

Accelerating Transformation in the Age of AI & Data

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A journey with a clear destination

- We aim to achieve a fully modernized digital state, where digital tools, data, people, processes and assets are unified and integrated.
- The challenge? Data, interoperability, over-engineered processes, legacy systems, culture.
- Where do we start? With a vision, strategies and fixing one problem at a time.



One challenge – a day in supply chain

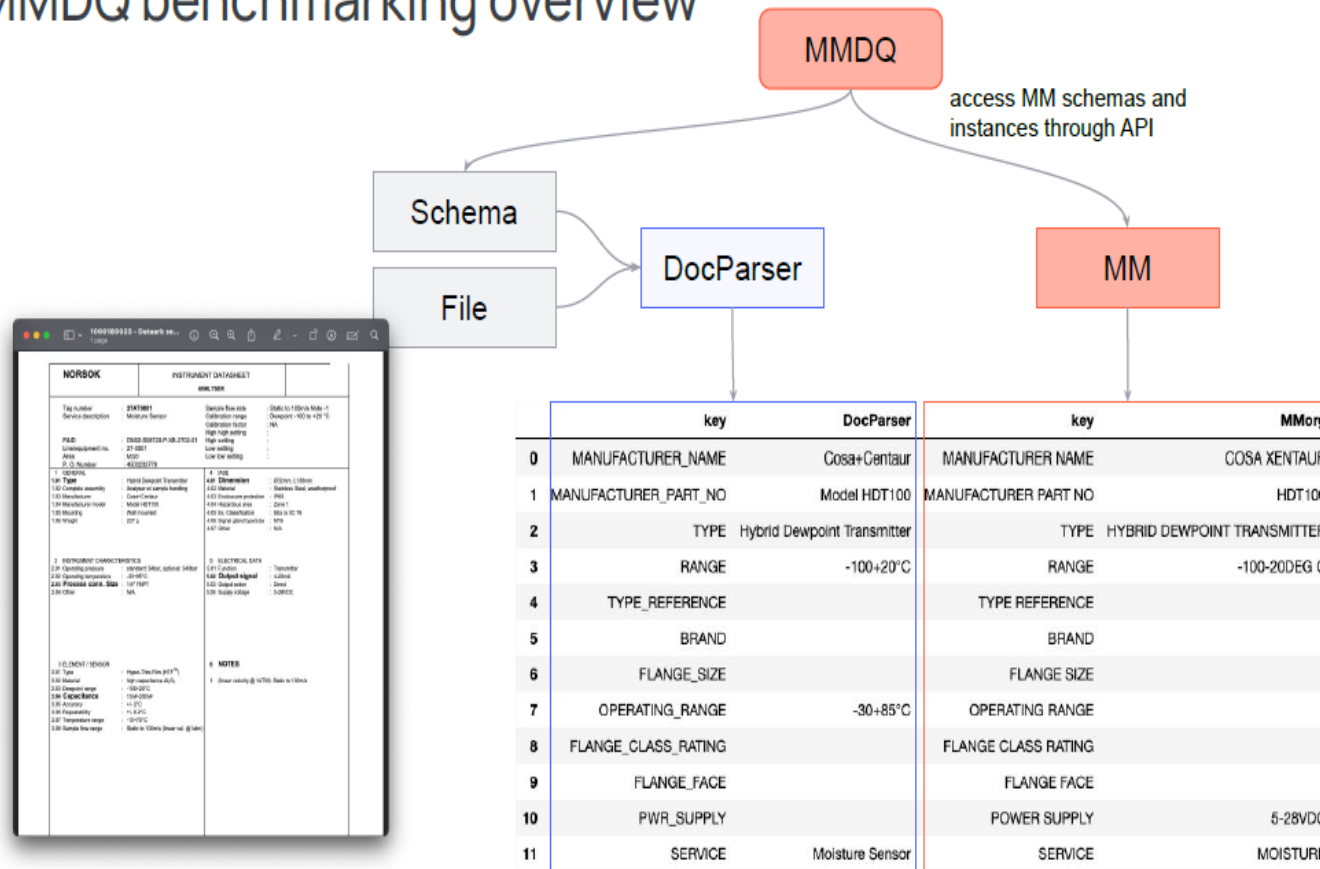
Yggdrasil field development:

- Material Master items need to be registered to be purchased and rented
- Structured data was expected, but could not be sent
 - Data to be received as unstructured data instead = PDFs, images, excel
- Potential consequences:
 - Thousands of hours of material master registration to be performed manually
 - Millions paid in human labor for data input
 - Potential delay of purchasing, fabrication and delivery of items that will delay the platform and its starting date.
 - Delay the platform delivery (worst case scenario)
 - Master data quality: potential increase in the number of master data duplicates (items that are repeated or with very little difference).
- The AI-based solution: Cognite's AI Document Parser



