

INTERVIEWEE: STEVE BARTON, PRESIDENT, REEDHYCALOG, A BUSINESS UNIT OF NATIONAL OILWELL VARCO (NOV)

National Oilwell Varco

What is your company's scope of business within the oil and gas industry? ReedHycalog, a business unit of National Oilwell Varco (NOV), offers a portfolio of downhole drilling tools, optimisation services, drill bits, coring, and borehole enlargement services.

We deliver high-performance drilling through greater efficiencies and advanced technologies. There are three general areas where we're doing this: customised drill bits, utilising industry-leading cutter technology; comprehensive directional drilling tools; and tiered drilling optimisation and automation services.

Which clients do you work with in the region, and what oil and gas projects have you been involved with recently?

Most of the operators we work with can be broken into two groups: privately or publicly owned, and NOCs. We provide customers with bespoke drilling solutions, working with them throughout the drilling process.

For our drill-bit services, we generally sell or rent directly to the operators. But it's not just the product – we also provide technical analyses of challenges, and seek ways to improve performance. For downhole tools, our customers are primarily E&P operators for vertical monitoring tools, and local oilfield service companies for our MWD, LWD, and RSS tools. Drilling optimisation, data monitoring, and automation services are targeted directly at operators.

What products or services will you be showcasing at ADIPEC?

We're displaying our Tektonic drill-bit platform, which comprises bits that can overcome today's complex drilling en-



vironments. Our drill bits are designed for specific challenges, ranging from harsh to hard-to-drill applications, and they're engineered with our ION cutter technology to offer greater thermal resistance and overall durability.

Although our downhole tool portfolio includes a range of MWD, LWD, and RSS tools, we will be focussing on our new VectorZIEL RSS tool at the event. This tool has been developed by a team in Germany, and provides directional drilling capabilities that were previously available from only the multinational service companies.

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In which regional countries are you most active, and how do you plan to expand your reach in the region in the future?

When it comes to drill bits, our footprint covers all of the Middle East oil and gas countries, apart from embargoed countries. For our eVolution Wellbore Intelligence service, which is essentially a real-time operations centre in the customer's facility, we're currently focused on Saudi Arabia, Kuwait, and the UAE. We would like to target this solution to all operators and NOCs in the region that are interested in remote drilling operations and monitoring.

We are active in Saudi Arabia and Oman with our vertical monitoring (drift) tools, and recently expanded with the sale of measurement-while-drilling (MWD) tools to a leading oilfield service company in the UAE.

We see opportunities across the region to expand the local oilfield service community's capabilities to include our rotary steerable systems (RSS) and logging-while-drilling (LWD) services.

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