

# OILFIELD SERVICES: GETTING TO NEW OPPORTUNITIES FIRST

INTERVIEW WITH DREW NIXON, PRODUCT MANAGER OF OILFIELD SERVICES PRODUCTS AT DRILLINGINFO, ON THE IMPORTANCE OF GETTING TO NEW RIGS AND OPPORTUNITIES BEFORE COMPETITORS.

- **Q: You talk to oilfield services companies all the time – why does getting to rigs and opportunities first matter?**
  - A: Oilfield services have typically been the “good ol’ boy” industry, but that is changing in this dynamic market. Margins are razor-thin and operators’ bottom lines are driving business. Operators are demanding lower costs and the need to get the most out of their services, and if you don’t have the relationship then you have to be the cheapest, best, or first, if not all of the above. Companies that are first are usually more proactive, know the segments that they are best for suited for, and have business plans in place, which increases their chances of winning bids.
  
- **Q: On the topic of being first, you recommend monitoring specific segments to focus on those opportunities that most fit the business – can you explain and give some examples of those segments?**
  - A: Correct, being first is also about being targeted in your approach. To be first you have to filter out all of the noise and focus on the high-probability opportunities that fit your business. This means knowing more about the operator’s needs and connecting them to your services. Proactive companies are looking at the key metrics that fit their business, such as:
    - Horizontal vs. vertical drilling
    - Depth and well design
    - Operator’s drilling history
    - Their permitting
    - Trends leasing to get ahead
  
- **Q: So how do you go about being first?**
  - A: To be first you have to be proactive and not reactive. Scouting, relationships, and word of mouth aren’t enough these days. Companies have to know their competition, the trends, and how the industry is shifting. To do that you need a vendor that provides accurate data and analytics to get sales teams out ahead of the competition with a plan that can break the relationship mold when needed. Providers should be able to deliver alerts and details about the focused segments we mentioned in order to increase their close rate. I think Drillinginfo is building the best solution on the market to address the intelligence needs of today’s OFS companies. It is a decision they need to make for themselves, but having no data is a real disadvantage and one that can be costly in the long run.

- **Q: If you were giving one piece of advice to other OFS companies on the topic, what would it be?**
  - A: It would be to embrace change and become proactive, versus the old reactive way. In general they need to do more with less by becoming data and analytics oriented. Getting more data-oriented to do more with less in general. It's clear to me that oilfield services are going through some of the same transitions we've seen in other verticals toward a more data-centered workflow. I sit in front of companies that are all over every opportunity measuring their success rate, monitoring competitors, and defending market share in their service areas. They are using data and comparative statistics to build modern, professional pitches and winning business from entrenched competitors. Those companies are best postured to weather the downturn and be positioned for growth as the market comes back.



PROACTIVE



EFFICIENT



COMPETITIVE

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

By monitoring the market, Drillinginfo continuously delivers innovative oil & gas 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.