O&G CASE STUDY

Accelerating Operational Efficiency and Compliance with Assetas

Assetas

February 2025

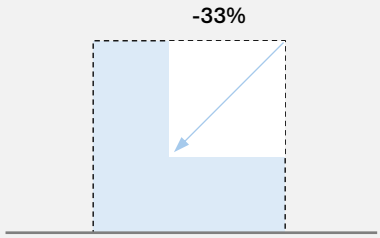
Executive Summary

US operators have a vision for digital maturity but lack a clear execution strategy that aligns with daily operation and creates value. This case study presents one company's journey to grow and adopt digital inspections to improve visibility and workflows for asset management, operational workflows, communication, and regulatory compliance.

A midsize upstream operator in Colorado's Piceance Basin initiated a digital transformation initiative to modernize its field operations. By partnering with Assetas, the company transitioned from paper-based field inspections to a mobile-first, integrated platform. Within nine months, the operator realized a competitive advantage with a 33% reduction in inspection time, enhanced confidence in its asset operation, and regulatory data processes. The program yielded a 3-year direct labor savings of $1.7MM or 79% annualized ROI.

Exhibit 1

Reduction in field inspection time, %



Inspection labor reduction
($1.7 million)

The Challenge & Transformation

Before: Manual Operations, Creating Risk

- Field teams spending 40-60% of time on paperwork and data entry
- Limited visibility into inspection completion and asset status
- Informal communication creating compliance gaps
- Paper-based processes vulnerable to loss and errors

After: Digital-First Operations, Field Visibility

- 33% faster field inspections with mobile-first platform
- Real-time visibility across all field operations
- Automated compliance reporting to internal staff and state regulators
- 100% paperless with offline capability for remote locations

Bottom Line Impact

- **$1.7MM** in 3-year labor savings
- **79%** annualized ROI
- **16,776** hours saved annually
- **Zero** compliance violations since implementation

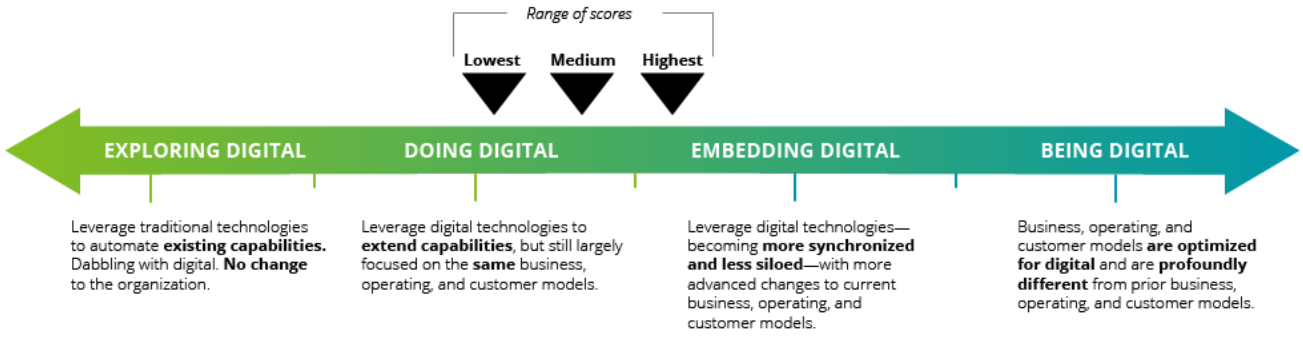
Industry Context

According to the American Petroleum Institute and recent research[1], manual processes still dominate many upstream field operations, with field personnel spending 40–60% of their time on data entry, communication, and compliance documentation. Furthermore, regulatory scrutiny has intensified, with over 1,200 violations[2] issued by the U.S. Environmental Protection Agency in 2023 alone. A significant number of these enforcement actions—and resulting multimillion-dollar fines—were directed at oil and gas operators, including methane emission violations and failures in leak detection and repair programs. Operators are under growing pressure to improve digital maturity and enhance operational performance, including areas such as leak detection, pressure integrity, and stormwater management.

This case illustrates how a digitally integrated solution, tailored for upstream realities, can yield measurable improvements in communication efficiency, compliance workflows, and data integrity.

Exhibit 2

Digital maturity spectrum, n = 1400



Source: Deloitte US, *Digital transformation survey, 2024*

[1] American Petroleum Institute, *2023 State of Digital Transformation in Oil & Gas*. McKinsey, *Digital and IA adoption in Energy*, 2023. Deloitte, *Digital maturity assessment for upstream oil and gas operators*, 2024.

[2] USEPA Enforcement and Compliance Annual Results, 2023.

Reducing Manual Efforts

Like many, the operator is driven to improve manual processes, facility asset data, coordination, and communication between field operations and other departments. Key pain points included:

- Limited oversight and control over inspection program
- Lack of visibility into field completion status and records
- Inability to account accurately for labor time and workload distribution

To scale safely and efficiently, the operator sought a mobile, data-integrated platform that could streamline field execution and automate compliance workflows.

