



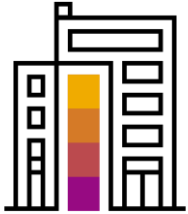
MURPHY
OIL CORPORATION

Alan
Conversational Voice for
Production Operations



SAP® Innovation Awards 2020 Entry Pitch Deck

Touchless Mobile Apps for Oil Well Operations
Murphy Oil (*Partnered with Incture and Alan AI, Inc.*)



Company Information

Headquarters 300 Peach Street El Dorado, Arkansas 71730

Industry Oil & Gas

Web site <https://www.murphyoilcorp.com/>

Murphy Oil Corporation is a leading independent energy company committed to balanced crude oil and natural gas development and exploration. We remain steadfast in our devotion to innovative strategies and differentiated perspectives, resulting in sustainable, efficient growth worldwide.

Murphy Oil is being an intelligent enterprise by leveraging state of the art technologies with Conversational Voice from Alan paired with SAP Cloud Platform Services to maximize operational output in Oil Well operations.

Touchless Mobile Apps for Oil Well Operations

Murphy Oil



“Onshore operators can now operate with improved effectiveness and safety in the field with their touchless mobile applications. Conversational Voice has increased the cadence and quality of data entry, giving us real-time visibility on activity in the field and accurate information to make better operational and business decisions. Conversational Voice has changed the user-experience for our mobile applications. It simplifies onboarding of new operators, continues to strengthen safety culture and enhances operational effectiveness”

- Rajesh Satewar, Director SAP and Enterprise Applications

Challenge

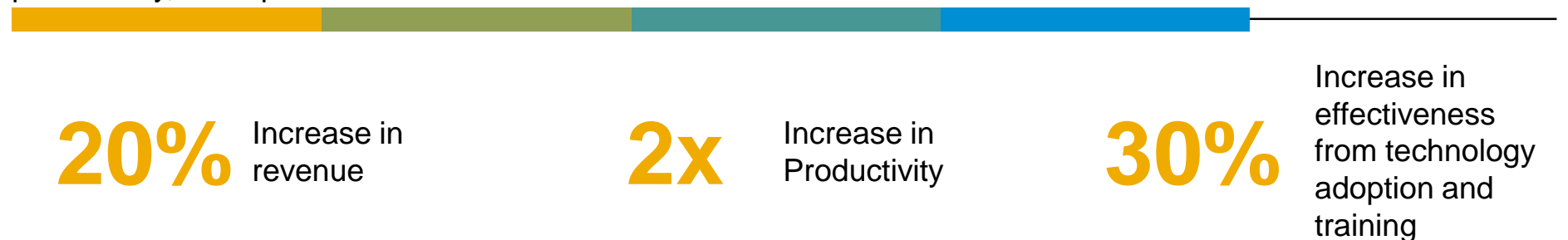
Murphy Oil faced challenges of mobile employees not entering information into their apps in a timely and efficient manner safely. Difficult to use mobile apps had a lack of adoption and engagement from employees, leading to lack of data entry and causing delays in production operations and business decisions.

Solution

Touchless, Conversational Voice in mobile applications made it easy and safe for employees to enter operations data while on the go. The solution uses Machine Learning and Artificial Intelligence to recognize unique terms and phrases specific to Oil Well operations.

Outcome

Murphy Oil was able to get complete real-time visibility into their production operations and make informed business decisions quickly. After the introduction of the Conversational Voice User Experience, employees adoption and engagement with their mobile applications increased. This led to increased revenue, productivity, and operational effectiveness.





Participating Partner Information

Incture and Alan AI, Inc.

Murphy Oil Mobile Applications built by Incture was augmented with Alan Conversational Voice UX to enhance employees' effectiveness.

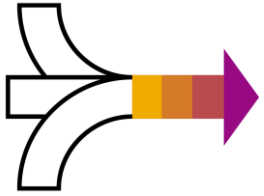


Alan provides a complete platform for adding Conversational Voice to any mobile employee application. Conversational Voice makes field operations safer, improves operational effectiveness, and helps companies adhere to and exceed compliance standards.

Over the past 6 months we have been working with Incture and Murphy Oil Corporation to successfully roll out Conversational Voice in their Oil Well field applications built on the SAP Cloud Platform. Conversational Voice for Murphy Oil employees has increased the cadence of data entry, providing management better visibility into day to day operations to make more informed business decisions.

Contact us at <https://alan.app> to learn how you can do the same today.



