

## **Cloud Collaboration: The Business Upside for Oil and Gas**

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Can you open a magazine or turn on any media source without looking up at a “Cloud”? Why is it suddenly so cool to be in the cloud today? Should the oil and gas industry care?

There is a hidden cost to information management of using line-of-business applications, email, and network folders; estimated between \$ 10,000 and \$ 20,000 per information worker. Consider how many hours in a day today’s oil and gas professional spends hunting for information versus collaborating on informed, professional decisions.

The Cloud promises a cost effective platform for cross-disciplinary and cross-organizational teams to share activities, data, and documents associated with a well, facility, or any oil and gas project, for that matter.

We’ll discuss how oil and gas organizations are leveraging the tools and technologies that constitute cloud collaboration. We’ll look at successful point solutions in the industry today. We’ll introduce the role of mobile devices. We put forth a prospective roadmap that leverages the patterns of social media adoption in an oil and gas industry setting.