



# Learn How Patterson-UTI Transformed Oil Rig Rental Transactions and Improved User Productivity by 700%

MAY 16 & 17, 2018

CLEVELAND PUBLIC AUDITORIUM, CLEVELAND, OHIO

[WWW.NEOOUG.ORG/GLOC](http://WWW.NEOOUG.ORG/GLOC)

# Agenda

1. Why User Experience + Business Process Automation Matters
2. Patterson-UTI Story
3. Why “How You Do It” Matters
4. Demonstration of the Clear Platform
5. Clear Platform Technology Overview
6. Summary Q&A

# Business Software Doesn't Need to Be Complicated

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# Business Software Doesn't Need to Be Complicated

Did you ever take a training class to use...?



Why Can't Enterprise Software be as Easy to Use as Consumer Platforms?

# Business Software Doesn't Need to Be Complicated



UX

BPA

Marrying User  
Experience and Business  
Process Automation is a  
huge opportunity,  
*but often overlooked...*

**Business Software Doesn't Need to Be Complicated**

# What Can UX+BPA Do For You?

## Order to Cash

Complex Sales Order  
Entry  
**38:47 → 4:45**

## Procure to Pay

Purchase Order Entry  
**8:00 → 3:00**

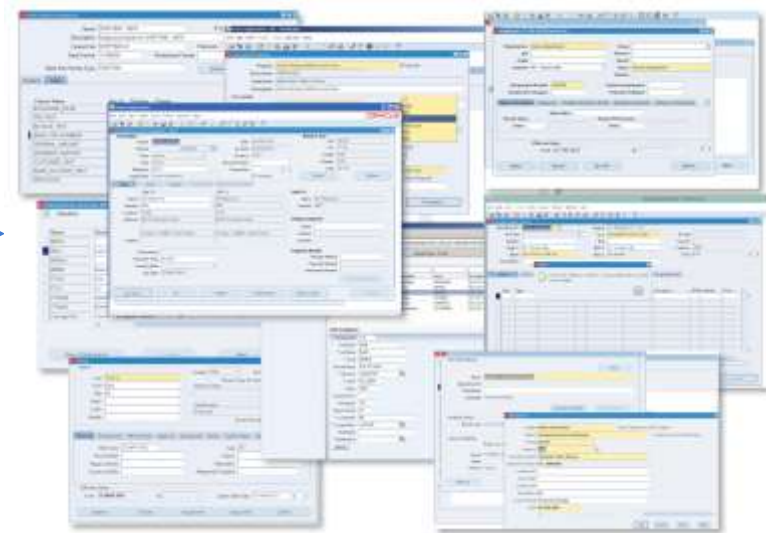
## Customer Service

Call Time  
**10:00 → 2:00**



# Rush Enterprises Success Story

Simplify purchase order entry and enable punch out to vendors.



**2.5X**  
INCREASE  
in productivity

**20**  
Screens  
ELIMINATED

**100%**  
Match between vendor  
invoices and POs  
PUNCHOUT

**5**  
Disparate processes  
STREAMLINED  
(Requisitions, Purchase Orders,  
Receipts, Invoices, Online  
Ordering)

# Blue Cross Blue Shield Success Story

**Simplify** call handling for customer service representatives.

*“ClearUI® streamlined many of our common billing processes into a single dashboard. Our team has seen a significant reduction in the amount of time required to create and balance customer accounts.”*

*» Chad Tate, Director of Finance, Blue Cross Blue Shield Minnesota*

**5X**

INCREASE  
in CSR productivity

(Call Time: 10 min → 2 min)

**75%**

REDUCTION  
in training time

**\$2.5M**

ANNUAL SAVINGS  
in call center  
Operating costs  
(CSR: 350 → 300)

**6 Week**

RETURN ON  
INVESTMENT



# Patterson-UTI Success Story



- Frank Wilson
- Patterson-UTI, Inc.
- Business Solutions Manager
- Order to Cash
- Office: 405-608-7239
- [frank.wilson@patenergy.com](mailto:frank.wilson@patenergy.com)

# Patterson-UTI Success Story



**PATTERSON-UTI**  
**DRILLING COMPANY LLC**

- Headquartered in Snyder, TX
- 3 Business Segments: Contract Drilling, Pressure Pumping, and Oil & Natural Gas
- 8,000 employees
- \$2.5 B in revenue
- NASDAQ: PTEN

