

## Finally In Control of Our Data

*"With Profitbase we have eliminated the manual task of consolidation and at the same time significantly improved data quality. And, we can make all changes to the data warehouse ourselves. Finally we have complete ownership and control of one of our most treasured assets: our data!"*

*Even Gjesdal  
CFO, Roxar*

The oil and gas technology company Roxar has upgraded its Profitbase solution to the new Profitbase data warehouse solution. The company is especially pleased to finally gain complete ownership of its most treasured assets: their data!

Roxar has experienced significant growth during recent years, making them one of the many innovative Norwegian companies to receive credit for the Norwegian oil bonanza. Roxar, which is based in Stavanger, Norway's oil capital, is currently growing at a rate which makes it difficult for even the employees to stay up to date on the number of offices worldwide.

### Customer List Includes All Major Players

Roxar has headquarters in Stavanger but each working day is influenced by activities in their offices located around the world including Houston, Calgary, Puerta la Cruz, Aberdeen, Moscow, Lagos, Dubai, Tripoli, Kuala Lumpur, Perth and Beijing. Considering the fact that the company was not established until 1999, as a spin-off of Smedvig Technology and the high tech company MFI, this expansion is one of a kind.

The key to the success is comprised of the company's measuring instruments and software which contribute to increasing the extraction of petroleum resources, and reducing field development costs. "The technology we offer can increase the value of each oil well astronomically, both because the technology controls the flow of content from the wells, and because it helps to map out the reservoir. In this perspective, it is no surprise that all major oil companies make up our customer list", says Even Gjesdal, CFO of Roxar.

### Daily Input from Across the Globe

Having offices on all continents and running operations in even the most remote locations makes it is a formidable task to collect important control data from each location and then analyse and present a consolidated report to management. Or at least it was before Profitbase was introduced.



*Roxar is a leading international provider of products and associated services for reservoir management and production optimization.*

*Increased returns on assets: Roxar understands reservoir characteristics and flow dynamics. Our knowledge, products and services generate continuous information of value to oil and gas companies challenged with maximizing returns from their reservoir assets.*

Einar Nonas, systems administrator for Roxar, describes how the company previously used Excel as their reporting tool, which required large amounts of manual work and made the reports vulnerable to errors. "Generating a report could take days, and possible sources of error were practically impossible to find. When we switched to Profitbase, which automatically collects data from 10 Microsoft Dynamics GP (formerly Great Plains) and 8 Visma (a Norwegian ERP) systems, it was like moving from the Stone Age into a modern society", Nonas recalls.

Today, the complete reporting process is automated through Profitbase. Once a day, data from all over the world is collected and stored in the Profitbase data

#### Benefits

- Automatic consolidation of 18 General Ledgers in different currencies into one financial statement in one currency every day
- More Accurate and Reliable Data
- Time saving is consolidation, error correction and analysis
- IT can update the business intelligence system quickly and easily when information needs changes

warehouse which is located at headquarters. The data is automatically consolidated and standard reports are generated. "The result is we save time, we receive better data, and the sources of error are eliminated. Now we trust the numbers. Additionally, the challenge of multiple currencies, which always constitute a challenge for global companies, is well-managed by Profitbase."

### Profitbase Important to Growth

Alfred Bolme, Roxar Group IT Manager, has no doubts that Profitbase has played a key role in the company's growth. Imagination is the only element that limits the types of reports that are possible, such as benchmarking performance between the regions and understanding productivity. "With Profitbase, we have eliminated large quantities of manual work and at the same time significantly improved data quality. We have yet to calculate the amount of money we are saving, but there is no doubt that the effect has been remarkable. Another important aspect is that Profitbase enables all the foreign offices to operate on their local ERP systems and in their local currency. This means that we do not have to coordinate all offices to operate on the same system, which makes it much easier to start up an office or acquire another company", Bolme says.

### Control of Data Warehouse Returned to Owner

Roxar has been using Profitbase BI solutions since 2004 with very positive results. So, the company was curious to hear about the consolidation capabilities of Profitbase Studio, the company's BI deployment accelerator software for Microsoft SQL Server. The Profitbase Studio (formerly Profitbase 2007/2009) solution was installed and the expectations have been exceeded, according to both Nonas and Bolme.

The most important change is the feeling of control and total ownership of the company's own data. While other data warehouses consist of customized solutions which increase complexity and the dependence on external consultants, Profitbase Studio is so easy to operate that even people with a minimum amount of IT knowledge are able to handle the system.

"In the typically data warehouse, you must have good programming skills in order to extract data from your business systems. If you want to modify something, many companies are forced to call an external consultant", says Nonas. With Profitbase Studio Roxar avoids this. The solution is less expensive, easier to implement and more

user-friendly. It has modules that are used repeatedly, and Roxar feels that the level of user-friendliness is much better compared to other data warehouses, in that everything happens visually and does not require new coding.

"We can make all the changes to the data warehouse by ourselves. The key figures are ready in a library, and when you need them, they are generated. If you are connected to the data sources, the rest happens automatically", Nonas explains.

The simple and understandable interface in Profitbase Studio enabled Roxar, almost overnight, to lose its dependency on consulting services, including the services of Profitbase. "There is no doubt that this solution fits our demands perfectly. It makes us capable of maintaining the data warehouse ourselves, which of course allows us to gain a larger degree of ownership", says Nonas. "Why should expensive, external consultants be in control and have ownership of our data warehouse?" says Nonas, who recently applied Profitbase, a system that is so user-friendly that anyone can use it.



Einar Nonas  
Systems Administrator, Roxar

### About Profitbase

Profitbase, a Microsoft Global Alliance Partner, is a technology leader in delivering rapidly deployed business intelligence (BI) and planning solutions to retailers, manufacturers, and many other markets throughout the world. Their solutions provides a rich set of pre-defined industry specific metrics and key performance indicators resulting in one consolidated view and 360 degree visibility to all aspects of business performance, empowering decision makers to improve cash flow, turnover and profit margins.

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