

Service and Asset Data Is Playing Much More Critical Role In Oil & Gas Companies

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Devonshire Marketing

24 July 2018 – London, UK – Asset and service data are playing a much more critical role in Oil & Gas businesses than previously thought. With digitization, service and asset data holds untapped insights for almost every line of business, according to new global research, “The Rise of Asset and Service Data Gravity”, conducted by Vanson Bourne, commissioned by field service management specialist, ServiceMax from GE Digital.

The move to servitization – also known as outcome-based services – is also fuelling the importance of asset and service data. Eighty four percent of oil & gas organizations believe servitization will make their company more competitive.

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