

CASE Study

Dispatch Direct Enterprise

Getting the Right Resources to the Right Place, Right Away

The Client

Eveready provides domestic world-class industrial and oilfield services for emergency clean-up and scheduled maintenance to international and domestic customers. Operating from over 35 locations in Canada, the U.S., and internationally, Eveready offers industrial and oilfield services; health, safety and environmental services; and oilfield equipment rental services. Established in 1971, Eveready employs 1500 people and has annual sales of approximately \$240 million. Projects vary from several thousand dollars through \$4 million.

The Challenge

Canada's oil sands, reputed to hold 175 million barrels of oil, rival the vast reserves of Saudi Arabia. Projects in play are in the \$110 billion dollar range – but it's a dirty, laborious job. Two tons of sandy gunk must be dug out from under 100 feet of rock, ice and gravel to yield just one barrel of oil. In this environment, it is critical for Eveready to respond quickly and cost-effectively to each of their clients in the event of an oil spill or to provide regularly scheduled cleaning.

With a fleet of 1,000 units constantly on the move, Eveready found it cumbersome to manually track the movement and cross-divisional assignment of personnel and specialized equipment, to the point vehicles might literally pass each other on the highway. In addition, with rapid growth

through acquisition, the firm lacked standard names for equipment and services.

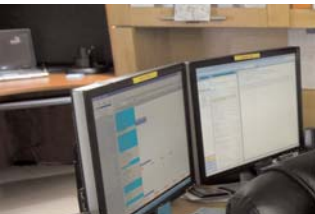
Creating corporate level reports, locating missing data for invoicing, tracking overtime and multiple projects per client was inefficient.

“Our region has seen a phenomenal amount of rapid growth. It is an exciting, fast paced environment. Our motto is ‘go hard or go home’.

Dispatch Direct has given us the ability to bring order to the chaos. The administrative staff has found this program to be an invaluable tool. A wealth of information is now at our fingertips.”

*–Rhonda Luciw
Northeast Region
Administrative Manager
Eveready Industrial Services*

Given the projected mega-projects in the Canadian oil sands over the next 10 years, Eveready needed a proven system with the flexibility of open architecture and a



**Dispatch Direct
maximizes
productivity in the
field, matching the
right people, skills
and equipment to
each job - right away.**

To learn more about Dispatch Direct
please visit
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dedicated development staff that would facilitate their growth and success.

The Solution

Eveready partnered with Dispatch Direct creating a custom solution, building on the competencies of the core system. Across all divisions and 35 locations, equipment and personnel with specific levels of talent and licensing are tracked. The system enables Eveready to respond to customers immediately and reliably.

The company, which has grown 100% in the past 18 months, anticipates continued expansion through acquisition. Dispatch Direct's custom solution accommodates this growth and seamlessly integrates new personnel and machinery into the existing system.

Day or night, in an emergency, the right equipment and crews are located and reassigned to clean-up a spill. Dispatch Direct plays a key role in Eveready's ability to protect the environment and satisfy the intense scrutiny of government and environmental watchdogs.

- Field supervisors, on duty 24/7, know exactly who and what equipment is available.
- Multiple dispatchers, viewing the same information simultaneously, assign specific people and equipment without fear of duplication.
- Overtime costs are contained – red alerts notify dispatchers of hours worked and allow them to make informed decisions.

■ System generated warnings and safety concerns insure trained, licensed personnel are assigned to equipment as it changes or requires add-ons.

■ Transportation costs and travel times are minimized. Dispatchers assign crews and equipment located nearest

the field emergency spill or client maintenance location.

■ Divisions share equipment; profit centers are charged or credited for internal accounting integrity.

■ Projects are closed more quickly and efficiently. With work hours entered into Dispatch Direct and automatically reconciled to timesheets and completed job documentation (LEM), office staff productivity is greatly improved.

■ Newly acquired companies are quickly integrated due to standardization of equipment, personnel skills and products.

■ Project updates travel via high speed, wireless air cards to the Internet-based Dispatch Direct database.

■ Customer reports show locations, equipment and current status of multiple projects per customer.

■ Readily accessible reports keep management in touch with the status of completed and in-process jobs.

The Future

Eveready chose to customize their solution with Dispatch Direct over programming a proprietary system, saving significant expense and time to the field. The SQL database structure will allow further incorporation with existing or new systems going forward. Future plans include integrating Dispatch Direct into Eveready's invoicing and accounting systems, with the potential to communicate with their inventory software.