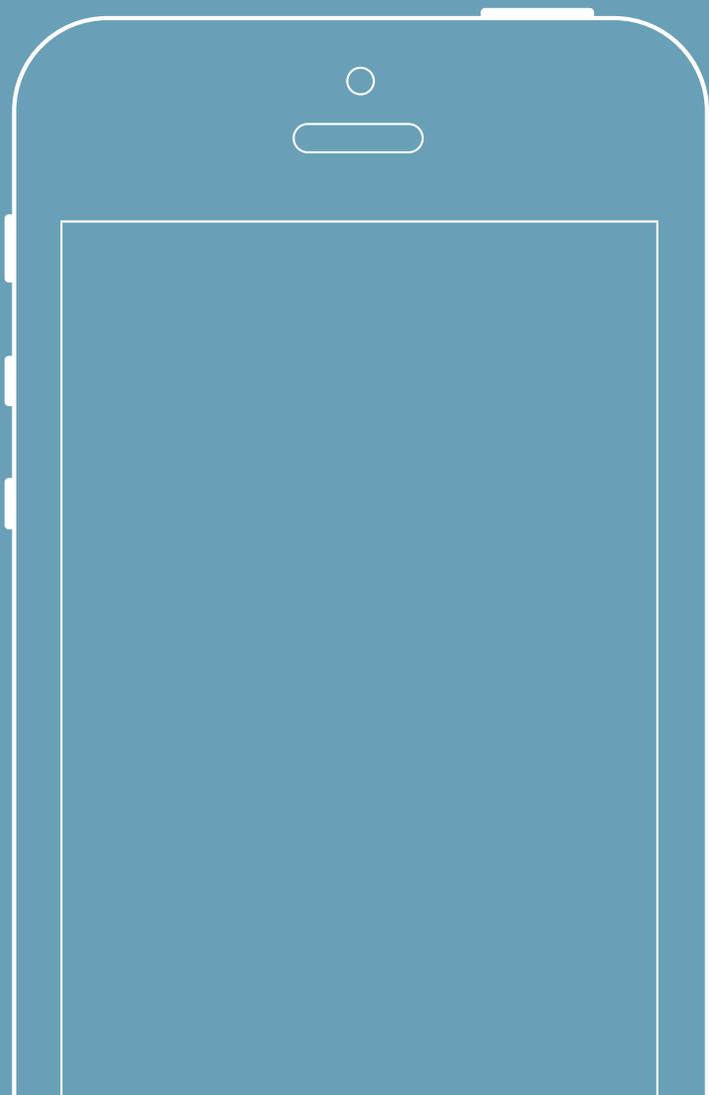


# Why it's Crucial You Organize Around Data (Not Personalities) in Your Oil & Gas Operations



**CORPORATE OUTPOST**

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**AS FEATURED IN**





Greg Archbald  
Perpetual Student of the Oilfield  
Founder of GreaseBook

## A Word From the Founder

Would you laugh if we told you our Dream was to transform the state of independent oil & gas operators nationwide?

That our Vision was to invent a turn-key oil field management software so powerful that it would eradicate failure of oil & gas operators from the face of the planet?

That our Purpose was to make it possible for every independently owned oil & gas operating company that heeds our call to create a successful enterprise that scales whether they choose to operate 1 well or 10,000?

For those who aren't systems thinkers, or simply haven't been exposed to the idea of running their operations 'systematically' – they might laugh at the idea.

However, for those operators who succeed in the most difficult of pricing environments, who have cash on hand when everyone else is dried up, and who continue to operate when everyone else is closing their doors – well, they won't laugh at all.

Instead, they'll smile a knowing smile and ask themselves, "does this company really have the foresight and persistence to accomplish what they've set out to do?"

GreaseBook set out on a mission to invent a turnkey, intelligent, oil & gas operating system we could deliver to any independent operator in any State operating any kind of well – gangbuster horizontals and old-dog stripper wells alike.

Turnkey operating. Deliverable by any oil field manager, not hampered by her employees, her pumpers, her lack of cash or network, but only by her personal depth of oil & gas operating know-how and experience. Enabling her to share her knowledge across every team member, without her actually having to be there. Essentially, to scale systematically.

Is it an outrageous idea? All such ideas are outrageous. If it weren't outrageous somebody would've already done it. But to our way of thinking it's all so obvious. In our beginner's mind, we asked, "how come nobody has done this before?"

