

## Business Strategy & Analysis

Since establishing the Analytical Services division in 2003, Infield Systems has established itself as a leading provider of bespoke consultancy and research reports to clients in the offshore oil and gas and associated marine industries. As part of Infield Systems' 2010 Strategic Review, the Analytical Services division was divided into two separate teams: Business Strategy & Analysis and Transaction Services. These two teams are able to support and respond to client requests with a more focussed approach and are able to develop the business tools specific to their core markets.

The Business Strategy & Analysis team have delivered hundreds of studies covering; new market entry, customer targeting and referencing, new product launches, market size gauging and business plan support. Studies have been undertaken for a wide range of clients, from major exploration and production companies, through to contractors, equipment manufacturers, to national governments and agencies. The core strength of the Business Strategy & Analysis team is its ability to draw on Infield Systems' independently researched databases, market models and information resources, in conjunction with utilising an excellent global network of contacts, to provide the answers to the most difficult questions facing industry executives and professionals.

The Business Strategy & Analysis team services are always bespoke and individually tailored to each client. Some of the more popular offerings are highlighted below, however the team prides itself on having the analytical capacity and skills required to react to even the most demanding of client requirements.

- Market Matching & Market Tracking – "Match & Track"
- Complete Market Intelligence Outsourcing
- Bespoke Services
- Market Entry Strategy
- New Product Launch / Major Investment Decision Support
- Procurement Strategy Advisory
- Ad-Hoc Analysis

### The Team

Infield Systems' Business Strategy and Analysis team provides bespoke services and tools to support senior management through everyday business decisions and times of strategic planning. Infield Systems' Business Strategy & Analysis team champion a research and data led approach to analysis and draw upon their unique understanding of the oil, gas, renewable energy and associated marine industries. The Business Strategy & Analysis team, by combining Infield Systems' proprietary databases and specialist knowledge of the company's core markets, are able to provide thoughtful insights and recommendations to companies and executives.

Infield Systems has worked hard to develop a team of analysts who have both a high level of industry understanding and the skill base required to be able to react flexibly to new challenges and to deliver research into fresh areas. The team comes from a variety of work backgrounds and nationalities and disciplines including economics, business, law, politics, mathematics and the sciences.

### Complete Market Intelligence Outsourcing

Infield Systems is one of very few companies with the combined research and analytical capability to be able to offer a complete market intelligence outsourcing service. This service is designed to mitigate the requirement to subscribe to any other industry press or analytical service, and is entirely tailored to a particular client's needs. The Business Strategy & Analysis team make every effort to put in place a reporting schedule which compliments the client's management meeting scheduling. A typical offering would include the following reporting schedule:

- Weekly Contract Award Update: All major awards across the lifetime of a field, delivered in excel for ease of reference.
- Monthly Market Report: A top-level overview of the market particularly of relevance to the individual client.
- Quarterly Data Delivery: A project-by-project delivery of all data relevant to the client.

## Bespoke Services

Infield Systems' Business Strategy and Analysis team has undertaken a broad range of projects for its clients. The team's key advantage is the ability to combine critical thinking with uninhibited access to primary data. The combination of these two aspects often leads them to draw conclusions and recognise opportunities which were not part of their client's thinking, and to rationalise and present markets in ways which have not been done before.

## Market Entry Strategy

Infield Systems' Business Strategy and Analysis team has been successful in advising a number of companies on potential expansion into new operational areas, both by geography and by product or service. The team typically approach this from a demand and supply perspective, gauging potential demand for the client's products and services, the current competition within the prospective market, and finally, the dynamic relationship between the two. The team also reviews the socio-political climate, and raise any red flags where concerns are perceived. Finally, the team will often utilise their extensive network of industry contacts to provide customer feedback and market opinion.

## New Product Launch / Major Investment Decision Support

With the industry moving into ever deeper, harsher, and more remote waters around the world, established E&P technology is being pushed to the limits of its proven performance threshold. Many companies and leading business executives having noted this trend will have considered options to expand or increase their company's market share in the years ahead. However, often these ideas are not put into practice and large investment decisions associated with R&D or developing new manufacturing facilities are put off. The Business Strategy and Analysis team have helped several companies undertake the qualitative and quantitative research and analysis required to underpin such investment.

Typical services include:

- Demand Analysis: is there a long-term requirement for the product?
- New product market share modelling – does addressable market increase with new product?
- Financial modelling: potential size and timescale for returns on investment?
- Supply Analysis: how does this relate to the competition?
- Customer feedback survey: what performance characteristics does the market want?

## Procurement Strategy Advisory

With much of the technology so important to offshore E&P being long-lead and capital intensive, making informed procurement decisions is critically important. The Business Strategy & Analysis team have developed a number of tools and models to support decision makers within this remit.

- Offshore fabrication supply and demand model
- Offshore engineering supply and demand model
- Construction vessel supply and demand model
- ROV supply and demand model
- Helicopter supply and demand model
- MODU supply and demand model
- Heavy Marine Transport supply and demand model

Gaining an understanding of the relationship between supply and demand in the future can help give visibility over future pricing changes and the potential of supply chain disruption. Whilst the team may use aspects of these models to support other areas of bespoke work, such as market entry strategy, typically the purchasers of this information are the major exploration and production companies.

## Ad-Hoc Analysis

The Business Strategy & Analysis team are flexible enough to support and work with clients in a number of ways. Very often the team is commissioned to boost a client's own in-house analytical capacity during times of business strategy appraisal. The length of these commissions vary greatly in length and in some cases may last as little as one week.

The work may not necessarily be limited to Infield Systems' traditional offshore upstream focus, but may also include other sectors of the energy industry, including downstream, onshore, refining and petrochemicals. Recent projects have required the team to research and present expenditure patterns for major operators from the entire upstream to downstream business segment, whilst the team has also been tasked with producing country business environment assessment reports, which look at different countries' fiscal, legal, and political structures.

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