WELLSITEREPORT

Better Reporting | Greater Results

# Are you ready to compete in the age of analytics?

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# Intro

Most successful modern companies have embraced business and operational processes as a requirement to compete in our world of analytics and data. To ensure consistent results, companies must define procedures for both service and product businesses. Over time, the processes will need to evolve to stay competitive. Processes are specific yet need to be dynamic to allow for adaptation to the marketplace. What would happen if some businesses did not evolve over time, and how would that impact their business in the long term? Most people would conclude that businesses with stagnant processes would also have declining success. We all know that a good, healthy business must adapt and improve consistently, or it will lose to its competitors. If you think your business can improve and have competitive data driven advantages, you are right. The most effective way to get better is by leveraging a cost effective, cutting-edge, relevant and timely data driven technology. That is precisely what we do at Wellsite Report. We provide a way for our clients to quickly get customer and company data into the hands of their management team, so they can make timely decisions and adapt processes. We do this by letting technology do the difficult work for our clients.

At this point, it would be hard to believe someone if they said they had never heard of the term "big data." But if the term is so well known, why does it seem so obscure? The business media discuss big data constantly, but how many companies are actually utilizing it? The truth is big data is available to some, but not to all, due to the fundamental issue with big data – it requires data! Think about your procedure and how much of the business process is recorded. For most companies, although the data is readily monitored, it is not recorded in sufficient quantities to analyze the deficiencies. If the goal is to analyze large sets of data, let's first concentrate on the way we capture it.

# 1. Mobility Matters

### 1.1 Capture More

As identified in Figure 1 and Figure 2, when done correctly, technology significantly impacts incident reporting, allowing companies to capture relevant data. Too many times we focus on the idea of big data instead of focusing on how we get it. We need to focus on making the process of data collection easy and make sure the data we capture is organized. Wellsite Report helps create the big data you depend on, allowing you to manage the short-term information for real-time course correction, and analyze the large data sets for the future.

### 1.2 Increase in Reporting

Incident reporting is a critical part of the business process. Whether it is service or safety related, it is important to get incident information to management. If the management team is unaware of events happening on the job, corrections cannot be made. To get the most information possible, incident reporting

needs to be easy and consistent.  Up until recently, most companies were using a printed form or a digital version built in a spreadsheet or word processor.  Unfortunately, these forms require more work to log and suffer from the lack of intuitive workflows.  With the development of cloud-based software and mobile devices, companies are turning to better solutions.
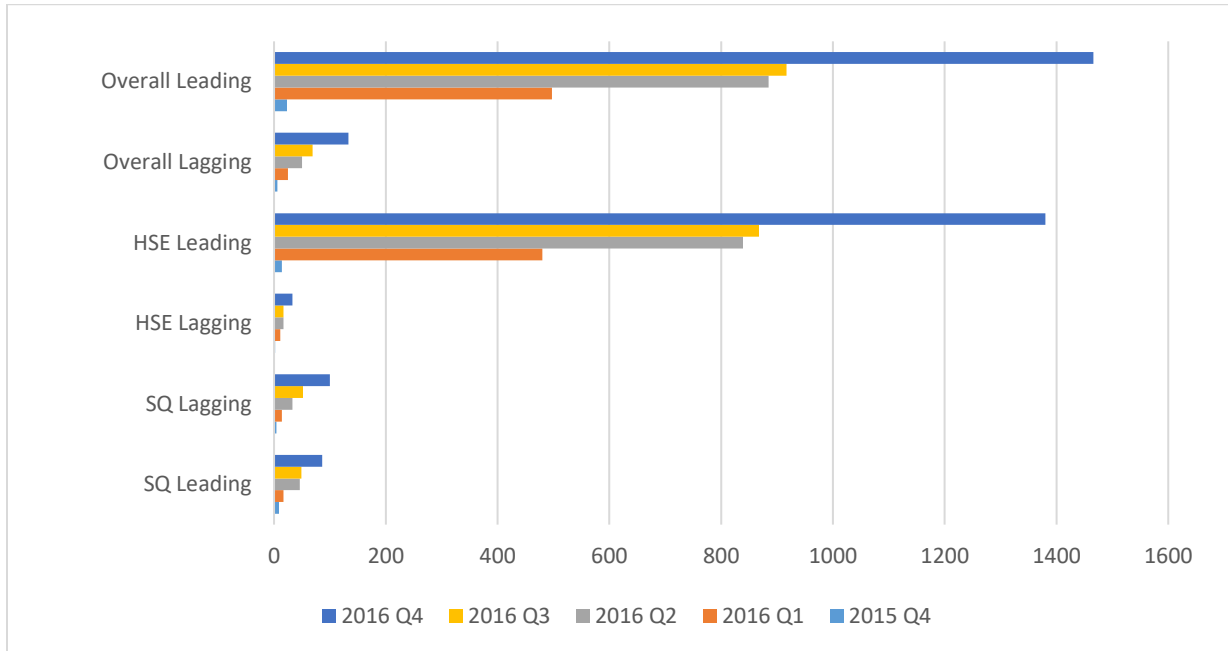