# Patterson-UTI Success Story

## Oracle EBS Challenges

- Real-time equipment visibility
- Custom forms
- Too many screens and fields
- Complex processes
- Lack of flexibility

## Rental Contract Challenges

- High volume of complex equipment rentals
- Rental projects fulfilled with incorrect information
- Inaccurate inventory of returns and in-use rentals

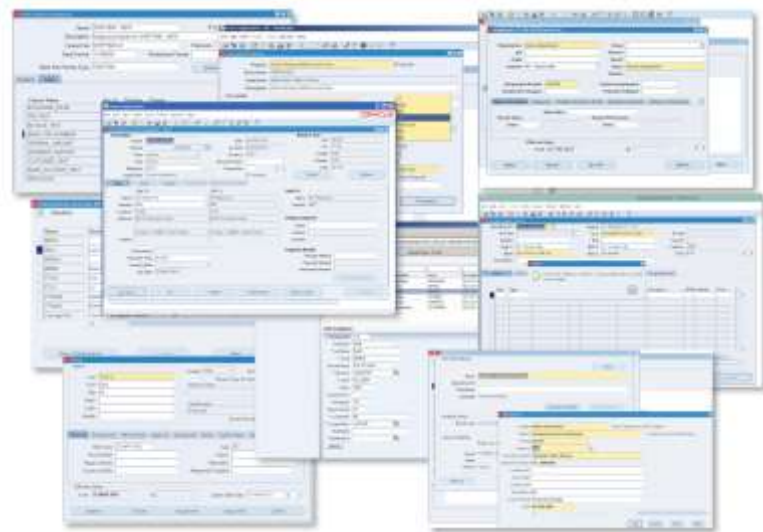
## Business Impacts

- Errors lead to dissatisfied customers
- Increased time and resources spent to correct errors
- Productivity and throughput limited
- Staff frustrations
- Difficult to capture true utilization



# Patterson-UTI Success Story

**Simplify** the renting of oil drilling equipment to exploration companies.



**8X**

INCREASE  
in productivity  
(38:47 → 4:45)

**30**

Oracle Forms  
ELIMINATED

**5,000**

Lines of custom code  
ELIMINATED

**4**

Disparate processes  
STREAMLINED



If we can agree that the “UX+BPA”  
can have a significant impact on your  
business...

What's Next?



A wide-angle photograph of a city skyline at night, with numerous skyscrapers and buildings illuminated by their lights against a dark blue sky.

# How You Do this Matters. Big Time.



# Core Principles of UX+BPA



Consumer-Grade  
User Interface



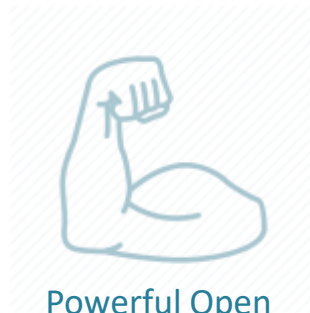
Completely  
Configurable



Rapid Time  
To Value



No Custom Code  
(Technical Debt)



Powerful Open  
Scripting Language



No Platform or  
Version Dependency



# Demonstration



# The Technology

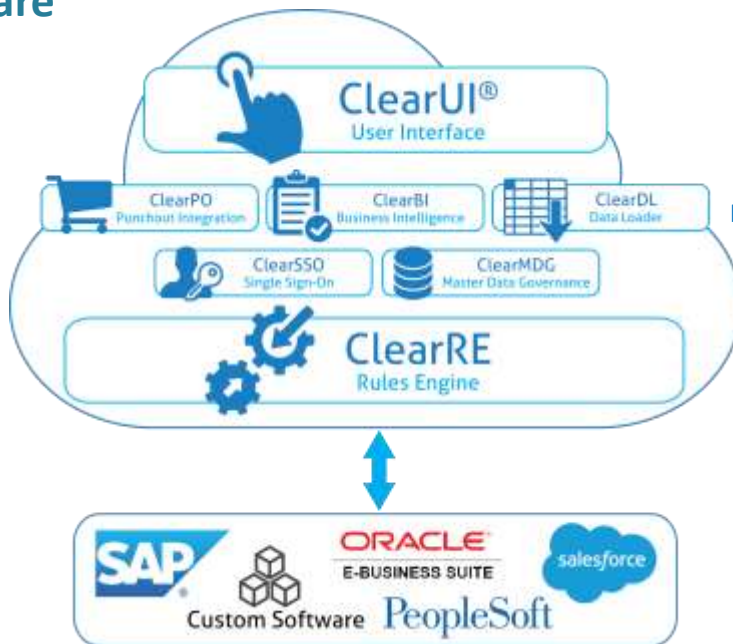
# An automation platform that simplifies systems integration and makes business software EASIER TO USE:

