

# Keane Maintains and Updates Commercial Software for Technology Company

Leverages nearshore facility in Halifax to support releases of its drilling instrumentation systems.

## Abstract

A Canadian-based industrial technology company that designs, manufactures, and rents drilling instrumentation systems throughout North America was having difficulty attracting and retaining qualified technical personnel that fit its family-friendly culture. In response, our client engaged Keane's Solutions Center in Halifax to provide a stable, knowledgeable workforce to support its product releases in conjunction with its staff in Calgary. Keane has also instituted industry best practices and introduced innovation as part of its value added services.

## Challenge

Our client supports its customer's efforts to explore for and extract oil with its integrated package of products and services for use on land-based drilling and service rigs. These products include data acquisition, wellsite reporting software, and Internet information tools. The company has over 90% of the

market share in Canada and over 50% in the US.

To be successful, our client must manage its products and services and related costs carefully through the cyclical demand cycle of the oil drilling industry. To assist in this effort, in 2007 our client conducted a search for an outsourcing partner. In addition to management and delivery expertise, the ideal partner would fit our client's family-friendly culture that encourages long-term employees.

## Solution

Our client discovered the answer to its challenges at Keane's Solution Center located in Halifax, Nova Scotia. Because of its location, this facility is able to provide a commercial software product support and release solution that incorporates nearshore proximity and cultural similarity with the ability to offer offshore assistance for standalone application development projects as required.

## Innovative Mobile Product Extension

In consultation with our client's sales team, the Keane team identified a need for geoscientists to access data via a mobile device. Using existing BlackBerry design and development expertise on the project team, Keane initiated a proposal to develop a mobile product extension. The client's Mobile BlackBerry application was extremely well received by both the client and its customer base. The successfully delivered, value-added project made our client the first of its peers to present a mobile offering to the marketplace resulting in increased customer satisfaction and an additional revenue stream.

## Application and Infrastructure Solutions

---

Keane Client Story:

**Industry:** Energy and Utilities

**Offering:** Application Services | Application Management & Outsourcing

---



The Keane project team at the solutions center work together with the company's staff to support four critical areas of the client's business model.

These include:

- » **Electronic Drill Recorder Software:** Keane supports bi-annual releases of this market leading software product that tracks and monitors drilling progress.
- » **Data Hub:** Keane supports bi-monthly new releases of this product suite, which is used by geoscientists to evaluate where and how best to drill for oil.
- » **Quality assurance/testing:** Keane provides comprehensive testing for both commercial product offerings.
- » **Enhancement, upgrade, and customization services:** for our client's Ops (ERP) system which manages the business.

Concurrent with the delivery of its solutions and due in large part to its in-depth product knowledge, Keane also provides a series of value added services.

## Results

---

Since our client's specialized software is integrated within its drilling equipment, Keane replicated the technical environment and installed this equipment within the Halifax Solution Center in order to complete its testing services prior to any release.

Consequently, Keane is the only solution centers in North America that contains a complete set of oil drilling hardware and software.

In summary, Keane's Halifax Solution Center has provided our client with the following business benefits:

- » **Cultural affinity:** Provided via a nearshore software support solution.
- » **Offshore access:** Leveraged the power of Keane's offshore solution centers to develop our client's internal SharePoint site.
- » **On time and budget software support:** Ensured timely releases of our client's specialized software product offerings.
- » **Demonstrated client satisfaction:** Our client has confirmed the success of Keane's solution by more than doubling the engagement size over a three year period.
- » **Value added services:** Keane has provided project management services, quality assurance automation techniques, testing best practices, and innovative product extensions. Keane is also in the process of proposing additional services such as business intelligence/data warehouse.

---

### About Keane

Keane, an NTT DATA Company, is an IT services firm headquartered in the US with more than 12,500 professionals worldwide. For 45 years, Keane has been an Application Services specialist with distinguished project management credentials. Today, we offer a flagship suite of Application Services, as well as Infrastructure and Business Process Outsourcing solutions delivered through onsite, nearshore, and offshore resources.

Visit [www.keane.com](http://www.keane.com) to learn how our projects, managed services, and outsourcing engagements deliver value for a range of businesses and government agencies.

---

### Application and Infrastructure Solutions

Australia | Canada | France | Germany | India | New Zealand | Singapore | Switzerland | UAE | UK | USA  
877.88.KEANE | [info@keane.com](mailto:info@keane.com) | [www.keane.com](http://www.keane.com)

---

copyright © 2011 Keane, Inc.  
2011\_01-CSS-Comm\_Softwar-v1