



International  
Oilfield Services Company

## Drilling for Data:

International Oilfield Services Company Fuels Innovation  
with a Data Pipeline Designed for Global Scale

*"Informatica has played a huge part in supporting our growth and making the value of MDM much more visible to the business side of the International Oilfield Services Company."*

**Master Data Management Architect**  
International Oilfield Services Company



### Goals

Give sales teams the information they need about oil wells, past services, and customers to identify new revenue opportunities

Provide a single source of truth and common data foundation for new exploration and production (E&P) workflows and advanced analytics

Improve productivity and reduce business risk by delivering trusted data across 15 consuming enterprise applications, including support for a massive SAP modernization initiative

### Solution

Use Informatica Multidomain Master Data Management (MDM) to create a trustworthy data supply chain that salespeople, analysts, field engineers, and other employees can easily access

Leverage Multidomain MDM to master data across more than 25 domains including wells, customers, assets, vendors, locations, facilities

Cleanse and validate data for SAP and other business applications while continually monitoring quality using Informatica Data Quality

### Results

Increases up- and cross-selling opportunities for sales, adding critical new revenue during a time of relatively low oil prices

Enables the organization to focus on optimizing E&P workflows and analytics insights, with confidence that data is timely, consistent, and actionable

Delivered 99.99% accurate materials data for latest SAP release, reducing costs and risk while improving inventory management

## Business Requirements:

- Reduce data inconsistency across the enterprise with a multidomain MDM solution that can support data lake scale
- Improve overall return on IT investment and ensure referential integrity of data
- Facilitate self-service access to highly available data

## About International Oilfield Services Company

This International Oilfield Services Company is the world's largest oilfield services company, providing reservoir characterization, drilling, production, and processing to the oil and gas industry. This organization employs approximately 100,000 people representing more than 140 nationalities working in over 85 countries.

## Informatica Success Story: International Oilfield Services Company

Founded in 1926 by two brothers, from Alsace, France, this International Oilfield Services Company is best known for the invention of wireline logging, a groundbreaking technique used to measure the presence of hydrocarbons in oil and gas wells.

The pioneering attitude of the founders has been the foundation of their success for more than 90 years. Today, they are the world's leading oilfield services company, providing a complete range of services across 16 lines of business: from surface seismic to drilling, formation evaluation, well completion and stimulation services, production optimization, reservoir studies, well construction, and project management.

Supplying clients with the advanced technologies and expertise required to identify, develop, and manage hydrocarbons requires fast access to trusted customer, product, and geological data. Their data landscape is large and complex, spanning 89,000 customers and 1.5 million oil wells around the world. It is also dynamic, as data changes often: Well permits and ownership frequently change hands, customers cross product lines, and materials descriptions are constantly in flux. Due to the fragmented nature of their IT systems, if an executive wanted to know which business units had worked on a particular well, it could take weeks to produce a report.

As the International Oilfield Services Company began its digital transformation, which it considers a mandate for the future, the company wanted to provide a single source of truth for the global enterprise. It aspired to having a centralized, common data foundation to enable new and improved exploration and production workflows, in addition to automation, business intelligence, and advanced analytics. Sales teams wanted access to richer data about customers and wells; for example, if they knew that their drilling group or completions group had worked on a well in the past, they could approach the customer about additional services.

To attain the full promise of digital transformation, the International Oilfield Services Company needed to deliver trusted data across 15 enterprise applications, including a large SAP modernization effort. In the past, if a new application needed well or customer data, developers either had to rely on data from source systems and trust that it was timely and accurate, or build a master data set themselves, which resulted in fragmented, inconsistent master data. The consequences of inaccurate data can be severe: even a handful of errors in materials data could take hundreds of person-hours and cost several hundred thousand dollars to back out transactions made against those materials in SAP.

To increase sales opportunities, boost employee productivity, and reduce business risk, they initiated a master data management (MDM) program that would also improve the services firm's overall return on IT investment.

"The last five years have seen a lot of market fluctuation and downward pressure on oil prices," says the Master Data Management Architect at the International Oilfield Services Company. "We are experiencing tremendous pressure to do more with less and be as efficient as possible. That's why we made MDM a key part of our digital transformation."





