

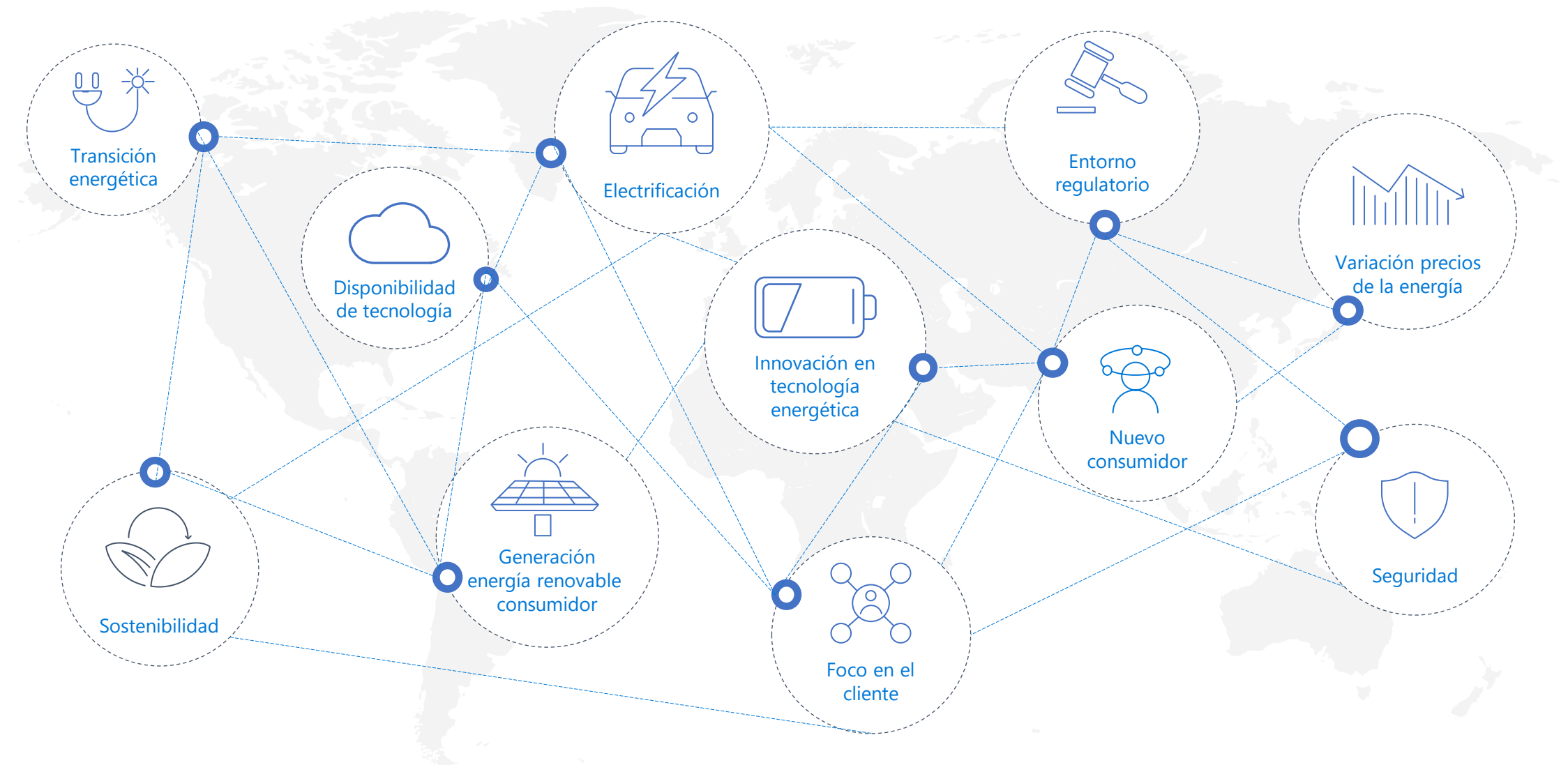
Retos y oportunidades en la transformación digital del sector energético

José Antonio Lozano – Plain Concepts, Country Sales Manager

Emilio Martínez – Microsoft, SMB Lead

9 Marzo 2021

La industria energética está experimentando una transformación fundamental



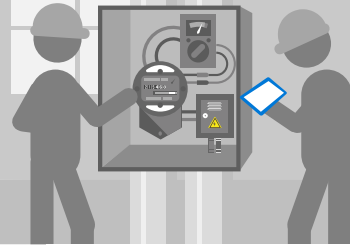
Microsoft como habilitador de los diferentes actores de la Transición Energética a lo largo de la cadena de valor

