



# study B

A GLOBAL INTEGRATED ENERGY COMPANY ENGAGING LOCAL STAKEHOLDERS IN POLAND WITH A SOUND CONTENT LOCALISATION PROGRAMME

**Marathon Oil Corporation**  
[www.marathon.com](http://www.marathon.com)



## The Client

Marathon Oil Corporation is an integrated international energy company engaged in exploration and production, oil sands mining, integrated gas, and refining, marketing and transportation. Marathon holds a 100 percent working interest in 11 concessions in Poland, totalling approximately 2.3 million acres. It is the 4th largest US-based integrated oil and gas company, with 2009 revenues of \$53 billion.

## The Issue

To establish and run a successful operation in a new environment – Poland, Marathon needed a reliable, quality-focused document solutions provider with industry-specific expertise and CEE market entry know-how. Marathon recognised the need to place particular emphasis on the quality of localised documentation to ensure that a number of challenges inherent to entering a new market were addressed. In developing a localisation programme, some key concerns included:

- » Local stakeholder engagement
- » Technical documentation
- » Regulatory compliance
- » Data security

## Exen's Approach

Leveraging Exen's deep expertise in the energy industry, an integrated delivery model and rigorous Quality Assurance procedures, we conducted a thorough analysis of the various objectives and requirements, which resulted in the development and implementation of a comprehensive document management programme addressing the key areas, including:

- » Translation and localisation of highly technical content
- » Development and validation of subject-specific glossaries
- » Adaptation of content to particular audiences
- » Management of highly confidential data

## The Outcome

Marathon now has a tailored, CEE-specific document management programme which meets all of its documentation requirements. Through working with Exen, Marathon is able to:

- » shift focus to core operations,
- » maintain the consistency of its strict corporate governance and environmental stewardship principles in a new market,
- » ensure compliance with local regulatory requirements,
- » efficiently and securely manage mission-critical documentation across locations,
- » strengthen its corporate role within the new community,
- » uphold HSE standards and practices when interacting with in-country suppliers and service providers.