

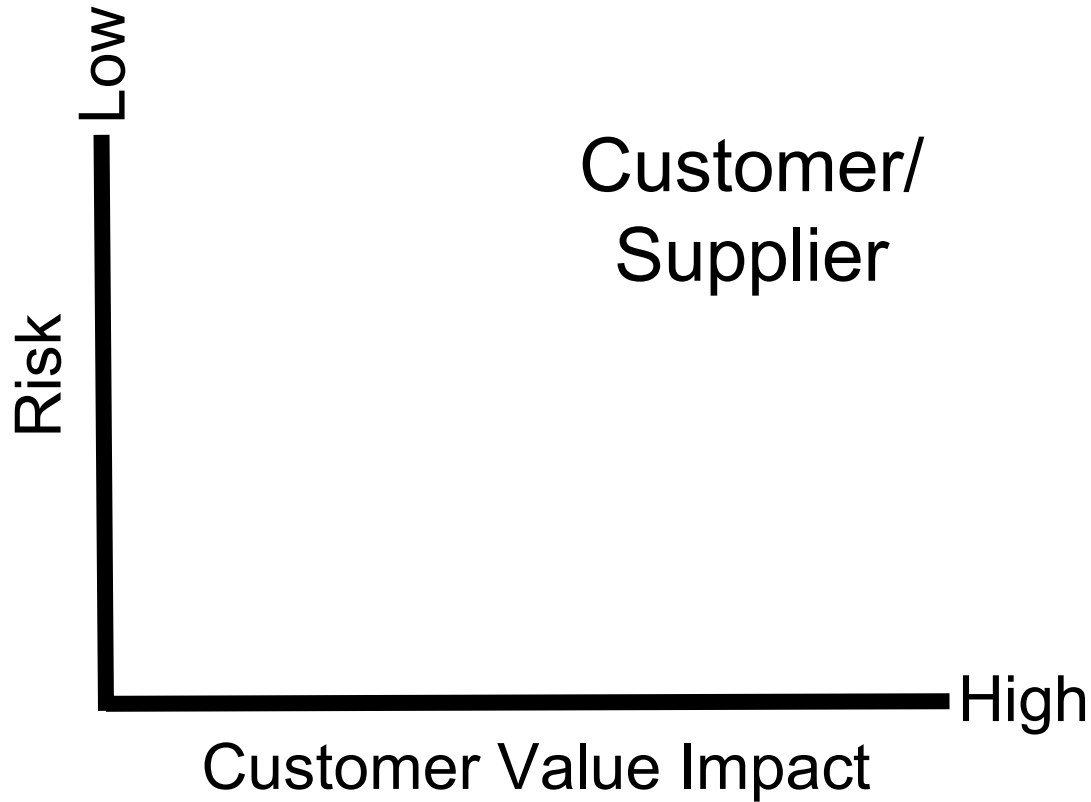
5 First Steps to Making Money in E&P

PRADEEP ANAND

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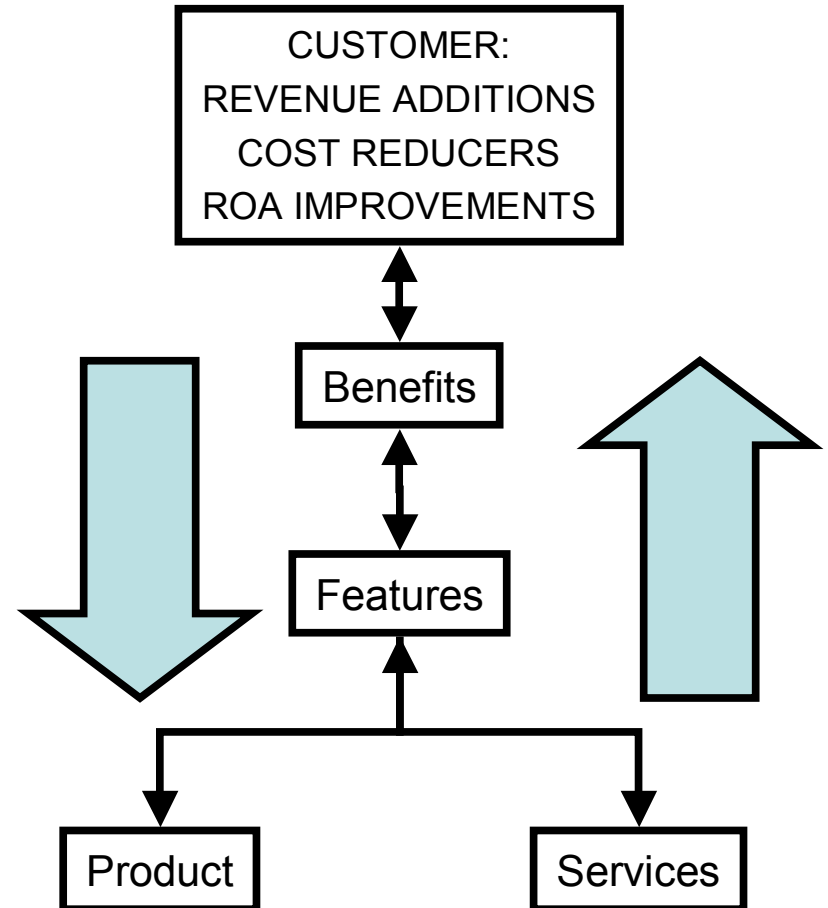
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Making Money: Optimizing Value/Minimizing Risk



