

Shell Strikes Oil with Invention Machine

Shell International Exploration and Production (SIEP) is one of five core businesses of oil giant, Royal Dutch/Shell Group of Companies, most commonly referred to as Shell. With nearly \$180 billion in revenues and more than 100 thousand employees worldwide, Shell garners the bulk of its revenues from its oil products (producing 22 million barrels of oil, daily), but also produces chemicals, transports natural gas, trades electricity and gas, and develops renewable energy sources.

SIEP, with offices in the Netherlands and US headquarters in Houston, Texas, has long embraced innovation in support of exploration initiatives and in managing its oil reserves. Exploration and production is the foundation of the petroleum industry and Shell has been exploring for and producing hydrocarbons for over a century - with E&P initiatives in more than 40 countries across the globe.

To remain competitive, Shell is continually improving upon its product offerings while harnessing performance improvements to reduce exploration costs and improve drilling results.

In 1996, the company further formalized its commitment to innovation with the introduction of GameChanger™, a company initiative developed to encourage innovation. With GameChanger, Shell employees are given license to allocate nearly 30% of Shell International EP's sizeable

R&D budget to "game-changing" ideas submitted by their peers - enabling entrepreneurial employees to contribute new ideas or improve on existing ones.

Since 1999, GameChanger teams have been using Invention Machine products within SIEP's R&D organization.

Invention Machine's Goldfire™ software has helped to promote the innovation culture within SIEP's R&D teams by not only vastly accelerating and focusing the process of invention, but by leading engineers and scientists to innovative solutions that they would not have otherwise considered.

In addition, Goldfire has accelerated strategic decision making for Shell management by providing a capability to quickly understand the competitive and patent landscape.

To-date, Goldfire has been used at Shell International Exploration and Production on projects ranging from improving mooring and drilling systems to technically forecasting the next generation of Shell ultra-deep water drilling technologies.



About Invention Machine

Invention Machine is the leading provider of enterprise Innovation Process software and services to the Global 2000. Invention Machine solutions enable organizations to increase their product pipeline through proven automation and development methods and disciplines, while cutting costs through process efficiencies impacting the entire product lifecycle process.

Serving a broad range of R&D rich industries, Invention Machine has over 1000 clients worldwide including Shell, Northrop Grumman, Delphi, Saipem, NASA, Procter&Gamble, DaimlerChrysler, Honda, Samsung, Boeing, and Roche. Headquartered in Boston, Massachusetts, Invention Machine has development facilities in Minsk, Belarus, and offices in France, Italy, and the United Kingdom. www.invention-machine.com