Case Study: Aker BP

Using MDM to deliver trusted data to power AI-driven exploration and production.

Aker BP is an oil and gas exploration and production company operating on the Norwegian continental shelf. It is among Europe's largest independent publicly listed oil producers and operates several field centers, including Valhall, Ula, Edvard Grieg/Ivar Aasen, Alvheim and Skarv, while partnering in the Johan Sverdrup field. The company focuses on energy production, technological innovation and supporting the transition toward more sustainable solutions.

439,000
BARRELS PRODUCED DAILY

95%
PRODUCTION EFFICIENCY

$6.20
BARREL PRODUCTION COST

CHALLENGES:

Modern Exploration Requires Data Precision at Scale

- The Norwegian continental shelf has become increasingly complex, driving the need for faster and more cost-efficient discovery of new oil and gas sources.
- Legacy data management systems lacked governance and automation, limiting the accuracy and usability of critical exploration data.
- Aker BP needed to unify and standardize data to effectively power its growing investments in artificial intelligence (AI).

STRATEGY:

Building a Foundation For AI-Driven Operations

- Launched an enterprise-wide data modernization initiative to create consistent, trusted data products across the business.
- Selected Profisee for master data management (MDM) to support its Microsoft Purview and Microsoft Fabric–based data platform.
- Partnered with Profisee and Avanade EMEA to deploy the solution in under twelve months, producing more than 70 AI-ready data products.

OUTCOMES:

Trusted Data Fueling Smarter, Safer Energy Production

- Enabled governed, self-service access to high-quality data across all roles and skill levels within Aker BP.
- Improved operational performance through predictive maintenance, robotics integration, and optimized resource utilization.
- Identified 70–90 additional data products to extend the impact of Profisee's MDM platform and further accelerate innovation.