

GR Energy Services Eliminates Paper Tyranny and Streamlines Process with FieldFX



Customer Quick Facts

INDUSTRY:

Energy

HEADQUARTERS:

Sugar Land, TX

WEBSITE:

www.grenergyservices.com

GR Energy Services wanted to eliminate paper from their processes and improve their efficiency. With FieldFX, the improvements have stacked up: zero pricing mistakes, lower DSO, faster invoice processing and turnaround, and streamlined billing services.

“Everybody loved FieldFX. It’s the first time we’ve performed a rollout or change where the whole organization was complimentary.”

Barry Donaldson, *Sales and Marketing Director*, GR Energy Services

GR Energy Services is a completion and production solutions company based in Sugar Land, Texas. They offer standard cased hole wireline logging, perforating, and artificial lift equipment, as well as proprietary services that optimize well safety, enhance production, and lower operating cost. Ever since their establishment in 2015, the enterprise has prided itself on their commitment to helping oil and gas companies improve overall operations. Their main goal is to help customers deliver a safer, more profitable well.

Battling Paper Tyranny

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When GR Energy began searching for a digital transformation solution, their main objective was to replace paper and make their quote-to-cash process more efficient.

“Like a lot of companies, especially small businesses, our handoff from the back office to the field was all done on paper. It took a lot of time, and there were a lot of mistakes made,” Barry said. The company was heavily reliant on paper tickets and spreadsheets, and they had no semblance of a ‘normalized’ process.

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GR Energy reached out to adopt FieldFX as a solution. The company performed a staggered deployment across their three segments. “We knew that FieldFX understood upstream oil and gas service companies and our processes,” said Barry. “With the integration into Salesforce and the platform, it gave a robust technology base to build on and provide reliable service.”

The Benefits of Digital Transformation

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GR Energy was nervous about the rollout, and how the field personnel would respond. It was a major change. “We got in one big room the day we were pushing the button,” Barry recalls. “And we were waiting for all the calls with people confused, frustrated and so on. But we didn’t get any calls! Everybody loved FieldFX. It’s the first time we’ve performed a rollout or change where the whole organization was complimentary.”

Since rolling out FieldFX, the company has reaped benefit after benefit from the integration. “High level, we use the quoting module, so there are basically almost zero mistakes on pricing,” said Barry. “We don’t have to redo invoices, which speeds up our DSO.”

Moreover, GR Energy is getting signatures faster than they used to on paper, which has contributed to a dramatic drop in their DSO. “Our customers are demanding distance access even at job sites and then the offices. FieldFX enables us to respond to that demand,” said Barry.

The ERP integration helped automate everything, including the billing services that GR Energy leverages to service upstream. The company is also using FieldFX to track all their critical equipment: where they are, how much they’ve been utilized, and their up- and downtimes. As Barry puts it:

“[FieldFX] reduces our costs and the headcount that we need, and helps us drive utilizations so that we get ROI from all our equipment. That’s a big benefit.”

What’s Next on the Horizon

“We have four or five systems where we manage tracking and maintenance, as well as failure and breaks in our equipment,” explained Barry. “We like the fact that it’s all within the EAM module, and most of the equipment we track is already in the system.” GR Energy plans to roll out this functionality in the next two or three months.

“One of the nice things about FieldFX is that it’s both robust and flexible. It’s easy to manage the structure, and it grows with you,” Barry mentions. As a growing company, GR Energy has to keep up with some larger competitors. Barry sees their FieldFX integration as a way to show that they’re ready for the big leagues.

“The big guys become surprised and impressed that you have such systems like FieldFX in place. They see you as professionals, and not just a mom-and-pop company anymore. Because of this, FieldFX has made a major difference in our growth.”