## KEY POINTS:

30 day implementation  
per business process

Can be configured by our  
customers and partners

Addressable market of  
more than 500,000  
companies globally



## KEY BENEFICIARIES:

### Business



INCREASED  
PRODUCTIVITY



DECREASED  
TRAINING



SHARED  
BEST PRACTICES

### IT



DECREASED  
CONSULTING



AGILE  
DELIVERY



CLEANER  
DATA

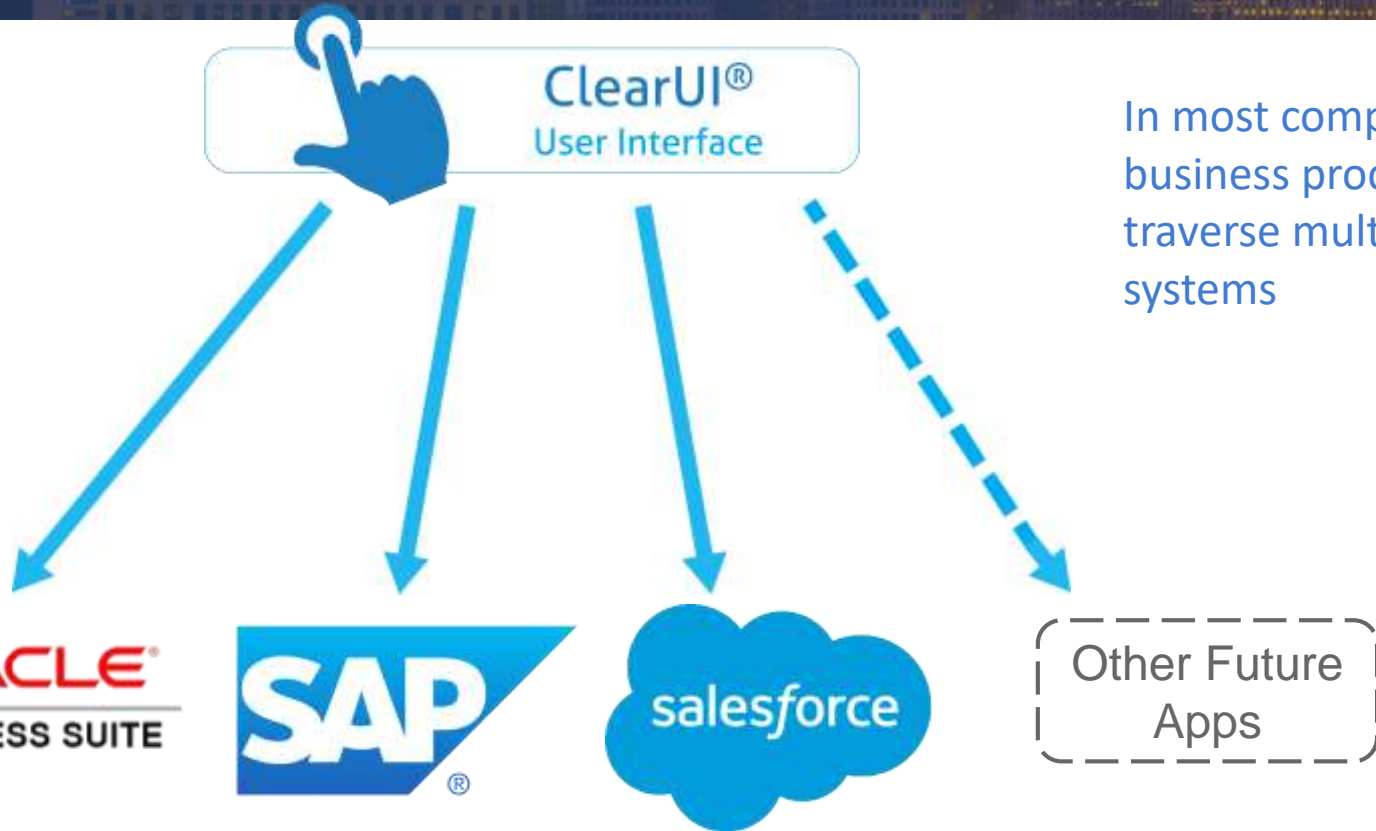




**ClearUI®** is an alternative approach to and can seamlessly coexist with Oracle EBS

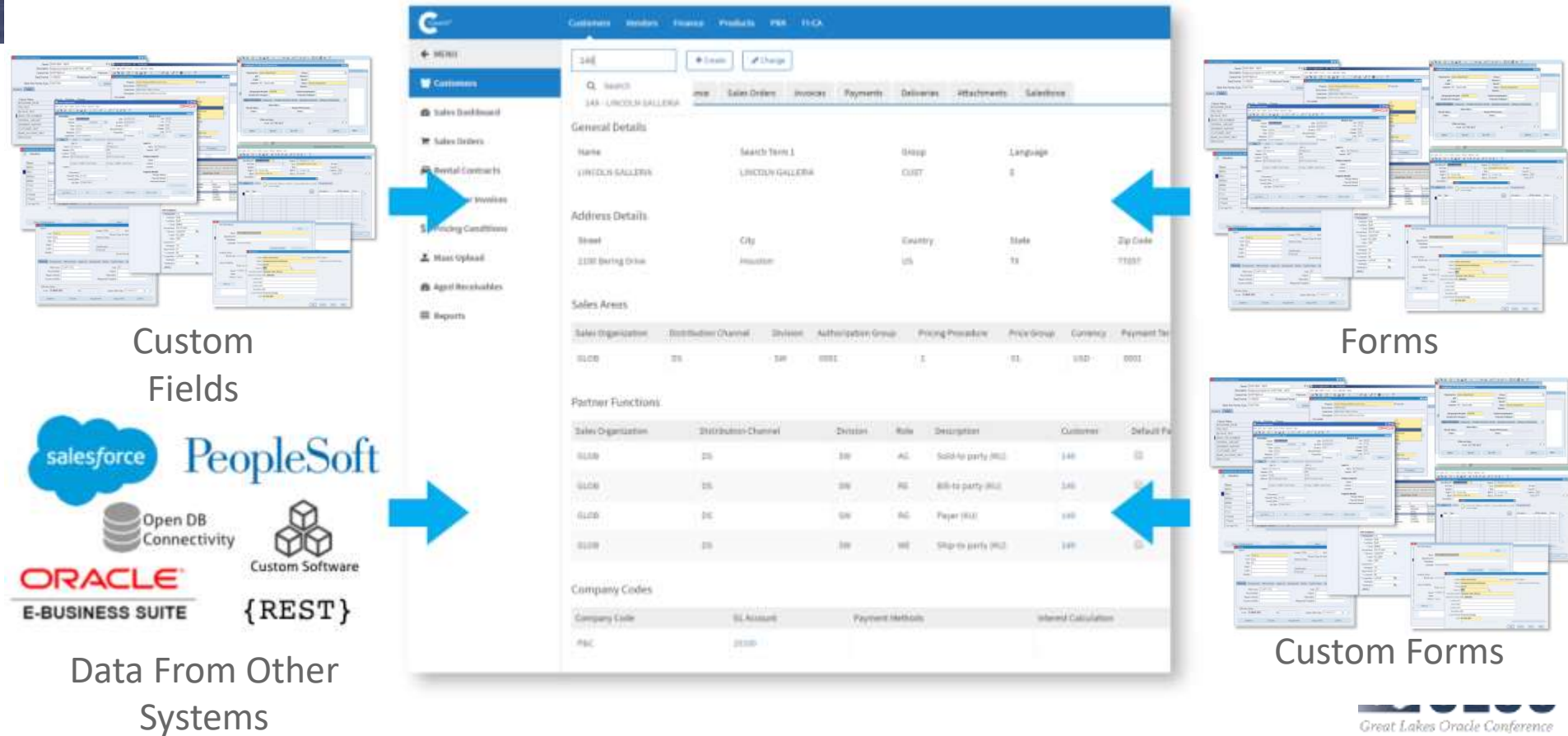
**ClearRE®** is a powerful business process rules engine, enables integration and automation

