

RWE Dea

Implement a vault for oil and gas information

Benefits

- Increased document management functionality
- Enhanced performance
- Faster access to drilling reports, geological data, and contracts in the central repository
- Higher degree of user acceptance
- User-friendly design

Business overview

Hamburg-based RWE Dea AG is an international exploration and production company for natural gas and crude oil. The company uses the most modern of drilling and production technologies and benefits from the extensive know-how that it has gathered in the course of its more than 100-year company history. The company also continues to set standards in terms of safety and environmental protection. RWE Dea operates in Germany, Great Britain, Norway, Denmark, and Egypt. It is also a holder of licenses for exploration in Algeria, Libya, Malta, and Poland. In Germany, RWE Dea operates high-volume underground gas storage facilities. In 2007, the company recorded sales of €6.9 billion and posted a profit of €92 million. The company belongs to the RWE Group, one of Europe's largest energy supply companies.

Challenges

At RWE Dea, numerous important documents such as drilling plans, contracts and geological reports on abandoned, currently active, and future fields are drafted every day to support the processes of searching for and recovering raw materials such as oil and gas. In order to secure the reliable storage and central administration of important documents, in 2007 RWE Dea updated its document management system (DMS), built on the EMC® Documentum® content management platform. In addition to a technical upgrade, comprising new functions and enhanced performance, RWE Dea and its project partner EMC introduced a new solution that led to a significantly higher level of employee adoption.

EMC solution

In October 2006, RWE Dea had joined forces with EMC Professional Services and p³ project consulting to make some significant changes to the document management system, including updating the Documentum platform from version 5.2 to version 5.3. RWE Dea's wish list included an array of new functions, a friendlier user interface, enhanced performance, and a boost in the motivation for users to use the new system. This change involved an overhaul of the document management application; Documentum WebTop, in particular, received an extensive updated interface to reflect the general RWE Dea corporate design.

Masterful realization of a complex solution

One crucial task involved transferring the functions of Documentum 5.2 to the new system. In addition to contract management, Bert Köhler, responsible for Information Technology Services at RWE Dea AG, regards folder transmission as an important core function. One is required to forward access rights and a host of specific attributes in a controlled manner to documents stored in the folders. These enable users to make information available in the structures. Then there is the equally valuable file system information that is automatically recorded when the documents are imported. The repository structure itself had already been established by RWE Dea. Here, a decision was made in favor of a thematic/geographic approach that would also support cross-department cooperation instead of an organization-specific structure.



Business profile

RWE Dea AG

A top-performing international exploration and production company for natural gas and crude oil.

Industry

Gas and oil

Geographies

The company operates in Germany, Great Britain, Norway, Denmark, and Egypt and hold licenses for exploration in Algeria, Libya, Malta, and Poland.

Business solution

Document management

EMC products

EMC Documentum content management platform

EMC partners

EMC Professional Services

The workload for users was also lightened by bringing the number of process steps to an absolute minimum. This was achieved by emphasizing software ergonomics, a factor that was always in the foreground when it came to decision making.

“The very best Documentum developers were at work on our project,” says Köhler, expressing his satisfaction with the work of EMC Professional Services and p³. The project team succeeded in getting the employees meaningfully involved in the development process from the very beginning. Users from various departments and hierarchical levels were recruited as representatives of an expert group and consulted about possible new features. In addition, the entire workforce was able to access information on the Intranet and in the company magazine about the progress of the project.

The project team hung up posters in the foyer and various off-duty rooms to call attention to the benefits of the new system on the Monday following the rollout weekend. The introduction was completed with the distribution of handouts and giveaways as well as personal talks over cake and coffee.

According to Köhler, the various campaigns have been a success. “The users approach us with their suggestions. More than 100 employees now work with the DMS on a regular basis. The figure for the earlier version was only 20.” Documentum 5.3 will be introduced at the company’s facility in Oslo, Norway, for 60 to 100 users in the early summer of 2008. Given that the Hamburg solution makes extensive use of standard features, Köhler sees no cause to worry about the version change.

Summary

For RWE Dea, the subject of employee adoption will continue to be a top priority for the IT experts at RWE Dea. “Our task is to promote greater employee awareness of intelligent document organization,” says Köhler. “More than 1,000 RWE Dea employees around the world already have the option of working with Documentum 5.3.”

One planned project includes digitizing physical drilling files and storing them in the Documentum repository, making this information more widely available across the enterprise. These files include information about petroleum and gas reserves that were abandoned decades ago as unprofitable. However, with the help of modern methods of exploration, such fields may now be profitably reactivated.

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Bert Köhler, Information Technology Services

About EMC

EMC Corporation (NYSE: EMC) is the world’s leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC’s products and services can be found at www.EMC.com.



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