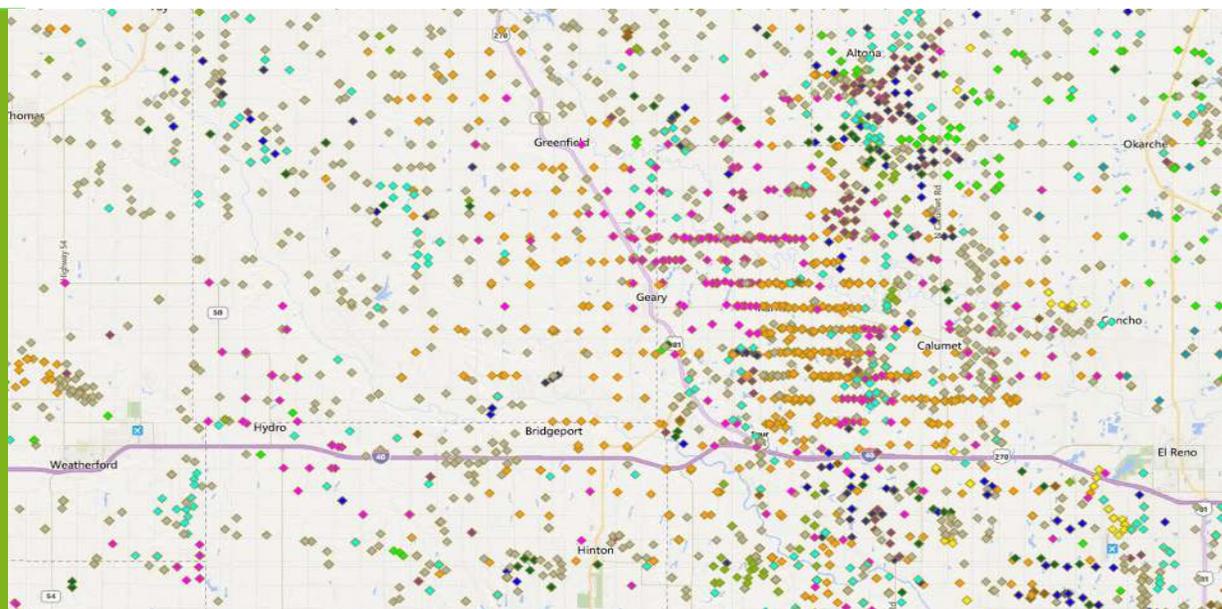


Targeting High Quality Leads for Oilfield Services Companies



OVERVIEW

In today's highly competitive oilfield services (OFS) market, a shotgun approach to acquiring more business is not going to work. To efficiently allocate sales and marketing resources toward E&P companies with the highest demand, OFS providers need a focused and data driven approach that is simple to use and allows them to identify high quality leads.

To learn how to develop a high quality customer target list, we will follow a sales manager at an OFS company who is looking for business opportunities in the STACK (Sooner Trend Anadarko Basin Canadian and Kingfisher Counties). His ultimate goal is to identify the best operators to target for submitting bids for service. His workflow will consist of getting a high level view of the current activity in the area, identifying who the main players are, and determining which operators have the most capacity for future drilling.

CHALLENGE

Identify the best operators to target for submitting bids for service and allocating resources toward the highest yielding customer target group

SOLUTION

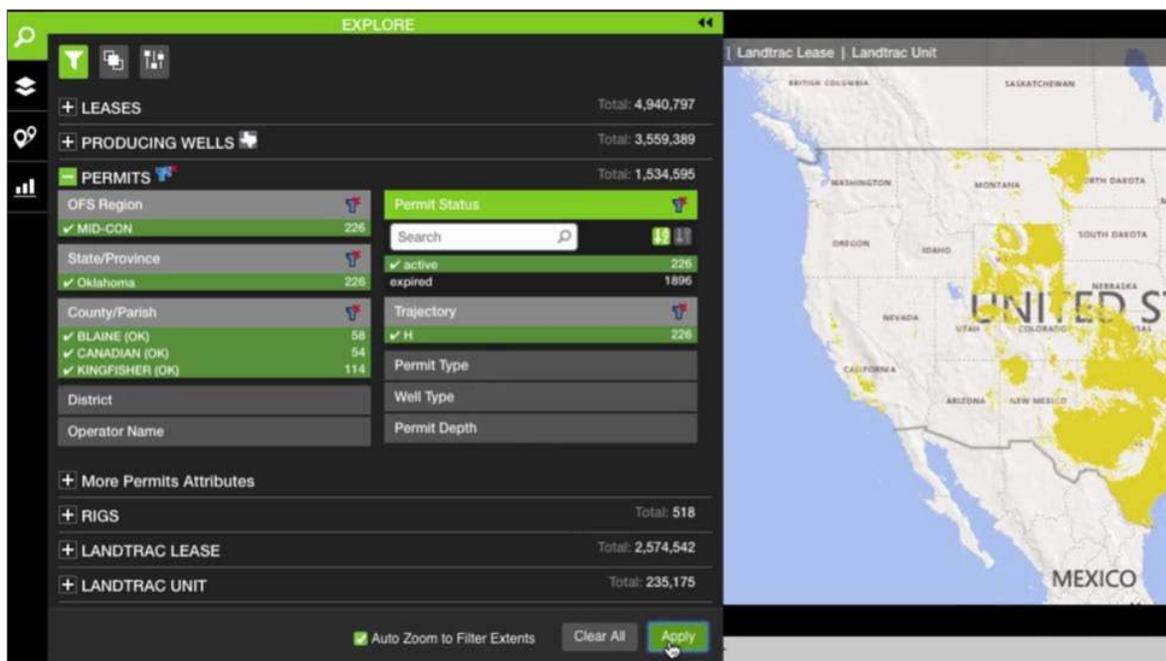
Get a high level view of the current activity in the area, identify who the main players are, and project which operators have the most capacity for future drilling