*Figure 1 – Client Incident Data Increases*

Wellsite Report's intuitive mobile app increases all types of reporting and bridges the gap for companies
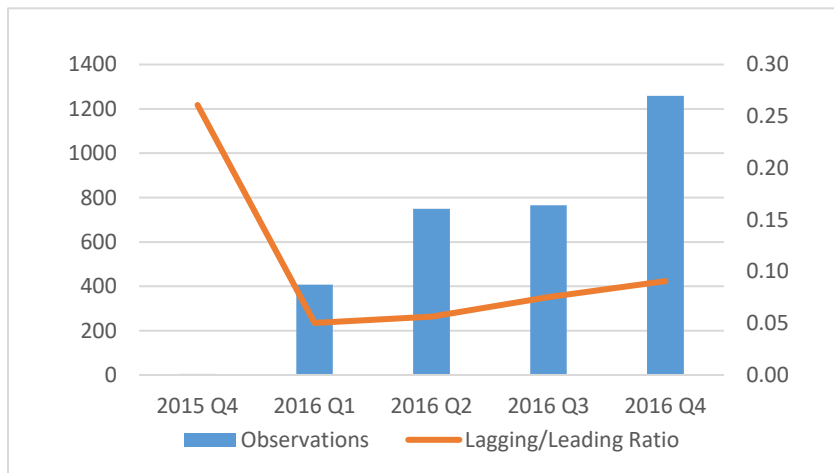


*Figure 2 – Client Ratio of Lagging/Leading Incidents*

looking to benefit from big data analytics.  Figure 1 shows a current client's increase in reporting for all incident types (service quality, health/safety/environmental and safety observations).  The biggest gains are documented safety observations, or leading indicators, which are critical in the reduction of risk.  In figure 2, it's clear that even though all incident reporting has increased, the gain in leading indicators is significant. This is shown by the ratio in figure 2, which divides the lagging indicators by the leading indicators.  The other interesting point to make here is the slight, but noticeable, increase in the leading versus lagging ratio. Generally speaking, having a company with a rising ratio would indicate that its near-incident reporting or safety observation program might be losing steam.  In this example, the ratio is low and observations are increasing, so why is the ratio ticking up?  The answer is simple, but interesting.  The client's reporting of

light incidents also increased through this period, which can push your indicator ratio up. Figure 3 shows that most real incidents (lagging indicators) are light in nature. Remember, we are getting more information, and more information is almost always good. Many times, things go unrecorded: a simple bruise to the hand, a non-serious insect bite, or ten minutes of lost time. All things that happened, all things that could show a pattern, are all potential data gone forever. Simply put, if you create an easier way for accurate reporting, then things will more readily be reported. This gives our clients information that otherwise wouldn't make it into a report and never make it as part of their big data set.
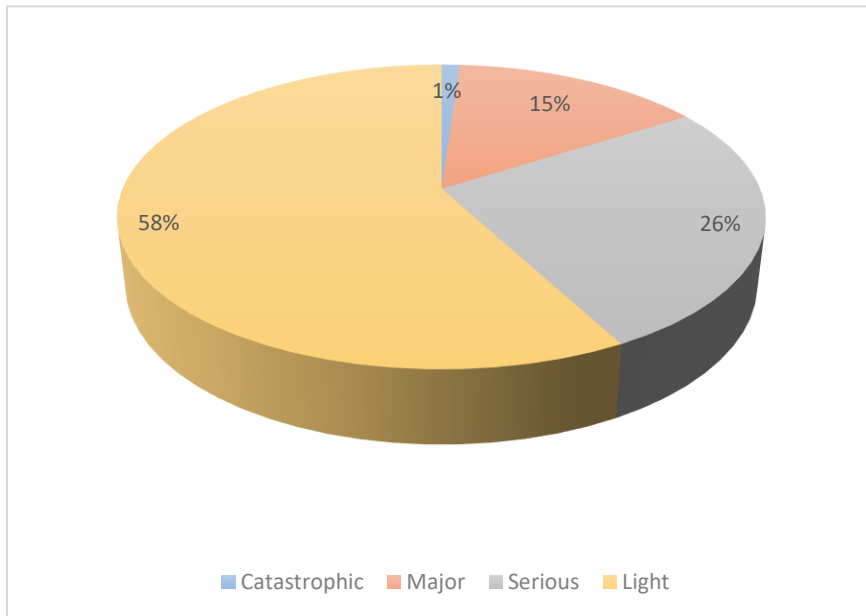


