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SAP BTP
APP INNOVATION STATION

WELL OWNERS GET WELL ADORNED & WELL RECEIVED WELL PORTAL

SAP's Business Technology Platform is helping business blossom with all-new ways to efficiently optimize yet another industry staple: Owner Relations

When your brand is respected around the world for discovery and innovation—triumphs like pinpointing the Bakken Play in '51 and the world's first electrically sustained eco-friendly rig last year—revolutionary ideals become part of your DNA. Just ask the tech team at Hess Corporation, who recently unveiled a cloud-based Owner Relations Portal that's elevating customer satisfaction while minimizing cost.

Hess is an early adopter of SAP's new Business Technology Platform (BTP), a 5-pillared stack of products and services that facilitates rapid Low-Code/No-Code app dev entirely synched with SAP systems and software. With the move, Hess is sunsetting past reliance on expensive, time-consuming, hard-to-maintain custom code in favor of app packs that offer SAP power with simplicity, value-adds, and extensibility--across a variety of use cases.

It's a story about more than tech, though. It's the story about teams of hard-working, smart people across 3 organizations—Hess, SAP, and Sierra Digital—working as one. Together, they're pushing a range of value-driving advancements, beginning with sizable, provable efficiencies...

The Bakken Oil Fields of North Dakota, a Hess discovery, are home to continue to be home to leading industry innovations ranging from sustainability to digital transformation.

Out With The Old...

With upwards of 19,000 private Royalty Owners in the United States, the company's Owner Relations group required a large, trained staff to manage a series of basic but mission-critical task sets. Keeping current contact information and proper accounting data for customers enough to pack the Toyota Center generates a vast amount of work.

In times past, Owners would call Hess directly to request address changes, payment updates, and for a variety of other basic needs. If the average phone call lasted 10 minutes – just 10 minutes – then 19,000 Owners spent more than 3,166 hours collectively on the phone with Hess Support Representatives per year.

Now, leveraging cloud advantages made

possible by BTP, Hess is not only minimizing time spent on the phone. The company is repurposing those hours for more strategic, value-adding tasks.

Diane Bordelon, ERP Senior Advisor at Hess, likened cloud transformation of Owner Relations to the thriving world of etail. "We asked ourselves why Hess Owners shouldn't enjoy the same simplicity and convenience they get on Amazon or Google while working with us," she said.

When Hess took their question to SAP's Oil & Gas experts, a round-robin panel session ensued, involving Hess IT, SAP, and their preferred BTP app dev partner, Sierra.

Karl Schmidt, VP of Sierra's Oil & Gas

Below: The Hess Owner Relations Portal puts Einstein's advice into pixel form: "Everything should be made as simple as possible, but not simpler."



"Within the first 12 hours, we had more than a thousand sign-ups. And within 30 days, two-thirds of our Owners had climbed aboard to the new portal. What a warm reception, we all thought!"

DIANE BORDELON
ERP SENIOR ADVISOR
HESS CORPORATION

Practice, remembered what happened next. "We listened. We agreed with the vision. And we quickly identified a way, leveraging BTP, where we could both integrate and automate Owner Relations processes at Hess to deliver seamless yet simple user experiences," Schmidt said. "It was a conversation emblematic of many tier-one discussions happening today. The world is turning to the cloud for faster, better, more profitable ways of doing business."

Planning and build phases that ensued took weeks rather than months, the team said, thanks to the "clean core" Low-Code/No-Code development model upon which BTP is anchored, and an exclusive set of "app frameworks" called EnerBridge, pioneered by Sierra.

"EnerBridge apps are specialized to Oil & Gas companies running SAP," Schmidt explained. "They are fully-tailorable, best practice-based, and can be implemented rapidly atop BTP to significantly accelerate the dev cycle." What used to take years now takes mere months or weeks, he said.


In With The New...

Bordelon remembers well the excited response to the Portal's launch. "Within the first 12 hours, thanks to secure email invites we issued to Owners, we had more than a thousand sign-ups," she beamed. "And within 30 days, two-thirds of our Owners had climbed aboard to the new portal. What a warm reception, we all thought!"

KARL SCHMIDT



TITLE: VP, OIL & GAS PRACTICE
ORGANIZATION: SIERRA DIGITAL
INDUSTRY: DIGITAL TRANSFORMATION

 Karl is a veteran of Oil & Gas Consulting – having built some of the most popular software solutions in the industry – with more than twenty-five years of executive leadership experience. Blending app dev skills with a relationship-driven approach to service, Karl is equipped aid in driving innovations of all kinds. A Midland native fond of his *Friday Night Lights* past, Karl now resides in Katy with his wife and big dogs.