PRODUCTS USED

Drillinginfo web platform, DI ProdCast, DI Rig Analytics

STEP 1: IDENTIFY THE PLAYERS IN THE AREA OF INTEREST

The manager's first step in identifying his target list is to find out who the main players are in the area. With the Drillinginfo web platform, he begins narrowing his research by county, drilling trajectory, active permit status, and permit expiration date.



With a narrowed dataset, he is ready to stylize the permit points by the top seven operators. The results show Rockpark Energy, Energix Oil, FieldMax, Southton Energy Partners, Perk Energy, Sunnet, and Nowa Resources are the top permit holders in the area. To compare this with their drilling activity, the sales manager turns on the rig layer, where he gets a similar breakdown of the most active players. At this point, he has actionable insights on who the big operators are and a high level understanding of their drilling activity.

STEP 2: UNDERSTAND OPERATOR ECONOMICS

With this high-level understanding, the sales manager jumps into DI ProdCast for a deeper look at each operator's economics. DI ProdCast provides an integrated model incorporating well-level production data, and operators' CAPEX and drilling plans. This allows for the sales Manager to understand the breakeven prices for their specific operators of interest by basin, and tiered well level. Entering assumptions for the price of oil, price of gas, and minimum rate of return expected by operators reveals that 4 of the 7 top permit holders have tier 1 acreage breakeven prices that allow for a rate of return above the minimum. On the other hand, when looking at tier 2 acreage he finds that breakeven prices are too high and all operators are not likely to drill in these areas. The sales manager has now further narrowed down his target prospects and has a deeper understanding of where operators are likely to drill.



STEP 3: PROJECT DRILLING CAPACITY

The sales manager now moves into DI Rig Analytics to find more granular information about the operators' drilling activity and to identify the best business prospects. Within DI Rig Analytics, the sales manager jumps to the Timeline tab to find information that will help him understand how long it takes these operators to drill their wells. He will limit the data to only wells drilled in the past eight months and apply the same county and operator filters that he used in the Drillinginfo web platform. With an understanding of how many wells each operator can drill per month, and the number and expiration of permits they hold, the manager is able to project operator capacity through the end of the year.

He can see Rockpark Energy averages 2.1 wells per month using one rig and has four permits expiring each month until September. Energix Oil has four rigs running and can drill almost seven wells per month. They have just four permits remaining throughout the summer, and 10 more expiring in September. At the pace they are currently working, the sales manager knows there is little chance that Energix Oil's permits will expire. On the other hand, Rockpark Energy, has more permits than they will be able to drill before the permits expire, so the sales manager knows it would not be worth his time to submit bids with them at this time.



CONCLUSION

His findings show that based on future drilling capacity and operator economics some companies will have a greater demand for services. He can now confidently prioritize his resources and efforts toward customers demonstrating the highest demand—increasing his win rate, and saving time and money. After his final analysis, the sales manager selects Nowa Resources, Energix Oil, and FieldMax as his business prospects. Back in the Drillinginfo web platform, he finds contact information for each of these operators allowing him to call and start the sales process immediately.

In a matter of minutes, the sales manager was able to sort through disparate datasets for a comprehensive, granular view of operator activity in his area of interest and select ideal prospects. The ability to find targeted leads quickly means the sales manager knows exactly where to focus his attention. Eliminating wasted time pursuing weak leads allows the sales manager to make time for personal touches throughout the sales process that his customers will appreciate and reward.



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COMPETITIVE

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