

Halliburton Landmark and Dell

A narrative-style video portraying the Halliburton Landmark and Dell partnership for success



Audience & Objectives

Audience

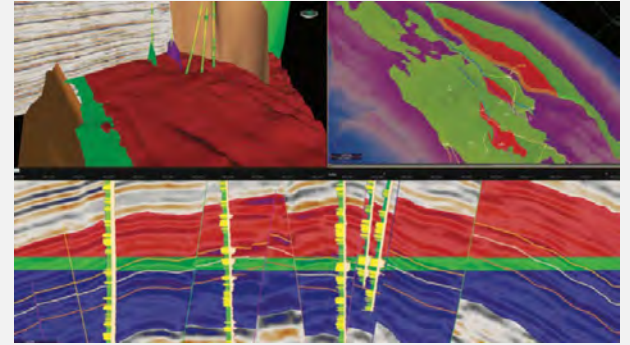
Companies that seek to

1. Leverage best of breed E&P data analytics applications for oil field lifecycle management;
2. Optimize returns on those applications through delivery via a converged private cloud infrastructure and high-performance workstations.

Audiences will see this video via website landing pages, social media, events and marketing presentations.

Objectives

- Drive interest in Landmark E&P applications (ex. DSG) and Landmark Earth and Field Appliances as tools to maximize returns throughout the oil field lifecycle
- Build excitement for Dell Precision workstations and Dell EMC converged infrastructure solutions. Demonstrate the pivotal role that Dell Precision desktop and mobile workstations play in support of Landmark E&P solutions and "workforce transformation"
- Highlight Landmark and Dell's thought leadership in the future of E&P data analytics through immersive AR/VR solutions using mobile workstation and tablet technologies



Story Elements

Format: Interviews plus B-roll

We will base the video on content captured through on-camera interviews with key members of the Landmark team. That content will include the business case for Landmark solutions in maximizing returns throughout the oil field life cycle as well as the benefits of the underlying Dell IT. We will intercut b-roll footage to visually reinforce that content. That footage could include:

- Landmark application screen shots, Earth and Field Appliance hardware shots and general LOB footage from Halliburton Landmark's marketing library
- Shots of the interviewees from Landmark collaborating with team members as well as with the Dell account team
- Footage of the Dell Precision desktop and mobile workstations in use at Landmark and from Dell's marketing library
- "Forward-looking" footage: AR/VR application and hardware footage; Dell Canvas tablet



Video Outline

Opening (0:10)

Over up-tempo music, we see a quick montage of E&P oriented clips sourced from the Halliburton Landmark library intercut with Landmark solutions shots and users on Dell hardware. Through voiceover, we hear quick soundbites from the interviewees setting up the story.

Interviewees Intercut with B-roll (2:20)

- Who is Halliburton Landmark: mission, history, market leading products?
- Why Partner with Dell?
 - Initial business challenge, solution and benefits
 - Collaboration to address other challenges – workforce transformation; performance and efficiency of Dell tower and mobile workstations
 - Working together to address future products and workflows – AR/VR immersive solutions, IoT

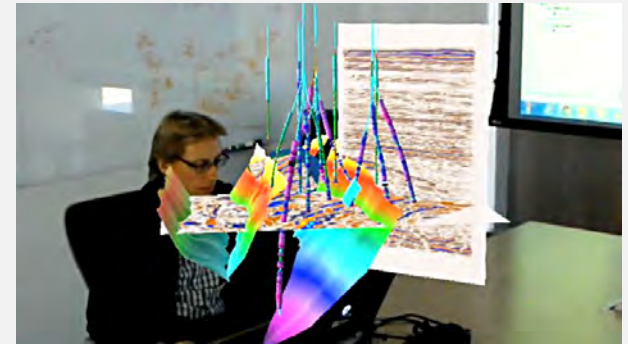
The Close (0:30)

We see a closing montage of E&P video clips as we hear final thoughts on the benefits of the Landmark-Dell partnership.



Sample Interview Prompts

- Please tell us about Halliburton Landmark: history, mission, products, challenges related to delivering data analytics software and services to the E&P industry.
- Please describe your collaboration with Dell? What challenges did you address and how were they solved? What were the benefits to Landmark and its customers? Please share any metrics, if possible.
- As your partnership with Dell has evolved, what other challenges are you addressing? What will be the benefits to Landmark and its customers?
- Can you please describe what Dell solutions you are currently using? Why did you choose each and what benefits have you accrued as a result? These could be performance metrics, application integrations/certifications, etc.
- Where is Landmark growing its business from here? New products and technologies? What challenges might those new products generate for Landmark (and/or its users) with respect to delivering data analytics software and services to the E&P industry?



Production Timeline

March

- Kickoff call with Halliburton Landmark and Dell team
- Identify Landmark interviewees and film date
- Develop interview prompts

April

- Film interviews and B-roll at Landmark
- Begin video editing and approvals

May

- Final editing and approvals
- Delivery



Contacts

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