



Russia/CIS, Middle East and Africa Oil and Gas IT Strategies

AN IDC ENERGY INSIGHTS RESEARCH ADVISORY SERVICE

IDC Energy Insights' *Russia/CIS, Middle East and Africa Oil and Gas IT Strategies* examines the business environment of the oil and gas sector in major oil-and-gas-producing countries and combines this with comprehensive insight into industry trends and its impact on information technology. The service also tracks the IT spending behavior and the IT plans of oil and gas companies, establishing a thorough understanding of the drivers and IT investment priorities within the sector. It also provides insight into topical issues ranging from cloud computing to infrastructure monitoring and control to the digital oilfield. And it delivers IT best practices in the oil and gas industry, timely market sizing, and guidance for grasping current and emerging opportunities.

Approach

This service develops comprehensive data and analysis through focused topical surveys, secondary research, and insights drawn from industry experts and technology vendors. IDC Energy Insights has been conducting ongoing quantitative and qualitative research among oil and gas companies, enabling its analysts to assess and track historical trends. To ensure relevance, IDC Energy Insights works with subscribers to identify and prioritize specific topics to be covered in research reports.

Topics Addressed

IDC Energy Insights' *Russia/CIS, Middle East and Africa Oil and Gas IT Strategies* addresses the following topics:

- Assessment of the energy market
- Major IT trends in the oil and gas sector
- The digital oilfield for upstream oil and gas
- The private cloud solution for oil and gas
- Enhanced oil recovery for mature fields
- Risk management initiatives for oil and gas
- Business intelligence and consulting for oil and gas

Key Questions Answered

Our research addresses the following issues that are critical to your success:

- What are the key market trends and challenges facing the oil and gas business in the years ahead?
- How much are oil and gas companies spending on IT by country?
- How can technology be used to generate revenue, increase efficiencies, reduce costs, gain competitive advantage, and ensure regulatory compliance?
- What are the requirements necessary to succeed in the oil and gas IT market?
- What is the impact of IT on business performance?

Who Should Subscribe

IDC Energy Insights' *Russia/CIS, Middle East and Africa Oil and Gas IT Strategies* is ideally suited to support the needs of marketing and sales at IT firms providing service to the sector. IT executives and organizations responsible for supporting major applications (such as enterprise asset management, energy trading and risk management, energy delivery, and customer operations functions) also benefit with a better understanding of key market trends and challenges.

Return on Research Investment

Core Benefits

- Insight into market maturity, consolidation, and innovation trends based on actual spending
- Distinct extension of internal market research to validate market strategies
- Deep understanding of new technologies shaping the oil and gas sector

Standard Subscription Deliverables

IDC Energy Insights values building client relationships and strives to foster a partnership with each client through continuous analyst interaction; timely delivery of current, concise, and relevant research; as well as custom research when needed. Each advisory service delivers strategic research covering business and technology issues. A summary of the basic service deliverables available to subscribers includes the following:

- Analyst inquiry time specific to the advisory service area
- 24 x 7 research access via www.idc-ei.com
- Discounted admission to specific IDC Energy Insights or IDC conferences
- Complimentary forum invitations (Web conferences, industry briefings)

Join Our Community

Our IDC Insights Community is designed to enable technology buyers to engage with our industry analysts, share knowledge and best practices, and connect with colleagues. To participate in our community, members create a profile to:

- Participate in our discussions in our blogs, forums, and polls
- Learn about and share best practices, tips, tricks, and tools related to business/technology alignment
- Network with colleagues and join groups within each industry
- Provide feedback to IDC's industry analysts and hear what we're up to

Visit us at: <http://idc-insights-community.com> and join our conversations.

Related Offerings

Related offerings to our industry-specific research practices include IT Spending Guides — segmented regional and country-level analysis by solution area; Go-to-Market Services (GMS) — a modular set of deliverables to assist clients in extending their market reach, validating their market strategy, and producing more responsive customer-centric marketing campaigns; and IDC Advisory Tools — a growing set of solutions designed to ensure clients that technology purchasing and deployment decisions are optimized. In addition, IDC Energy Insights experts are available for individualized consulting engagements to address specific challenges or to customize the results of our syndicated research offerings.

FOR MORE INFORMATION, PLEASE VISIT WWW.IDC-EI.COM OR EMAIL INFO@IDC-EI.COM.



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