



## Baker Hughes Pumps Up Profitability with Spotfire

Self-sufficiency, reduced costs, improved internal communications

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—Fadi Khouri, Profitability and Analytics Manager, Baker Hughes

### CHALLENGE

"In the oil field service industry, Baker Hughes drills faster, deeper, and under harsher conditions than any of our competitors," explains Fadi Khouri, profitability and analytics manager. With operational excellence the goal, it became evident that greater visibility into its customer base would help maximize profitability and optimize pricing.

"We needed to get profitability and pricing data into the hands of our users faster so they could take action on strategies going into the next quarter," says Mr. Khouri. "But, due to the large volume of data we had, there were barriers. If we were not able to eliminate those barriers, the business would have become distracted, IT costs would have increased, and we would have wasted money on programs or software that would not have been used long term."

### SOLUTION

"After a couple of attempts with other applications that were not robust enough to let us accomplish our goals, we found TIBCO Spotfire," says Khouri. "The trust we developed in TIBCO came out of more than the usual relationship between a company and a software vendor. TIBCO has really become a partner, helping us build strategies, providing solutions, and even bringing in the right consultants to help us tackle some of the toughest issues we had in explaining information to stakeholders."

## DETAIL

## ALL 10,000 PRODUCTS AND SERVICES

New real-time pricing visibility

### BAKER HUGHES

A top-tier oilfield service company with a century-long track record, Baker Hughes delivers solutions that help oil and gas operators make the most of their reservoirs.

### FAST FACTS

**Formed:** 1987, from a merger of Baker International and Hughes Tool Company  
**2014 Revenue:** \$24.5 billion  
**Employees:** 49,000 in 80 countries  
**2014 Newsweek Green Rankings:** 20th in the world, top in Energy  
**NYSE:** BHI

### BENEFITS

#### SELF-SUFFICIENCY AND REDUCED COSTS

Mr. Khouri explains, “In the current market, it’s important for us to watch our budget and make sure we’re not over spending. Spotfire really empowers our users by giving us the ability to understand the system and actually become programmers.

“With TIBCO training, we were able to become highly proficient on the Spotfire system to the point where we were free of consultants. Now getting projects approved or building something new no longer takes approval or a budget analysis.”

Khouri’s team built a profitability and pricing application inside Spotfire, which monitors real-time pricing for 10,000 products and services in real time.

#### IMPROVED VISIBILITY AND PROFITABILITY

“Using Spotfire to monitor pricing across our products, we were able to lower variability, optimize pricing, monitor expenses, and improve margins and profitability. The result was a positive ROI for the past two years and an outstanding Q4 this last year.”

#### MORE EFFICIENT COMMUNICATION ACROSS THE BUSINESS

“Now that we have this strong self-service BI foundation, we’re using Spotfire to improve communication across business units,” says Mr. Khouri. “We’ll get analytical tools, including the Excel companions we’ve created, to communicate with each other, which is very easy to do with Spotfire.”

### FUTURE

“Because we have strong confidence now in our self-service BI foundation, we’re looking forward to incorporating more profitability and pricing initiatives into Spotfire, which will further help us manage profitability, optimize pricing, and control our costs,” says Khouri.



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