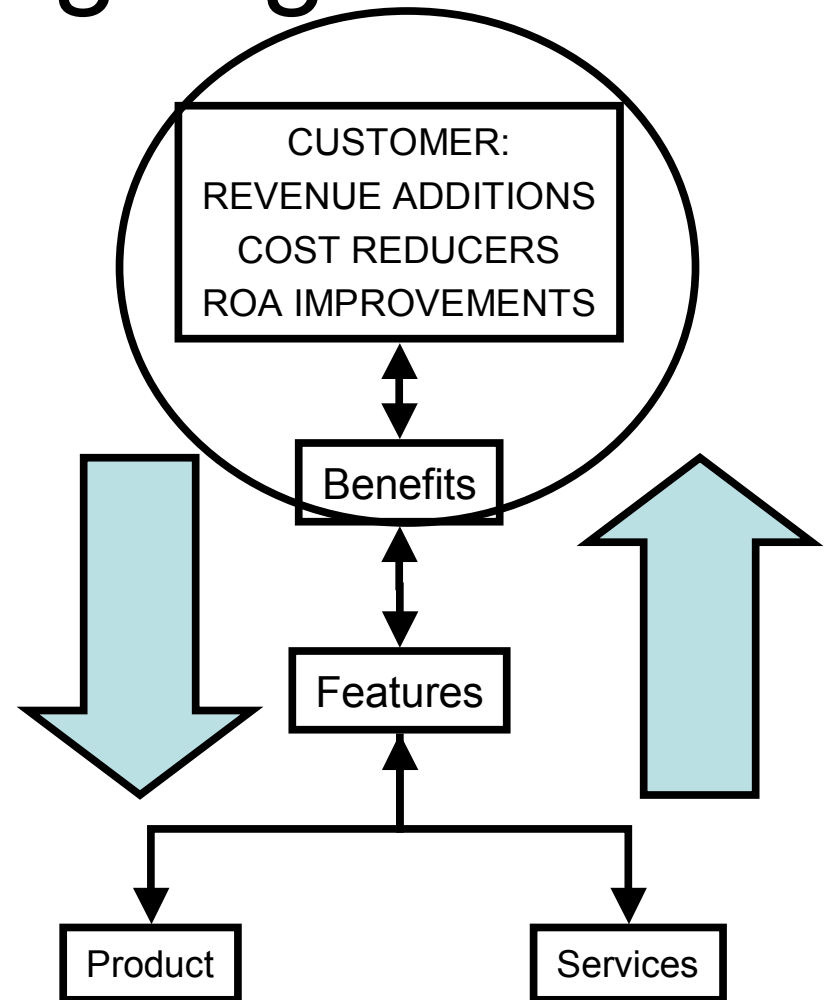
1. Understand Value, Deliver Value

- Understand what customers value
 - Revenue Addition
 - Cost Reduction
 - ROA
 - EVA
- Create value-driven products and services
- Sell value to customers



