

# DatCI<sup>SM</sup> (Design at the Customer Interface)

## HALLIBURTON DRILL BITS AND SERVICES (HDBS) OPTIMIZATION... BETTER, FASTER, DATCI

### Local Solution Development

DatCI<sup>SM</sup> is a customer centric process. Halliburton DBS organization is built around our local structure of deployed technology, field operations, and business development. These functions form our solutions team located at the customer interface. This core team has the local application intelligence coupled with the skill to design the whole solution, allowing delivery of an optimized solution at speed unmatched in the industry. The local solutions team is supported by global manufacturing, technology and product management with a singular global focus of enabling the local solutions team to focus on their specific challenges and driving continuous improvement to maximize drilling efficiency and performance.

### Continuous Optimization Process

DatCI isn't only about having technical experts interfacing with the customer, it is about arming the organization to be able to deliver optimized solutions. This encompasses all phases of solution delivery including: challenge identification, design optimization, customized manufacturing, well site delivery, job execution, and local analysis to feed the continuous optimization cycle. Each successive optimization cycle provides meaningful impact to drilling efficiencies. There are five main parts of the process:

#### Application Intelligence

Understanding the specific challenges and setting the targeted efficiency and desired performance improvements. Information on offset data, mineralogy, directional objectives, drilling objectives, and the drilling fluids program are evaluated in this phase.

#### Locally Optimized Solution

Specific solution(s) are designed with best-in-class simulation software by local experts. Local knowledge is leveraged to maximize performance and efficiency of the solution.

#### Superior Execution

Drilling parameters are established, custom manufacturing is conducted if necessary, and the solutions are delivered to the rig site with great speed. Performance monitoring and data collection is also an important part of this phase.

#### Performance Analysis

Evaluation of the predicted performance versus the actual run is conducted. Case histories are prepared, field analytic are performed and lessons learned captured to feed the continuous improvement cycle.

#### Opportunity Identification

Working with our customer partners, analysis and performance information is shared. Future target criteria and needs are discussed and challenges identified to continually optimize the efficiency and the performance for the next optimization cycle.



*When all the pieces of the DatCI<sup>SM</sup> organization and process come together the effect is a fast powerful locally optimized solution that revolves around the customer's challenges. DatCI delivers maximum efficiency coupled with world class performance.*

## BETTER AND FASTER SOLUTIONS – WITH DATCI

Placing our core team at the customer interface enables them to understand the specific challenges directly with the customer. This eliminates miscommunication of the specific challenges and enables the local designers to truly understand how to maximize performance and drilling efficiency. The delivered solutions are better suited to meet the specific challenge and are able to be delivered with extreme speed allowing the improvement cycles to deliver consistently faster implementation of improvements, continually improving the economics for our customers.

[www.halliburton.com](http://www.halliburton.com)

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