The Perfect Equation for Innovation

Leveraging AI + Data + Action for Enhanced Efficiency in Oil & Gas Operations

Cody Girod, Managing Director - Energy & Utilities Solutions
Thank You
Energy Companies Have Trusted Salesforce for Digital Transformation for Over 25 Years

- 45 Countries Served in Oil & Gas
- 800+ Oil & Gas Customers Globally
- >20% Weekly Work Reduction

Logos of various energy companies including BP, Shell, ExxonMobil, Equinor, and others.
<table>
<thead>
<tr>
<th>Department/Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>HR Engagement &amp; Service Center</td>
<td>(75,000 Employees &amp; Retirees)</td>
</tr>
<tr>
<td>Citizen Developer Program</td>
<td>(65,000 users)</td>
</tr>
<tr>
<td>In the Know – Global Business Services</td>
<td>(Support Centers)</td>
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<tr>
<td>EV Charging - B2B Sales, Service, B2C Marketing, Social</td>
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<tr>
<td>Upstream PSCM &amp; Supplier Performance Mgmt</td>
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<tr>
<td>Wells Case Management &amp; Knowledge Portal (Connexus)</td>
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<tr>
<td>Trading CRM &amp; Settlement Workbench</td>
<td></td>
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<tr>
<td>Castrol – CRM, Protection Plus Safe Driver Program</td>
<td></td>
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<tr>
<td>Crisis &amp; Continuity Management</td>
<td></td>
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<tr>
<td>IoT – Preventative Maintenance</td>
<td></td>
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<tr>
<td>Refining Operations, Maintenance &amp; Tank Turnarounds</td>
<td></td>
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<tr>
<td>Air BP CRM Tendering:</td>
<td></td>
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<tr>
<td>Global Wells Risk Assessment</td>
<td></td>
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<tr>
<td>Joint Venture Mgmt</td>
<td></td>
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<tr>
<td>Downstream PSCM &amp; Category Mgmt</td>
<td></td>
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<tr>
<td>Petrochemicals CRM</td>
<td></td>
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<tr>
<td>Global Operator Workbench: WO Optimization &amp; Operator Rounds</td>
<td></td>
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<tr>
<td>Supply &amp; Trading Credit Risk</td>
<td></td>
</tr>
<tr>
<td>Renewables - Field Service &amp; Asset Mgmt for Clean Energy Assets</td>
<td></td>
</tr>
<tr>
<td>Fuels CRM, Pricing, Terminal Ops, Dealer Mgmt, &amp; Wholesaler Mgmt</td>
<td></td>
</tr>
</tbody>
</table>

**BP Embraces Digitalization Across the Value Chain**
Doing well & doing good

$10.2B
FY24 operating cash flow +44% YoY

30.5%
FY24 Non-GAAP operating margin\(^1\)

$38.0B
FY25 guidance\(^2\)

Sources: 1 Non-GAAP operating margin is a non-GAAP financial measure. Refer to our earnings materials for FY24 available at investor.salesforce.com for a reconciliation of GAAP to non-GAAP financial measures. 2 Full Year FY25 Revenue guidance as of Feb 28, 2024. Slide reflects the high end of the FY25 revenue guide of $37.7 to $38.0B.

Innovation
Most Innovative Companies
Fortune

Philanthropy
Top 100 Companies that Care
People

Ethics
World’s Most Ethical Companies
Ethisphere Institute
ChatGPT website generated over 1.6 billion total visits in February 2024
ChatGPT users are under 40 years old

Source: Similarweb
“Midjourney - Show me an image of a mechanical engineer from the year 2120”
Consumers & Kids are Embracing Data + Generative AI

Customers

ChatGPT

DALL-E

AR/VR

ADAS

Companies

Data

Talent

Regulations

Integration

67% don't believe they are prepared to implement gen AI due to security & data concerns

1M ChatGPT users in 5 days

Customers & Kids are Embracing Data + Generative AI
Adoption Drives Customer & Stakeholder Expectations

THEN

- Long response times
- One-size-fits-all
- Time-consuming tasks

NOW

- Speed: Seamless processes and communications
- Personalization: Relevant content for every audience
- Convenience: Automating repetitive tasks

71% of customers have switched major suppliers or brands at least once in the last year.
The Global Economic Potential of Gen AI is Transformational

Generative AI could create additional economic benefit value of $6.1-7.9T annually\(^1\)

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1. McKinsey - *The economic potential of generative AI: The next productivity frontier, 2023*
Businesses Need an Effective Data & AI Strategy

THEN
- Long response times
- One-size-fits-all
- Time-consuming tasks

Integration challenges
- 76% of executives struggle to deploy AI effectively

NOW
- Speed
  - Seamless processes and communications
- Personalization
  - Relevant content for every audience
- Convenience
  - Automating repetitive tasks

Data limitations and quality
Adapting to change

AI Built to Scale, Accenture
Legacy Investments Complicate Digital Agility

Information is siloed and built for a process-centric organization

Production/Operational Systems
- Logistics
- Supply Chain Mgmt.
- HR
- Financial ERP
- Retail Fuel Station
- Asset Mgmt.

