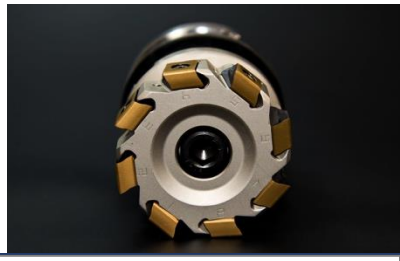
BOSTON STRATEGIES INTERNATIONAL
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CASE STUDY



National Oil Company



ABOUT THE CLIENT

Industry	Oil and Gas
Revenues	$80 billion
Employees	~100,000
Location	Middle East
BSI Service or Solution	Strategic Sourcing

Key Challenges
- Cost reduction targets
- Technology leadership goals

Why BSI was Selected
- Focus on upstream equipment and services
- Knowledge of specialized suppliers of muds, chemicals, and well services
- Expertise in supply chain cost reduction through strategic procurement

Project Scope
- Drilling lubricants
- Solvents
- Contracted drilling services

Project Approach
- Increasing Rate of Penetration and production levels through new chemical formulations of drilling fluids
- Leveraging supply market developments, especially a joint venture of two niche drilling fluids suppliers which had developed a new combined drilling fluid and solvent

Financial Benefits Realized
- 15% increase in hydrocarbon production rates
- $30m per well potential increase in production

Operational Benefits Realized
- Up to 15% higher Rate of Penetration

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