



WEATHERFORD W MAGAZINE / SEPTEMBER / 2001

Weatherford EHO Today:
Redefining the Playing Field

Weatherford UBS:
The Next Level

Solid Expandables:
Development Builds on
Record Setting Technology

PC Pump Project Forges
Seamless Customer Link





OFS Portal

PORTAL

WEATHERFORD ADDS TO E-COMMERCE INITIATIVES

Imagine millions of products and services, linked to multitudes of customers, who speak a score of unique languages.

The Oil Field Service Portal (OFS Portal) is intended to move industry e-commerce into the 21st century by providing a central source for product and service background as well as purchasing information for customers. The OFS Portal is a growing joint venture, currently of 18 major oil field service companies, who have joined to share the costs and benefits of this Web site aimed at upstream customers. Weatherford, along with other founding members ABB, Baker Hughes, BJ Services, Cooper Cameron, ENSCO, FMC, Halliburton, Schlumberger, and Smith International, united to format and publish standardized content, establish transaction standards, and facilitate e-procurement in the spring of 2001. The goals of OFS Portal are threefold: 1) to define industry standard formats for electronic catalogs of oilfield products and services; 2) establish transaction standards; and 3) facilitate e-procurement of complex products and services, which require collaboration between supplier and buyer rather than just a simple catalog selection.

How the Portal Functions

Both suppliers and customers subscribe to the portal, either individually or through B2B exchanges, and it is available worldwide. It is targeted to encompass oil industry segments from the "reservoir to refinery gate" segment of our industry, including exploration, drilling, production, processing and transmission.

As a not-for-profit independent service, the portal will serve as a resource for customers seeking product information from a wide range of service companies in an impartial environment. This was done by developing mutually agreed-upon standards when building the catalogs of individual companies.

Weatherford and OFS Portal

Weatherford believes the OFS Portal offers long-term benefits to customers. Care has been taken to gauge customers' needs and tailor content to meet them. There will be thousands of categories of products and services. It is estimated that 80 percent of the products—over 1,000 categories—used in the industry should be completed by OFS Portal within the first year.

A corporate strategy for global implementation of a Weatherford e-commerce system will complement the OFS Portal strategy. It will also facilitate customers already comfortable with e-business and the e-commerce environment.

Industry Collaboration

Weatherford sees the creation of the OFS portal as a good example of industry collaboration—especially the development of standardized cataloging. This will make e-procurement quicker and less confusing for customers as they access product information from the Portal presented in a standardized format.

While the OFS Portal isn't Weatherford's only means of advancing its e-commerce and e-business, it will be a key component. Initial product listings will be simple items such as sucker

rods, for example, until customers' interests are gauged. With that information in hand, Weatherford can include the most pertinent products in its catalog. Tailoring information helps customers find what they want quickly while making informed purchasing decisions.

Portal Membership Growing

Since its inception, the OFS Portal has enlarged its core group as well as its mission. In a relatively short period of time, several other oil field service companies, large and small, have joined the OFS Portal effort to promote e-commerce and more will be invited to join in the coming months. The portal format also allows customers to select product options from a wide range of companies. The playing field is leveled through pre-set standards and systematic presentation.

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