



# Weatherford's Centro™ State-of-the-Art Digitalization Solution Powered by IVAAP



www.weatherford.com

## Business Need: Optimize Digital Operations

Known for their innovative culture, Weatherford is at the forefront of the digital revolution, making strategic and bold strides to optimize and modernize their workflows. With global teams working on the same project, finding ways to enhance collaboration and streamline communication is key to saving time and making better, more insightful business decisions.

As part of their effort to revolutionize the oilfield with digital technology, Weatherford wanted to create an integrated solution that could combine high-resolution data from multiple sources—including rigsite, offset well databases, geological and geophysical data, and even third party applications—in one dashboard to simplify workflows for their multidisciplinary teams.

Rather than build a solution from scratch, Weatherford looked for a platform with features that would allow them to access live analytics to give their team instant insights into their data. Ultimately, they hoped to help their teams stay ahead of downhole issues, identify opportunities for cost reductions, and deliver the optimal well without negative impact.

## Solution: Integrate and Display Diverse Data

Using IVAAP's powerful framework, Weatherford created Centro™ well construction optimization platform, a state-of-the-art digitalization solution that centralizes data from different vendors, disciplines, and wells into one integrated, collaborative solution. Using IVAAP, Centro's web-based, customizable interface lets each team member interact with complex data sets, display advanced 2D and 3D renderings across numerous wells, and communicate regardless of individual location so that users can see events unfold as they happen. Centro's focus is to modernize workflows so that the end user will be able to do everything they want or need within the framework.

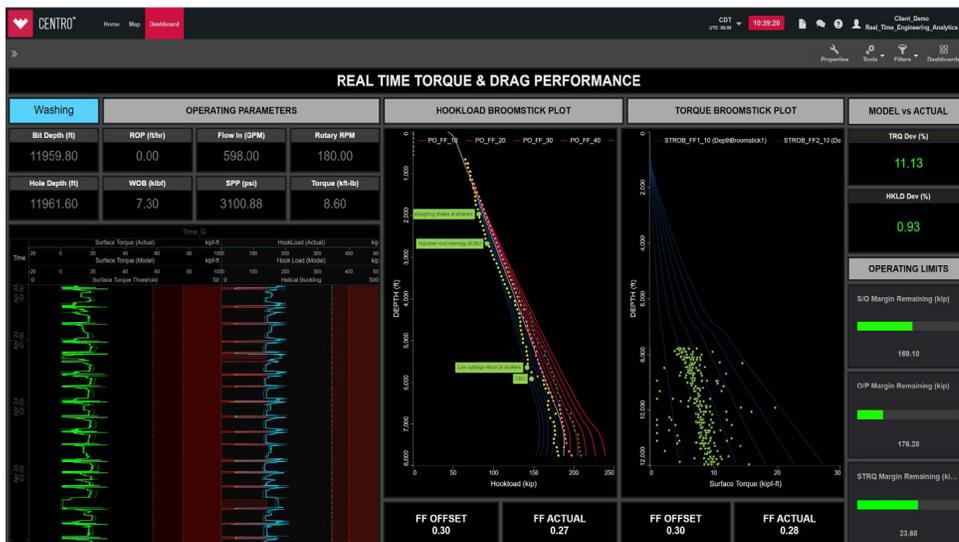
*“One of the key components in Centro’s efficiency is IVAAP. With IVAAP, Centro is able to provide solutions and operational insights to make quick, informed decisions. The proven E&P data visualization and open architecture design was a critical factor in selecting the IVAAP framework to enhance the value of user centric visualizations in our well delivery software.”*

**Gustavo Urdaneta**  
Drilling Software Global Manager  
Weatherford

## Company Profile

Weatherford is one of the largest multinational oilfield service companies providing innovative solutions, technology, and services to the oil and gas industry.

The Company operates in over 80 countries and has a network of approximately 700 locations, including manufacturing, service, research and development, and training facilities.





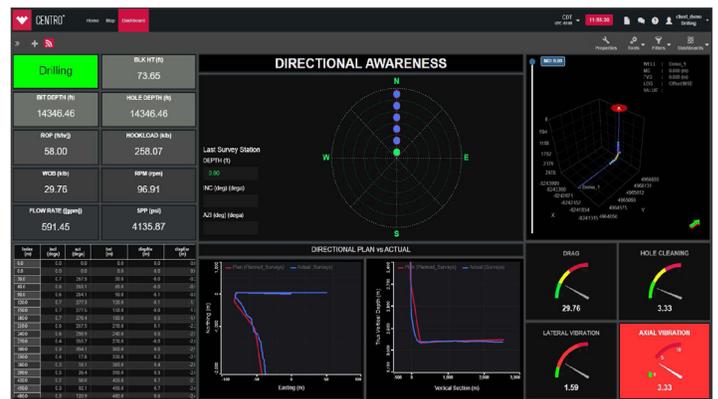
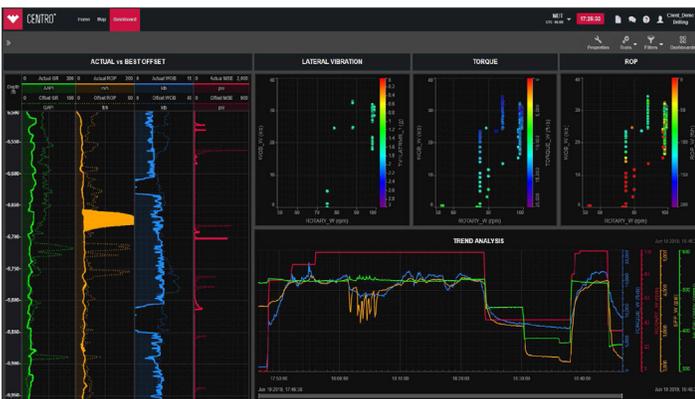
Centro acquires data from multiple sources: rig site, offset well databases, geological and geophysical data, and even third-party applications. Then, it transfers that data over a secure network to one centralized repository and can be hosted in their cloud or the user's own. After that, teams can access, share, and store their project information at any time and from anywhere.

## Benefits: Continuous Optimization

Centro's automated and predictive capabilities help Weatherford's clients optimize well delivery results through portable adjustments. With features such as intelligent algorithms, smart alerts, and real-time engineering models, Centro simulates downhole conditions and helps anticipate any hazards before they become problems. These features reduce the need for continuous monitoring and help promote team productivity and collaboration.

Using IVAAP's framework, Weatherford's Centro is able to advance its data visualization capabilities to provide high-performance data delivery, multisource data centralization, secure cloud storage, multi-domain single display, continuous KPI monitoring, instant access, smart algorithm automation, and real-time engineering models.

Learn more about Centro at [weatherford.com/centro/](http://weatherford.com/centro/)



## About INT

Interactive Network Technologies, Inc. (INT), provides Data Visualization software using the latest technologies such as HTML5 and JavaScript to create cloud-enabled and mobile-responsive solutions and platforms for the leading oil & gas and service companies. Our expert visualization solutions offer unparalleled flexibility for both scientific industries and business, and our web-enabled display technologies empower best-in-class business applications for seismic acquisition, geoscience, well intelligence, drilling, production, asset management, and more.

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