Complex Integrations
- Hydrocarbon Accounting
- Maintenance & Reliability
- Manufacturing ESO
- Risk Assurance

Line of Business Silos
- Engineering
- Connected Asset Status
- Inspections
- Product Demand
- Entitlements
- Work Orders

Disconnected People, Processes and Data
- Logistics
- Assets
- HSE
- Operations
- Maintenance
- Trading
- HR
- Land
- Inventory
- Inspections
- Sales
- Marketing
- Procurement
- Production
The Power of AI Hinges on a Strong Data Foundation

AI Adds Pressure to Data Management Needs…

Artificial intelligence’s outputs are only as good as its data inputs

- Strongly agree: 39%
- Agree: 47%
- Neutral: 11%
- Disagree: 1%
- Strongly Disagree: 2%

Advances in artificial intelligence make data management a high priority

- Strongly agree: 37%
- Agree: 50%
- Neutral: 11%
- Disagree: 2%
- Strongly Disagree: 2%

…But Provides Compelling Benefits

Analytics and IT Leaders’ Top Realized AI Benefits
(Ranked by “significant” benefit)*

1. Faster business decision-making
2. Operational efficiencies
3. Free up time for valuable work
4. Automated workflows
5. Improved customer satisfaction

*Base: 4,776 analytics and IT leaders who use AI
Data’s Full Potential and Volumes are Expanding Rapidly

Analytics and IT Leaders See Data Volume Surge

Expected Data Volume Changes Over the Next 12 Months

<table>
<thead>
<tr>
<th>Data Type</th>
<th>Increase</th>
<th>Neither Increase or Decrease</th>
<th>Decrease</th>
<th>Not Sure / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall data volume</td>
<td>68%</td>
<td></td>
<td>28%</td>
<td>3%</td>
</tr>
<tr>
<td>1st-party data (e.g., IoT, ERP, or CRM systems)</td>
<td>62%</td>
<td></td>
<td>33%</td>
<td>4%</td>
</tr>
<tr>
<td>Device data (e.g., mobile, web data, legacy data)</td>
<td>62%</td>
<td></td>
<td>34%</td>
<td>3%</td>
</tr>
<tr>
<td>API &amp; SDK data</td>
<td>60%</td>
<td></td>
<td>35%</td>
<td>4%</td>
</tr>
<tr>
<td>3rd-party data (e.g., AWS, GCP, Snowflake)</td>
<td>57%</td>
<td></td>
<td>38%</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Average percent growth was calculated from respondents who said they expected their data volumes to increase in the next 12 months.
Data’s Full Potential Still Out of Reach for Many

Security Threats Top of Mind for All Leaders

Analytics and IT Leaders’ Top Data Challenges

1. Security threats
2. Lack of data harmonization
3. Budget constraints
4. Difficulty ensuring data accuracy/quality
5. Challenges migrating data architecture

Business Leaders’ Top Data Challenges

1. Security threats
2. Volume of data is overwhelming
3. Lack of training
4. Takes too long to get insights
5. Lack of a single source of truth

78% of analytics and IT leaders say their organizations struggle to drive business priorities with data.
How Can Salesforce Help?
Salesforce Einstein
Trusted enterprise AI for CRM + Field Operations

- Embedded and conversational UI
- Trusted, low-code studio for AI Models
- Unlock and activate business Data
Unlock **Trapped Data** with **Data Cloud**

A trusted hyperscale data engine inside Salesforce

- Integrates natively with Salesforce metadata
- Power AI with unified CRM & engagement data
- Open ecosystem of data lakes & models

2.4T+ average records processed per month
How Data Cloud Works

Data Systems
- CRM + Field Ops
- Cloud Storage
  - Amazon S3
  - Google Cloud
  - Microsoft Azure
- Data Lakes & Warehouses
  - Snowflake
  - Google BigQuery
- Mobile & Web
- APIs & SDKs
- Legacy Systems

Connect at Hyperscale
- Out-of-the-Box Connectors
- MuleSoft Anypoint Platform
- Bring Your Own Lake
- Data Bundles
- Streaming & Batch Data Ingestion
- Streaming & Batch Data Transforms

Harmonize
- Data Spaces
- Data Models
- Data Mapping
- Identity Resolution
- Data Graphs

Activate
- Calculated Insights
- Segmentation
- Automations
- Analytics
- Open Access
  - Bring Your Own Lake
  - First-Party Advertising
  - AppExchange
  - MuleSoft
- Grounded AI
- Segment Generation
  - Einstein Copilot Studio
    - Google Vertex AI
    - Amazon SageMaker
Salesforce delivers the power of both embedded and conversational AI

Need for control
Repetitive tasks
Prompts customized by Trailblazers

Need for flexibility
Freeform, multi-turn tasks
Prompts that take action
Einstein 1 Studio

Copilot Builder
Extend your Einstein Copilot through custom actions

Prompt Builder
Activate prompts in the flow of work

Model Builder
Build or bring your own AI models to Salesforce
Field Service for Energy
Power the future of energy operations with trusted AI + data

Disrupt Downtime with AI
Ensure reliability when it matters most. Proactively enhance asset reliability and efficiency by anticipating service needs with real-time insights into asset details.

Simplify & Streamline Scheduling
Equip your schedulers and dispatchers with the tools they need to respond swiftly to dynamic schedules. Manage test and inspect, short, medium, and long cycle work seamlessly.

Boost Productivity & Decrease Costs
Connect technicians to live asset data, hazards, and priorities. Slash unnecessary truck rolls, reduce travel time, and minimize equipment downtime for enhanced productivity and cost savings.

Source: Salesforce Field Service Success Metrics Study, 2022

32% increase in mobile worker productivity
Reinvent Your Field Visits with AI

Transform work execution w/ safe, reliable, efficient, and digital productivity

Pre-Work Brief
Ensure mobile workers have access to the right information prior to service delivery

Post-Work Summary
Summarize work conducted onsite to speed up service delivery

On-site Search Answers
Reduce mundane administrative work searching for answers

Mobile Quoting & Invoicing
Help companies quickly create documents like invoices to complete work fast

~30 Mins
Estimated time savings per work order
Get ahead of downtime with Generative Asset Management

Trigger proactive alerts and actions based on insights and predictions from real-time asset data via Data Cloud

Impact

- Asset uptime & availability
- Truck rolls
- NPS / CSAT
Putting it all into action
Thank You