

# Optimization - The New Future

You've heard it everywhere lately... search engine **optimization**, **optimizing** fuel efficiency in vehicles, global **optimization**, outsourcing for **optimization**, the list goes on...

But really, **what is optimization and why is it getting so much attention?**

Webster's dictionary defines "**optimize**" as to make as perfect, effective or functional as possible. In today's changing economy this has become the mantra of the successful. As we are faced with various challenges in every aspect of business the goal must be to make things run as perfect, effective or functional as possible because if that's happening it means that **money is not being lost on mistakes, inefficiency or delays.**



Optimization has become incredibly important in oil and gas. The world has been keenly focused on the industry as of late and is **relying on the industry to meet increasing production demands amidst a reduction in resources.**

## So What Are You Doing to Optimize Your Production?

Knowing this, a lot of oil and gas companies are seeking out new methods of **optimizing their production and their processes** and are looking in particular at **handhelds.**

A handheld can be uploaded with software that can prompt your operator to input readings from field equipment. That same software can give the operator **alerts and calculations** so that the **equipment can be optimized right away.** There's no going back to the office and hearing from a colleague in the city days later that there is something not operating properly on a piece of equipment and you're losing out on production.

**The goal of a handheld is to optimize,** to help an operator keep his fields and plants running as perfectly, effectively and as functionally as possible. **The core idea behind**

**adopting a handheld for your operations is optimization**, even down to the elimination of paper data entry and double data entry. **The handheld is a pure optimization tool.**

One Superintendent told me that even a green operator working on mature wells could gain **at least 1% upside on production using a handheld** with our software, **HotLeap**. We know that this is just the tip of the iceberg for the oil and gas field. Just look at the difference handhelds have made in the retail industry. The huge big box stores could not run without handhelds to take stock of inventory (can you imagine doing that all by



by hand?). But the oil and gas industry (one of the most technologically advanced fields!) is *still* using paper for data collection despite evidence of handheld use in the retail industry saving billions of dollars and creating efficiency on a large scale.

## Jane's Hot Tech Advice



I'm seeing a lot going on in the oil and gas industry right now. I have many companies coming to me requesting a handheld solution and they are **enjoying the benefits of optimization**. If you're not one of these companies, then what's holding you back?

In fact, some of my staff have been working hard on an optimization model that highlights potential cost savings and benefits by modeling activity-based scenarios. The model allows you to easily input your current data collection process and collection area layout (well, sites, facilities) into generic entry fields, resulting in cost comparisons between manual and electronic data collection and entry. The model provides summarized cost comparisons that highlights cost optimization areas realized through handheld electronic data collection.

It's time to adopt the new mantra of the future, "**optimize**" to make as perfect, effective or functional as possible. And to do that for your fields you'll need a handheld solution with the same mantra. **You can contact us to schedule a demo of our handheld solution, HotLeap and we'll walk you through our optimization exercise so you can see exactly what possibilities are awaiting you.**

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HotButton Solutions, Inc.  
Suite 200, 703 6th Ave SW, Calgary, AB T2P 0T9  
(403) 514-6083*

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