



## SUCCESS STORY

# Offshore and in the oilfield tibbr fuels new levels of global collaboration

tibbr helps Apache Corporation tap into local expertise to drive global knowledge sharing imperatives in the oil and gas industry

## Overview

When it comes to complex operations in diverse environments, the oil and gas industry easily tops the list of extreme work environments. Oil and gas exploration and production take Apache Corporation and its employees to some of the most diverse and harsh environments found on the planet. Located all over the world, Apache drilling sites thrive in a range of locations that stretch from the searing deserts of Egypt, to offshore in the Gulf of Mexico to Alaska's sensitive environments and beyond.

With a global portfolio of drilling sites located around the world, Apache Corporation is one of the top independent oil and gas exploration and production companies. Growing through acquisition, Apache is made up of many different drill sites with fiercely independent teams that have their own techniques for drilling – and their own tools and processes associated with them.

## Reduce downtime in the field

Managing the growth of Apache's global portfolio requires the capacity to operate on a large scale in a range of environments. Understanding the efficiencies that could be gained by connecting expertise within the drill sites together, Apache embarked on a project create an online collaboration environment. The aim of the project was to encourage discussion and better connect issues encountered in the field with the expertise needed to solve problems faster.

Every year Apache spends about \$2.8 billion to drill wells. A good portion of that figure is associated with "trouble costs" surrounding logistics for complex well designs and maintenance performed in difficult well conditions. In addition, the oilfield services business requires complex, context-specific solutions rather than standard best-practice solutions that come "off the shelf." Compounding the complexity even further is an age gap in Apache's global operations and the critical need to improve peer-to-peer communication and retain knowledge.



## Headquarters

Houston, Texas

## Size

4000 employees

## Industry

Oil and Gas

## Challenge

- Pull together fiercely independent teams and disparate sources of expertise with an online environment
- Retain knowledge from senior employees nearing retirement and tie their expertise into improving knowledge sharing across a globally dispersed team
- Communication of complex logistics in some of the most harsh and diverse environments on the planet
- Embed collaboration into the center of company culture to reduce non-production time in the oilfield and speed up global operations

Like many industries, oil and gas companies has a large population of senior employees looking to retire soon followed up by a younger generation just beginning their careers. Apache needed a way to sustain a high level of interaction and engagement, especially among senior employees so their expertise could be retained and tied into the collective knowledge and productivity of a global workforce.

## How Apache engaged a diverse workforce

To engage this truly diverse workforce operating around the world, Apache deployed tibbr to create a highly interactive collaboration platform that was familiar, social and left plenty of room for autonomy among drilling sites. The collaboration platform, internally referred to as Sage Communities is a central place for Apache workers worldwide to share knowledge around key business processes, logistics and technical practices at each drill site.

“We wanted to break away from the Sunday to Monday dichotomy affecting the productivity of so many enterprise companies,” said Andrew Barendrecht, collaboration strategist for Apache Corporation. “We wanted to avoid employees experiencing a rich and hyper-connected experience at home on Sunday and then have to take a step back on Monday in terms of efficiencies and technology. While security is important we did not want collaboration hindered by a constrained, disconnected and limited corporate IT policy.”

## Grassroots approach to global adoption

The team employed grass roots “in the trenches” approach to deployment by starting with a pilot group of users out of their Houston offices. Once the pilot group tried out tibbr, the easy transfer of information and the ability to follow people and subjects was recognized as a powerful way to create the collaboration communities they envisioned. With the pilot users pleased with the ease of use and information sharing capabilities, the implementation team set a goal of rolling out the platform to a worldwide audience by the end of the year.

In the beginning the implementation team had a heavy schedule of travel as they worked “a trench at a time” to convince users that the tool was useful and would help minimize non-production drilling time. The team visited

“ *A problem shared is a problem halved. With people sharing around the world you actually become more efficient. You learn from each other. You solve problems faster, especially if it means \$250,000 saved in one day of work.* ”

Andrew Barendrecht, collaboration strategist,  
Apache Corporation

Egypt, Aberdeen, Midland, North Sea, Gulf of Mexico, Argentina, Canada and Tulsa to facilitate and support the production of communities around skills and experience in the field.

On the flip side of an intensive travel schedule, training personnel was a breeze. “We spend about 10 minutes on training time for employees,” said Barendrecht. “If you use Facebook, you can easily use tibbr.” Once employees saw how easy it was to find information they were looking, adoption took off and quickly spread throughout the organization.

## A tap into local expertise provides fuel for global knowledge sharing

Now employees can follow experts; ask questions, share files and links, or comment on posts made to a subject wall. Results easily showed how workers spent less time searching for information and more time capturing, learning and applying recommended practices. “We view the tibbr enterprise solution collaboration platform as a pure acceleration of traditional communication,” explained Barendrecht. “Before, it would take us a lot of time to train everyone on where to go to find information, now we don’t have to waste time with that type of training, everything is in tibbr and it is easy to find.”

One of the most popular use cases for tibbr is reducing non-production time at the drilling site, explains Randy Wagner, a drilling advisor involved with driving social enterprise adoption for Apache. “Every 24 to 36 hours drilling sites must pull up their equipment from the well and change the drill bit as it gets worn out. Depending on the wear patterns, the team might use a different drill bit. If wear patterns are something

**“ Using tibbr, workers at the drill site can take a picture of wear patterns; post it to the collective community to crowd source feedback on what drill bit to use, saving tens of millions in non-production downtime at the drill site. ”**

Randy Wagner, drilling advisor,  
Apache Corporation

the drill team has not seen before, it could easily delay changing the drill bit,” says Wagner. “When non-production time, can cost up to \$500K per day, recognizing wear patterns and the right drill bit to use is extremely valuable knowledge that isn’t always available at every drill site.”

The instant feedback loop created between senior workers and employees needing expertise and advice sustains a rapid cycle of communication and creates enormous value in terms of providing many more internal checks and balances and open, real-time communication on a situation. Now when employees run into problems at the drill site, instead of ignoring the warning signs they can instantly start a dialog with any one of the 1200 experts using Sage Communities to identify what is going wrong. With new users coming aboard every day, future rollout plans include facilitating the creation collaborative support for the geoscience, geophysics, reservoir project communities.

## Benefits

A global enterprise collaboration platform to share knowledge around key business processes, logistics and technical practices at each drill site. Benefits include:

- Workers spend less time searching for information and more time capturing, learning and applying recommended practices
- Communities built around skills and experience in the field make it easy for users to locate relevant advice and find answers to questions
- Accelerated feedback loop for workers to state problems and their experience, take pictures to show what occurred and source a solution from experts within the Apache workforce
- Integrated alerts to provide real-time notification to changes in well designs and important environment, health & safety notification as well as company specific alerts.
- Advanced social analytics provides relevant subjects for topical searches with automatic suggestion for similar posts, documents, or links as well as employees with subject matter expertise

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**About tibbr** With users in more than 100 countries, tibbr is the social enterprise platform that is revolutionizing the way we work, collaborate, learn and share. tibbr connects people, applications and data in context in an entirely personal way. tibbr brings together what matters – to individuals or groups – to get work done better, faster. It’s an open, intensely flexible platform that can be delivered on premise or in the cloud. Learn more at [www.tibbr.com](http://www.tibbr.com).

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