



# Pipelines in the Digital World

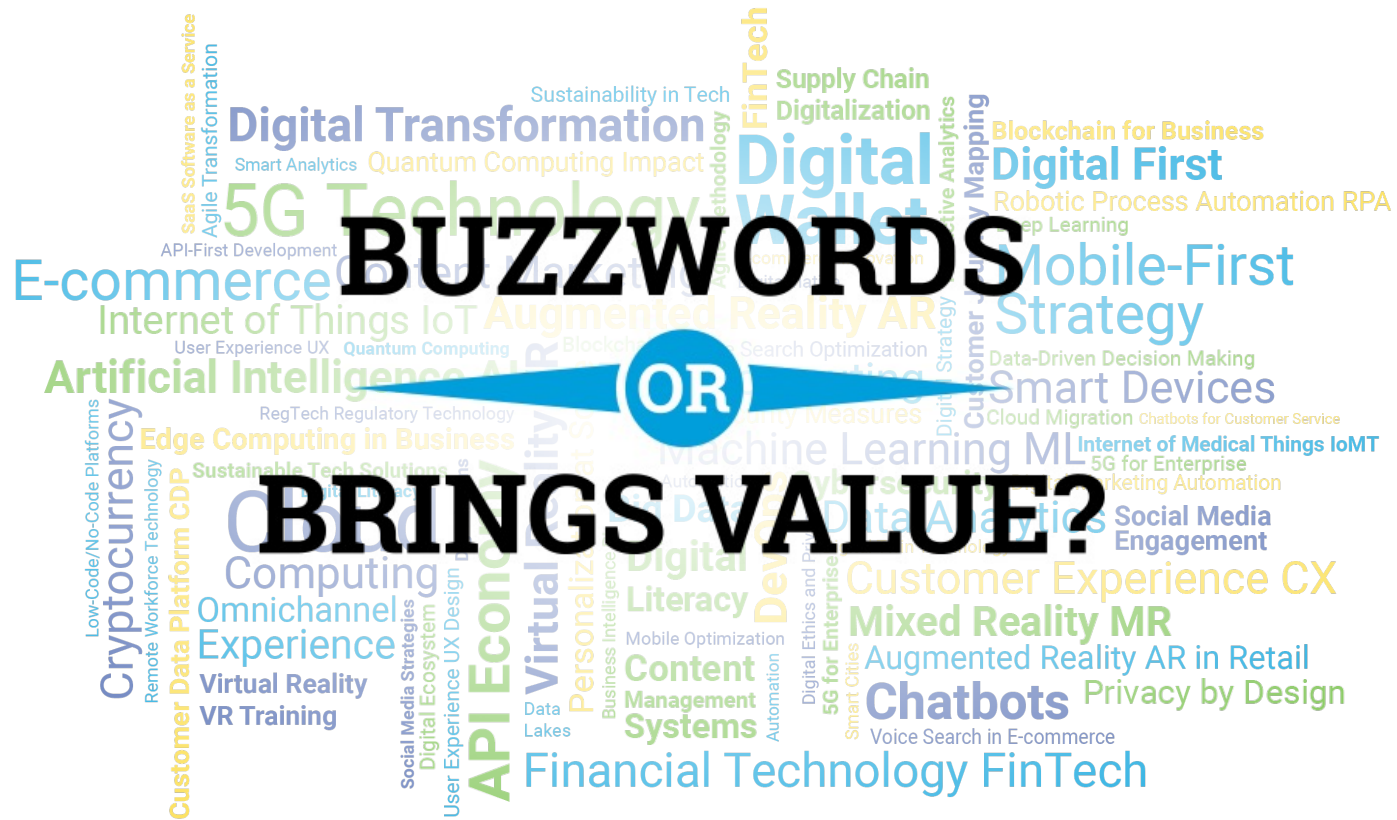
Vinay Baburao,  
CRC Evans



# IPLOCA

TOGETHER - DELIVERING SUSTAINABLE ENERGY INFRASTRUCTURE

## DIGITAL TRANSFORMATION





# IPLOCA

TOGETHER - DELIVERING SUSTAINABLE ENERGY INFRASTRUCTURE