1

Generación

Generación optimizada

- Mantenimiento predictivo y basado en condiciones
- Gestión del rendimiento de activos y plantas
- Optimización del consumo de combustible y productos químicos
- Centrales eléctricas virtuales

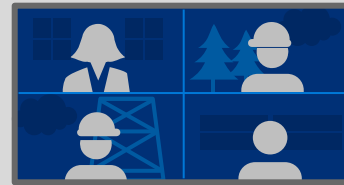
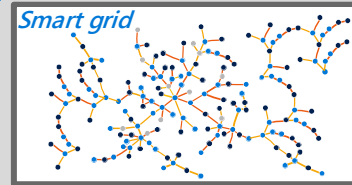
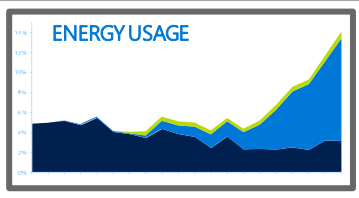
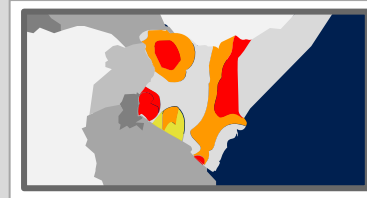


2

Transmisión

Excelencia operativa

- Gestión de activos en tiempo real
- Mantenimiento predictivo y prevención de interrupciones
- Smart Grid



Intelligent remote operations and process automation

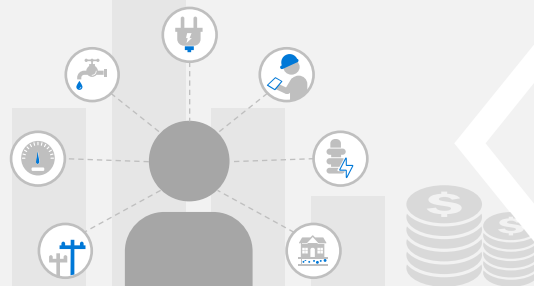


4

Comercialización

Consumo inteligente

- Prosumers digitales
- Análisis de consumo y visibilidad
- Servicio al cliente soportado con IA
- Optimización del *customer journey*
- Predicción de riesgo de pérdida de cliente

