# FIVE REASONS TO DIGITIZE YOUR OIL & GAS CREWS

EXECUTIVE BRIEF

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# The oil and gas market will always be subject to cyclical pressures, but the industry's move to digital processes is changing project economics in ways that will make O&G companies less vulnerable.

Most efforts over the past decade have used digital technologies to lower project cost by improving the performance and reliability of operations equipment. Less attention has been focused on digitizing O&G field crews — even though people are involved in most process inefficiencies and delays and digitizing their work is critical to achieving Industry 4.0.

Giving O&G crews the digital tools to raise their performance is an overlooked opportunity of potentially immense proportions. You can generate incremental ROI with every job you digitize. Multiply that by all the complex nested jobs within your operations — and stretching across O&G value chains.
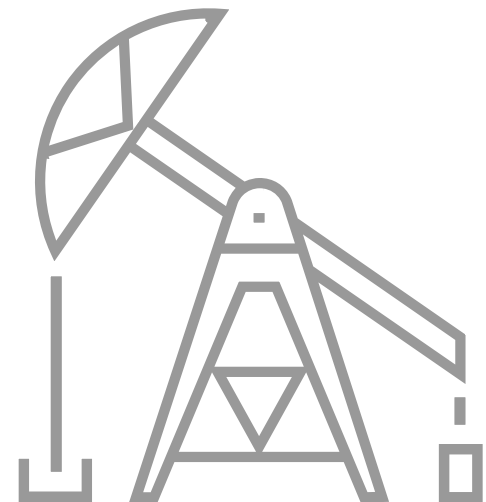
And it isn't that hard to start raking in the ROI. Digitizing O&G crews is "low-hanging fruit" because you can get up and running to a platform for connected industrial workers that provides mobile collaboration and workflow relatively quickly. Implementations generally take just weeks. ROI from cost and time savings flows in quickly and rises with each new operational area and job type you address.

These savings can be used to fuel further digital transformation on the road to fully automated operations. In the meantime, as long as people are critical to processes, easy-to-use mobile platforms enable new workers to get up to speed faster in the field. An extra benefit, for "the great crew change" — digital & mobile platforms respond to the preference of younger workers for learning via photos, video, audio and quick feedback.

## 32%
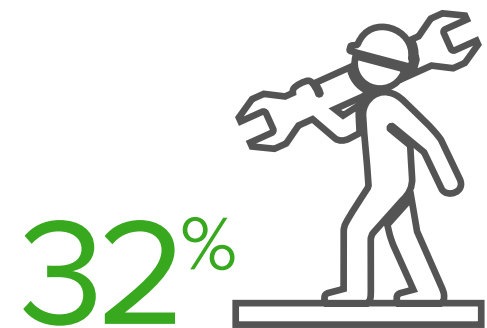
Industry estimates indicate that nonproductive time accounts for up to 32 percent of deepwater drilling costs

Let's look at five specific ways digitizing your O&G crews delivers competitive advantage:

1. Reduce NPT by big double digits

2. Collaborate to solve problems in real time

3. Enable remote inspections and expert consultations

4. Close the headquarters-to-field gap

5. Track and capture data from every step of every job

# 1

## REDUCE NPT BY BIG DOUBLE DIGITS

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Reducing nonproductive time (NPT) is at the top of the digital hit list of most O&G companies. But it won't be accomplished through technologies like sensor networks, robotics and data-guided drills alone. Way back in 2010, "Rig NPT: The Ugly Truth," an article in Drilling Contractor, pointed out that with the new generation of sophisticated equipment, there's more need, not less, to help work crews do jobs right. In the years since, equipment has continued to grow more complex, and O&G crews… well, most are still working with manual, largely paper-based work procedures.

Mobile work process platforms with native app clients reduce NPT by improving procedural adherence. These native apps guide crews through the latest versions of structured work procedures step by step — with how-to diagrams, pictures and videos embedded into the process and instantly available when needed. They enforce correct and consistent work by requiring specific inputs (such as a temperature reading or scanned barcode) before proceeding to the next step. One of our customers, a global chemical distribution company, reduced NPT by 80% while dropping its error rate by 90%.