## Impact of Digital Across Industries

---

61%

IMPROVE  
OPERATING  
MARGINS



50%

GENERATED  
REVENUE



55%

OPTIMIZE  
ASSET  
UTILIZATION



70%

DIGITAL  
PROJECTS  
FAILED


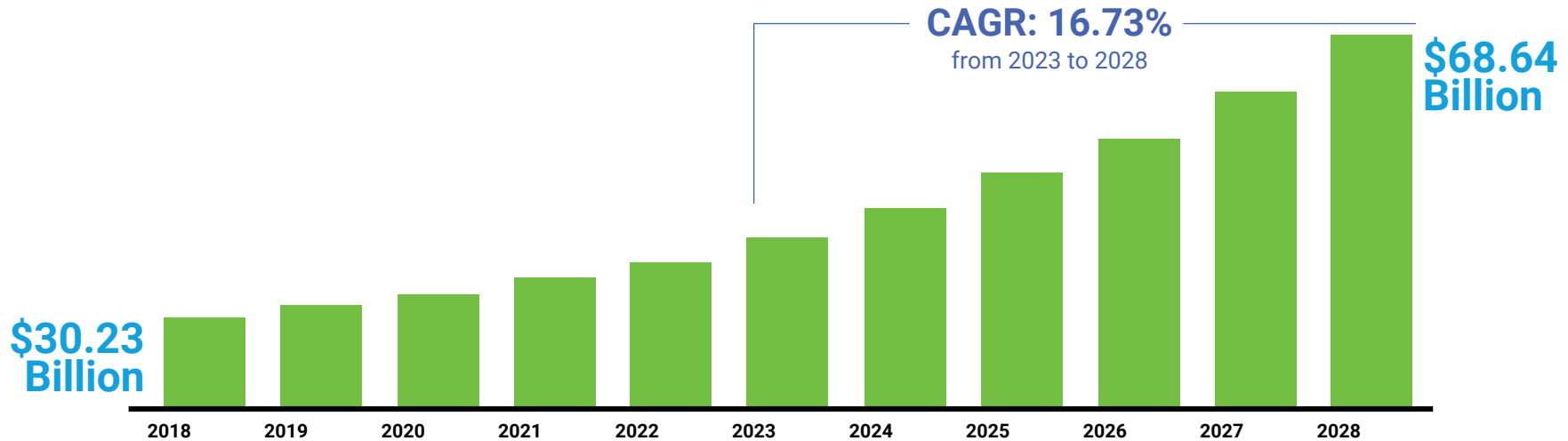




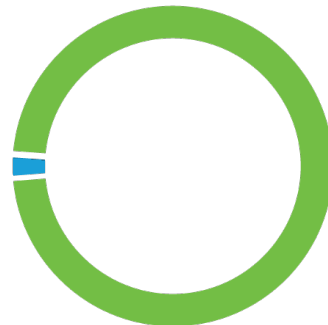
# IPLOCA

TOGETHER - DELIVERING SUSTAINABLE ENERGY INFRASTRUCTURE

