

UPSTREAM OIL & GAS

CASE STUDY

Creating a unified lifecycle asset information strategy to improve decision making, enable remote engineering and capture long-term value.

SUMMARY

The client sought to improve asset information quality and accessibility to establish stronger governance across projects and into operations. Previously, the inconsistent application of standards and the lack of metrics limited visibility into asset performance and increased operational risk.

ReVisionz developed a multi-year roadmap that integrated a lifecycle strategy, standards and governance with technology enablement. This included updating AIM standards and master data templates, and developing a digital execution playbook, all of which laid the foundation for automation of CMMS population and progressive project handovers.

The program addressed process safety and cost concerns raised in internal audits by enabling smarter decisions and establishing the basis for measurable cost avoidance. With a projected \$50M in annual value over a 5-year ramp-up, it positioned the organization to expand AIM best practices across additional assets.



Experts guiding your digital journey

6

AIM standards
developed

10+

Sponsors &
decision-makers
aligned across teams

~2M

Tags validated and
consolidated

Project Snapshot

Client Industry: Upstream Oil & Gas

Practice Areas Utilized: Intelligent Data & Insights

Project Duration: Multi-year phased program

Client Success Criteria

- Safer and quicker decision-making through accurate, up-to-date asset information.
- Consistent standards and processes for AIM across projects and operations.
- Cost avoidance and operational efficiency improvements tied to AIM maturity.

Challenges

- Fragmented asset information with no existing KPIs or quality metrics.
- Multiple sponsors/stakeholders with competing priorities/no single point of ownership.
- Risk-averse decision-making culture requiring lengthy approval processes.
- Long foundational phases with no immediate “wins” visible to end users.
- Adoption and change resistance in a tribal operational environment.

Key Results



Established AIM Governance

Introduced standards, processes and charters to formalize AIM as a discipline.



Improved Decision-Making

Accurate, up-to-date information enabled safer operational decisions.



Cost Avoidance & Efficiency Gains

Early groundwork positioned the client for significant cost avoidance through reduced project rework, better maintenance efficiency and improved handovers.



Technology Alignment

Standardized on AVEVA E3D and AIM-A with updated contracts, templates and integration strategies to support future automation and CMMS population.



ReVisionz' Strategy

- Built standards, templates and contracts to align projects and operations with a single AIM strategy.
- Conducted on-site workshops to understand business processes and secure operator and stakeholder buy-in.
- Encouraged stakeholders to prioritize asset lifecycle outcomes over individual or organizational goals.
- Supported change enablement with UAT, adoption strategies, updated RACI charts, R&Rs and mapped critical business processes.

Tools & Tech Used

Octave Facets
AVEVA E3D
AVEVA AIM-A

Takeaways

- Strong implementation and governance of AIM standards to avoid costly rework.
- Adoption and change enablement can make or break large-scale AIM programs.
- Consensus-driven cultures require structured stakeholder engagement for alignment.
- Positioning AIM as its own discipline is essential for long-term value realization and efficient scaling.

Complexity & Innovation

- Large multi-year program that involved most ReVisionz practice areas.
- Positioned AIM as its own discipline requiring sustainment and governance.

Our Role in Digital Transformation

- Acted as a trusted advisor focused exclusively on AIM.
- Guided executive sponsors and stakeholders through strategic decision-making.
- Demonstrated expertise that built trust and enabled rapid alignment with SMEs.

Get in Touch with One of Our Experts Today



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