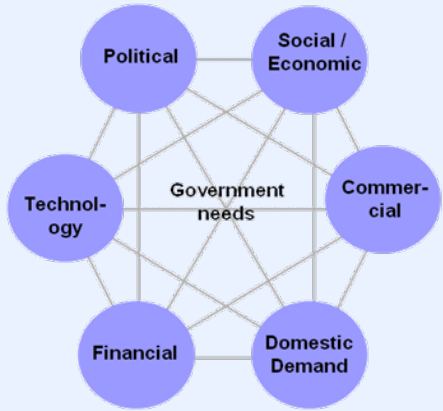


# Strategy Support: Providing Insight Into Approaches to Upstream Development Opportunities

## Frameworks to Identify Country Needs and Understand Stakeholders



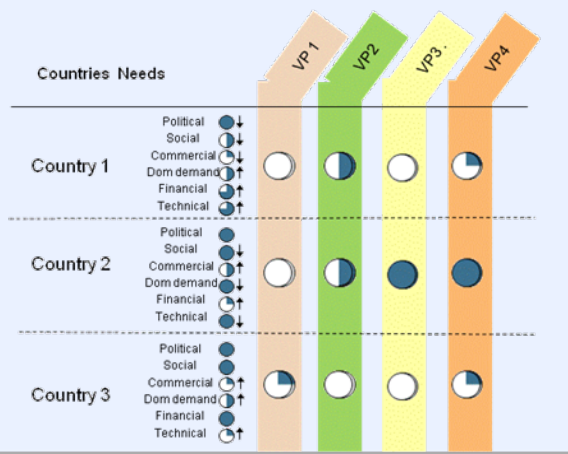
## Challenge

An international oil and gas company wanted new ideas on the critical factors that could open up upstream development opportunities. The focus was on how the client could seek to become a partner of choice in certain major resource holder countries, some of which were not fully open to international assistance.

## Solution

IHS provided a market overview of key resource development trends and developed frameworks to describe and prioritize current and future resource holder government needs. Our consultants outlined approaches to identify stakeholders and their influence in the pursuit of upstream opportunities and framed several generic value proposition approaches that could be applied in major resource holder countries, with case examples. We then applied the frameworks to compare the merits of different value propositions across selected major resource holder countries.

## Ranking Value Proposition Approaches Across Countries



## Results

IHS challenged the client's current view of opportunities in selected countries and led the company to consider vertical integration and other access approaches.