

FIND THE RIGHT CUSTOMERS IN LESS TIME

How One OFS Company uses Drillinginfo OFS Well
Production Data to Stay Ahead



Case Study

Success at a Glance



The Challenges

- Western Falcon looked to grow awareness of the company's product, expand market share in the U.S., and increase sales.
- Sales operations needed a way to find the right leads and their locations.



The Solution

OFS Premier by Drillinginfo provides business intelligence that provides accurate information on leases, rigs, wells, permits, production, and more. OFS companies use the platform to optimize their sales engine and stay ahead of the competition.



Results

- Current information on active well locations allows sales operations to focus on active wells for further analysis.
- Sales operations can use well production levels to discover sites that are likely pumpjack wells.

Customer Challenges

Western Falcon, an oilfield services company that provides protective liners inside the tubing that protects pumpjack rods, looked to expand its presence nationally. They expanded their salesforce but looked for ways to find the right leads for their sales team to pursue. The company's protective liners are used specifically on pumpjack wells. With so many different well types operating across the country, Western Falcon knew it needed a way to filter out other well types and pinpoint pumpjack well locations so its sales team would know exactly where they need to be.

Customer Solution

OFS Premier by Drillinginfo provides current business intelligence on leases, rigs, permits, wells, and more. OFS companies use the platform to optimize their sales engine and stay ahead of the competition three ways:

- Generate custom areas of interest to find the most actionable activity
- Access comprehensive data on completions, fracturing treatment, and well design to determine which operators to target
- Set customized notifications to stay informed on the latest activity with less effort.

The Results

Western Falcon uses OFS Premier to analyze current well location information and see which wells are plugged, abandoned, and active. This provides an accurate picture of where production is occurring. Pumpjack wells produce a specific range of oil per day, so Western Falcon's sales operations team analyzes OFS Premier production level data for each active site to pinpoint which wells are likely to be pumpjack wells. This information provides the best leads for field sales reps to pursue. Now account managers receive the most current leads, accurate GPS driving instructions to get them right to the well, and the reps have more relevant discussions with potential customers about Western Falcon's product.

Drillinginfo delivers business-critical insights to the energy, power, and commodities markets. Its state-of-the-art SaaS platform offers sophisticated technology, powerful analytics, and industry-leading data. Drillinginfo's solutions deliver value across upstream, midstream and downstream markets, empowering exploration and production (E&P), oilfield services, midstream, utilities, trading and risk, and capital markets companies to be more collaborative, efficient, and competitive. Drillinginfo delivers actionable intelligence over mobile, web, and desktop to analyze and reduce risk, conduct competitive benchmarking, and uncover market insights. Drillinginfo serves over 5,000 companies globally from its Austin, Texas, headquarters and has more than 1,000 employees. For more information visit drillinginfo.com.

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