# 2

## COLLABORATE TO SOLVE PROBLEMS IN REAL TIME

# Collaborate to solve problems in real time

When equipment malfunctions or a reading strays out of range, production often stops as field teams await instructions from off-site managers or the arrival of a maintenance crew. Maybe you run into an unforeseen situation that requires a process variance which has to be worked out with your supplier and approved by your customer. A three-way resolution like that can throw a stick into your production gears for weeks.

Digitizing work processes shrinks these delays. O&G crews can use their mobile devices to immediately post photos, video, audio or machine readings to a shared real-time work log, with an alert pinging managers or maintenance teams.

All stakeholders can come together for a real-time multi-party chat to resolve issues on the spot.

Any procedure changes can be input immediately (by users with appropriate permissions), with the update automatically appearing in all subsequent jobs that include the procedure.

# 3

**ENABLE REMOTE INSPECTIONS
AND EXPERT CONSULTATIONS**

# Enable remote inspections and expert consultations

This ability to tightly link structured work processes with unstructured multimedia communications also allows third-party inspections to be handled remotely. For one of our customers, an equipment supplier, remote inspections are reducing delays by hours and sometimes days while reducing costs for their oil field customers.

The customer tells us digital work process tools help inspectors, as well as experts who may need to be consulted about a particular piece of advanced equipment, work more efficiently. They no longer arrive on site without context for what they they're seeing. With access to the shared job log, they're now able to view the entire process leading up to the current point.

Increasing visibility into field work processes also has larger strategic implications for this supplier's business. The company believes it's the way to build trust in long-term customer relationships and advance its reputation as an industry leader in transparency and quality.

# 4

## CLOSE THE HEADQUARTERS-TO-FIELD GAP

# Close the headquarters-to-field gap

More transparency can also help people at "headquarters" — including job planners, operations managers and even senior execs — be more effective. For example, digital work process platforms provide role-based access to real-time job completion dashboards. Leaders can spot check actual work and see patterns worth investigating. Alerts ensure situations requiring their attention — like violations of contractual SLAs — aren't missed.

At the same time, this technology clears the path for field crews to provide feedback on current work procedures and ways to improve. They can send their ideas with photos and video of what's actually happening during the process, then chat about it with procedure authors and other stakeholders. Projects can be initiated, with progress tracked and visible to all participants and company leadership.

# 5

## TRACK AND CAPTURE DATA
## FROM EVERY STEP OF EVERY JOB

# Track and capture data from every step of every job

Digitizing field crews means that all work is recorded as it is done: what happened, when, how long it took and who did it. The advantages include evidence of work quality and a closed-loop data stream crucial to achieving Industry 4.0 continuous improvement. For example, a distribution facility using the Parsable platform increased its reception capacity by 25% and dispatch capacity by 11% with no misloads. When a customer claimed they'd received the wrong product, it took the distributor only a few seconds to generate evidence showing it had in fact filled the order correctly.

The other big advantage is capturing data for work process analysis. Comparing how long jobs take across crews and locations can help you reward top performers, pinpoint what they're doing differently and guide other crews to emulate their success. You can use these insights to raise performance across your operations and to understand — as you reduce NPT and production inefficiencies — how long work should actually take in this new digital era.
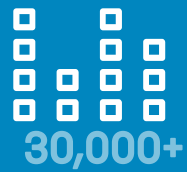
To explore ROI from digitizing your O&G crews, contact us at www.parsable.com/contact or call 1-888-681-2119.

# SELECTED PARSABLE CUSTOMER RESULTS

85% Paperless

30,000+

30,000+ New Workforce Data points to Analyze Daily

56% reduction in the size of procedures

50% Decrease in Start-up, Shutdown, and Changeover Times

OEE

4% increase in OEE

# About Parsable

Parsable helps the world's largest industrial firms get jobs done right—every time. Most companies know that adhering to Standard Work processes produces the best results, but have trouble getting their teams to follow these processes resulting in lost productivity and poor quality. Parsable provides an Industry 4.0 Connected Worker platform so employees can collaborate together in paperless, mobile, and digital business pro cesses. Teams know what work they need to do, and how and when they need to do it right on their mobile devices. Each step and action is measured and employees can raise issues and provide feedback so that every process is quickly analyzed and improved.

For more information on how Parsable can help you transform your operations into a real-time, digital, Industry 4.0 company, please call us at 1-888-681-2119 or by contacting us via www.parsable.com/contact.

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