2. Get Pricing Right

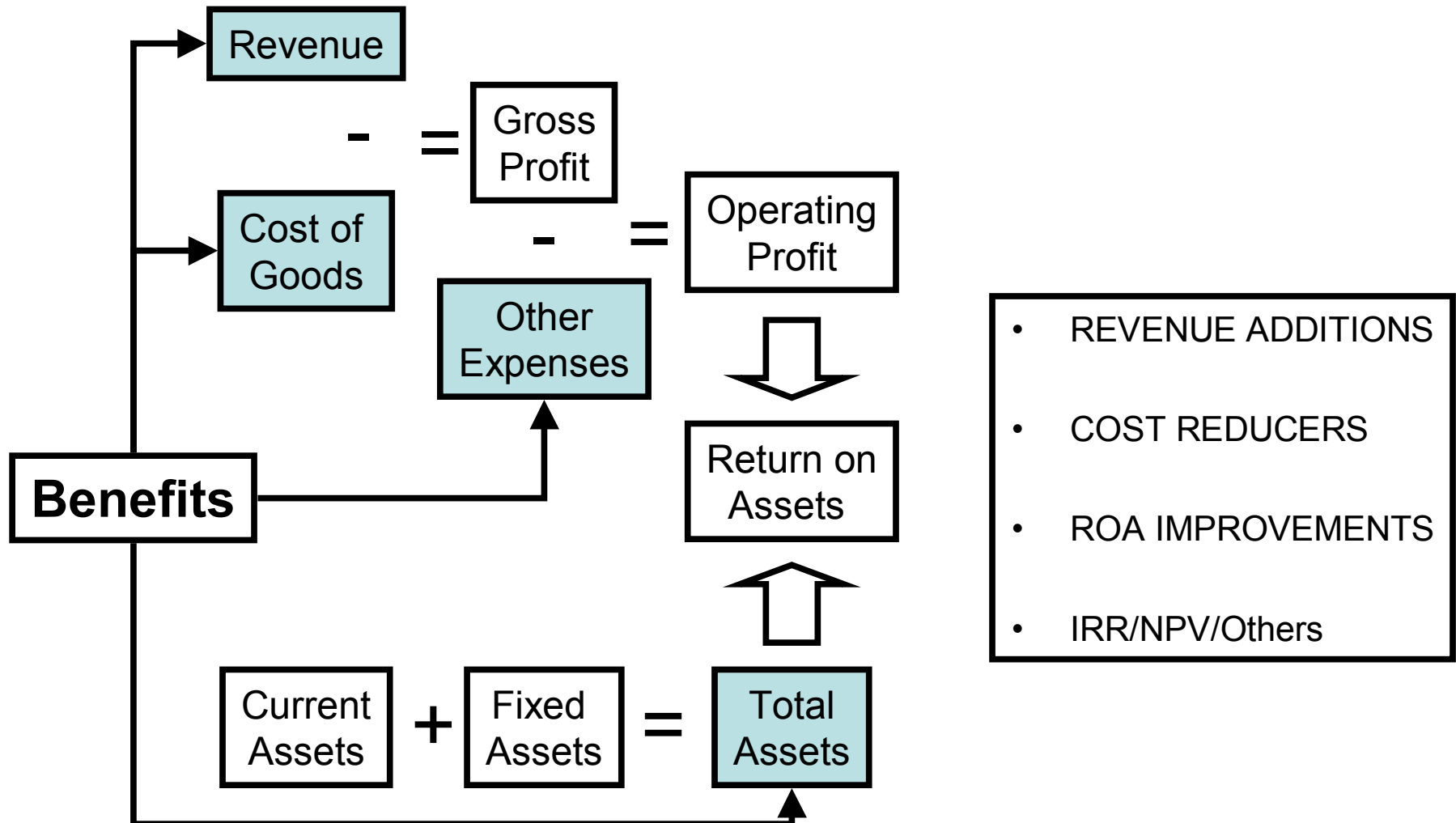
- Understand what customers value
 - Revenue Addition
 - Cost Reduction
 - ROA
 - EVA
- Create value-driven products and services
- Sell value to customers
- Extract value-based pricing from customers



