



Odfjell Drilling

Odfjell Drilling gets a complete overview of projects and full control over content

Who is Odfjell Drilling?

Odfjell Drilling is an international drilling, well service and engineering company with more than 2,500 employees. The company is present in several regions worldwide, supporting a client base primarily consisting of major oil and gas companies.

With more than 45 years of industry experience, the company has established expertise in the operation of ultra-deep water and harsh-environment mobile offshore units in both Norwegian waters and internationally. In addition, Odfjell Drilling has built a position as a major supplier of personnel for drilling operations and maintenance on fixed and floating production platforms in the North Sea.

The challenge: Barriers to efficient collaboration

Odfjell Well Services (OWS) is a division of Odfjell Drilling, providing an integrated service portfolio to E&P clients, including drill tool rental, tubular rental, wellbore cleanup, fishing, casing drilling, and tubular running services.

Due to the global increase in activity, OWS saw rapid business growth over the past decade. Managing the increasing number of large bids and tenders became increasingly challenging.

Gjertrud Godhavn Boge, Communications Advisor at Odfjell Drilling, elaborates:

– Having cross-site teams trying to collaborate efficiently on tender production using file-based solutions was a time-consuming and strenuous task, tying up people for weeks on end.



"For me as a project manager, XaitPorter helped me and my tender team see the bigger picture, and thus save lots of time"

Gjertrud Godhavn Boge,
Communications Advisor at Odfjell
Drilling



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Eventually, Odfjell had had enough of struggling with their tenders and other business-critical documents.

– Creating business documents can't be allowed to eat into people's day-to-day operational tasks. We realized we needed a solution that would prevent employees from getting bogged down in a myriad of administrative tender production tasks.

The solution: Co-authoring and automation software XaitPorter

In 2012, Odfjell Drilling entered into an agreement with Xait. Odfjell Well Services was the first to start using XaitPorter in Business Development, and was followed by the business area MODU operations (Mobile Offshore Drilling Units) in 2016.

Prior to using XaitPorter, a tender would typically involve a project team of 10 to 15 key contributors working in separate Word files for each section. Everything had to be done manually. Adopting XaitPorter has enabled the tender teams to consolidate their efforts.

Says Godhavn Boge:

– For me as a project manager, XaitPorter helped me and my tender team see the bigger picture, and thus save lots of time.

Let's take a closer look at the numerous operational advantages that XaitPorter has brought to the leading international drilling company.

Results: A complete project overview plus full content control

Getting documents approved in a structured, timely fashion is an understated project management challenge. Valuable time is often consumed battling formatting and other mundane aspects of content management that do not contribute to the desired output. Version control issues risk delaying the process, not to mention negatively impacting quality and compliance.

Godhavn Boge explains:

– Our previous document management solutions made team members work in silos, especially with big projects involving multiple people. It was difficult to track the latest versions and know if the information was accurate or the most up-to-date. True collaboration in real-time was practically impossible.

Moving to XaitPorter eliminated all these inefficiencies and has given Odfjell Drilling's project managers a 360-degree overview of major projects. This allows them to make much more efficient use of their time.

– In the past, we'd typically spend more hours manually compiling multiple pieces of content into one consistent document versus actually contributing to the content. XaitPorter helps us structure our document process much more time-efficiently, from the kick-off phase through to completion.

XaitPorter offers a built-in workflow system, enabling project managers to assign tasks to each team member once the document has been built and each section has been sorted out. This functionality is a huge time-saver, according to Godhavn Boge:

– Say that a QHSE team member is going to contribute content to a particular section. He or she then receives an email giving a quick rundown on what they are expected to deliver, bringing them up to speed immediately. What's more, the content review and approval process can run concurrently with content creation. This provides an extra layer of quality assurance.

Getting the formatting, graphics and layout right is an all-too-familiar struggle for enterprise document teams depending on file-based solutions like Word. Odfjell Drilling was no exception. Gjertrud Godhavn Boge recalls countless hours spent on dreary design tasks, trying to build a professional-looking document manually.

– XaitPorter freed up our time, so that we could spend it on what truly matters; the content.

Read more: [Advantages of XaitPorter in a complex document production process](#)



Staying in control of the company's intellectual property

XaitPorter has been used successfully to create annual reports in both public and private enterprises, and this is an area of use that Odfjell Drilling is currently venturing into. Creating an annual report is a complex process involving a number of stakeholders and vast amounts of information to compile and analyze.

Says Godhavn Boge:

– XaitPorter is 100% secure, and we have full control over who has access to the annual report (dedicated resources). We can also take out lists of who has access and provide these to the stock exchange.

The Communications Advisor continues:

– Using XaitPorter for our annual reports will ensure that our information is secured and stays in-house, and we'll avoid the back-and-forth of outsourcing the job to an agency. As a company, we stay in charge of the project from start to finish. Having ownership of our document production allows us to have much more control over business-critical data.

One instance where ownership of information comes in handy for the drilling company is in the production of marketing materials. In any fast-evolving sector, information about a company never stays the same for too long – which doesn't go too well with the PDF "staticness" of corporate brochures. This is another issue that database-driven XaitPorter eliminates:

– XaitPorter's centralized content library helps us stay dynamic, ensuring all our branded materials are up to date at all times. For instance, if we're upgrading one of our rigs and make changes to some technical aspect: Existing information stored in XaitPorter can then be updated, reflecting every technical change made.

Top-notch support

As an Xait client, you get more than a co-authoring and automation solution that gives you complete control over the document production. You also get a dedicated Client Success Team, whose goal is to ensure you achieve your desired outcome while using XaitPorter.

Xait's support offering is a key factor that the Communications Advisor at Odfjell Drilling points to when discussing the business value that XaitPorter has brought.

– The level of support offered by Xait has been outstanding. Our Key Account Manager, Kristian, has been available and hands-on for us all the way, helping us identify new areas of opportunity and diversify our use of the software solution.

[Read this blog article to learn more about how Xait's Client Success Team can help you achieve your business goals.](#)

Empowering the company's highly skilled people

Today, XaitPorter is becoming more and more incorporated across business units in Odfjell Drilling. The feedback on the tender solution is entirely positive throughout the organization, says Gjertrud Godhavn Boge.

– Word gets around, and XaitPorter speaks for itself. The solution gets on people's radars because it's a very intuitive and user-friendly system to work in. We don't have to spend much time on training, as users quickly figure out how to use the solution efficiently.

Even though offshore drilling is heavily reliant on technology, it's a people business. It's Odfjell Drilling's people that drive the company forward. According to Godhavn Boge, XaitPorter's role is central in this regard:

– There are so many highly qualified people working in our company, producing high-quality documents. Having a best-in-class collaboration solution backing the best people in the industry is vital to be able to deliver the best service and standards for our clients.

To learn more about Odfjell Drilling and the services the company offers, [visit their website](#).