

For Immediate Release

WellEz marks 10 years of business excellence

2000 – 2010

They said it couldn't be done . . .

. . . To create a Morning Reporting System so simple to use in the field, yet so powerful in the office it would revolutionize how the industry captured field data and was able to use that data in such a timely manner it would reduce drilling time and control operational expenses.

After significant industry experience and having been exposed to the problems operating companies encountered with commercial Drilling Reporting Software products, Charles Jeffery, President and founder of WellEz embarked on a mission. The challenge was to change the approach, not simply to produce another product hoping it would be better in some way.

The only options operating companies had at the time was to either purchase complicated and expensive database software applications which required advanced computer skills to use, a layer of in-house IT expertise and vendor consultants to maintain the software; or use spreadsheet applications, which provided little more than a template to enter data but had no database or query capabilities.

Advances in internet technology allowed the use of a pure web-based application, where all the software and data are managed from a central point. With this centric approach, the system controlling the business workflow could now be offered as a service, thereby negating the need for the operating company to purchase and maintain software, increase their IT overhead and incur software vendor consultant fees.

WellEz created their business on the service model approach, allowing clients to subscribe to a system which can be easily and quickly customized to their needs. Clients pay for what they consume; this means that the traditional initial capital investment in software is removed along with the support team overhead. WellEz replaces this with a simple low cost usage fee chargeable only when a field operation is on-going. This cost now becomes an operating expense like any other service on the well site.

Over the past decade, WellEz has created significant savings and value for their clients using this approach. They continue to advance the underlying application by listening to their clients and adding functionality which will add value to their clients business.