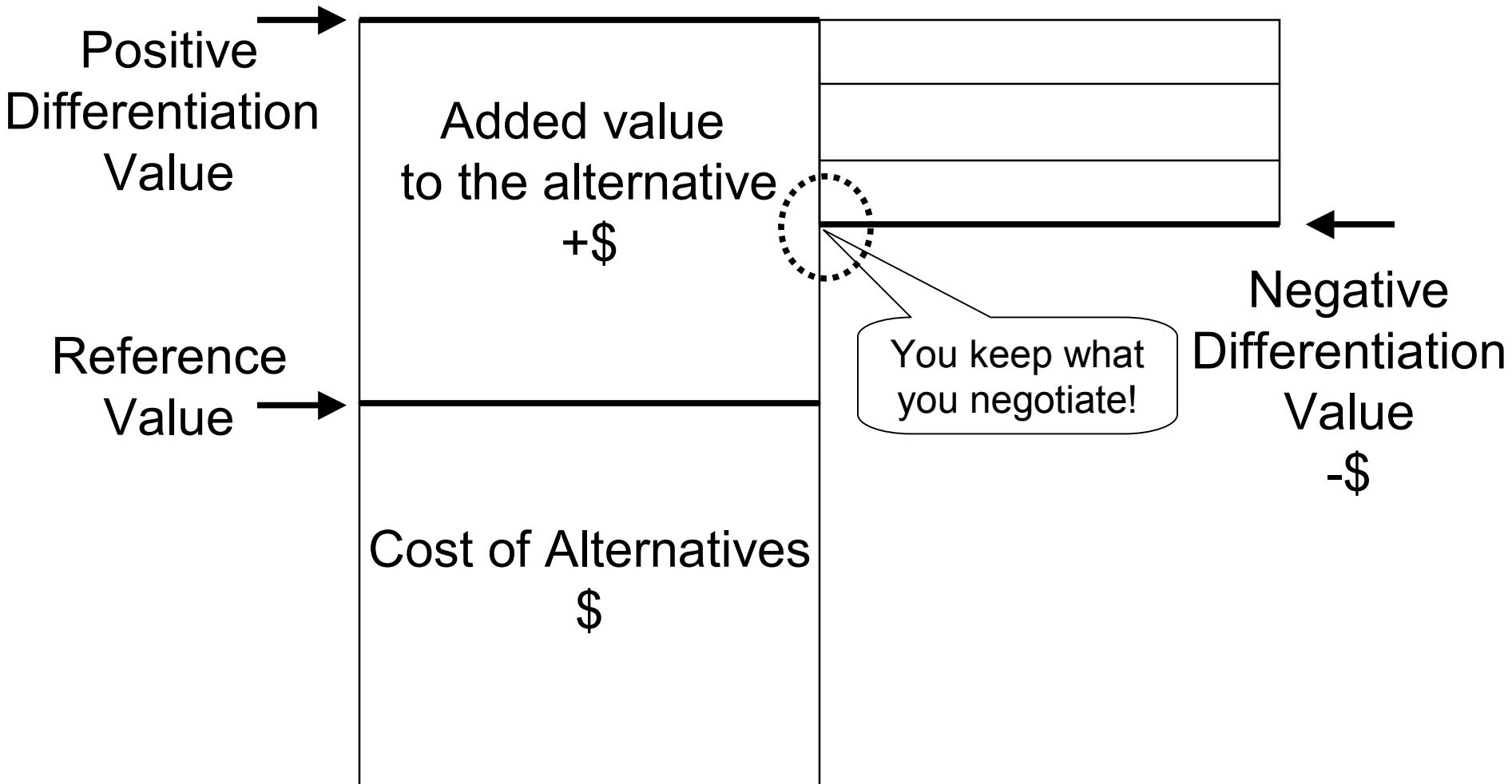
Understand Types of Benefits

1. Functionality
2. Relationship
