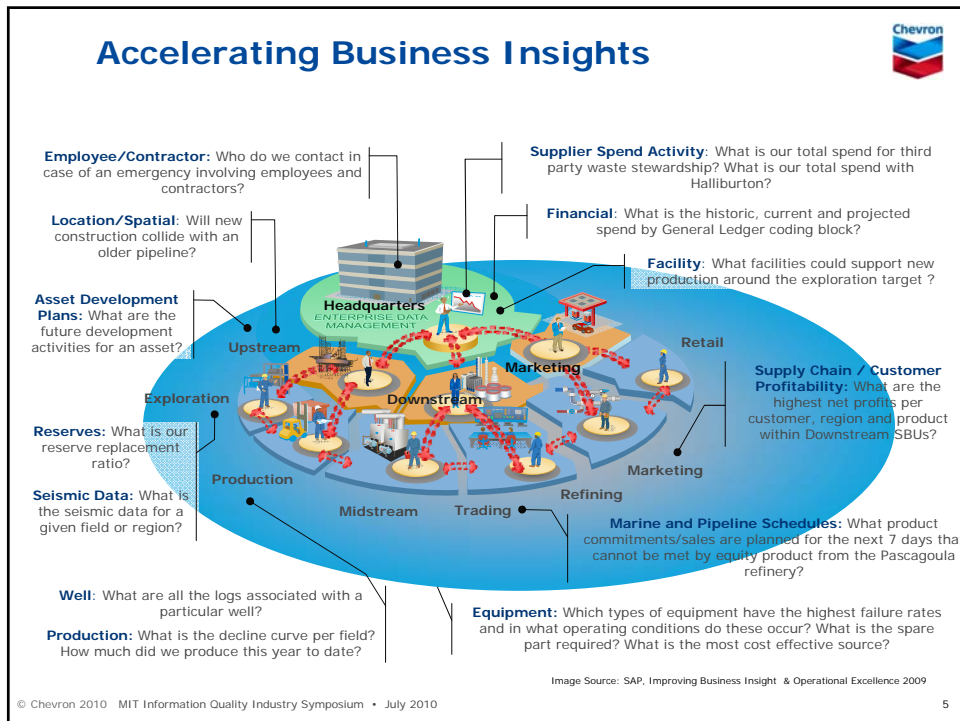


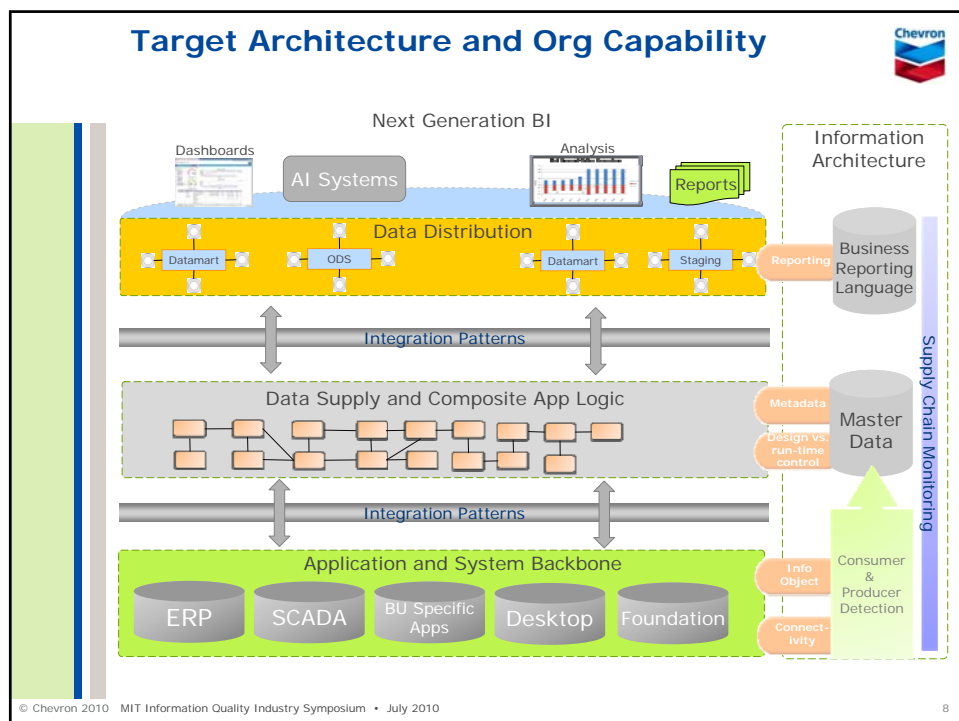
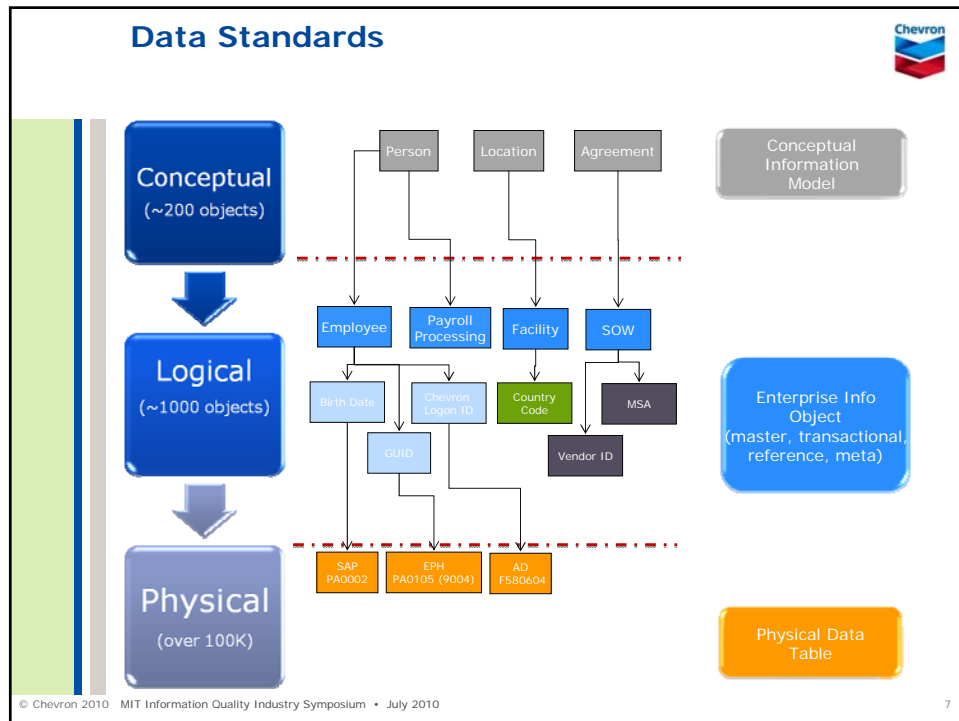
- **Tepid Recovery:**
 - Price (Goldman Sachs: \$90/b, Trader: :\$43/b) and demand (~86 b/d) are mostly unpredictable.
- **Industry Outlook:**
 - 70 to 90 mb/d gap by 2040 mostly through non OECD demand growth. Decline is not new, yet challenge is increasing.
 - Wildcard Iraq: Potential of adding up to 10mp/d over the next 20 years.
 - Low cost refineries in Asia necessitate portfolio strengthening and de-costing of Downstream Supply Chain.
 - Climate change, energy security. Alternatives still not significant.
- **Technology Trends:**
 - Hyper-connected enterprise and consumer world.
 - Alternative delivery models (cloud, SaaS) and blurring lines between applications and infrastructure.
 - From ERP backbone to Information Superstructure (i.e. from transaction to context-aware and –enriched computing)

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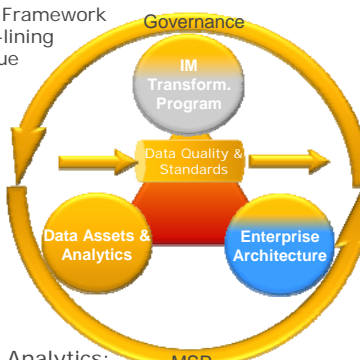




Holistic Execution Approach



- IM Transformation:
 - Top Info Asset Identification
 - Info Scope and Value Definition
 - Data Quality Framework
 - Quality base-lining
 - Business Value Realization
- Data Assets & Analytics:
 - Technology Standards
 - Technology Deployment and Services (Chevron Information Factory)





- Enterprise Architecture
 - Data Standards
 - System of Record designation and approvals
 - IA Implementation Methodology
 - IA Coordination Forum and Info Champion Network

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Questions & Answers





Sebastian.Gass@Chevron.com

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