The current situation in the oil and gas industry with major fields being mature and newly discovered ones featuring smaller and harder to recover reserves urges leading oil and gas companies to start thinking about application of highly intelligent well construction and drilling systems.

Only few oilfield service companies have high-tech potential of directional and horizontal well placement using geosteering service resources. This technology considerably reduces the risk of hole drilling in nonproductive formation zone, which optimizes operator's costs (both time and resources) for construction of directional or horizontal wellbore sections.