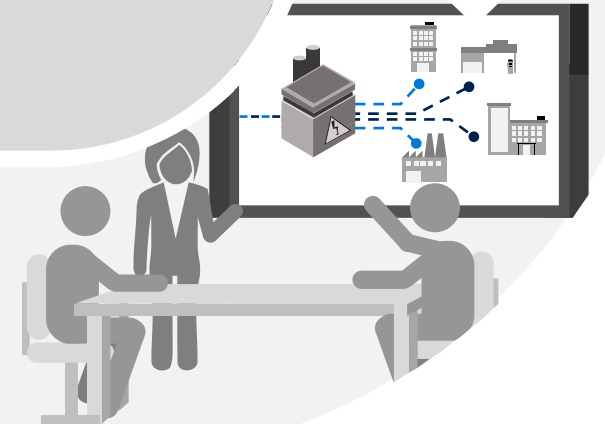


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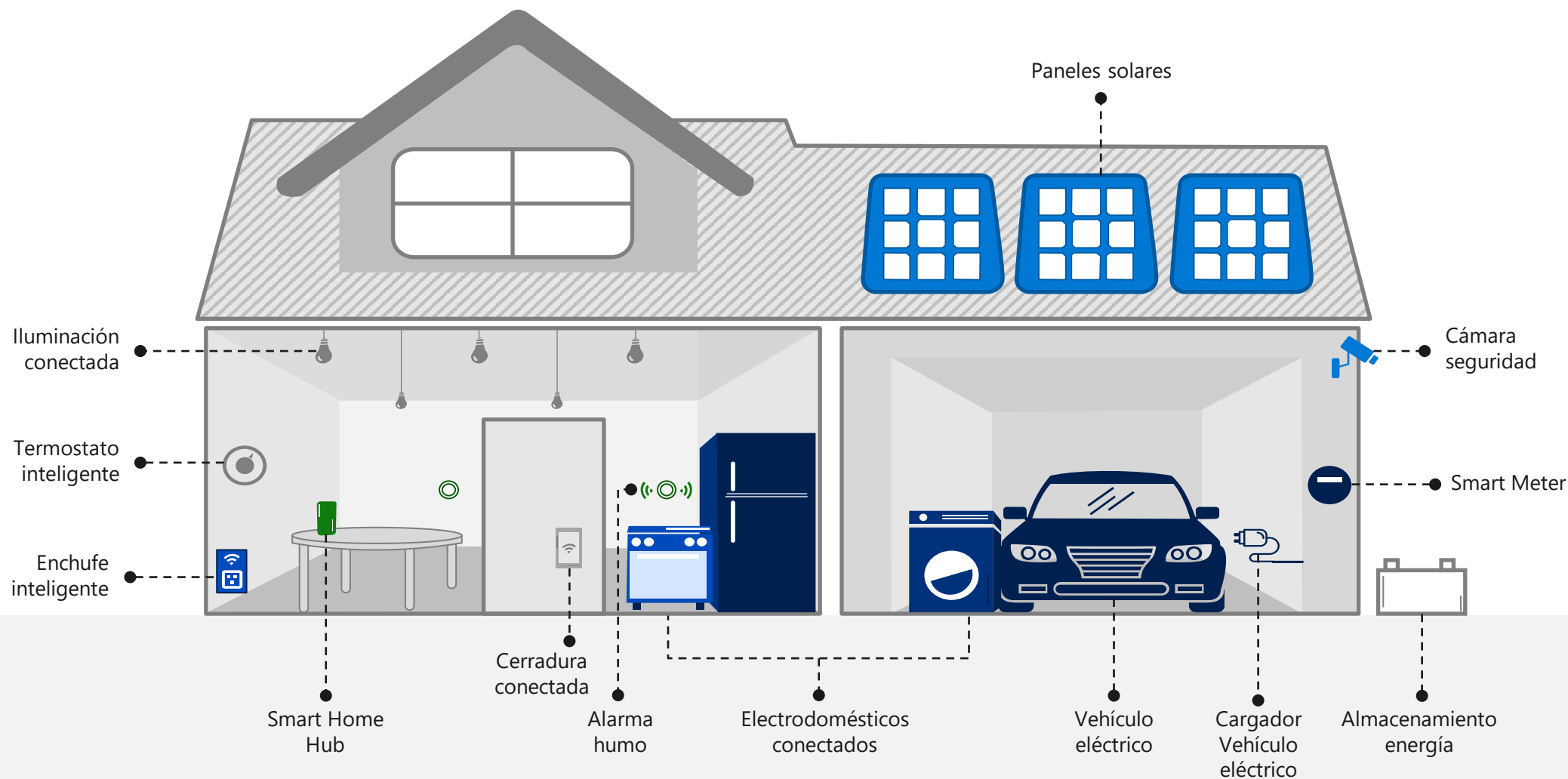
Distribución

Gestión inteligente de la energía

- Smart meter: analítica de datos
- Previsión y optimización basadas en IA
- Teleestión de recursos distribuidos
- Microgrids



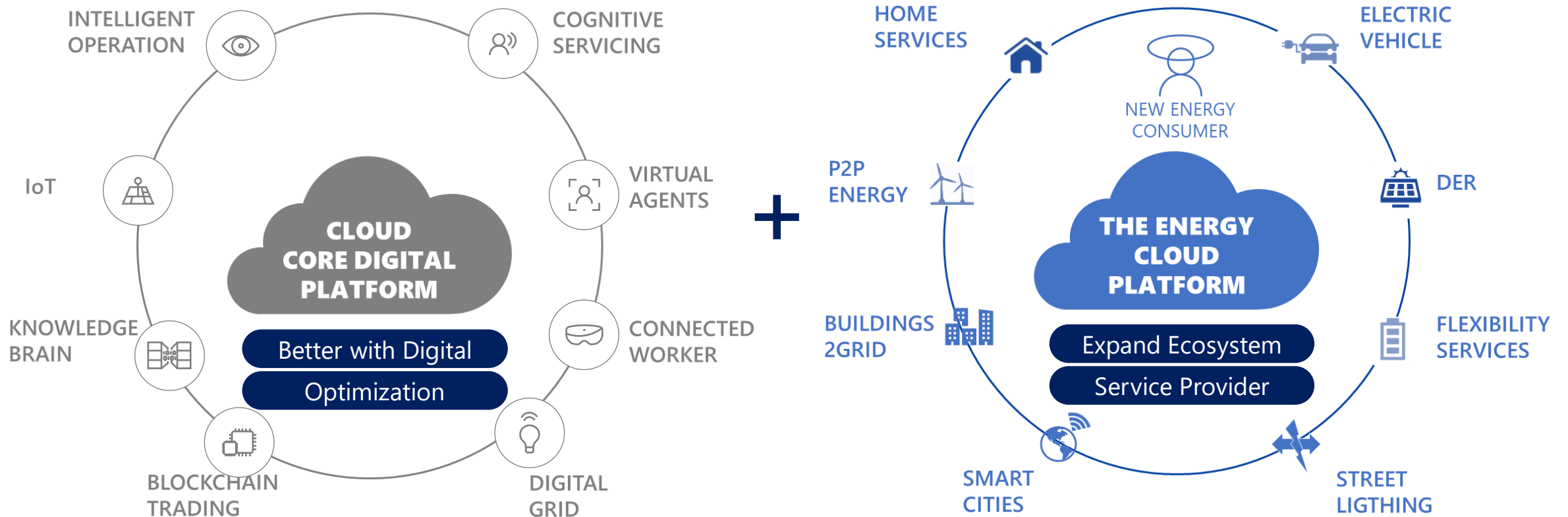
El consumo evoluciona a *Energía as a Service*



