

Energy Company Connects Experts to Improve Client Service

Baker Hughes uses Cisco Pulse to instantly locate worldwide experts for collaboration on well site operations.

EXECUTIVE SUMMARY
<p>BAKER HUGHES</p> <ul style="list-style-type: none"> • Industry: Energy • Location: Houston, Texas, United States
<p>CHALLENGE</p> <ul style="list-style-type: none"> • Petroleum experts are globally dispersed and mobile • Aging workforce is retiring and depleting available pools of expertise • A competitive requirement requires highly responsive client service
<p>SOLUTION</p> <ul style="list-style-type: none"> • Cisco Pulse for compiling and sharing employee expertise
<p>RESULTS</p> <ul style="list-style-type: none"> • Simplified global communications and collaboration • Helped clients reduce costs, increase recovery, and minimize risks on critical wells • Increased support staff efficiency

Challenge

No matter where you go in the world’s oilfields, Baker Hughes is there. The company provides reservoir consulting, drilling, pressure pumping, formation evaluation, completion, and production products and services to the worldwide oil and gas industry. The company monitors and manages hundreds of well sites and is the first point of contact for clients. When issues arise or a critical decision is needed, expert advice or analysis is required immediately.

However, bringing expertise to a specific well site is challenging. Safety and security concerns have caused the industry to reduce staff at well sites and perform more functions from remote operations centers. In addition, Baker Hughes’ experts are dispersed around the world and are usually mobile, which makes them difficult to locate when needed. The high cost of well site operations and global competition demands that Baker Hughes be able to quickly tap the right subject-matter expert, 24 hours a day, seven days a week.

Access to expertise is a long-term concern for the industry. Many of the industry’s most experienced personnel will retire in the next five to seven years with few incoming personnel to replace them. According to Booz Allen Hamilton, today there are only 1700 people studying petroleum engineering in 17 U.S. universities, compared with more than 11,000 in 34 universities in 1993. For example, at Saudi Aramco, the state-owned national oil company of Saudi Arabia, half of the workforce is less than 30 years of age and more than 60 percent of its engineers have fewer than 10 years of experience. These factors have created a critical need to deliver high-quality, just-in-time technical support to well sites in a repeatable, reliable manner.

At Baker Hughes, first-line support staff provide assistance across multiple product lines. Although the company has numerous knowledge repositories, in the field, things break in ways their designers never imagined; boreholes misbehave; and even the best-trained staff can encounter problems beyond their experience. In these situations, Baker Hughes must be able to instantly find and reach employees within the company who can help resolve issues from where they are located.

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– Clif Triplett, Chief Information Officer, Baker Hughes

Solution

Baker Hughes initiated a Center of Excellence project to develop its human capital, increase available resources, and improve client service. In addition to provisioning customized knowledge portals for product-specific segments of its business, Baker Hughes worked with Cisco to create a collaboration solution that brings the right people and information together at the right time using Cisco Pulse™.

Pulse provides a combination of human expertise identification, explicit knowledge capture, and locator services. Users can share their backgrounds, highlight areas of experience, and provide contact information through their profiles. The system imports role and contact data from the corporate email database. Users can also enrich their profiles using social media services such as LinkedIn.

Unlike traditional directories and expert locators that require manual updates, Cisco® Pulse includes tagging features, enabling it to automatically collect key terms and analyze business content shared across the IP network. It can dynamically rank users and the information they contributed for each tag, and suggest updates for users' profiles. This capability helps Baker Hughes quickly categorize and locate expertise within the organization to provide faster, better answers for its clients. Any user can suggest new Experience Tags or enrich existing tags by adding synonyms or acronyms.

To find an expert, users can search by one or more keywords and instantly retrieve a list of relevant experts. Users can refine their searches by role, group, or location; see who is currently available through integrated presence; and collaborate with that person using a single click to call, send an instant message, or schedule a meeting. Cisco Pulse easily integrates with collaboration solutions, including Cisco Unified Communications, Cisco TelePresence™, and Cisco WebEx™, making it possible to quickly and easily collaborate with available colleagues.

Baker Hughes implemented a project using Cisco Pulse that included approximately 75 sand control engineers in Houston, TX and Broussard, LA. Within 45 days, Pulse helped the company identify 70 major collaboration clusters, defined as having more than 500 transactions per cluster. They also tagged over 2400 “documents in motion,” including approximately 1200 relevant e-mails, 650 documents, and 550 web page references.

Results

Pulse is enabling Baker Hughes to tap the vast knowledge reservoirs of its employees around the world. Users are identified with specific topics to other users of the system using a tag list. The larger the text of the tag displayed, the more important that topic appears to be to the person. The time window for which the areas of interest are determined can also be chosen. Users can also see at a glance which topics are of interest to the community as a whole. In either display mode, users can quickly discover who is collaborating on specific topics and related documents.

“The Cisco Pulse system helps us further accelerate this process by simplifying global communications and collaboration,” says Clif Triplett, chief information officer of Baker Hughes. “It helps our clients reduce their costs, increase their recovery, and minimize risks on their most critical wells.”

PRODUCT LIST

Voice and IP Communications

- Cisco Pulse
- Cisco Unified Communications
- Cisco TelePresence™
- Cisco WebEx™

The ability to instantly locate experts and information has improved the responsiveness and efficiency of support staff. Pulse has also helped improve their ability to handle multiple ongoing projects without compromising service quality.

“With Pulse, we’re able to identify and validate highly detailed expertise from anywhere in the world,” says Lauren Goodwin, Center of Excellence manager. “Within seconds, one or more of our

experts are able to be connected to a remote operation and collaborate with them on a highly demanding application to deliver quicker results to our customers.”

Next Steps

The next step for Baker Hughes is expanding the pilot project into production-class supportable services for the entire global organization. The company expects to easily integrate Pulse, using Open Social and REST application programming interfaces, with the knowledge repositories and other elements of the Center of Excellence to create a unified user interface for service desk personnel.

For More Information

To find out more about Cisco Pulse, visit: www.cisco.com/go/pulse.

To learn more about Baker Hughes, visit www.bakerhughes.com.



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