3. Process
4. Talent/Labor/Knowledge
5. Risk
6. Market

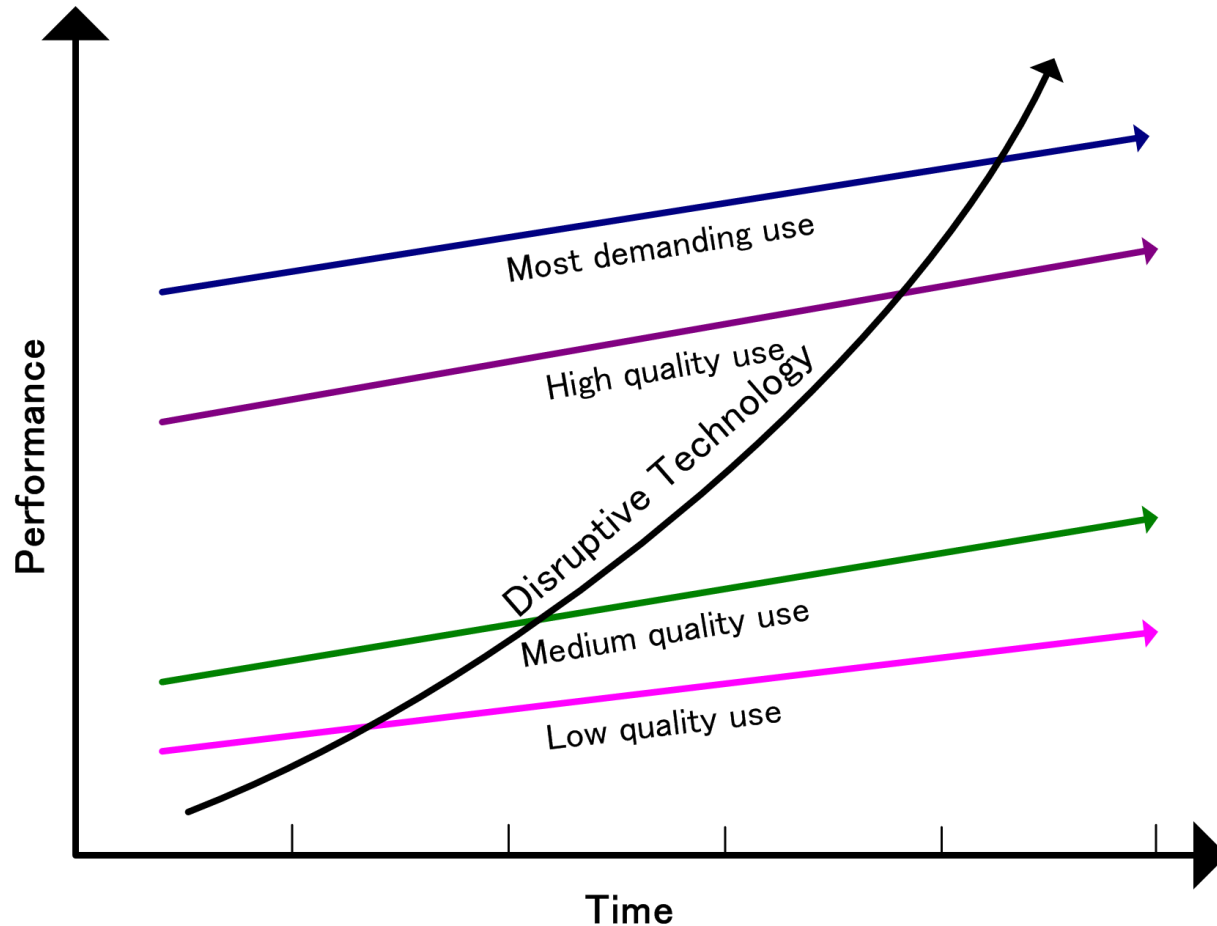
