

# Digitally Modernize Or Get Left Behind

## DIGITAL MODERNIZATION IS A CRITICAL BUSINESS PRIORITY, YET ADOPTION LAGS



**72%** of downstream oil and gas technology decision-makers agree that digital modernization is a top priority for their business, yet only **56%** have started digitally modernizing.



**53%** agree that their industry has been **slow** to digitally modernize.

**48%** agree that their supply chain partners have been **slow** to digitally modernize.

**41%** don't think their organizations are investing **enough** in digital modernization.

### FAILING TO DIGITALLY MODERNIZE HAS SERIOUS BUSINESS REPERCUSSIONS

**76%**

agree that digitalizing offline processes is crucial to driving operational efficiency.

**66%**

agree that operational inefficiencies from manual, offline tasks and processes cost valuable profit margin.

**67%**

agree that failing to invest in digital modernization is a significant risk to the future of their company.

## DIGITAL MODERNIZATION NEEDS OPERATIONAL INTELLIGENCE TO SUCCEED

**64%**

agree that they need to improve their **operational intelligence** to achieve digital modernization goals.

### The top-four data types decisionmakers want are:

1. Real-time data.

**67%**

2. Market analysis.

**63%**

3. Rack/spot market data.

**56%**

4. Wholesale volume demand data.

**55%**

### Decision-makers expect benefits such as:

**61%**

Improved supply chain communication/collaboration.

**59%**

Reduced/streamlined manual processes and data entry.

**58%**

Increased margin/profit.

**58%**

Increased intelligence from previously unavailable data.

Base: 308 global technology strategy decision-makers at downstream oil and gas companies  
Source: A commissioned study conducted by Forrester Consulting on behalf of DTN, October 2021