...con un nuevo consumidor de energía



La plataforma de Energía en Cloud se integra con las plataformas digitales core



Impulso de Microsoft en el sector energético

Expansión económica digital

COMPANIAS PROTAGONISTAS INNOVACION

Móvil 20 años

Repsol se alía con Microsoft para impulsar su estrategia digital

Repsol recurre al 'big data' para encontrar petróleo



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- Facebook dejará de facturar desde Irlanda los ingresos que genera en España
- Facebook reformula su estructura fiscal

Energy Live News

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They are working together to ensure the technology firm's data centres are powered with 100% renewable energy

THE WALL STREET JOURNAL

Business Tech Markets Opinion Life & Arts Real Estate WSJ Magazine

Chevron Launching Predictive Maintenance to Oil Fields, Refineries

Company aims to have thousands of pieces of equipment sensor-enabled by 2024

By Sara Castellanos
Sep 3, 2018 9:04 pm ET



Deloitte

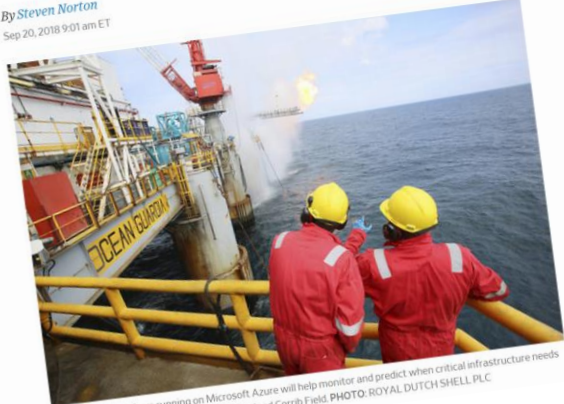
Ørsted chooses Microsoft advanced analytics, AI and the cloud

By Ely Yates-Roberts on 16 January 2019

Shell Announces Plans to Deploy AI Applications at Scale

First applications focus on predictive maintenance for valves, gas production equipment

By Steven Norton
Sep 20, 2018 9:01 am ET



Shells new AI platform running on Microsoft Azure will help monitor and predict when critical infrastructure needs maintenance. Pictured: A well test in Shell Ireland Corrib Field. PHOTO: ROYAL DUTCH SHELL PLC

BP is using Microsoft Azure to reduce time oil drilling and boost productivity

By Ely Yates-Roberts on 19 December 2018



Microsoft recognized as a leader in both Manufacturing and Energy IIoT Platform according to the IDC MarketScape

Strengths Identified

- Strong momentum within the Industrial IIoT sector
- Extensive partnerships with IT and OT companies
- Broad strategy to support edge computing that spans hardware and software

Manufacturing



Source: IDC, 2019

Energy



Source: IDC, 2019

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5 year timeframe. Vendor market share is represented by the size of the circle. Vendor year-over-year growth rate relative to the given market is indicated by a plus, neutral or minus sign inside the vendor name.

SOURCE: "IDC MarketScape: Worldwide Industrial IIoT Platforms in Manufacturing 2019 Vendor Assessment" by Stacy Crook and Reid Pajun, June 2019, IDC #US45116619 and IDC #US45116619



Compromiso de Microsoft con...



SEGURIDAD



PRIVACIDAD y CONTROL



TRANSPARENCIA



COMPLIANCE



FIABILIDAD



Gracias

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