Date: October 2, 2023

Subject: Incyte Energy Solutions: All Data, All the Time

My Esteemed Colleagues,

Though the oil and gas industry is all about energy, it's fueled by data. Everything we do culminates in data collected, earned, and utilized in so many ways. It's easy to conflate abundance with utility, though. The more data we collect, the harder it is to differentiate between data that informs decisions and data that can cripple operations with unnecessary storage and elaborate collection processes.

Learn how the energy sector is using technology to ensure the rising cost of data collection and implementing analytics technologies pays off:

- Using predictive analytics for equipment maintenance, companies can proceed with confidence about the performance health of vital equipment due to machine learning algorithms. The cost of downtime, parts' transportation, and redundant equipment testing will soon be behind us.
- Terabytes of data flow through the energy sector. With investments into cloud computing, companies can free up resources devoted to storage, maintenance, and cost-intensive IT personnel. Cloud computing presents opportunities for efficient storage that doesn't inhibit daily operations or scalability. Even evolving into a hybrid approach of on-premises and cloud computing is progress for data utility.
- Massive datasets represent huge packets of information to be dissected, analyzed, and comprehended to act strategically. Analytics technologies have emerged to handle Big Data and the potential it represents. Hidden in this torrent of data could be undetected patterns to inspire major advancements for efficiency and productivity.

Without data connectivity and security, any business in this industry is operating on borrowed time. Business intelligence tools, analytics, and a structured framework for your data and its uses are pivotal in the success of the oil and gas industry as we potentially absorb more data than we can handle.

The first step is the standardization and verification of your data, ensuring that whatever analytics you deploy are using reliable data to inform your data-backed decisions. Incyte stays current with these developments and all their implications for your software solutions. If you see your deluge of data and recognize it as an opportunity, reach out to discover next steps!

If you'd like to discuss any of these developments in person, or anything else, Incyte's team will be at Oklahoma Oil & Natural Gas Expo 2023. We'll be enjoying some BBQ, talking tech, and unveiling our latest software product!

Thank you for your continued support,

Trey Stout
CEO, Incyte Energy Solutions