*"As a result of mastering our oil well information using Informatica MDM, we've enabled our sales teams to upsell and find new opportunities with customers."*

**Master Data Management Architect**

International Oilfield Services Company

## Building a trustworthy data pipeline

The International Oilfield Services Company evaluated various MDM technologies, looking for a solution that combined data quality, integration, governance, and business process management into a single platform. It wanted a multidomain MDM solution that could facilitate mass-consumption of data and support true data lake scale: more than 400 million rows of data from 37 internal and third-party source systems, with more than 450 million cross-referenced records and 117 tables which are updated daily. Based on these requirements, it chose Informatica Multidomain MDM to master data for wells, customers, and materials, along with Informatica Data Quality.

"Our company is huge, and there was no other MDM solution that could do what Informatica did at the scale we needed it to do it," says the Master Data Management Architect at the International Oilfield Services Company.

The International Oilfield Services Company worked with Accenture, an Informatica partner, to deploy a complete solution. Informatica Multidomain MDM allows the International Oilfield Services Company to constantly add new domains, while Informatica Data Quality cleanses and validates data. All of the data is distributed in batch mode to a data lake, from which it is made available to SAP and other consuming applications.

"Informatica gave us the most capabilities with the best support and a platform that we could grow with as our MDM efforts mature. One of the things Informatica did that really made a big difference was assigning us a customer success manager who helped us escalate tickets that were critical to our functions. We quickly reached a point where we were very stable with the platform," states the Master Data Management Architect.

## Identifying new revenue and analytics opportunities

Mastering customer and well data allows salespeople to clearly see the relationships and history between their business units, customers, and wells. Having that visibility increases upsell and cross-sell opportunities for sales, adding critical new revenue during a time of relatively low oil prices.

"As a result of mastering our oil well information using Informatica MDM, we've enabled our sales teams to upsell and find new opportunities with customers," says the Master Data Management Architect.

By using Informatica MDM to put the right information in the right hands at the right time, they are empowering the entire organization to make better decisions and spend less time gathering and verifying data. Business users can now focus on optimizing E&P workflows and analytics insights, with the confidence that data is timely, consistent, and actionable.

"We're using Informatica MDM to feed critical applications, and we have new applications that are in development," says the Master Data Management Architect. "People are coming to us saying, 'What data do you have? That's fantastic. How can I get it? When can I get it?' We can get it to them right away, and very easily."





### Inside The Solution:

- Informatica Multidomain MDM
- Informatica Data Quality

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#### Master Data Management Architect

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The same oil well information that’s in SAP is now available in ticketing and maintenance systems, allowing the International Oilfield Services Company to book revenue while accounting for the costs of maintaining equipment for all work done on a particular oil well.

“Informatica MDM gives the business much better insight into what we bid for a job compared to how much we actually spent on a job,” says the Master Data Management Architect. “It lets us bring all of the critical decision points and numbers together for the business so that they have the information they need to make good decisions.”

The International Oilfield Services Company is now able to relate materials to suppliers to optimize both quality and costs. “We can use Informatica MDM to tie the cost of materials back into our well maintenance systems,” says the Master Data Management Architect. “Maybe we paid slightly less for a certain part, but if it costs us way more in maintenance, maybe that’s not the supplier we should be going with.”

### Delivering accuracy where it counts

When the International Oilfield Services Company deployed its latest release of SAP—a system that is essential to a business-critical process that can introduce substantial risk if data isn’t accurate—the team was able to deliver 99.99 percent accurate materials data, a vast improvement over previous upgrades. Using Informatica MDM not only reduced costs and risk, but will also improve inventory management due to more accurate materials tracking.

“Our MDM program continues to grow despite shifts in oil and gas markets because we’ve been able to demonstrate the value of being able to do more with less,” says the Master Data Management Architect. “The business can do things better and faster. Informatica has played a huge part in supporting our growth and making the value of MDM much more visible to the business side of the International Oilfield Services Company.”

Digital transformation is changing our world. As the leader in enterprise cloud data management, we’re prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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