*Figure 3 – Client Perecentage of Lagging Indicators*

### 1.3 Have It Your Way

No two companies are alike. While we provide basic forms, we recognize that each business has unique reporting needs. Maybe it's a specific audit form, or a checklist for your field operation. We work with you to create custom, relevant forms specific to your needs. All you need to do is give us your form, or the data you wish to collect, and we do the rest. No custom development, and no need for training. Our clients get all the mobile functionality found in our static form set, but also get to capture other information critical to their business. Customization is quick, with most forms requiring a day or less to create – then you're off and running.

# 2 Less Risk, Less Failure

## 2.1 Making Safe, Safer

A good safety program will do most things well but will struggle when looking to proactively prevent incidents. Most well-intentioned programs are designed to train personnel, manage incidents when they occur, and attempt to mitigate risk. But even the best of programs can benefit from knowing and analyzing the given data. Top-tier companies are primarily judged on their safety history; however, are increasingly scrutinized on their safety observation programs, their incident management processes, and how action items are tracked to completion. These are just a few examples of the things that are enhanced by utilizing data-capturing technology.

Digging in a little deeper, let's first consider safety observations. How long does it take a manager get the information that is filled out at the jobsite? Does the observation make it to the manager at all, and what is done with the data? If there is a serious hazard identified on a traditional paper form and it takes a week to make it to any manager, that's receiving the information a week too late. The sooner we can take action, the lower the risk to the environment, our personnel, and to our businesses. Receiving information in real time enables immediate action. Multiply that by the thousands of observations, and it becomes evident how the power of timely reporting can make a difference.

Another disadvantage that conventional safety observation programs lack is pictures. Pictures are a type of visual big data we utilize to help clarify an observation's severity. Wellsite Report safety observations include pictures, and considering a picture is worth a thousand words, it is itself a thousand times better than old pen and paper programs. When an observation is created, as is the case with all incident reports, an email is sent with an attached picture (if a picture is taken during the creation process) to all managers and concerned parties. This is extremely effective at giving users the ability to sort through incidents that are more important or need immediate attention.

What about managing the incidents after they happen? Clients using Wellsite Report can make the entire process, from capturing the initial information to creating the formal report, easier. We have discussed collecting more incidents, but you also need an easy intuitive way to store and catalog all that information.

Capturing big data is important, but it's also necessary to organize that data set into searchable terms. Wellsite Report makes it simple to sort through archived and historical incidents so you can readily find the information you are seeking. We also let our clients store technical files, employee statements, pictures, and any other important information associated with the incident, so nothing is lost and everything is right at your fingertips.



*Figure 4 – Wellsite Report Technology*

Identifying a root cause to an incident is vital to its prevention for successful companies. It represents the end of a failure analysis and initiates the beginning of the communication and action item processes. Once identified, action should follow to prevent the incident in the future, or to communicate and mitigate the incident company wide. To evaluate a company's incident management process, we must first look at the quality of the identified root causes and then look at the way each company address them. Action items are easy to create but not always easy to track or
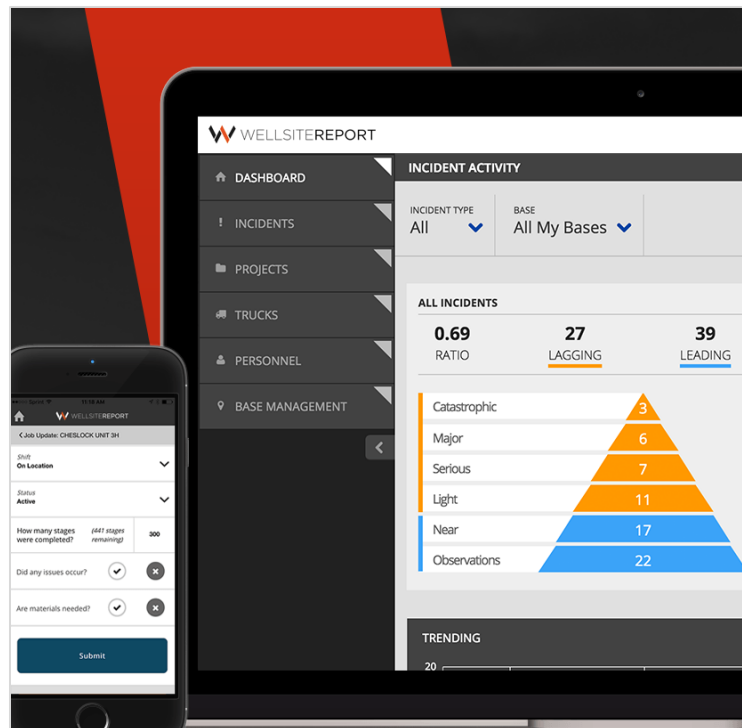
follow up on. As can be expected, if the action item is never acted upon, the identification of the root cause is pointless and a similar type of incident has same likelihood of happening again. This is where the incident management process breaks down. The good news is that technology can help drive this most critical step. Wellsite Report has a tracking system for all action items created in the system, giving our customers the tools to ensure failed history doesn't repeat itself.