Convert Benefits to Money



Convert Benefits \$\$\$ to Price

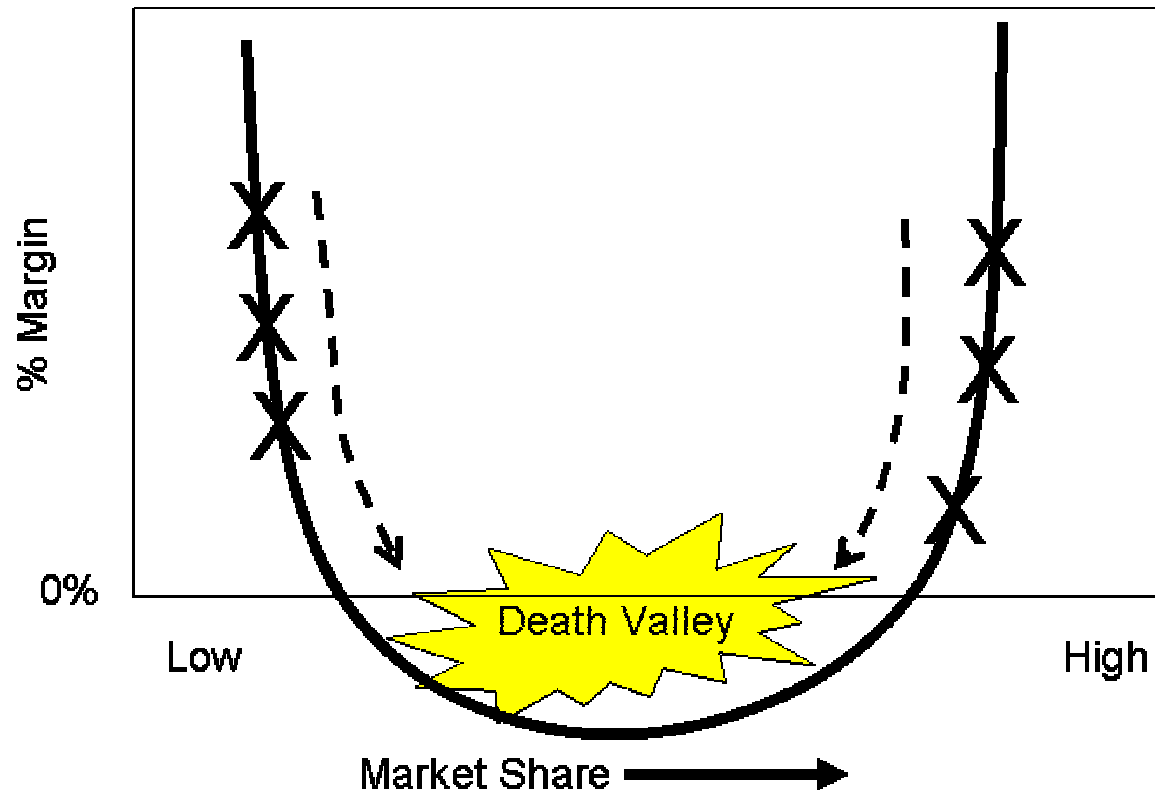