The Assetas Solution: Digitizing the Field and Connecting Operations

Assetas delivered a phased implementation focused on operational speed, system interoperability, and user experience:

1. Mobile-First Digital Forms and Offline Capability
   Field teams received Apple iPad Air tablets synchronized to task list, digital forms for inspections, maintenance tickets, health and safety incident forms, and documents library—operable offline for remote conditions.
2. Integrated Workflows and Automation
   Notifications and corrective-actions are automatically triggered by triggers or thresholds, replacing informal communication threads with built-in routing and escalation to relevant stakeholders.
3. Intelligent Data Infrastructure
   Work tasks followed conventional field routes and assignees, allowing for a logical hierarchy tracking and analysis. This structure facilitated better workload balancing, enhanced accountability, and ensured that regulatory and operational priorities were covered systematically.

> Switching to Assetas has been a game-changer for us! It has streamlined our processes and made it much easier to stay ahead of ever-changing regulations.
>
> — VP Operations

Deployment Timeline and Milestones

Month 2: Laying the Foundation

- Established centralized asset registry to support enterprise-wide visibility
- Completed SCADA and production system integrations for synchronized data flows
- Deployed offline-accessible document library to equip field teams with reference materials
- Converted paper inspections to digitally dispatched forms
- Standardized field workflows to streamline task execution and communication

Month 6: Extending Visibility and Control

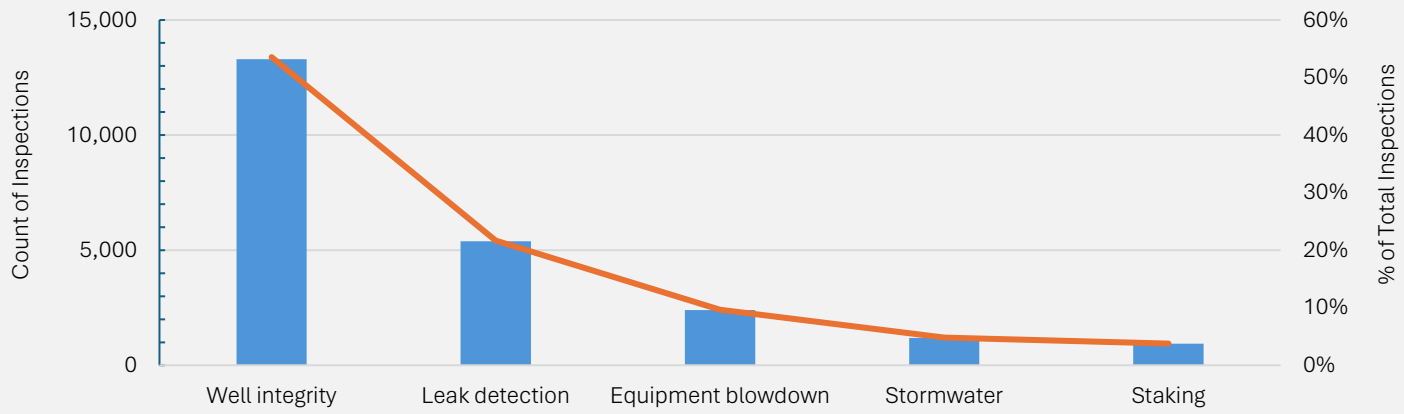
- Initiated asset-data evergreening process
- Delivered variance-based well production analytics to operations leadership
- Launched mobile-enabled maintenance ticketing system with task assignment and tracking

Month 9: Embedding Automation and Assurance

- Enhanced data quality through validation logic and completeness checks
- Implemented automated data reporting to State regulator
- Transitioned complex emissions metrics to automated backend calculations

Exhibit 2

Inspection in the last 365-days, n = 24,800



Quantifiable Impacts

Metric	Outcome
Field Inspection Time	↓ 33%
Monthly Forms Processed	> 2,000
Total Hours Saved	16,776 hours
Paper Usage	0 (fully mobile-enabled)
Field User Adoption	100%
Email Communication	Significantly reduced
Compliance Confidence	Strengthened via automation

A Digital Blueprint for Upstream Operators

This transformation provides a replicable model for operators across basins:

- Operational Excellence: Routine tasks accelerated with digital tools
- Data Quality Assurance: Master asset records unified and validated
- Regulatory Readiness: High-risk metrics tracked and reported in near-real time
- User Empowerment: Field teams equipped with intuitive, ruggedized tools

Compared to a similar deployment with a midstream operator in the Permian Basin, this implementation achieved faster adoption and higher automation coverage—suggesting that upstream deployments in constrained geographies may yield quicker ROI.

Estimated 3-Year Financial Impact:

The following financial summary highlights only the direct labor savings achieved through digitized field inspections, measured in hours saved. Additionally, the broader operational and regulatory benefits—such as improved accountability, improved data quality, and compliance risk management—contributes to a level of assurance and agility that is immeasurable in financial terms.

Labor Time Savings: $1.7MM, assuming $100/hr fully burdened rate

Annualized Return on Investment (ROI): 79%

Ready to achieve similar results in your operations?

Join forward-thinking operators who have transformed their field operations with Assetas. Schedule a personalized demo to see how our mobile-first platform can deliver measurable ROI for your organization.

Schedule your demo today

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Assetas empowers oil and gas operators to Operate Wisely—connecting field data to action, and action to outcomes.