

Got Assets? Hitachi Consulting's Rig Profitability Analysis Tracks Profitability Holistically

MICROSOFT

Hitachi Consulting creates solutions for upstream and oilfield services firms utilizing business intelligence technologies to allow holistic insights and detailed lifecycle metrics. Learn how Hitachi Consulting is helping energy clients today with a holistic approach to profitability management

The need to accurately analyze profit has increased in significance as oil prices have retracted from historical highs. This industry trend is forcing organizations to determine true operating margins when executing on complex contracts. The upstream and oilfield services industries is asset intensive and historically profit is tracked at the asset and departmental level. As organizations embark on increasingly complex drilling projects, rigs go through the typical lifecycle of engineer, procure, build, mobilize, drill, maintain and overhaul. Further, each rig could be involved in multiple contracts serving various customers. As a result, it is necessary

to capture costs associated throughout the asset/rig lifecycle in conjunction with contracts and projects to track profits comprehensively.

Hitachi Consulting has created a solution and set of reports that utilizes Microsoft business intelligence technologies that will quickly highlight metrics across the full lifecycle of an asset, including:

- Build and Buy (labor cost, material, cost, mobilization cost, etc.)
- Operate (flow rate, failure rates/downtime, etc.)
- Maintain (machine time, labor rates, etc.)

This holistic view allows businesses to ask and answer interesting questions such as, does using a specific higher cost contractor in the build process result in lower maintenance costs and ultimately higher profitability for an asset?

Hitachi Consulting's Microsoft practice has drawn upon its experience of partnering with and advising leading upstream and oilfield services firms to develop a solution that creates structures and reports to provide organizations more visibility and an enhanced ability to track profitability holistically rather than by individual departments or assets.

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