## Digital Transformation Market Size



Oil and Gas Industry  
**\$68.64 Bn**

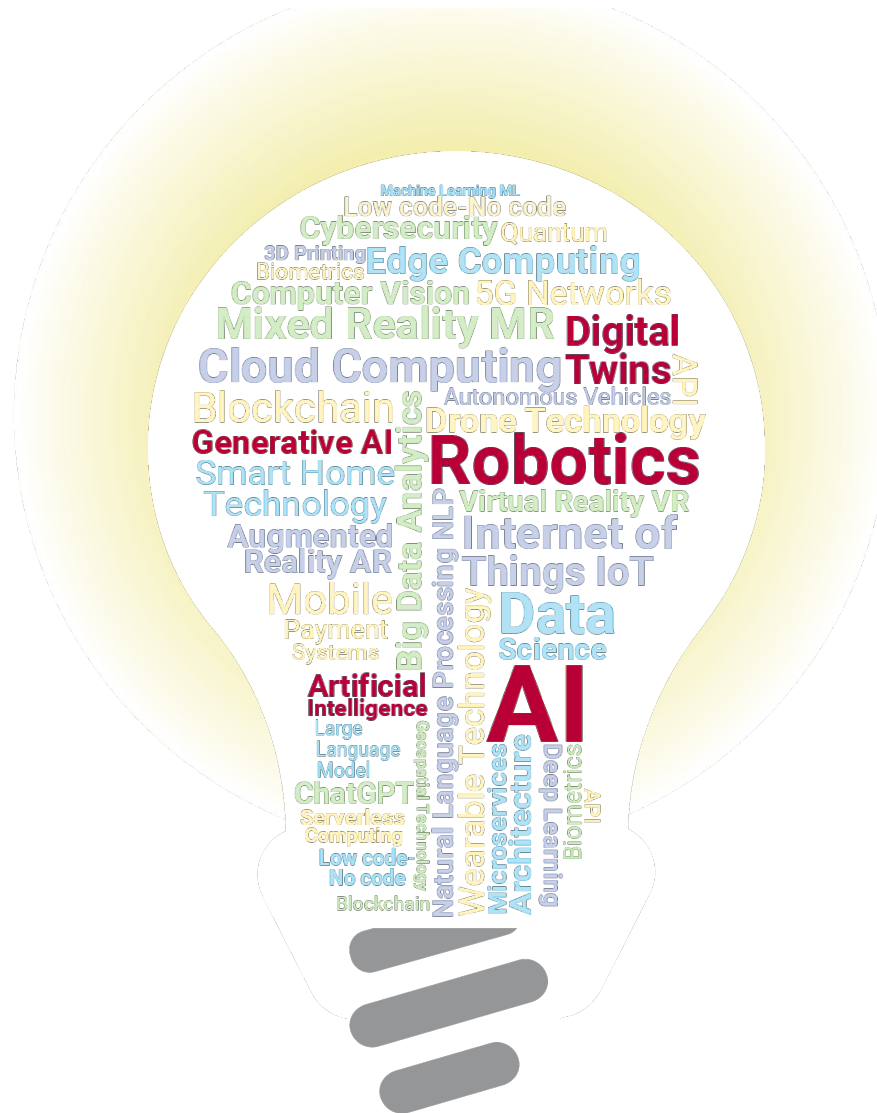


Overall Market Size  
**\$3.62 Tn**



# IPLOCA

TOGETHER - DELIVERING SUSTAINABLE ENERGY INFRASTRUCTURE

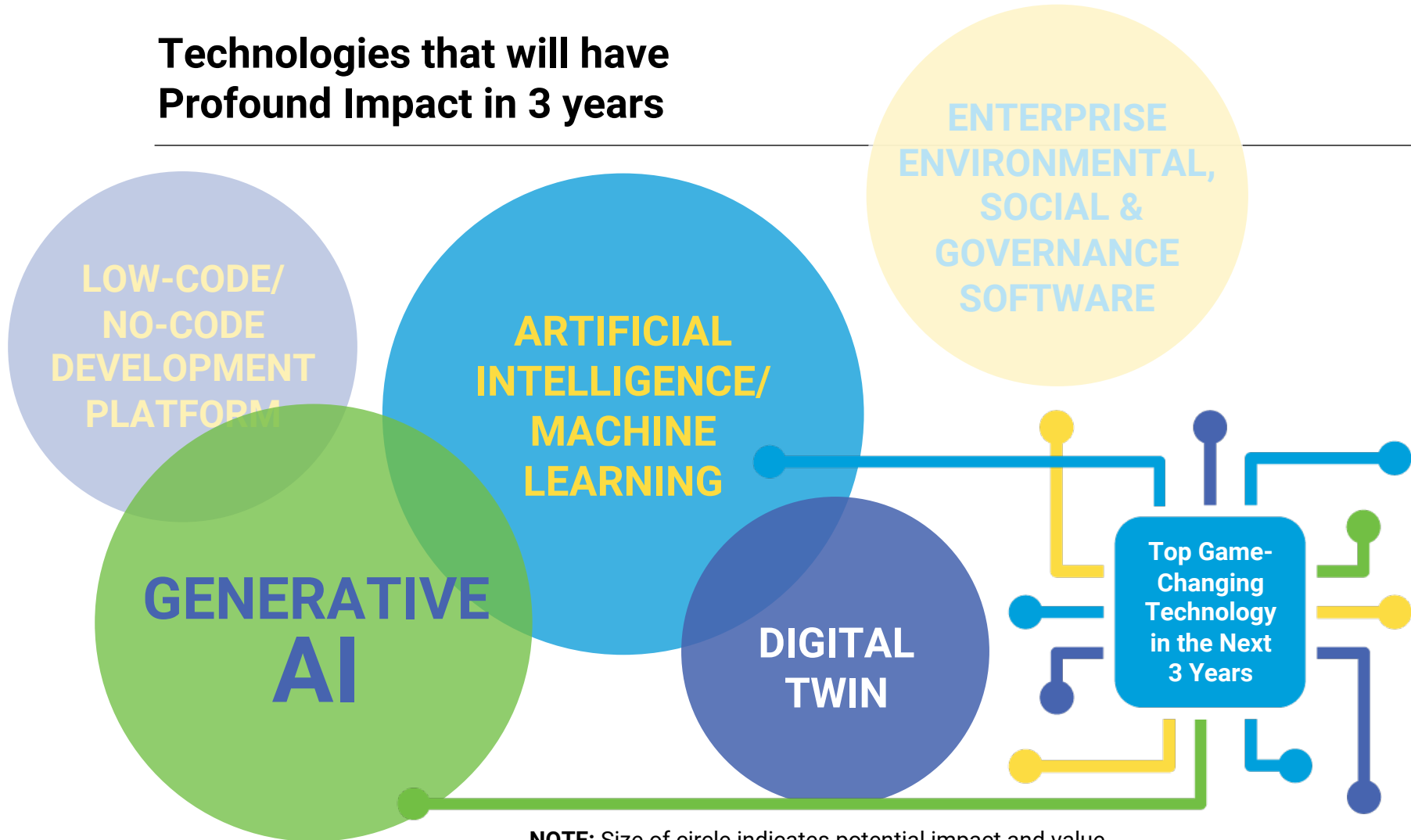