To our way of thinking, it was ridiculously simple. So simple in fact that when we solved this problem – this 'failure to systemize' by almost every oil & gas operator – the economic performance of the oil patch would be transformed.

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# You're Doing it Wrong

*Why It's Important to Organize around Data (not Personalities) in your Oil & Gas Operations*

**Have you seen the remarkable new things that are being done with oil & gas data management these days?**

*"What new things?" you ask.*

The new things that give you control of your oil & gas assets like you've never had before.

Control is key.

What most operators are telling us is that they're frustrated by not being able to get the most out of their production assets. Frustrated by late or incorrect data coming from the field. Frustrated by having to organize this data after it arrives from the field. Frustrated by hiring more people than they need to manage these assets. By working with supposed "experts" who don't seem to know what they're doing. By a breakdown in communication and transparency with those who work on the front line in the field.

.....  
**What most operators are telling us is that they're frustrated by not being able to get the most out of their production assets. Frustrated by late or incorrect data coming from the field. Frustrated by having to organize this data after it arrives from the field. Frustrated by hiring more people than they need to manage these assets.**  
 .....

*Do these things ever frustrate you?*

Of course they do. And that's why we've embarked on a labor of love that is oil and gas information Control; so that you can get the most from the people in your operations without paying an arm and a leg for it. Now we know that sounds too good to be true. But let us explain how we propose to go about doing that for you...

How can we make it possible for you to get the most from everyone in your operations, both in the field and in the office?

Quite simply, *through a mobile app.*

By downloading the app to your smartphone, to the smartphones of your pumpers, and the smartphones of your field supervisor, admin, and management, we alleviate the frustrations of oil and gas data management.

Not personally (through people), but *systematically* (read: automatically). Essentially, the app works so you don't have to.

So simple in hindsight, what we're prescribing is a completely familiar and predictable oil data management platform which produces results which were formerly unpredictable and nearly impossible to achieve.

Simplicity rules the day. And, to achieve these type of results from oilfield automation and workflow – in addition to equipment being checked, oil and water being gauged, meters being read, wells tested, gas sold, and repairs made – *the system must be simple.*

.....  
"Over the last year, the GreaseBook Oilfield Management Software has given me the ability to take on a considerable amount of supervision of the company. Now, I don't have to rely so heavily on our contract field supervisor. In fact, I compared our company costs from 2013 with those of 2014, and we have been able to reduce our costs by more than half. And, those reduced costs include our 2014 GreaseBook charges! Thanks for developing this tool!"  
.....

**SUSIE AGEE**, Vice President  
*Marsh Oil & Gas Co.*  
*Pauls Valley, OK*

## “The System” Explained

The information will be recorded by your pumpers on their smartphones while at the wellsite. The oil & gas data management system will seamlessly track the activity of your oil & gas wells, compressors, and disposal wells from day to day, benchmark to benchmark.

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**In short, proper oil & gas information management could tell you the things you need to know. Things you don't know now.**  
 .....

And as such, the System will tell you an astonishing number of things:

- How much oil and gas was lost during the month because of lease problems.
- Projected dollar amount of the loss.
- The importance of equipment maintenance.
- Special problems.
- Which wells are beginning to have downhole problems such as pump wear.
- Assist in determining when productivity tests should be conducted.
- Monthly analysis of well conditions.
- Increased production from wells that have been worked over.
- The feasibility of working over other wells.
- Loss of production that occurs with time and natural depletion.

Perhaps even more importantly, the System can give you insights into the activities of your guys and gals in the field. It can tell you which particular pumpers are properly managing their route and their wells—and which ones aren't.

In short, proper oil & gas information management could tell you the things you need to know. *Things you don't know now.*

It's the data you need to know to develop, control, and change your operations. And information you need internally for Finance and Accounting and externally for the relationships with your Service Companies.

If the people in your operations are the glue that holds your operations together, then good data is the glue that holds your people together. Good data tells you when, what, and whom you need to change.

.....  
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.....

Without it, you might as well put a blindfold on, spin around, and set out with a dart in your hand determined to hit your mark. Not a very promising game.

But one, it seems, most people in oil and gas are determined to play.

