

ASSET UTILIZATION

Time Based Utilization

Asset utilization is typically seen as a financial metric. However, with this approach, market volatility can obfuscate true utilization. Utilization by hours employed is a more reliable and actionable metric.

This provides a clear understanding operational efficiencies that could be gained such as having multiple trucks or multiple drivers on a haul. Asset utilization can also be used to understand CAPEX allocation, such as purchasing a new asset or refurbishing a used one.

Margin Erosion

The wrong unit may be dispatched to a job, and incur the opportunity cost of using it for a more profitable job. Quantifying this cost and providing feedback for dispatch will allow the business to take action reduce margin erosion before it's too late.

Deadhead Analysis

Many units may be working in the same area ineffectively. Identifying scheduling opportunities can increase the amount of time the asset is working, and increase asset utilization. Real-time feedback allows actionable outcome for dispatch.

SALES

Sales Quoting

A consistent sales quoting process allows the business to collect market intelligence from the sales stream. Won/Lost data is collected such that the business can identify where it is losing business and why. An operational rhythm around this data nudges the sales team to better understand their customers, and follow up when appropriate. Pricing can be strategically updated to reflect changes in the market.

Sales Forecasting

Forecasting existing activity helps the business understand if it will need more or less resources to execute. Establishing a monthly cadence around this operational forecast brings the sales team closer to the customer, and helps senior executives more accurately forecast EBIDTA and EPS to the market.

MARKET ANALYSIS (OIL & GAS)

Better understand your market.

Regulatory information can be overlaid with your business information to understand what the competitive landscape looks like, and what sales opportunities are available to your business. Specific customer well pads and facilities and be targeted and strategically priced. The existing pricing information in your business can be used to target new activity in areas with existing activity. Netback can be calculated from a customer's perspective, allowing the business to understand revenue opportunities within its reach. This information can then be combined with the sales quoting process to understand if the opportunities have been pursued and if they were successful.