CASE STUDY

UNLOCKING REVENUE POTENTIAL VIA PREDICTIVE AND PRESCRIPTIVE ANALYTICS

CLIENT PROFILE

A major multinational corporation with operations across a diverse range of industries seeking a solution to improve the efficiency and effectiveness of its Oil Field Services division's service supply chain. Due to the number of acquisitions over the years, the company was hampered with disparate and antiquated systems, which - compounded by long lead times - increasingly led to 35-40% on-time delivery performance, $1M per day in downtime penalties and up to three customer escalations per month.

DESIRED OUTCOMES

Reengineer the entire service supply chain in order to sustainably manage and optimize operations. This would specifically address:

- Higher contribution margins and revenue captured from parts.
- Reduction of overdue backlog.
- Improvement of on-time delivery performance.
- Reduction of customer escalations.

KEY ACTIONS TAKEN

- Aggregated parts and equipment data from multiple disparate legacy systems for analytical modeling.
- Provided unified communication and visibility through Entercoms Control Tower.
- Addressed customer escalations through Control Tower-enabled data.
- Drove service parts optimization through implemented changes on the sourcing network, forecasting methodology and stocking strategy.

KEY RESULTS

Within the first 90 days:

- 25% On-time delivery improvement.
- 16% Overdue Backlog reduction.
- 37% improvement in Cycle Time.
- Eliminated customer escalations.
- Created an additional source of revenue by enabling premium billing for expedited parts deliveries.