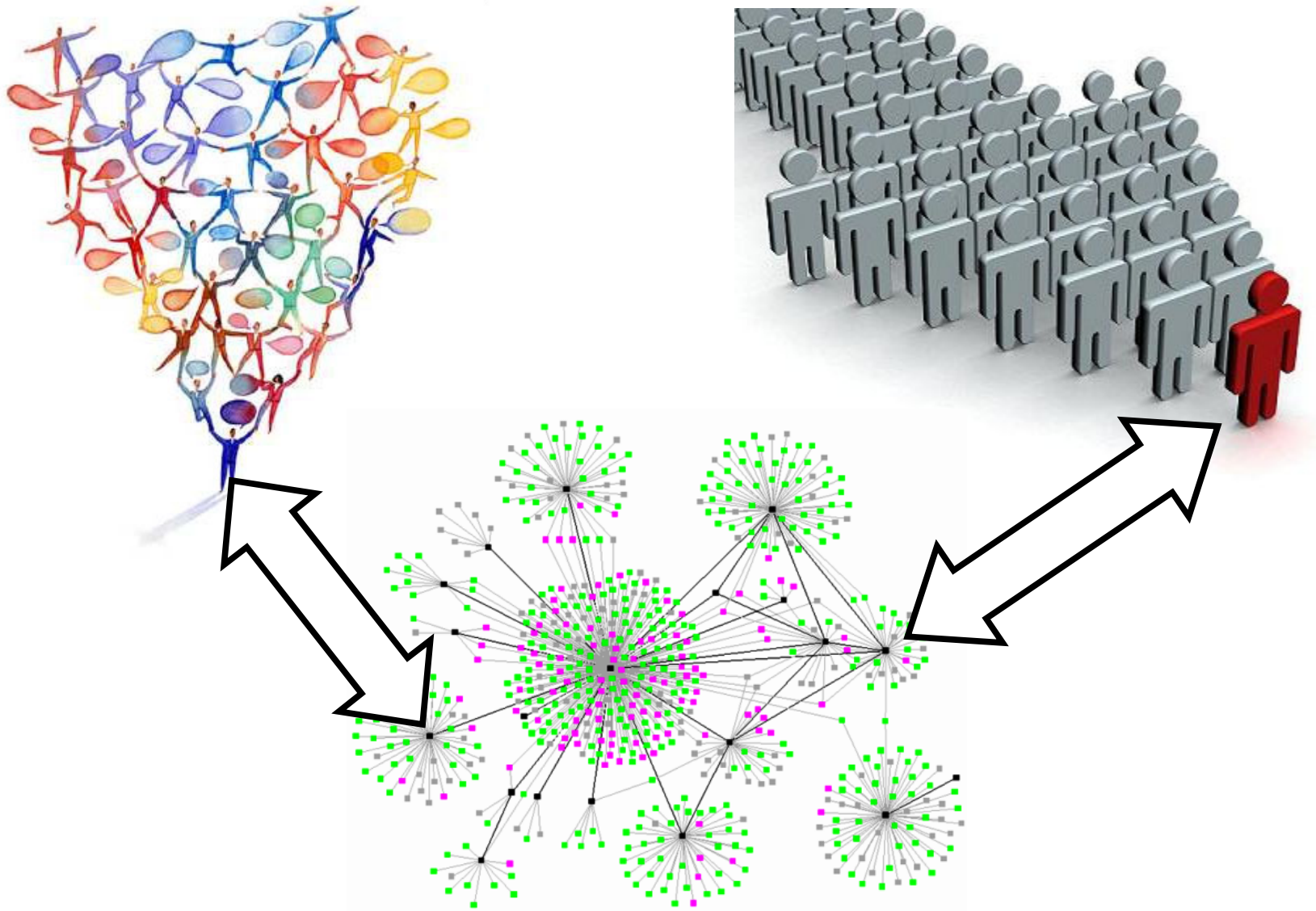
3. Eliminate Risk: Small Steps to Giant Leap