# Systems, actions, assets, and data

## Systems, actions, assets, and data. The stuff of which our operations are made—our livelihood.

That to approach any part of your operations as though it were separate from all the rest would be lunacy, because everything in your operations affects everything else in your company. That your Management Strategy, and your People Strategy, and your Growth Strategy, and your Strategic Objective, and your Organizational Strategy, and your Systems Strategy—or even your lack of strategy—all of them are totally interdependent, rather than independent of one another.

Do you see how difficult it is to separate one from the other? Do you see how intertwined they are? Do you now understand what we mean by your oil and gas data management “System”? And why it is absolutely essential that you begin to think of your operations as a fully integrated System?

Know that the success of your operations totally depends on your appreciation of that integration and that *your oil and gas data management workflow is that integration.*

.....  
**“Initially, we thought there may have been an issue with the GreaseBook. However, it was the app which ultimately enabled us to weed out any incompetence in the field. With the app, everyone is held accountable... our pumpers, haulers, and our service companies. Now, we’ve got some very qualified folks in the field – and we’ve got the information to prove it.”**  
 .....

**RANDY COY**, President  
*Ranken Energy Corporation,  
 Edmond, OK*

# Data needs to be managed

*And it's people who have to manage it*

**Everyone in business has heard the old adage that 80 percent of our results are produced by 20 percent of our inputs. Unfortunately, it's difficult to know what the 20 percent of the activities are that are making up the lion's share of the results.**

Well, let us tell you: the operators who have uncovered the 20 percent of the activities that make up the Holy Grail of oil & gas operating are using a well-thought oil and gas production management System. The other 80 percent of operators aren't.

An oil & gas data management system is a soft System. That said, it's ultimately designed and fed by people. And although we've seen well designed oil & gas data management systems in some cases produce up to a 50% reduction in overhead for the operator, we've also seen countless oil field automation initiatives crash and burn (taking thousands of man hours and millions of dollars with them...)

*So, what does a well-designed, lightweight oil data management System look like?*

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**The operators who have uncovered the 20 percent of the activities that make up the Holy Grail of oil & gas operating are using a well-thought oil and gas production management System.**  
 .....

It's a fully orchestrated interaction between you and your field personnel that follows six primary steps:

1. Capture the necessary information from your field personnel.
2. Check against historical information to make sure this data indeed makes sense – that it's 'clean.'
3. Give feedback to the pumper in the form of graphs and notes from which he can further engage the well (yes, given the right information, most pumpers are willing to give you much more than you're currently getting from them).
4. Deliver this information to management and in-house folks, and display it via an Oil & Gas Management Dashboard in a way which enables the company to look at their operations from unique and different vantage points to quickly pick out and address anomalies.
5. Automate the flow of hot and fresh scheduled reports to management, engineers, accounting, and partners each morning, highlighting yesterday's production numbers.
6. Sync real-time data with other 3rd party software systems, such as accounting, production, or other centralized databases.

.....  
**More importantly, the how doesn't  
have to be expensive to be  
effective.**  
.....

All this leaves your people to communicate more effectively by articulating, watching, listening, hearing, acknowledging, understanding, and engaging each and every well as fully as it needs to be engaged.

More importantly, the *how* doesn't have to be expensive to be effective. In fact, some of the most powerful innovations have required little more than the change of a simple process, workflow, or methodology.

# Oil and Gas Companies

*(and the Mobs that run them...)*

**All organizations are hierarchical. At each level, people serve under those above them. Oil and gas is no different. The operator is therefore a structured institution.**

If it is not structured, it is a mob. And mobs don't get things done; they destroy things.

Everyone wants to "get organized." But when you suggest that they start by creating automation workflow, all you get is doubtful—and sometimes hostile—stares.

"Don't be ridiculous," a client once retorted. "We're just a small operator. We don't need a new workflow. We need better people!"

Despite his protestations we persisted, because we knew something he didn't. We knew that the organizational development reflected in one's production reporting workflow between field and office can have a more profound impact on a small operator than any other single business development step.

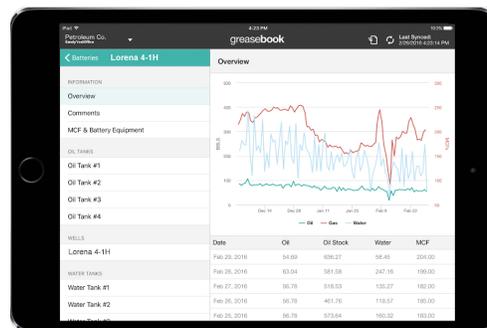
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 .....

