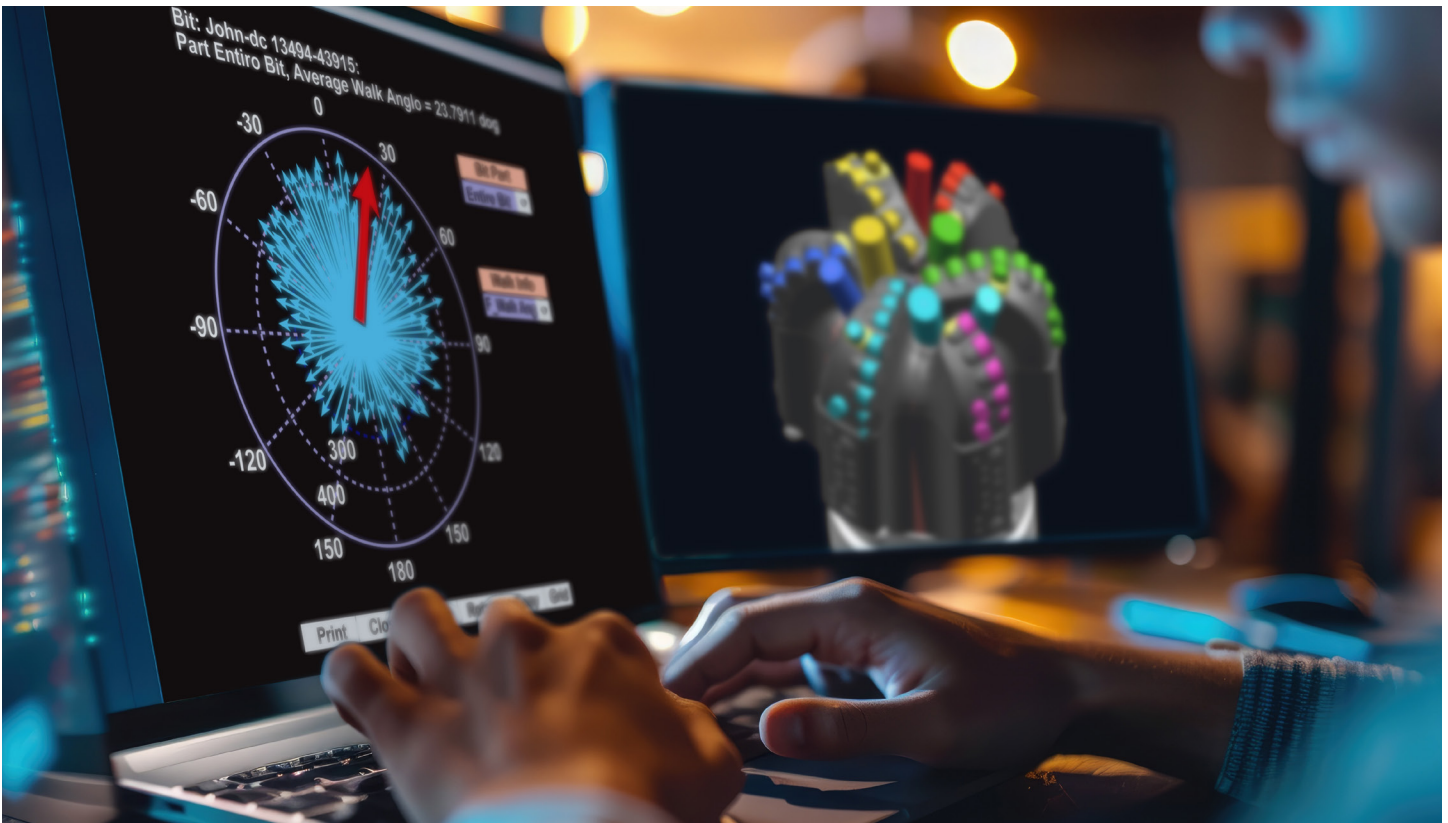


# Design at the Customer Interface (DatCI™)

Empowering local solutions with global expertise to deliver optimized solutions for drilling efficiency and performance



## Local Solution Development

The DatCI™ process is customer-centric, focusing on local structures of application engineers, field operations, and business development. These functions form our solutions team at the customer interface, combining local application intelligence with the skills to design comprehensive solutions. This approach allows us to deliver optimized products and services at unmatched speeds in the industry.

The local DatCI team is supported by global manufacturing, technology, and product management, which enables them to focus on specific challenges and drive continuous improvement to maximize drilling efficiency and performance.

By placing the core team at the customer interface, we ensure a direct understanding of specific challenges so that miscommunication is eliminated. This direct interaction allows local designers to maximize performance and drilling efficiency. The solutions delivered are better suited to meet specific challenges and can be implemented quickly, which leads to faster improvement cycles and consistently enhanced customer economics.

## Continuous Optimization Process

DatCI is not just about having technical experts interface with customers; it empowers our customers to unlock their

reserves in a more efficient and cost-effective manner. This process includes all phases of solution delivery: opportunity identification, application intelligence, locally optimized solutions, superior execution, and performance analysis to feed the continuous optimization cycle. Each of these optimization cycles significantly impacts drilling efficiencies.



1. **Opportunity Identification:** We collaborate with operators to discuss future targets and challenges, with the focus to continuously optimize efficiency and performance in subsequent cycles.
2. **Application Intelligence:** We work directly with operators to understand their operations, including offset performance, mineralogy, rigs, and drilling tools. Determining key performance indicators (KPIs) to understand operator expectations is equally important.
3. **Locally Optimized Solutions:** Our local experts design tailored solutions using advanced simulation software, leveraging their knowledge to maximize drilling efficiency and performance.
4. **Superior Execution:** We establish drilling parameters, expedite custom manufacturing, and deliver solutions to rig sites efficiently. It is crucial during this phase to monitoring performance and collect data.
5. **Performance Analysis:** We compare predicted performance with actual results, prepare case studies, perform field analytics, and capture lessons learned for continuous improvement.

For more information, contact your local Halliburton representative or visit us on the web at [www.halliburton.com](http://www.halliburton.com)

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