Cognite's DocParser Tool

MMDQ benchmarking overview



- Ca. 97 distinct registered material masters and their PDFs to verify the potential adoption of the tool / AI
- Three measures adopted to verify the results:
 - Processability (how many times the tool runs without failure), - Higher than 90%
 - Completeness (how many fields are populated)
 - ~67% - visible impact of GPT4 (~ 67% w. GPT 4 vs. ~25% w. GPT 3.5)
 - Similarity (how equal to the human-filled results are to the DocParser's results).
 - Lower than baseline (1/3) due to:
 - specificity of field names and attributes (e.g.: dimension as a field vs dimension described in width x height x length)
 - File format deviating from ideal datasheet (key value pairs not clearly identifiable in our type of documents)

The big picture

- Duplicates are a major source of waste in SC (items that are repeated or with very little difference).
- It changes the way humans work: less data-entry and more skilled “mental labor”.
- Data is expensive, but bad data is money down the drain and many missed opportunities
 - We need structured data in machine exchangeable/understandable formats with minimal duplication – context, graphs, automation, simulation
- High (master) data quality: the AI output can be consistent and error-free



The even bigger picture

The transformation journey



Digital transformation is not a one-time project but a continuous journey that evolves with technological advancements and changing business landscapes.

Transformation is a journey with many legs – some are shorter, some are longer. But no leg is lonely – transformation is a team journey.



Success requires a sustained effort, a willingness to embrace change, and a strategy that is flexible enough to adapt to new challenges and opportunities.



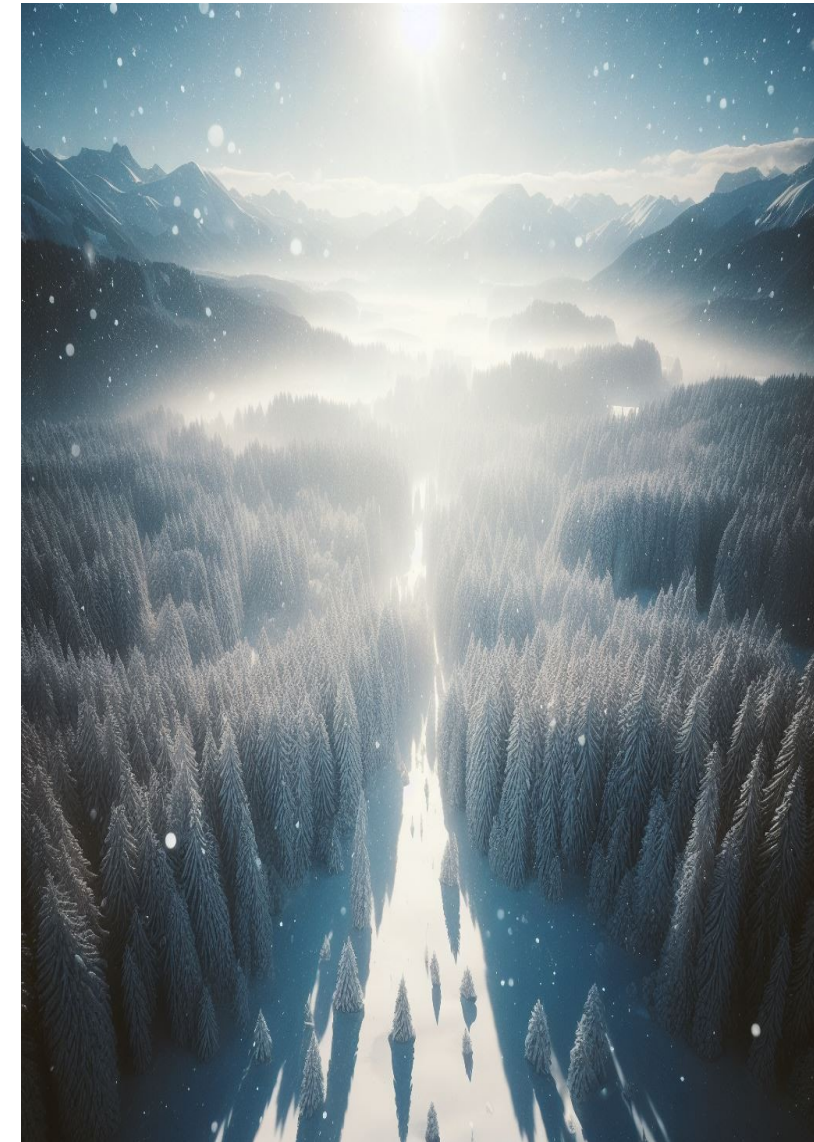
The destination cannot be forgotten – where we are going must dictate the choices we make.

Vision - Strategy – Initiatives – Actionable bits of work that will achieve the strategy and vision



The tools available cannot distract us from the objectives we have and the problems we are trying to solve

Just because we have a hammer, it does not mean everything is a nail.





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