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Focusing Knowledge Management Initiatives at Repsol YPF

Knowledge Management is being pursued by most E&P companies around the world. Experiences have been dissimilar among companies, but most recognize that there is value behind the initiative.

The presentation will present the experience at Repsol YPF. The main issues encountered are not really "Technological", in fact we believe that while the appropriate IT tools are very important, even critical, it is the institutionalization of a "Knowledge Creating Culture", that is crucial for the success of these projects.

What we did, our problems and successes, and which areas of E&P have seen the greatest benefit will be shown. The cultural issues and how these were faced will be addressed.

Finally the issue of how to measure the benefits of KM, and alignment with Strategy will be discussed.