expressworks

Engineering Efficiency
Leading the Global Rollout of a Desktop Engineering Solution

For the energy industry, the promise of the digital oilfield is realized not only at the well, but in the office. Increasingly, petroleum engineers use advanced software to design new tools, simulate situations and test techniques, all toward the goals of extracting oil and gas more efficiently and cost effectively.

When a major energy company sought to adopt a new desktop engineering solution across their reservoir management organization, they called on Expressworks to lead the implementation.

Disjointed data

The client's globally dispersed teams lacked any standardized desktop engineering resource, a disparity that led to inconsistent performance and disconnects in information management. Our client knew that a common desktop engineering solution, if widely adopted, had the potential to alleviate some serious bottlenecks and take performance to new heights. A standard, inter-connected system would help engineers quickly access, visualize and analyze the important data they needed to optimize well performance. And with less time required to compile data for routine engineering reviews, they could spend more time on higher-value work.

But touting the benefits of a new system is rarely enough to get people to actually use it. The client's engineering teams had their own preferred methods, and were used to working with regional autonomy. Convincing stakeholders to change their ways would require a well organized, cross-functional implementation plan.

One step back, two steps forward

Expressworks began with a thorough discovery phase to understand the pain points of reservoir management employees and how the new desktop engineering solution might help. We also wanted to know what challenges they might face in integrating the software into their existing workflow. With a complete picture of the obstacles and opportunities, we developed the change management program in a multi-release approach. Phased rollouts to particular user groups allowed the implementation team to address the groups with the most critical needs first, while also using initial results and feedback to fine-tune the rollout process for subsequent groups.

As with most change programs, we supported the implementation with clear, targeted communications to build awareness, as well as in-depth training materials to a foster a deeper grasp of the solution's capabilities. While there's a learning curve associated with any new system, the basic message of the common desktop solution setting in: that when teams can collaborate across borders and build on shared insight, innovation wins.

REAL CHANGE
ACHIEVED

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