

# RAPIDLY SUCCEED IN NEW OILFIELD SERVICES MARKETS

How Drillinginfo helped Superior Drilling Products up their win rates and expand across North America and the world.



**Case Study**

# Oilfield Services Companies Need a Data Edge When Entering New Markets.



## Customer Challenge

For many oilfield services (OFS) companies, entering and succeeding in new markets is difficult. The OFS industry is characterized by many specialized players who often compete in regional markets dominated by personal relationships. Branching into new markets and developing new products requires data that isn't always readily available.

This is the challenge Superior Drilling Products Inc. (SDPI) was facing in 2016. The Utah-based downhole drilling equipment manufacturer was a major player in the Rocky Mountain region and had recently gone public in 2014. However, it had its sights set beyond the American West. To successfully approach a larger potential customer base, SDPI would need a major market entrance and product development strategy backed by reliable data.

Prior to using Drillinginfo, SDPI relied on simple rig data provided by RigData and other providers to make business decisions. Unfortunately, the information these providers offered was sparse and cumbersome to use. The only actionable insight provided was rig count and locations. SDPI knew it needed more robust market intelligence to successfully meet its aggressive goals. To tackle this challenge, the company subscribed to Drillinginfo and tasked consultant Chuck Matula with analyzing its opportunities and commercialization strategy.

Learn more at [drillinginfo.com](https://drillinginfo.com)



## Customer Solution

By subscribing to Drillinginfo, SDPI had access to an unprecedented amount of analysis. Now, the company could accurately size the market and the current and potential demand for its products. Chuck built models that incorporated not only rig count and location, but the number and types of wells being drilled; well performance; and rigs segmented by class, drill depth, trajectory, location, and operator.

Since incorporating DI data into its market models, SDPI has made adjustments to its existing products and product roadmap to better meet customer needs. This strategic approach to product development has led to a higher win-rate for the company.

In addition to increased revenue, SDPI was able to identify opportunities available not only across North America, but overseas as well. In 2017, the company closed a major deal to distribute its products in the Middle East and is rapidly making an impact in that market. With Drillinginfo data and analytics, SDPI has grown its market share, upped its win rates, and moved into entirely new markets all within a year.

“The richness of Drillinginfo’s data allows us to understand the market more holistically. Prior to DI, SDPI was relying on their deep knowledge of the Rocky Mountain region, where they were a major player. But approaching new markets requires data and analytics that we’ve only found through Drillinginfo.

– **Chuck Matula, Superior Drilling Products Consultant**



## About Superior Drilling Products Inc.

Superior Drilling Products is a cutting-edge remanufacturer of PDC drill bits and a designer and manufacturer of new drill bit and horizontal drill string enhancement tools for the oil, natural gas, and mining services industry.

By monitoring the market, Drillinginfo continuously delivers innovative energy solutions that enable our customers to sustain a competitive advantage in any environment. Drillinginfo customers constantly perform above their competitors because they are more efficient and more proactive than the competition.

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