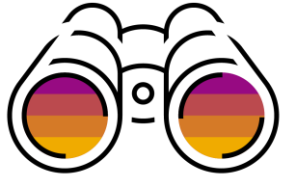


Business Challenges and Objectives

Murphy Oil's mobile employees were not entering information into their mobile applications on a regular basis. This was due to the nature of their work: operating machinery, driving from place to place on the field, and constant focus on safety and compliance. Stopping to use their existing mobile applications interrupted their daily work routine, which caused a decrease in overall technology adoption and data entry. This created a loss in management's operations visibility, resulting in delayed business decisions.

The objective was to make Murphy Oil mobile employees more productive, effective, and safe while on-the-go, with the applications they already had. Requirements included task completion, check-ins, onboarding, and training. Effective application onboarding, training, adoption, and engagement were also objectives.

Alan's Conversational Voice solution gave mobile employees complete utilization of their existing applications just by speaking to them with voice commands, and receiving voice responses, all hands-free. This led to mobile employees being more engaged and effective with their applications, as Conversational Voice improved their experience entering information and logging tasks. This resulted in improved business outcomes and a safer environment for the mobile employees conducting production operations.



Project or Use Case Details

Alan Voice AI Platform provided complete multimodal functionality of the Murphy Oil applications for mobile field employees, leveraging Murphy Oil data from their SAP Cloud Platform Services. Conversational Voice enablement for Murphy Oil applications includes:

- Check-ins when employees start work
- Task management
- Communication to other employees in the field using voice comments
- Onboarding for new employees on proper procedures and protocol
- Training for existing employees on new processes
- All hands-free

The new Conversational Voice experience led to smart allocation of resources, improved safety conditions for mobile personnel, and seamless process flow.

Technologies included were Machine Learning to generate a model that could train on Oil Well operations-specific terms and integrating the Alan Platform with the SAP iOS SDK.



Benefits and Outcomes

Business or Social

Enhanced Operational Performance by 15%

End to end business processes became streamlined as mobile employees were guided through workflows with voice

Optimized operations result in more consistent and improved oil operations

IT

Integration of Alan Voice AI Platform with SAP Cloud Platform iOS SDK to provide complete Conversational Voice experiences

Using Murphy Oil contained in SAP Cloud Services to create Machine Learning models for specific Oil Well terminology for Voice Commands and Responses

Increased application adoption and engagement among employees leading to up to date information and unlocking operational throughput

Human Empowerment

Empowered operations employees while hands-free, reducing interruptions in labor activities

Improved communication between Field Operators and Remote Operating Center staff



Architecture





Deployment

Deployment status LIVE

Date 10/15/2019

Number of users 100

SAP technologies used:

	SAP product	Deployment status (live or proof of concept [POC])	Contribution to Project
1	SAP Cloud Platform	LIVE	Mobile Services on Cloud Platform
2	SAP Cloud Platform SDK for iOS	LIVE	Mobile App built on SAP CP SDK for iOS using Mobile Services
3			

If you have used one of the services or support offerings from SAP Digital Business Services during the implementation or deployment phase, please select with one or more of the following offerings:

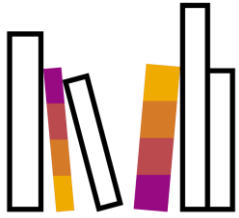
- | | | |
|--|--|--|
| <input type="checkbox"/> SAP MaxAttention™ | <input type="checkbox"/> SAP ActiveAttention™ | <input type="checkbox"/> SAP Advanced Deployment |
| <input type="checkbox"/> SAP Value Assurance | <input type="checkbox"/> SAP Model Company | <input type="checkbox"/> Others: |
| <input type="checkbox"/> SAP Innovation Services | <input type="checkbox"/> SAP Innovative Business Solutions | |



Advanced Technologies

The following **advanced technologies** were part of the project.

	Technology or use case	Yes or No	Contribution to project
1	3D printing	No	
2	Blockchain	No	
3	Internet of Things (IoT)	No	
4	Machine learning or AI	Yes	Individual models created using Murphy Oil's unique terminology and word set in SAP Cloud Platform
5	Conversational AI	Yes	Conversational Voice Commands and Responses for training and workflow completion
6	Robotic process automation	No	
7	Data anonymization	No	
8	Augmented analytics	No	



Additional Information

- [Murphy Oil with Alan Conversational Voice Overview Video](#)
- [Murphy Oil Integrated Operations Platform app with Conversational Voice Video](#)