# Don't Organize Around Personalities, Organize Around Your Data

Most companies organize around personalities rather than around functions. That is, around people rather than accountabilities or responsibilities. The result is almost always chaos.

We're not interested in different, we're interested in better. That said, we specialize in designing, building, launching, and growing a turn-key system for communication between operators and their folks in the field.

A turn-key solution that our clients can (1) download to their smartphone, and (2) immediately roll out to their operations *all in less than an afternoon*.



.....  
**whether they choose to operate 1 well or 10,000 wells, the system will deliver the right information, in the right way, at the right time, in exactly the manner they need it to run their operations most effectively and most profitably.**  
 .....

From there, what the operator decides to do is up to them... whether they choose to operate 1 well or 10,000 wells, the system will deliver the right information, in the right way, at the right time, in exactly the manner they need it to run their operations most effectively and most profitably.

To bake a bigger cake, all the operator needs do is **add more wells**.

The system works, so you don't have to, so you can grow your business.



To keep your costs as low as possible, GreaseBook runs on whatever device your pumper already owns Apple, Android, or Microsoft.

And, while operators are enabled to simply focus on operating (i.e. producing oil & gas in the most cost effective manner possible), we're always improving on our system. Innovation, quantification, and orchestration. Through the art of organization of your oil & gas data, we must continually improve the System.

.....  
"GreaseBook's oil sales report with run ticket images alone saves us 3-4 days a month. In fact, we know what our purchaser owes us (and what they're missing) even before they've sent us our statement... Now that they know we're watching our account so closely, we find even less mistakes on their part because they know we're holding them accountable!"  
.....

**BOBI POSEY**, Admin  
Phoenix Oil & Gas, Inc.  
Seminole, OK

# The System produces the results, your people manage the system

Imagine trying to produce such a consistent result without an integrated System to manage your oil & gas data. Imagine each engineer, every pumper, at all of your current (and future) wells, doing his or her own thing.

How would anything be communicated consistently, in which every gauge sheet, every Excel workbook, every idea of organization, every kind of process and system were expressed in an individual and subjective way by each and every one of your people without any standards, without any agreement, without any consistency in form, without any consistency in judgment?

Is that an appealing picture to you?

Because we're exhausted just thinking about it!

Through our inquiry of oil field pros like yourself, and the oil and gas data management system we've designed for the active solicitation of specific information, GreaseBook has replaced the guessing, the blind hope, and the feverish busy work running rampant in most oil & gas operations.

Innovation, Quantification, and Orchestration have become the driving forces behind our efforts.

The fact is, any operator can do it.

And given the environment today in oil and gas, every operator must!

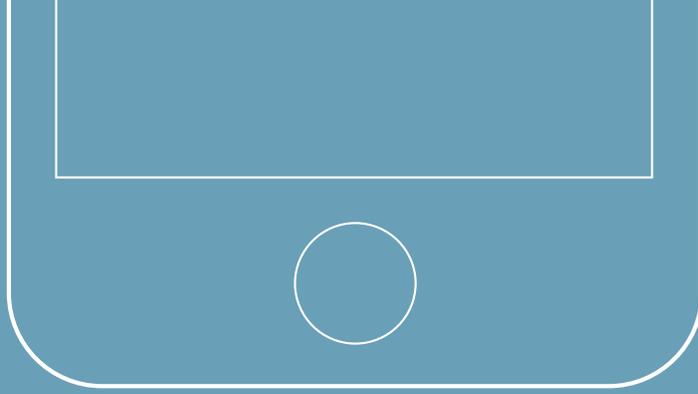
.....  
**"So far the Greasebooks have been very easy to transfer to. I haven't had any complaints from the pumpers. I really like how the app makes the pumpers be accountable for the oil. I cant tell you how many times their old gauge sheets would have gauges that were so messed up and then throw a run ticket in there – it was a nightmare to sort out! With GreaseBook, it makes my guys correct any errors.Thanks for everything!"**  
 .....

**DUSTIN WYER**, Operations  
 Val Energy,  
 Wichita, KS



**GreaseBook works beautifully on any computer, PC or Mac.**

To get your invitation to the GreaseBook, click [here](#).



"New Technology  
Development of  
the Year!"