## 2.2 Improving Quality

Most people recognize the benefits of leading indicators when it comes to managing an HSE program, but what about driving service quality and process control? If it's true that a leading indicator can measure the preceding possibility of an injury or accident, then it could also be a measure preceding a possible service failure. Wellsite Report gives managers the opportunity to manage service quality events (SQ Nears) before they become service quality failures. The ability to correct a deviation from procedure, identify the use of incorrect tools/hardware, or identify a gap in training, can save work and therefore save revenue. Generating new revenue is critical to growth, but keeping the customers you have is critical to survival.

Quality, safety, and efficiency do coexist in the best run companies. According to a poll of CFOs, over forty percent believed that an increase in productivity was the greatest benefit of an effective safety program (Journey to Safety Excellence, 2013). An employee's perception of on the job risk influences the way they work. If the employees perceive that the management team is not engaged, or does not care about safety, companies run the risk of having low morale. Low morale can lead to high turnover, which can lead to a lack of trained personnel and, ultimately, causes a decrease in production.

## 2.3 The Data Is Mine

Once an effective, simple, and affordable process for data collection is in place, you can begin benefiting from big data. Collecting information is important, and there are reasons to do it other than analysis (case management, internal memos, etc.); but its true power comes from the analysis of that information. Wellsite Report has built-in reporting tools, but just as each customer wants to track different data points, we understand each customer also wants to analyze the data in different ways. The data is easily exported for use on dashboards or for further analysis via spreadsheet. Some companies explore the option of a custom dashboard created within Wellsite Report, providing them with their own custom cloud-based solution.

# 3 More People Needed

## 3.1 Increasing Staff, Decreasing Admin Cost

It's easy to see the benefits; however, some companies have been concerned about the cost of implementation. The reality is our clients have found Wellsite Report saves the company thousands of dollars each month by preventing incidents, and hundreds of thousands in retaining their customers. In the poll of CFOs referenced earlier, sixty percent said that for every dollar invested in safety, two dollars or

more were returned (Journey to Safety Excellence, 2013). Wellsite Report has cracked the code in providing an effective, easy-to-use application that drives safety, improves service quality, while increasing your real bottom line dollars.



*Figure 5 - Wellsite Report Improves Safety Observation Programs*

We save you money by reducing risk and reducing administrative costs – and that's just for safety observations!


# Wellsite Report – We Can Help

When we started our journey back in 2014, one of our main goals was to make our mobile app easy to use, and we started by considering the on-site employee. If on-site employees like using the app, not only do we succeed, but your safety program does as well. Most of us have had the experience of using clunky programs that struggled with implementation. When those programs fail, it's because the software didn't consider the employee using the program, the person in the field, or the person doing the work. Many times, so much money is invested in purchasing flawed software that the company must continue to try and use it even if it's clear it has been unsuccessful. With that in mind, we started with the person in the field, the person doing the work, and that makes all the difference.

If you are looking for ways to improve your QHSE program, increase your collection of big data, or want to make your processes more efficient then you found the right solution in Wellsite Report. We believe in Better Reporting, and we are confident we will help you deliver Better Results.

# Citations

Journey to Safety Excellence. (2013). Retrieved June & July, from
http://www.nsc.org/JSEWorkplaceDocuments/Journey-to-Safety-Excellence-Safety-Business-Case-
Executives.pdf