



synthesis®

## case study

### Industry

Energy/Oil Field Services

### Client

Name Undisclosed. Multi-billion dollar oil field services company with operations in North America, South America, Europe and the Far East.

### Engagement Areas & Scope

- Business/IT Strategy
- Business Process Re-Engineering

### Challenges/Issues

The primary challenge was to challenge the senior management team to identify how to improve business performance.

### Objectives

- Reduction of project cycle time
- Increase customer satisfaction
- Increase quality of information management and reporting
- Streamline processes across functional areas
- Establish a more homogenous global organization

### Deliverables

- Workshop materials
- Current State BP Model
- Desired State BP Model
- Global Business Process Strategy
- Transition Plan and Financial Model

### Benefits Realized

- A more homogenous business model and approach to service customers on a global basis
- Streamlined business processes designed to reduce cycle time and improve customer satisfaction

## Global Business Process Re-Engineering

A global oil field services company with several billions of dollars in revenue challenged itself to identify how to increase their business performance across every functional area of the organization.

A Synthesis Principal led a global business process re-engineering effort, facilitating a large business and IS audience through a series of business process workshops designed to identify how to re-align the business so that it could be more agile, efficient, and to reduce cycle times – especially around information management and information delivery – as it relates to the field services operations of the business.

After an overview of how the workshop process was going to be organized, the first workshop series consisted of a team effort to map out the global business processes. Business representatives from nearly all countries where the organization conducts business were present, and provided insight into the variations of the business model and field services support model on a global scale.

Individual working groups were established to address specific functional areas of the business – these included accounting, field services, information systems, product management, and reporting. Business issues were identified, ranked, and prioritized; the people, processes, and tools for each respective area were identified and documented.

A second series of workshops entailed the creation of a desired state global process architecture. Participants were challenged to identify how to reduce project cycle time, increase information management and reporting accuracy, streamline and integrate processes across functional areas of the business, and to identify how to improve overall customer satisfaction.

A Global Business Process Strategy deliverable was produced with a multi-year plan to transition from the current state to future state business process models.