

# New Alliances to Develop New Business Models

**Maersk Drilling is committed to improving efficiencies for our customers through strategic partnerships, new business models and innovation. This commitment is part of our strategic ambition: Smarter Drilling for Better Value.**

In November 2017, Maersk Drilling entered into a strategic alliance agreement with Aker BP and Halliburton which aims to combine our collective experience to drive efficiency, reduce waste across the value chain and lower the cost per barrel.

The key principle of the alliance is to collaborate closely on integrated execution of the alliance efforts – efforts which will be based on a one-team approach. A joint team will be co-located in one office to work on improving and optimizing total well costs, ultimately enabling more projects and wells to go ahead.

To support this, Maersk Drilling is developing new business models and new ways of working that are driven by:

- Aligned objectives
- Flexibility and adaptability
- Digital focus for future optimization

#### Creating mutual benefits

The ambition is that the alliance will develop new processes and principles on a continuous basis, creating mutual benefits among the partners that result in:

- Operational flow efficiency (time to oil, well delivery time, continuous improvements)
- Financial efficiency (no tender process, agreed contract forms)
- Safety optimization (aligned HSE procedures, experienced crew)

It can take  
over 60  
suppliers and  
6,000 invoices  
to drill an  
offshore well  
- Aker BP

#### Alliance work streams

- Organisation design
- Cost-estimation process
- Joint work processes
- IT systems consolidation
- Digitalisation

#### Digitalisation to improve drilling efficiency

A key focus of the digitalisation work stream is to develop and implement digital solutions that will improve drilling efficiency and ultimately shorten the lead time from discovery to first oil.

As part of this, augmented reality (AR) goggles are currently being tested on the Maersk Interceptor. When combined with real-time information to do DROP and critical equipment inspections, the AR system can improve safety, efficiency and quality.

#### Find out more

Do you want to know more about how Maersk Drilling challenges the traditional way of drilling by integrating and collaborating with operators and service partners?

Please contact your local Maersk Drilling representative for more information.

## The Alliance Mindset

### Traditional



### Alliance



#### Alliance facts

- Maersk Drilling, Aker BP and Halliburton have entered into a five-year Alliance
- The value drivers of the alliance model are mutual gains and risk sharing
- The alliance is non-exclusive, and is built upon a belief in the mutual alliance benefits
- An incentive scheme is in place between the alliance partners, sharing the identified and proven savings between the three.