



**Weatherford**<sup>®</sup>

# Early Well Startup Service

## Proactive Versus Reactive Optimization

Weatherford production optimization systems are used on over 100,000 wells around the world with the purpose of maximizing production and minimizing lifting costs. Most operators institute our optimization tools after they realize that their well production did not meet their desired results or the lifting costs were beyond initial projections. Many times the wells were both under producing and operating over budgeted costs.

Weatherford has published many case studies demonstrating how operators used our products and services to maximize the available production while minimizing the lifting costs. After demonstrating these successes, clients generally apply Weatherford production optimization tools to their new wells before they demonstrate a need for optimization. The operators essentially went from a reactive approach to a proactive approach for their production optimization.

To assist operators in this proactive approach, Weatherford has instituted the Early Well Startup service.

- Available with purchase of any new Weatherford rod-pumping unit
- Service provided for six weeks
- Option of Weatherford fixed-speed rod-pump controller or variable-speed drive installed on the well
- Cellular communications
- Experienced analysts remotely optimizing your wells using industry-leading software
- Each week throughout the service we will provide a Detailed Analysis Report which includes well performance, list of adjustments, areas of concern and recommendations
- Well Current Status is updated hourly and accessible from a Web site
- Well Snapshot Report, with downhole dynamometer cards, is available each morning from Web site
- Daily runtime, number of cycles and inferred production provided at the end of the service



## What Is Early Well Startup Service?

Weatherford combines our hardware, software and experienced personnel to ensure that your wells are operating properly and in the most efficient manner. This service is available with the purchase of any type of Weatherford pumping unit. A rod-pump controller (RPC) or variable-speed drive (VSD) is installed at the well with sensors to measure load and position of the sucker rods. These wellsite controllers reduce lifting costs by preventing fluid pound and excessive loading all while minimizing backpressure. A cellular communication system provides the transmission of the data to our secure servers where our veteran well analysts analyze the well and create meaningful reports. These reports include daily snapshot readings, historical trends about the well performance and, most importantly, a recommendation for pump efficiency improvements.

The duration of the service is six weeks. During that time we will make sure that all the components are properly sized, unit is in balance and wellsite controller is set up properly for well conditions. Each week our analysts will put together a Detailed Analysis Report to provide you with an update on how your well is performing in addition to possible areas of concern and suggestions for improvement. Throughout the period of the service you will also have access to the **LiftAdvisor**<sup>SM</sup> Web site. On this site, you will be able to see the status of your wells update hourly and you can download daily Well Snapshot Reports, which include downhole dynamometer cards plus the status of critical parameters of the well.

At the conclusion of Early Well Startup service, you will have the option to continue an expanded service package, purchase the solution components, or have Weatherford tailor a solution that combines the products and services.

## Why Use Early Well Startup Service?

Our analysts are knowledgeable and experienced individuals who have spent numerous years analyzing rod pump wells. While many companies have individuals who can provide this analysis internally, this service allows your production and engineering staff to concentrate on other work.

Fluctuating markets create the need for reducing costs and increasing revenues from production. Early Well Startup service provides an inexpensive way to determine cost-saving and production-increasing measures that significantly affect the bottom line. All required hardware, software and communications are included with the service so clients that do not already have a complete solution can use it as an opportunity to evaluate the benefits.



## How to Get Started?

Contact your local Weatherford representative, or email [earlystartup@ep-weatherford.com](mailto:earlystartup@ep-weatherford.com).



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