# IPLOCA

TOGETHER - DELIVERING SUSTAINABLE ENERGY INFRASTRUCTURE

## Technologies that will have Profound Impact in 3 years



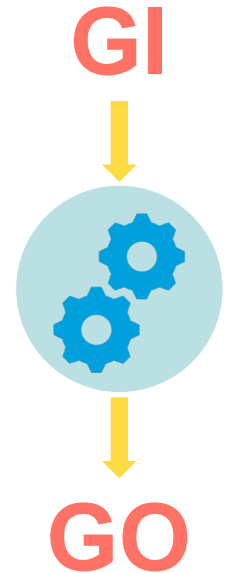
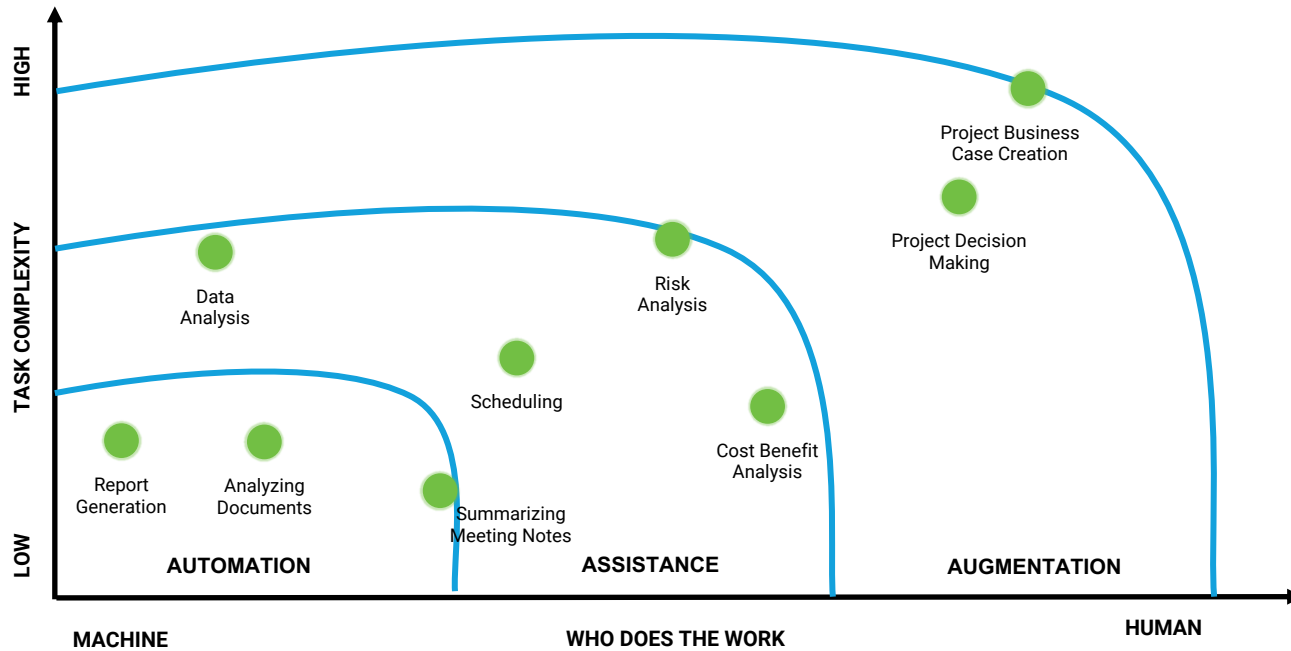
**NOTE:** Size of circle indicates potential impact and value.