# We Are Also Platform Agnostic

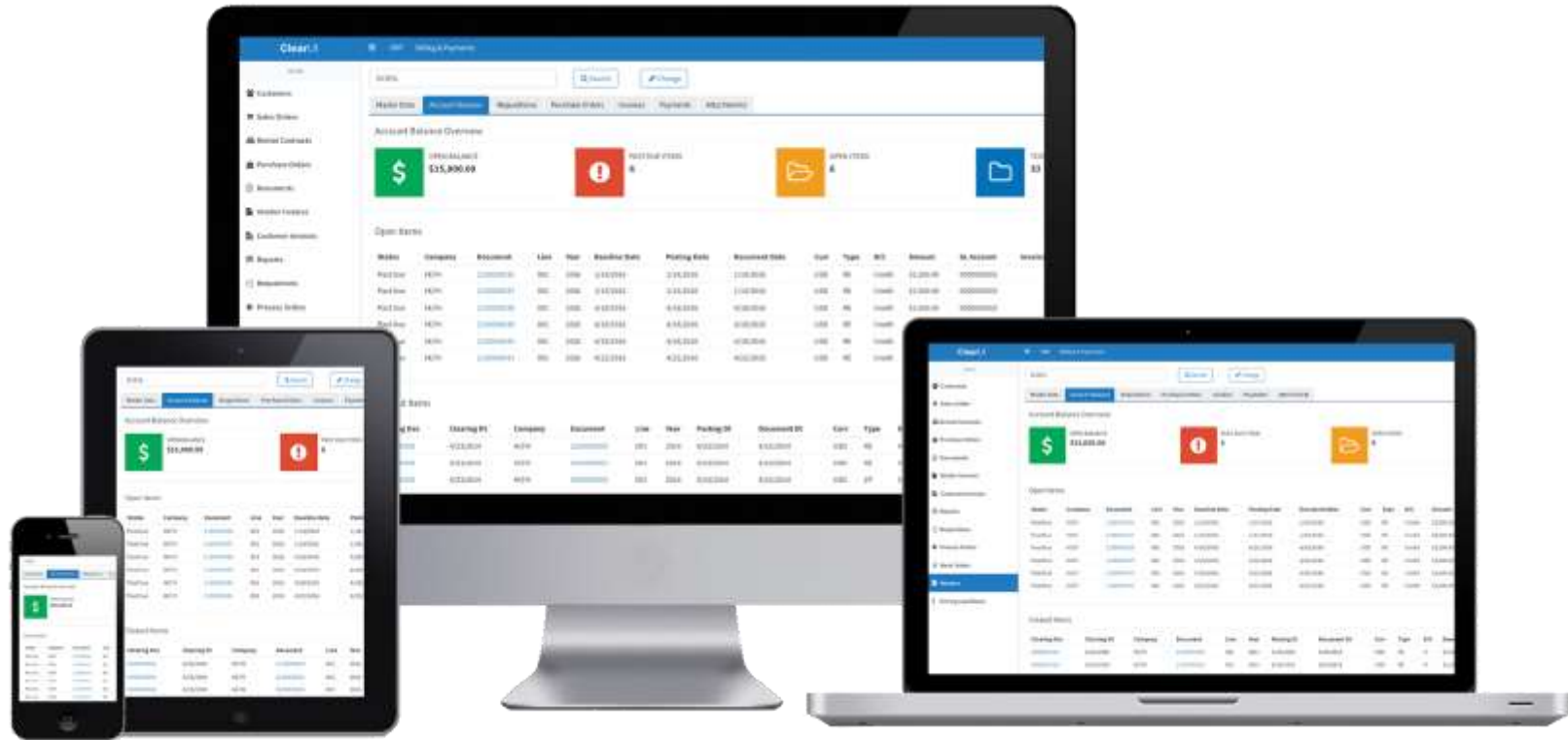


In most companies,  
business processes  
traverse multiple  
systems

# A Single Pane of Glass for Your Processes



# A Single UI for All Devices





# How We Deploy



# A Minimally Invasive Procedure

*We transform your processes without disrupting your business.*

## Kickoff

### Set Up

Customer Signs SOW/MSA  
Customer Creates IPSec Tunnel  
Customer Provides User List  
Clear Connects to Development System