EXECUTIVE BIO



Now, the live site is making a variety of business processes touch-free to the Hess Customer Support Team, including updates to contact and banking information and inquiry ticket submissions. Moreover, the portal makes access to ownership and payment histories available in a few clicks. "We wanted to make sure it was very simple and very easy to use," Bordelon said. "And that was something we achieved through working with Sierra Digital."

"Those who innovate are those who win in today's Oil & Gas industry. In this regard, Hess continuously proves the point."

STEPHANE LAUZON
HEAD OF OIL, GAS & ENERGY AT SAP

The multi-purpose tool mimics the dynamic helpfulness of a live Owner support representative – but "helpfulness," in this new context, has been standardized and beautified, without being impeded by errors common to human interaction. Behind the scenes, too, the EnerBridge^{ORP} solution boasts key features, like APIs and security protocols, managed by SAP. Say developers, SAP's continuous upkeep of such features assures that BTP apps remain compatible with updates issued by the ERP leader. "With the move to BTP in particular use cases, we're erasing technical debt that is so often the downside of custom app dev. Again, sizable savings to Hess thanks to SAP."



Hess has replaced diesel fuel with electricity to power its four Bakken drilling rigs – a project that over the next five years is expected to reduce greenhouse gas emissions from the rigs by approximately 50% and related energy costs by nearly 70%.

Given the success of the Owner Relations pilot, Hess is assessing opportunities around the organization where BTP migration can register similar advantages. "Sky's the limit," Schmidt commented. "If it can be envisioned, we can build it on BTP."

Stephane Lauzon, Head of Oil, Gas & Energy at SAP, expects more great news from Hess in days to come. "Those who innovate are those who win in today's Oil & Gas industry. In this regard, Hess continuously proves the point," he said.

"We think it's a really great tool," Bordelon concluded. "We hope that others within the industry will adopt it and use it to their advantages as well."

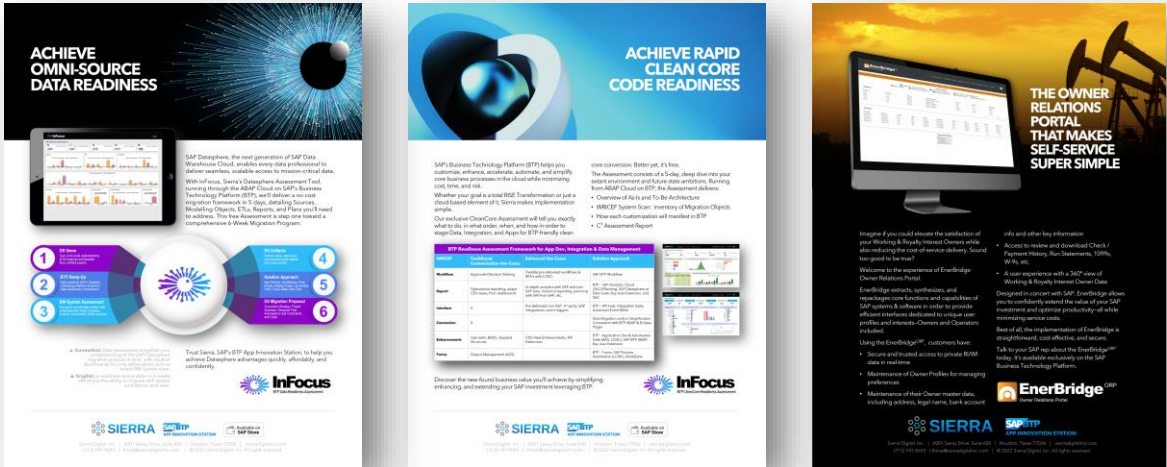
Getting Started Made Simple

Given forecasts that BTP—and cloud migration overall—will experience exponential growth in coming years, SAP and Sierra are making it easy for enterprises—regardless of existing ERP

landscapes—to ready themselves. First-of-their-kind "BTP Readiness Assessment Packs" (below left and center), assessing both Code and Data, are being deployed by Sierra (with SAP's co-sponsorship of the Data Assessment). These BTP-based tools, which are remotely administered without interruption to business operations, assess how assets and objects must be updated to work in the "clean core" realm of BTP.

Second, Sierra is building "App Frameworks" (below right and back page) across the most common use cases where SAP integration is essential. EnerBridge began 2023 with 3 use case editions specific to Oil & Gas. In 2024, 9 will be released. The company also offers more than a dozen cross-industry-compatible app frameworks via its OhZone product line.

For more information, download assets found here and contact Sierra today @ sales@sierradigitalinc.com for a free, no-obligation quote.



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