# IPLOCA

TOGETHER - DELIVERING SUSTAINABLE ENERGY INFRASTRUCTURE

## Generative AI – New kid in the block



Klarna  
(BNPL company)

Increased Profit Margin

**\$40 Mn**

Gen-AI Did the work of

**700 Agents**

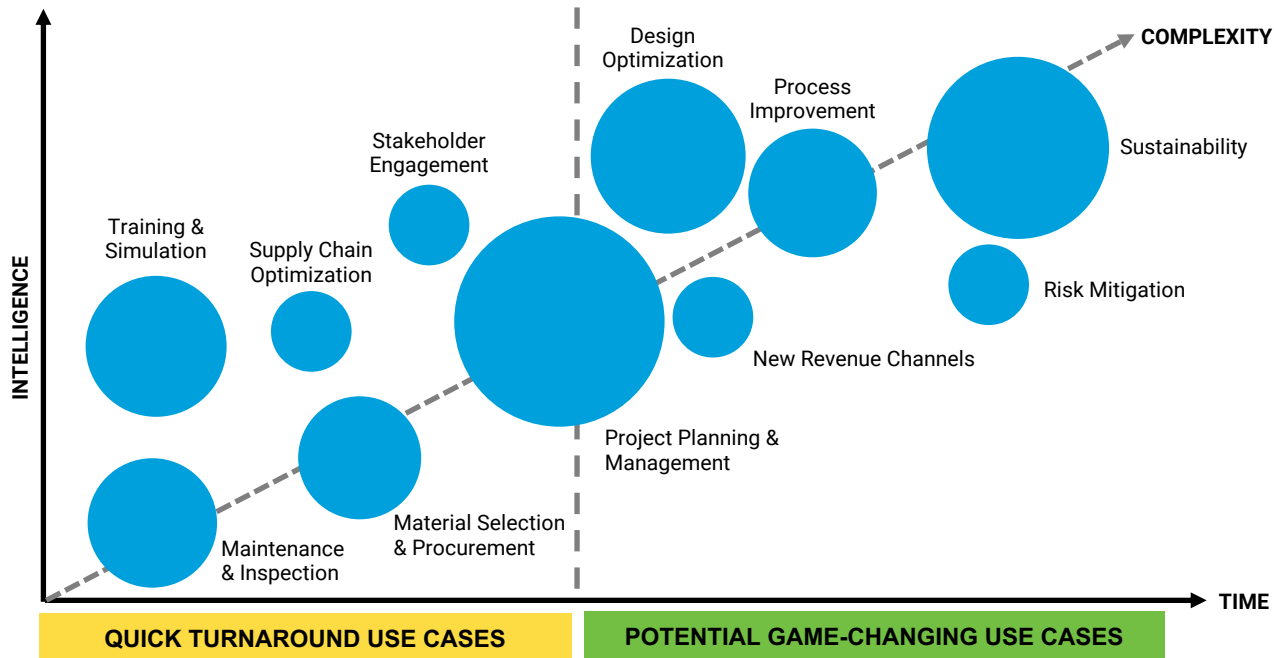
*In 35 languages*



# IPLOCA

TOGETHER - DELIVERING SUSTAINABLE ENERGY INFRASTRUCTURE

## Preliminary Spectrum of Generative AI Use Cases in Pipelines



**NOTE:** Size of circle indicates potential enterprise impact and value.