### Week 1

Clear Conducts User Workshops  
Clear Documents Requirements  
Clear Configures ClearUI® Pages  
Clear Configures ClearRE® APIs

### Week 2

Customer SMEs Test ClearUI®  
Customer Finalizes Requirements  
Clear Fixes Bugs  
Clear Configures Advanced APIs

### Week 3

Clear Migrated to QAS System  
Customer SMEs Test ClearUI®  
Clear Fixes Bugs  
Customer Conducts Light UAT

### Week 4

Clear Migrated to Production  
Customer Conducts UAT  
Customer Conducts Training  
Customer Decision: Go-Live?

## Your Resource Requirements:



**Networking Resource**  
2 Hours Total



**Process SME**  
1 Hour Per Week

## Our Resource Requirements:



**Configuration Analyst**  
Full Time

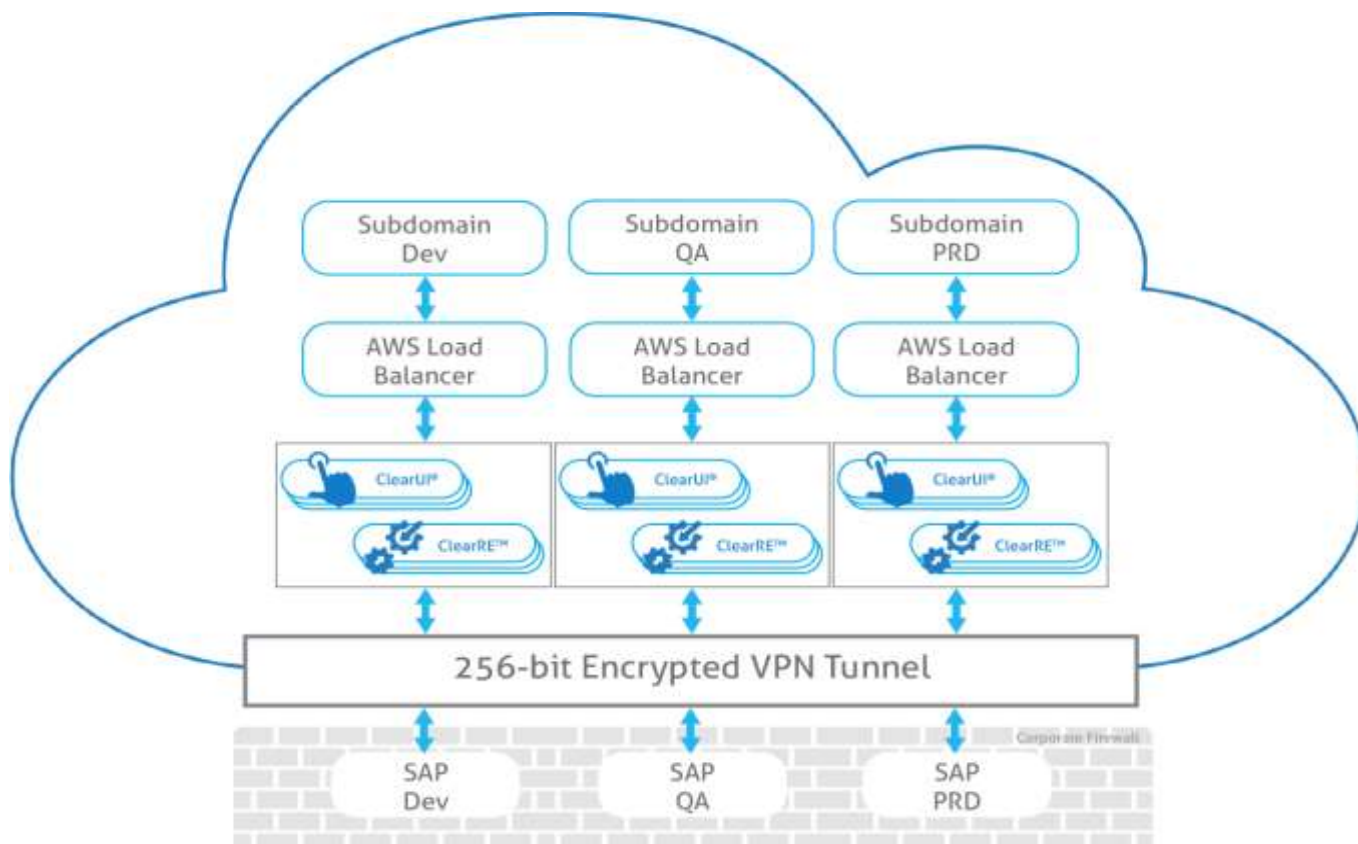


**Technical Analyst**  
10 Hours Per Week

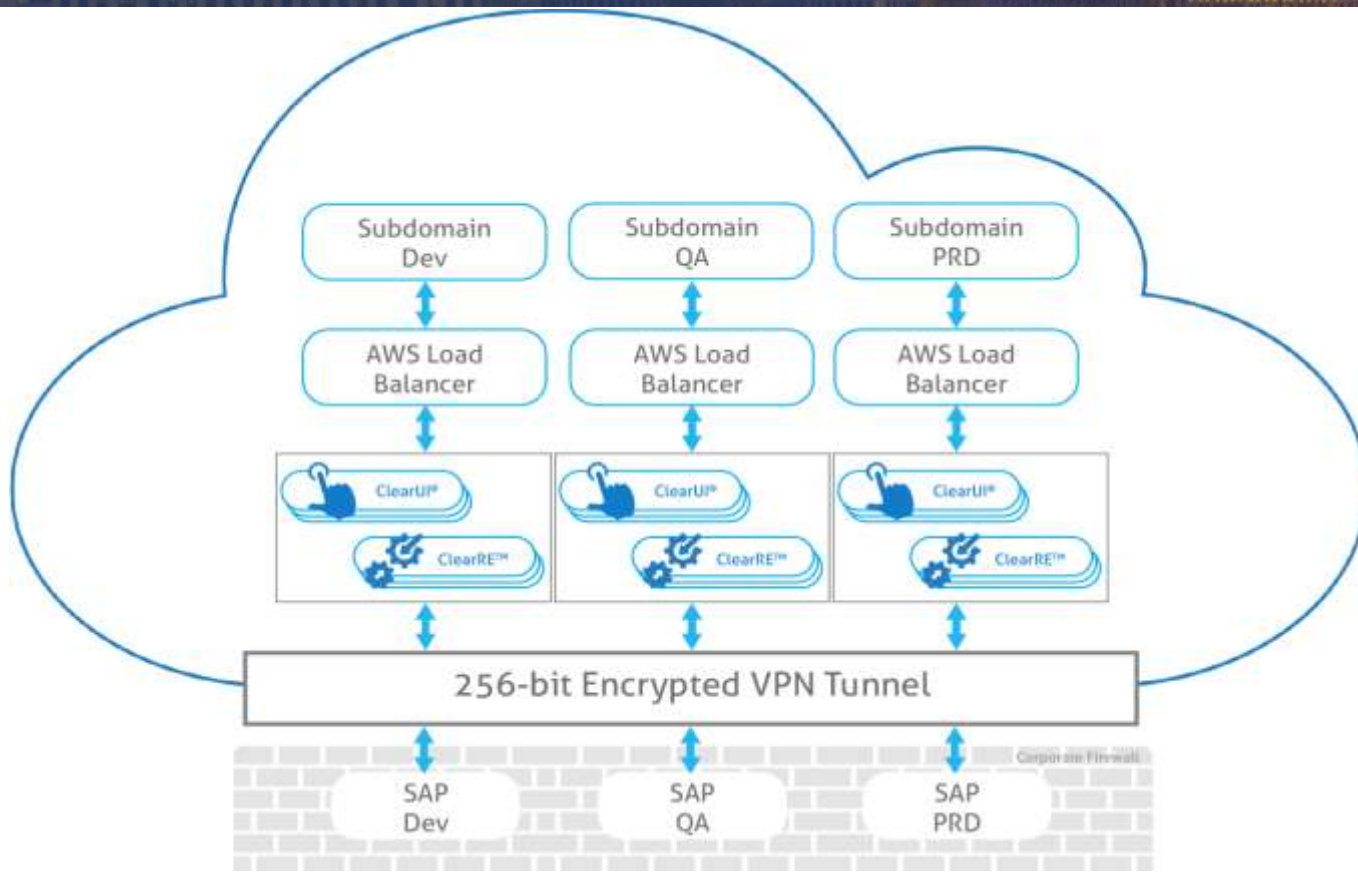


# How We Scale

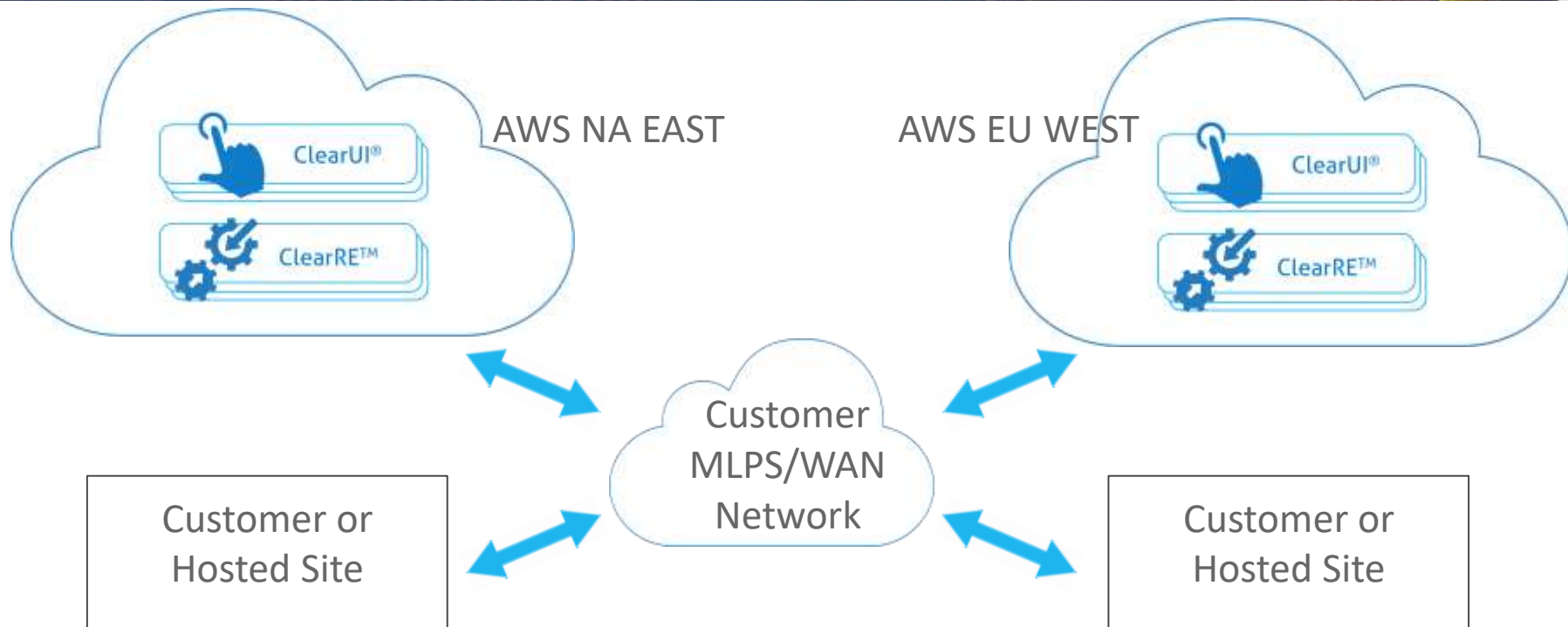
# How We Scale



# Elastic Load Balancing on AWS



# We Scale Across the Globe on AWS







# Common Q&A



**Do I need to  
upgrade my ERP?**

**No.**


We support all common versions of  
Oracle EBS out of the box, from 11i to  
12.2.



Do I need to write  
any custom code?

No.

With over 1,000 Oracle forms out of the box (>4,000 elements), a visual GUI Design Tool and Business Analyst level Rules Engine, you can eliminate UI custom code.



What if my business  
process is not entirely in  
Oracle EBS?

We have you covered.

As an agnostic UI platform, we already have  
connectors to SAP, Oracle E-Business, Salesforce,  
Peoplesoft and are adding more all the time, even  
home-grown platforms.



What about my budget?

Our TCO will  
make your \$ go  
further.



What about upgrade lock-in or update dominos?

No problem.

Since we are Oracle version agnostic, you can choose to update or upgrade or not, whenever you like and without fear of custom code issues. The simpler the stack, the better.