



Case Study

Purity Oil Field Services uses OmniDispatch to save money and stop confusion

Company

Purity Oilfield Services LLC

Industry

Oil Field Services

Line of Business

Purity Oilfield Services LLC strives to be the premier service company in the oilfield. That goal is being met as employees focus on providing the best efficient service and attention to detail for all clients. As stated in the company's mission statement, "With integrity as our guide, we will decisively and aggressively exceed our customers' expectations."

Headquarters

Purity Oilfield Services is based in Dallas, Texas. The regional office is in Williston, North Dakota.

Business

Purity Oilfield Services is based in Dallas, Texas. The regional office in Williston, North Dakota heads up the Rockies Region for the company with Steve Atwell as Director of Operations. The company was founded by Marshall Hunt and has served the Bakken area since spring of 2012. With growth developing rapidly, the company currently retains 125-150 employees. Services continue to expand, encompassing fresh and production water hauls, maintaining and distributing over 1500 pieces of rental equipment, providing a hotshot service, a pipe yard, expertise in water transfer, and much more. Operating every day of the year, 24/7, Purity orchestrates over 80 trucks and service to the entire United States; staying organized is top priority and critical for stellar customer service.

The Problem

Atwell, says that the complexity of the operation can be a challenge to manage. "We have drivers going a lot of different directions doing a lot of different things.

Add to that the continuous job of invoicing, accounts receivable, tracking equipment and service orders, and training and sustaining our employee base. The paper trails were overwhelming; we needed a better system to manage operations."

Purity's Dispatch is the heartbeat of the business. They must respond and dispatch 24/7, often at a moment's notice. "We offer onsite management for operators from the beginning of the project, to the end of the project," Atwell says. "We are in contact with our operators and oil field supervisors on a daily basis. This is a 24/7 job." Information management is the key to excellent service.

Need and Implementation

Atwell determined there was a better way to control the necessary flow of information. "We just had too much going on," Atwell says. "And it was all based on slips of paper and forms. We needed a solution to get more organized and efficient. We were losing too much time and money. There was too much confusion."

The bottom line, is simple: “Omni Dispatch helps us make more money and utilize the talent we have within our employee base.”

-Steve Atwell

Director of Operations

That’s when Purity Oil Field Services turned to OmniDispatch. OmniDispatch kicked off in January of 2015 impacting every facet of Purity 's operations. Examples of processes being strengthened by Omni are :

Paperless– Omni Dispatch diminished the endless paperwork used in everyday operations saving Purity time and money.

GPS Tacking – The OmniDispatch GPS system gives Atwell’s office staff full visibility as to the precise location of trucks and drivers. This allows for better service of truck fleet, faster dispatch of jobs, and enhanced communication between field and office.

“We don’t need to call a driver multiple times and ask his location. We can just log in and see his truck,” comments Atwell.

Rental Equipment Tracking – Purity can track and invoice their assets from the moment they are loaded for delivery until they are returned to terminal from any web browser.

Trucking – Prior to installation of OmniDispatch, operational processes were completed with paper field tickets, trucking reports, paper invoices, etc. Purity eliminated the overhead expense of tedious paperwork with OmniDispatch. The OmniDispatch dashboard replaced the never-ending paper trail, freeing employees to invest their time in larger projects adding strength to the company.

Access – The most convenient thing about the OmniDispatch system for Purity is the online 24/7 access. Every piece of data, every report, and the location of every truck and piece of equipment can be tracked online.. “The ability to go online and see our fleet, communicate with Drivers and track our invoices, our field tickets...and everything else, is just a massive, massive time-saver and money-saver,” according to Atwell.

Results

“It is so nice to get rid of the paper,” Atwell says. “I can’t even express how nice it is, to be honest with you. OmniDispatch has allowed us to be more precise, more efficient; and it has saved the company a lot of money. This has honestly opened up a whole new frontier for our business and given us access to a different dimension of trucking.”

About OmniDispatch

At OmniDispatch, we are trusted, creative innovators that leverage technology experience and service to make your business in the oil field simple, secure, and profitable. Our mission is to deliver the best technology at the best value, with world class service.