



Iron Horse Energy Services  
Pressure Pumping Company  
[www.ihes.ca](http://www.ihes.ca)  
Redcliff, AB

## Iron Horse Implements a Cost-Effective Operational System of Record by Using Energy Success Platform (ESP)

In 2015, Iron Horse Energy Services wanted to get ahead of the curve by implementing a database to dovetail operations and financial data in one place that would adapt to their business as they grow. Having observed several competitors, Iron Horse wanted to avoid building a custom solution costing millions of dollars that might quickly become out of date. Energy Success Platform provided an easy to use and adaptable solution that scaled to Iron Horse's needs, current and future.

Iron Horse is a private, Canadian pressure pumping company specifically focused on coiled-tubing fracturing. To-date, Iron Horse has fracture stimulated more than 110,000 stages in 6,000+ wells. Iron Horse is an Efficiency Driven company focused on using the best equipment and processes to deliver jobs to clients.

### Challenges

#### Centralize Data while Optimizing Process

Iron Horse was looking for a system to dovetail operational and financial data in one place that matched the motto of Efficiency Driven. Previously, the process was primarily managed in spreadsheets and other manual tools that isolated data, making it difficult to have one source of the truth. Documents were stored across multiple shared drives sometimes making it difficult for staff to find specific details. Iron Horse wanted a standardized, streamlined process that covered the initial job program creation, scheduling, execution, and post job processes.

#### Iron Horse is an Oilfield Services Company, not a Software Company

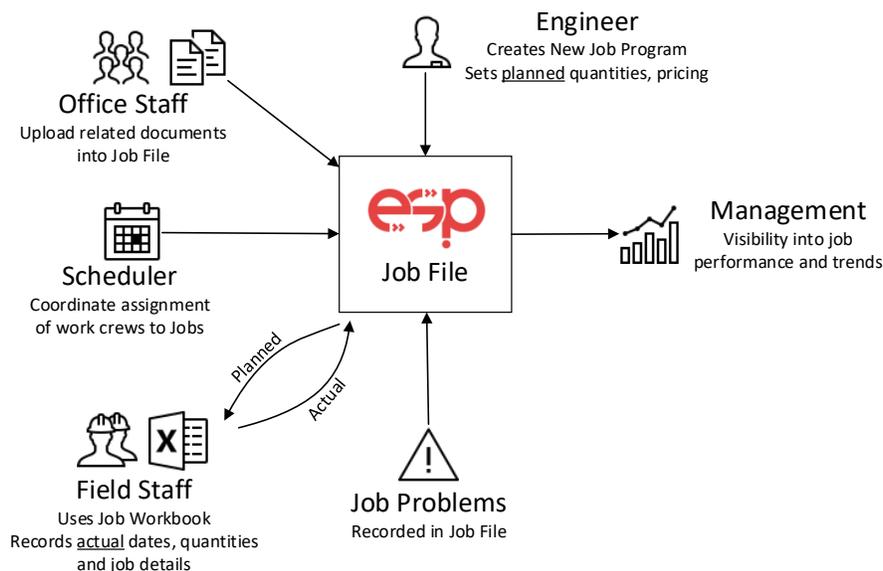
Iron Horse's experienced team know that building a custom solution to manage a business was extremely costly and often the solution did not match the business's specific needs. They had observed that custom systems would frequently become out of date, and drive increasingly large expenditures. Iron Horse was looking for a system that could be easily configured to meet their needs both presently and into the future as they grew. They wanted internal business experts able to mold the system to their needs and wanted it within a cost-effective budget.

## The ESP Solution

- Job Quotes and Tracking**  
 Engineering creates new Job Programs in ESP using standardized customer templates that include customer-specific price book and discounts. Each Job Program includes anticipated product usages and details of each program. The data is then exported to the Job Workbook (Excel) that is used by the field staff to maintain data integrity when executing the job.
- Central Job Calendar**  
 ESP created a custom drag and drop Calendar for scheduling jobs and keeping the team synchronized about what is coming up. As Iron Horse’s needs changed, ESP modified the calendar to match the needs of the team.
- Job Coordination**  
 Prior to ESP, co-ordinators carried a Black Book and passed it from person to person creating inconvenience. Now they collect all job coordination data in ESP to keep everyone informed and organized for jobs.
- Job Execution Database**  
 When a job is completed, the corresponding Job Workbook (Excel) is imported back into ESP, which automatically updates job details/stats, actual product usages, and records when key tasks were performed. This import prevents significant manual data entry for the company. Post-job statistics are automatically calculated within ESP providing Iron Horse staff with further information they can use to refine operational efficiency.
- Job Problem Tracking and Metrics Dashboards**  
 Job problems are logged within the corresponding job file with details that help the company analyze key trends and track the impact of the job problems. Metrics dashboards keep all the data at Iron Horse’s fingertips.
- Document Management System**  
 All documents related to each job file or equipment management are stored within ESP. Iron Horse has tracked more than 155,000 documents over 5 years.
- Equipment Management and Maintenance**  
 Beyond job management, all equipment is also managed in ESP. Inspections are managed, routine maintenance and major repairs are tracked, with actual job data used to determine the work.

*“ESP is 100% customizable to what Iron Horse was looking for. We worked with their experts to configure what we wanted and continue doing so today as our business evolves. Their process allowed me to keep control of implementation costs and still get what we were looking for.”*

**Melanie Rakochoy, CFO  
Iron Horse Energy Services**



## Benefits

### • Iron Horse Operational System of Record

Iron Horse’s initial goal was to have a database to leverage all the valuable information that they had captured in isolated places within the organization. It was particularly important for any system to follow the Iron Horse way. The flexibility of ESP allowed Iron Horse to identify what data was important for them to track and to match ESP directly to their needs. As a result, Iron Horse has a much better data set with significant savings in the time it took to collect and manipulate the data in the past.

ESP’s highly customizable nature has allowed Iron Horse to continually look at ways to improve the database as they use it. **“Systems I have used at other companies are typically very rigid and any changes (if they are possible) must go through IT, I like how easy it is to make a changes in ESP and how I can even do it myself”**, comments James Sloman, Engineering Manager at Iron Horse.

### • Visibility and Analytics

Prior to ESP, Iron Horse data was in many different places. Consolidation of the data into broader reporting was manually intensive. With ESP, their data is now all in one place, and everyone has access to what they need.

ESP’s powerful reporting engine makes it easy for Iron Horse to pull information together and present it in useful ways for complete visibility. Data is at their fingertips, such as how many jobs they have coming up per client, post-job frac data, job problem trends, or maintenance history. Fracturing data is highly valuable, and Iron Horse has full access to it within ESP.

### • Fit for Your Purpose and Budget

ESP is designed to manage multiple company processes and datasets in a single system allowing clients to configure rather than build the processes needed.

The initial processes Iron Horse focused on were related to Job Delivery, which included Job Programs and Quoting, Calendar-based scheduling, Job coordination and Post-Job Tracking (job data, crew usage and job problems).

Once those processes were in ESP, Iron Horse was also able to configure ESP to help manage equipment and maintenance. All equipment are setup in ESP as separate files. Inspections are scheduled and all maintenance is tracked, including both routine maintenance and major repairs.

**“There are a million more things we could use the system for, we are just scratching the surface with what the system can do for us as we grow”**, comments Melanie Rakochoy, CFO.

**“ESP delivered the system we had asked for at the required budget. They have provided us confidence that the system can grow with us in the future.”**

**Todd Garman, President  
Iron Horse Energy Services**