4. Pick Davids, not Goliaths

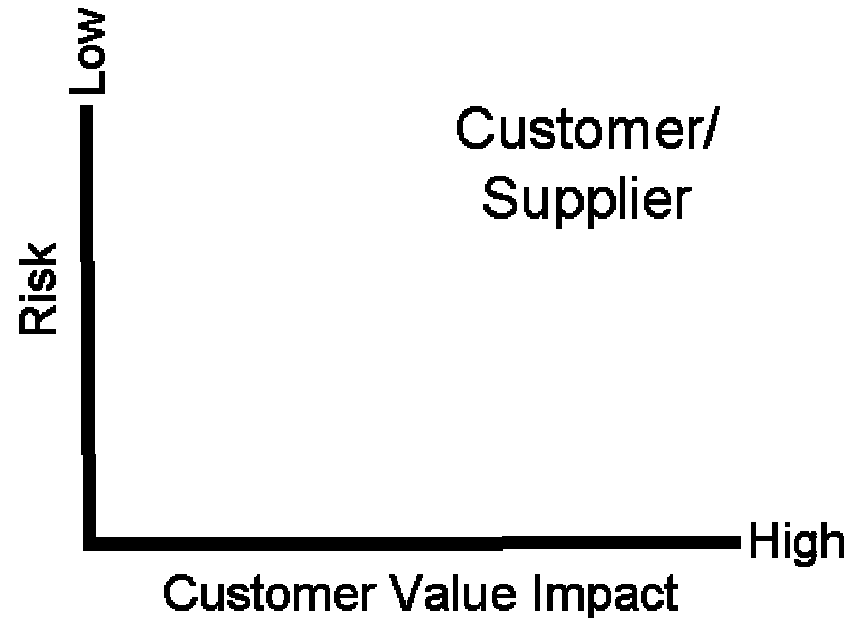
- Customers
 - Goliaths have little Davids
- Competition
 - Don't poke the Giant in the eye!



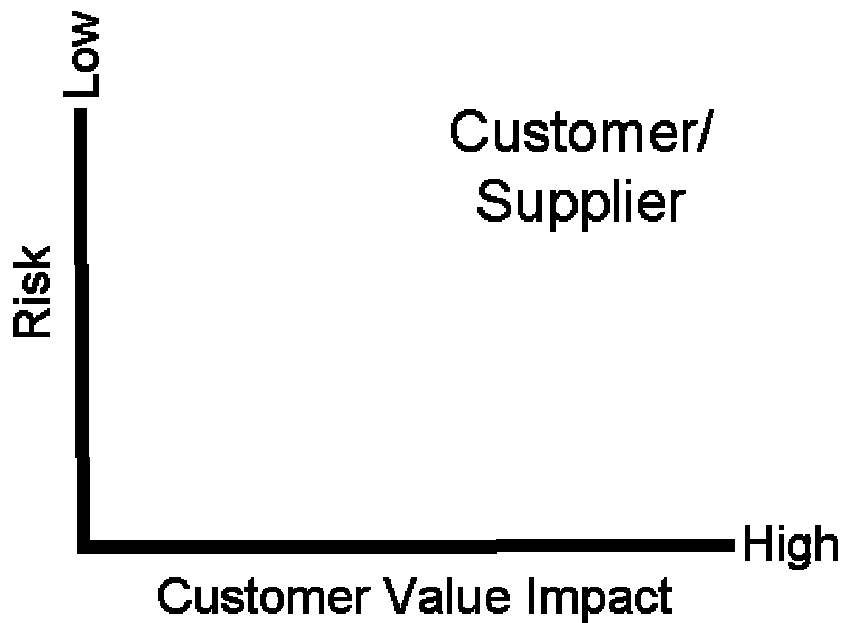


5. Include All Major Stakeholders

- Four Major Buyers
 - End-Users
 - Technical Buyers
 - Economic Buyers
 - Management



Making Money in E&P



- Understand & Deliver Value
- Get Pricing Right
- Small Steps to Giant Leap
- Pick Davids, Not Goliaths
- Include All Major Stakeholders

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