# IPLOCA

TOGETHER - DELIVERING SUSTAINABLE ENERGY INFRASTRUCTURE

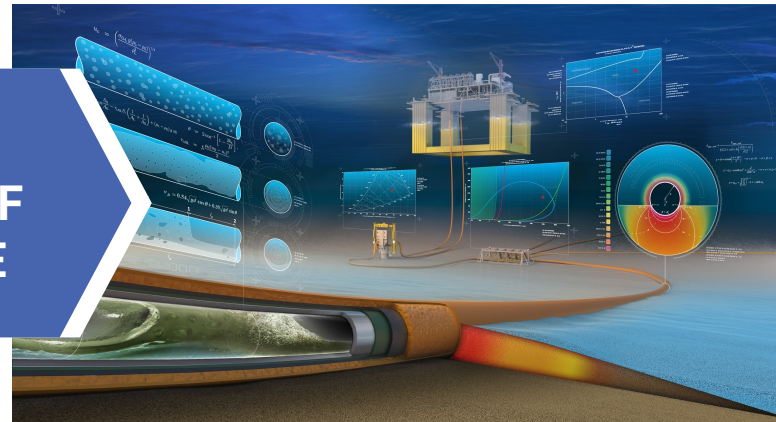
## Drones & Digital Twins

---



**DRONES  
INSPECTING  
PIPELINES**

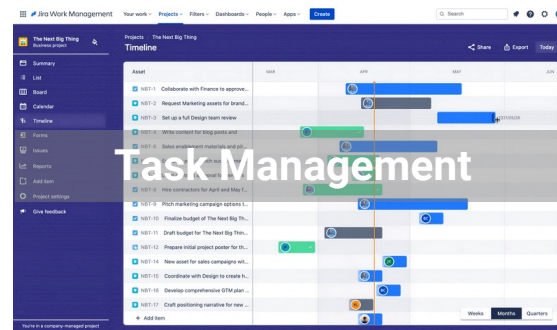
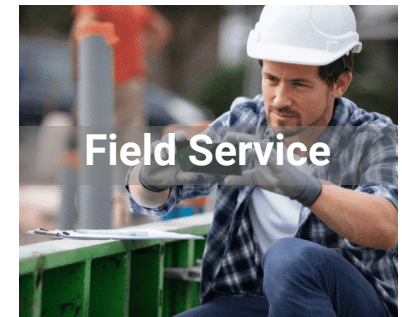
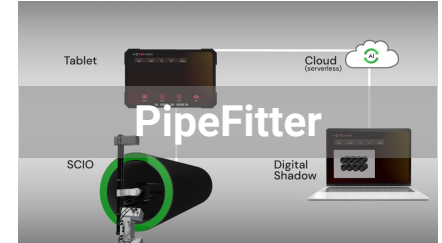
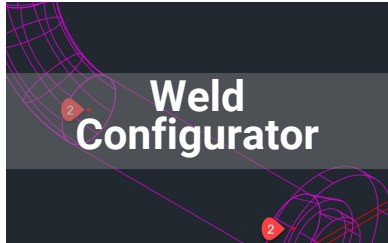
**DIGITAL  
TWINS OF  
PIPELINE**





