

# The Technology Management Network



## Meeting Details

Project: The Technology Management Network - Meeting no. 14  
Meeting type: **Accelerating the uptake of technology, including demonstrating its value**  
Date: Thursday 30 January – Friday 31 January 2003  
Venue: Shell International E&P, Volmerlaan 8, Rijswijk 2280 AB, Netherlands .  
Local contact: Pieter van den Heuvel, Shell, phone: [31] 70 311 3454  
Coordinator: Chris Dudgeon, OTM, phone (mobile): [44] 7810 544495, phone (office): [44] 1483 598000, [chris.dudgeon@otmnet.com](mailto:chris.dudgeon@otmnet.com)  
Hotel: Parkhotel, Molenstraat 53, The Hague, phone: +31 (0) 70 3624371, fax: +31 (0) 70 3614525) , room rate: 103.50 euro/ night (inclusive of breakfast). Please confirm hotel requirements to Chris Dudgeon at OTM.  
Dinner: Tampat Senang (Indonesian restaurant), Laan van Meerdervoort 6, The Hague (transport provided to/from hotel)  
Travel/ Maps: By taxi (use main airport taxi ranks) it is ~40 minutes from Amsterdam airport (Schiphol) to Shell's offices (cost: ~60-80 euro each way). The hotel is a ~25-30 minute taxi ride from Shell's offices (cost: ~25 euro each way). See maps attached.

## Proposed Agenda

<i>Day 1 (Thursday)</i>		
	<i>Coffee</i>	<i>from 10.30</i>
1.	Welcome and introductions	10.40
2.	Framework and objectives for the meeting	10.50
3.	Accelerating the uptake of technology – a contractor perspective	Frank Lange, Manager - Technologies, Heerema 11.00
4.	Round table sharing of case histories/ issues/ problems/ processes and solutions related to accelerating the uptake of technology & how this affects/ is affected by a company's technology strategy	All, ~15-20 minutes each 11.45
	<i>Lunch</i>	<i>12.30</i>
5.	Round table sharing ( <i>continued</i> )	All 13.30
6.	Overview of technology management in Petrobras	Geraldo Ribeiro, Petrobras 15:00
7.	Overview of technology management in Petro-Canada	Andy Price, Petro-Canada 15.30
8.	Overview and tour of Shell R&D facilities/ labs etc	16.00
	<i>Return to hotel</i>	<i>17.00</i>
	<i>Depart hotel for dinner</i>	<i>19.30</i>
<i>Day 2 (Friday)</i>		
	<i>Coffee</i>	<i>from 08.00</i>
9.	Round table sharing ( <i>continued</i> )	08.30
	<i>Coffee</i>	<i>10.30</i>
10.	Discussion and conclusions regarding lessons learnt, best practices and critical success factors	10.45
11.	TMN management issues: update on 2003 programme, membership, etc	12.00
	<i>Meeting ends</i>	<i>12.30</i>



## Accelerating the uptake of technology, including demonstrating its value

As has happened so successfully at recent TMN meetings, it has been agreed that all TMN members will each present about 5-6 overheads/ slides on their company's experiences/ lessons learnt/ best practices relating to the meeting topic, to ensure consistency and clear items for subsequent discussion. It is also proposed that one or two 'case studies' are included within these slides to bring the lessons learnt and best practices to life more effectively.

The topic for this meeting is 'Accelerating the uptake of technology, including demonstrating its value'. Therefore some initial points are set out below which some of you have indicated you would like to discuss, and it would be very helpful if you could all try to cover most - if not all - these points in your slides (as well as any other points you wish to include).

Proposed points are as follows:

- What are the **OBJECTIVES** of your company with regards to accelerating the uptake of technology, and demonstrating its value?
  - What are your key objectives?
  - Do you think this is an important issue? Why? Does technology uptake need to be accelerated?
  - What do you see as the real opportunities?
- What are the **HINDERING FACTORS** that slow down the uptake (or deployment) of technology within your organisation?
  - What do you think could be improved? (e.g. processes, procedures, funding, technical issues, planning, people, software/ IT, external/ industry-wide issues) – be specific!
  - How have you analysed/ measured this?
- What **IMPROVEMENT INITIATIVES** has your company already undertaken – or would like to undertake - to accelerate the uptake of technology?
  - What's been done – and why?
  - How effective are these processes?
  - In a perfect world, what 3 things would you change, that would have the most benefit in your organisation on accelerating the uptake of new technology?
- How does your company **DEMONSTRATE THE VALUE** of technology?
  - Do you use quantitative methods? If so, what are they?
  - Do you use qualitative methods? If so, what are they?
  - How do you use this information? (e.g. in business cases for new technology deployment)
- How does your company **MEASURE THE BENEFITS** of the approach taken?
  - What is your performance measurement system for technology deployment?
  - Is this system useful?
  - Do you carry out cost/ benefit analyses? If so, how?
- What has worked well in accelerating the uptake of new technology – can you give some **EXAMPLES OF SUCCESSFUL STRATEGIES**?
  - Which key strategies have been most successful?
  - Can you give one or two case studies?
  - What critical success factors can you identify?
- What should the **INDUSTRY**, as a whole, be doing to accelerate the uptake of new technology?

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## Maps and Directions for Workshop, 30-31/01/03



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