COGNITION

AI-Driven Precision: Transforming Stakeholder Engagement in the Energy Sector

CASE STUDY

CASE STUDY: AI-Powered Field Twin Solutions Transforming Energy Engagement

COGNITION

CLIENT

Global provider of AI-driven solutions for the energy industry.

PRODUCTS

AI-enabled predictive analytics, digital twin technologies, and process optimization tools.

INDUSTRY

Energy, including oil & gas, renewables, and emerging hydrogen markets.

TARGET GEO

Global - with a focus on North America, Europe, and the Middle East.

CONTEXT

Energy companies face growing demands for operational efficiency and sustainability. However, fragmented decision-making processes hinder technology adoption. The client aimed to address these challenges by targeting key decision-makers across the energy project lifecycle, showcasing how their Field Twin technology aligns with decarbonization and sustainability goals.

BUSINESS OBJECTIVE

The client aimed to expand the adoption of its Field Twin technology by targeting decision-makers across the energy project lifecycle, including exploration, development, and asset decommissioning. The goal was to establish relationships with key stakeholders in exploration, renewable integration, and hydrogen pilot initiatives, ensuring alignment with decarbonization and sustainability targets.

OUTCOMES

Increased Adoption: Field Twin adoption accelerated by 20% in key markets, supported by actionable insights and precise targeting.

Enhanced Pipeline Value: Increased pipeline value by $7 million within 12 months, with a clear trajectory for continued growth in both traditional and renewable energy sectors.

Market Penetration Growth: Achieved a 25% increase in market reach, targeting previously untapped segments in offshore wind and small-scale LNG projects.

Efficiency Gains: Enhanced engagement rates by 30%, with tailored communication strategies resonating strongly with decision-makers across multiple verticals.

Scale: Expanded the solution to over 58 additional firms within 12 months, achieving a 30% increase in market penetration across key regions.

OUR SOLUTION

Strategic Engagement: Conducted Sphere of Influence (SOI) mapping to identify and engage stakeholders, including exploration geologists, hydrogen leads, and sustainability directors, ensuring precision targeting and alignment.

Tailored Demonstrations: Customized demonstrations showcased AI solutions tailored to specific lifecycle phases:

- **Predictive Maintenance:** Presented AI tools for asset managers, highlighting cost savings and increased operational uptime in production phases.
- **Digital Twin Technologies:** Demonstrated applications to renewable energy teams, showcasing capabilities to simulate grid scenarios and optimize energy distribution.
- **Hydrogen Analytics:** Engaged hydrogen project leads with predictive models, emphasizing faster project scalability and enhanced stakeholder buy-in.

Holistic Insights: Developed detailed organizational maps and value chain analyses to demystify complex decision-making structures. This provided the client with actionable intelligence, facilitating clear and confident stakeholder interactions.

Adaptive Feedback Mechanism: A dynamic feedback loop was established, enabling continuous refinement of engagement strategies. This iterative process incorporated real-time client input and market dynamics to maintain relevance and effectiveness.