

# Surveillance of trends in drivers for fuel consumption for an oil and gas company



## Challenge

An oil and gas company asked Lux to help surveille, meter, and measure weak and strong market drivers to create "signposts" for potential disruption emergence for the company's core market to prepare to respond strategically when necessary.



## Solution

Lux leveraged the expertise of internal subject-matter experts and surveillance methodology to develop specific signposts and associated metrics to effectively monitor and measure trends in fuel consumption to advise the client on whether and when action would be necessary. Lux developed a tracker to help the client better monitor observed trends and prepare for significant threats.



## Value

The client used these reports for presentations to the board to facilitate strategic decision-making.

