



Rethinking the Field Service Paradigm

A Case Study on Boutique Software Firm's Service to Billion Dollar Energy Company

It's a flawed business philosophy, one unfortunately quite common, to equate bigger with better.

That was the takeaway for a multi-billion dollar per year U.S. oilfield company in 2009, when it selected a vendor to troubleshoot problems bogging operations.

The company, regularly named to Forbes' list of "World's Most Innovative Companies," sought a like-minded partner to help it leverage emerging technologies and rethink business processes to improve overall services to customers.

Enter DCT Mobile Solutions, a boutique software and systems integration company established in 1998 in Kansas City, Mo., that specializes in innovative ways to merge mobility and efficiency.

"Our client sent us a multi-page wish list of 'hard requirements' for their new mobile solution," DCT Founder/President Shane Langston said. "We were quickly able to see that it wasn't one system they were looking for, but several line of business applications that needed to be integrated into one central system.

"Our client realized what they wanted didn't exist, but they were committed to their vision. That's critical."

The oilfield company, headquartered in Illinois and Texas, provides deep water, offshore, heavy oil, oil sands, shale oil and gas, petrochemical, refinery and transportation services as part of annual earnings approaching \$4 billion.

The company has a fleet of about 500 delivery and service vehicles scattered across North America.

Understandably, business needs differ in each area.

The company's technology needs included super-rugged onboard computers, with large, sunlight readable screens, full keypads and various communication options.

"The fleet operates year-round in environments as different as the desert southwest and the northern Canadian Rockies, so the computer needed to operate from subzero temps to in excess of 100 degrees," Langston said.

Software also needed to integrate with Department of Transportation-compliant fleet management systems, and into the company's ERP system (SAP).

The company's requirements entailed another challenging piece: new systems had to be user-friendly enough that they wouldn't add a single minute to drivers' days.

DCT immediately began work on the major project. DCT representatives began with a

thorough, top-to-bottom examination of its new client's business and operation.

"We went to work cataloging and prioritizing the laundry list of requirements," Langston said. "Then, we started vetting potential partners in the mobile computing, fleet management and routing industries. It was quite a process putting together the pieces and parts to satisfy the customer.

"We had to completely rethink the mobile field service paradigm everyone was using."

DCT provided technology that streamlined the well service process, moved the company away from a bulky electronic clipboard system and met the client's desire for workflow efficiency.

"It has zero impact on their specialists' day," Langston said. "It's actually now easier for the driver."

Mike Mooneyham, DCT technical services manager, said DCT's collaboration with the oilfield client was an example of two companies finding creative solutions to challenging problems.

"Really, our success on this project comes down to two things," Mooneyham said. "Number one, we worked with the client and our business partners as one team. No blaming, no finger-pointing.

"Number two, everyone involved has a deep understanding of the entire solution and how it drives our client's business goals."

Today, oil field service is part of DCT's wide-ranging portfolio. The company develops alternatives in well treatment, maintenance and repair and inventory/fleet management.

DCT also has industry-specific expertise in automotive haulers, first aid suppliers, grocers, C-Store distributors and manufacturers, among others.

Langston said DCT emphasizes developing solutions to fit specific business needs.

In the last 15 years, the company has developed Scout Mobility Suite software, a robust, full-featured platform, that allows clients to track valuable assets.

DCT leveraged Scout Mobility on another major project for the oilfield company — tracking millions of dollars in heavy equipment throughout Africa and South America.

Scout Mobility Suite, like DCT, is a proven commodity.

"We have been doing this for a long time, not only as an organization, but also our individual team members," Langston said. "There is not a whole lot we haven't seen."

DCT Mobile Solutions At A Glance

- *Mobility Made Smarter. At DCT Mobile, there's nothing we enjoy more than helping businesses like yours unleash their full potential.*
- Founded: 1998
- Location: 116 West Third Street, Suite 102, Kansas City, MO 64105
- On the web: www.dctkc.com and www.facebook.com/DCTKC
- Phone: (816) 472-7226

From our founder:

"The one thing that does not change is our commitment to our core values and our desire to form truly meaningful partnerships with our customers, suppliers and our community. DCT Mobile is determined to provide a forward-thinking, nimble group of dedicated service professionals ready to say yes when our clients ask, 'Can you help me?'" — Shane Langston, DCT Mobile Solutions president

