



Seventy Seven Energy Saved Millions by Building IT Infrastructure in Months with VMware Professional Services

INDUSTRY

Oil • Gas • Energy

LOCATION

Oklahoma City, Oklahoma

KEY CHALLENGES

- Build an entire enterprise IT environment from scratch in months
- Deliver desktops, applications, and support for a distributed mobile workforce of 2500 users
- Avoid costly support fees by deploying quickly
- Implement large projects with very small internal IT team

SOLUTION

Seventy Seven Energy team developed a cloud-based infrastructure strategy based entirely on VMware products and services and implemented with consulting support from VMware Professional Services.

BUSINESS BENEFITS

- Simplified IT management with a 100% cloud-hosted solution
- Saved millions by completing an ambitious implementation within a very tight timeline
- Realized knowledge transfer and internal staff training
- Reduced long-term IT headcount requirements

In the volatile oil and gas industry, Seventy Seven Energy (77NRG) needed a virtualization solution that could scale quickly under a tight deadline. After a 2014 spin off, the company had just one year to set up its own enterprise IT environment for 2500 IT users and take over the delivery of desktops and applications to its widely dispersed workforce—all with a small IT organization. The company quickly adopted a cloud-first infrastructure strategy based on VMware vCloud® Air™ and VMware Horizon® Air™, and turbocharged its transformation with consulting support from VMware Professional Services.

77NRG is a diversified oilfield services provider to U.S. land-based exploration and production companies. Through a group of specialized affiliates, the company provides comprehensive upstream services, including drilling, pressure pumping, trucking, oilfield rental tools, rig relocation, and water transport and disposal. Headquartered in Oklahoma City, the company's operations are geographically diversified across many of the most active oil and natural gas fields in the United States.

The Challenge

77NRG is a former division of Chesapeake Energy that was spun off in July 2014 as a publicly traded company. Under the separation agreement, if 77NRG didn't set up its own IT infrastructure in one year, Chesapeake Energy would charge it \$1 million a month for IT support. With a million incentives for a prompt and complete separation, the firm's IT organization began making a list of operational essentials.

At the top of that list was the ability to deliver and support desktops, laptops, mobile devices, and applications for a diverse and distributed workforce of 3,500, many of them working at remote drill sites throughout the United States. They would also need an environment to run corporate applications and services. Flexibility would be critical in helping the new company navigate the energy industry's acquisitions, divestitures and business cycles. "Those things are constants in this business," says Jarin Dykstra, IT director at Seventy Seven Energy. "We knew they would affect us again somewhere along the way."

The last piece of the puzzle was a strategy for implementing a complete enterprise IT environment, quickly, without building an enterprise-scale IT organization in the process. The firm's IT staff was small and management was committed to remaining lean.

The Solution

Dykstra and the 77NRG team developed a cloud-based infrastructure strategy based entirely on VMware products and Professional Services. All internal applications and services are hosted on VMware vCloud Air, a secure infrastructure-as-a-service cloud built on the trusted foundation of VMware vSphere® virtualization technologies. VMware Horizon Air Desktops and VMware Horizon Air Apps enable cloud-based hosting and delivery of

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IT Director,
Seventy Seven Energy

VMWARE FOOTPRINT

- VMware vCloud Air
- VMware Horizon Air
- AirWatch Enterprise Mobility Management
- VMware Professional Services

Windows desktops and applications to any user, in any location, on any device. Finally, the AirWatch® Enterprise Mobility Management™ platform provides the ability to support and secure user devices centrally and seamlessly.

To help manage and expedite the massive transition from a traditional enterprise environment to the cloud, 77NRG turned to Professional Services. “We worked with VMware Professional Services to help us implement both Horizon Air and vCloud Air,” Dykstra says. “The scope of our consulting engagement included everything from the initial design process through the implementation of a managed services environment that we could take over ourselves.”

Business Results & Benefits

Drawing on the deep resources and broad expertise of VMware Professional Services, 77NRG met the short-term demands of a rapid transformation while acquiring new levels of business agility and positioning the new organization for long-term growth and success.

Professional Services support helped the firm to execute a wholesale enterprise IT environment migration with a very lean IT department. “We have less than 1 percent of our total headcount in IT, which is very small for a traditional IT organization, and we needed to implement some very large projects,” Dykstra says. “VMware Professional Services ensured we’d achieve these goals.”

The vCloud Air and Horizon Air migrations had to be completed on very tight, unforgiving timelines, something the company would have been hard pressed to achieve without VMware Professional Services. “Because we were spun off from another organization, we had a very short time window to stand up our own infrastructure and begin delivering our own applications,” Dykstra says. “With Horizon Air and VMware Professional Services, we were able to do that in just a few months.”

Knowledge transfer was another invaluable benefit. The VMware Professional Services helped us, not just in design and development, but also as we took over the environment ourselves,” Dykstra explains. “Their knowledge transfer and internal staff training prepared us to fully utilize our VMware services and manage our hosted systems going forward.”

Perhaps the farthest-reaching impact of the engagement has been on 77NRG’s future IT staffing requirements. I think what we’ve been able to do with our Professional Services engagement is to reduce our internal IT manpower needs for the long term,” Dykstra says. “That is going to be very important for us.”

Looking Ahead

77NRG currently supports 900 users with cloud-based virtual desktops and applications and is steadily advancing toward a short-term target of 2,500 users. That number is expected to increase over time as the industry grows.

“One of the most exciting things about being in IT right now is the move away from a traditional environment of a physical PC to a truly mobile model where we can deliver everything you need to do your job to whatever device you have in your hand,” Dykstra concludes. “Because we’re a greenfield organization, we’ve had the opportunity to do that, by taking everything directly to the cloud.”

