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Case study: PDO's blade WRFM optimization project shell upstream international impact awards project winner

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The blade II project showcases how businesses could potentially increase efficiencies with existing infrastructure (sweating the asset) by implementing prescriptive analytics aligned with people and processes as key to success. The project was the winner of the prestigious shell upstream award 2016 in the category of operational excellence. Without a clear blueprint for success, the asset's team believed that rod pump controllers with variable speed drives were all needed to self-optimize the beam pump wells. When we got involved, we needed to return back to the design board with zero CapEx. The second phase of the project utilized the existing infrastructure twisting the way of operation of the Enhanced Oil Recovery (EOR) in thermal field, with remote orchestration improving the oil recovery, reducing HSE exposure and mechanical failures.

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