

Thru Tubing Solutions Recaptures 99% of Lost Revenue with FieldFX integration



Customer Quick Facts

INDUSTRY:

Energy

HEADQUARTERS:

Oklahoma City, OK

WEBSITE:

thrutubing.com

Thru Tubing Solutions is a global provider of specialized downhole and thru tubing services and equipment. The company wanted a more efficient ticketing system that would outperform their existing approach of “Excel spreadsheet on steroids.” With FieldFX’s smooth integration process and minimal system and infrastructure requirements, Thru Tubing Solutions managed to revolutionize their quote-to-cash process, and recapture almost 100% of the previous year’s lost revenue.

“99% of our previous year’s lost revenue was recaptured.”

Maria Galloway, *Product Team Manager*, Thru Tubing Solutions

Since 1997, Thru Tubing Solutions has been a leader in specialized downhole and thru tubing services and equipment. Established in Oklahoma City, the company now covers 23 different districts within four different countries, all strategically placed in major shale areas. Their parent company, RPC Inc., is an oil and gas services provider that operates throughout the US and selected international markets.

A Spreadsheet on Steroids = Still a Spreadsheet

RPC has made many acquisitions over the years, including Thru Tubing Solutions. However, this progress brings challenges, especially around the standardization of their ticketing processes. As Maria Galloway, product team manager at RPC, explains it:

“At the time, at Thru Tubing Solutions, we did not have an application to manage our field ticketing processes and forms. We had a really high powered Excel spreadsheet... probably one of the best I’ve ever seen! But that said, it’s still an Excel tool, right?”

No matter how high-powered their Excel spreadsheet was, Thru Tubing still couldn’t standardize the forms they used across their diversified holding company. In addition, they were experiencing issues with data integrity, validation, and entry. This resulted in a great leakage in revenue.

“We had folks who inadvertently forgot to include the waste disposal charges. Sometimes, if we felt like this job didn’t go well, we added an extra discount along the way. And a bunch of other things. Over time, all of these missed opportunities added up for us.”

Thru Tubing needed to eliminate these inefficiencies and recapture leaked revenue. They set out to look for the right solution.

Easy Integrations with FieldFX

The company performed their discovery and research, and narrowed their solution options down to three, one of which was FieldFX. Ultimately, they decided to go with FieldFX for two main reasons:

1. Unlike FieldFX, the other solutions required a significant amount of development, especially across platforms (Apple, Android, and more), to get started.
2. Other solutions also needed significant infrastructure investments, whereas FieldFX allowed them to simply integrate their Salesforce platform with their other systems.

Five years into their implementation, Thru Tubing Solutions has now successfully implemented FieldFX across 15 of their 23 locations. Moreover, they've fully integrated the solution with their system of record, which means no more duplicate entries. As a result of the improvements introduced by the FieldFX software, the previous average annual revenue leakage has been fully recaptured.

“99% of our previous year’s lost revenue has been recaptured, and that is a significant number. FieldFX has also significantly contributed to our overall quote-to-cash process, and streamlined that timeline.”

The Lessons Learned Along the Way

During the first years of implementation, Thru Tubing Solutions made the mistake of focusing strictly on the IT side of the integration, rather than also looping in the business side. They somewhat neglected processes, employee training, and all the other changes that a new technology demands.

However, the Thru Tubing Solutions leadership quickly realized that these kinds of implementations need prioritization. They also realized that a new system needs constant maintenance and optimization: “Innovative tech like this isn’t just a one-and-done thing.” said Scott Roberts, project manager at Thru Tubing Solutions. “You cannot just let it sit; that will kill the system. It will kill the whole purpose of why you bought it.”

For Thru Tubing Solutions, things quickly improved as they began to include staff training, support, and continual improvements to programs and integrations.

“Procedures vastly change as you take forward steps in technology, and evolve from a spreadsheet to a cloud-based integration. Systems like FieldFX, that’s a leap forward in technology, and it has to be managed.”

Doug McCarty, *Product Owner*, Thru Tubing Solutions