

## Back-Office Software Simplifies Tasks

By Colter Cookson

Automating producing wells and remotely monitoring equipment in the field have long been considered operational best practices. However, the economic shutdown in response to COVID-19 has renewed the industry's focus on the value of implementing technologies that can cost-effectively automate routine daily tasks and digitize paper-based processes.

For many service companies, downturns prompt deep reflection, suggests Vince Dawkins, president of Enertia. "When our industry hurts, so do we," he says. "We are asking ourselves what we can do to help customers. Because ERP software is often adopted during acquisitions, we have to be especially adept at working with people who are going through emotionally tough or aggressive mergers.

"Engaging and supporting customers is key," he stresses. "We reach out to end users so they have a chance to ask questions and explain the challenges they're facing, which may give us an opportunity to show how our software can simplify their day-to-day tasks. We also try to convey that the software is there to unify the organization's culture and create more opportunities for growth."

Enertia is upgrading its reporting functionality to reduce generation times and present information in new ways that can help operators make sound decisions in tough environments, Dawkins says. He adds that it is stepping up training

efforts to ensure customers are leveraging every possible benefit the software offers.

"As we develop the software, we often draw on innovations from outside the industry," he comments. "For example, we are applying artificial intelligence to speed up data's journey from the field to the financial department, improve data accuracy, and streamline reporting and decision making."

Downturns can be prime times for companies to research and implement ERP software, Dawkins argues. "These companies want to go through training and tinker with the software while activity is slow so they can run at full speed once markets turn," he explains.

How long it takes to implement and

learn software can vary widely, reports Jonathan Dancy, one of Enertia's project managers. "A typical implementation runs six-nine months, but we have done some in as little as two months," he details. "We completed a recent project for a large public customer in only five months, even though we had to adjust to social distancing mandates."

During implementation, Dancy encourages operators to make employees available to participate in the process and go through training. "It is easy to get distracted by day-to-day objectives, but allowing time for training, continuing education and professional development is critical to getting the most from any ERP software," he says. □



To help producers manage costs and make sound decisions, Enertia Software says it is enhancing its platform's reporting capabilities and applying artificial intelligence to improve data accuracy.