# IPLOCA

TOGETHER - DELIVERING SUSTAINABLE ENERGY INFRASTRUCTURE

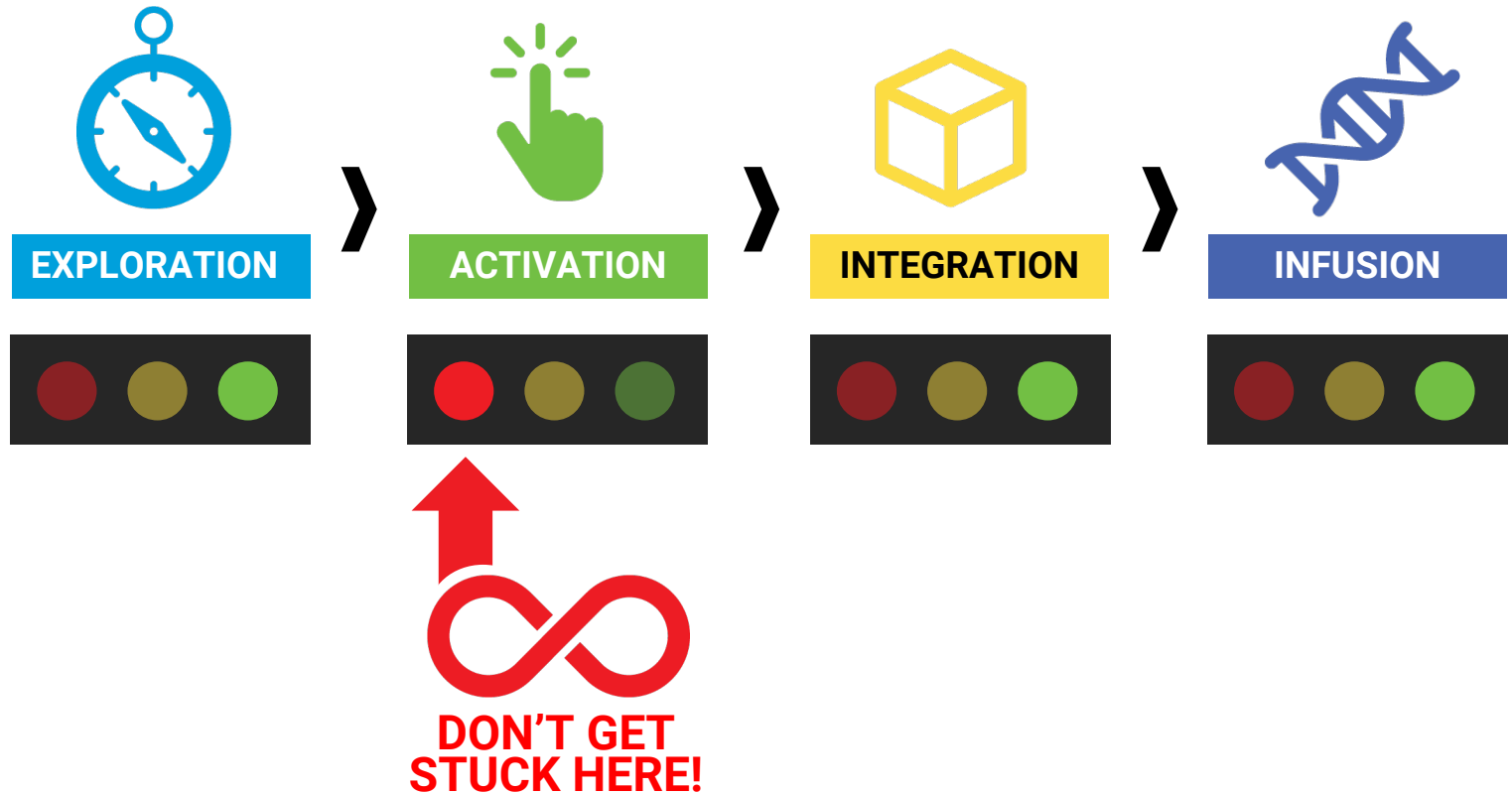




# IPLOCA

TOGETHER - DELIVERING SUSTAINABLE ENERGY INFRASTRUCTURE

## The Trap of 'doing' digital





# IPLOCA

TOGETHER - DELIVERING SUSTAINABLE ENERGY INFRASTRUCTURE

## Cybersecurity

---

### THREAT LAYOUT

**\$4.45Mn**

Global average cost of  
data breach in 2023

**\$1.76Mn**

Average savings for  
organizations that used security  
AI & Automation extensively

### MYTHS AROUND CYBERSECURITY

- Strong passwords alone are adequate protection
- The major cybersecurity risks are well known
- All cyberattack vectors are contained
- My industry is safe
- Cybercriminals don't attack small businesses