



“The processes and efficiency we have been able to put in place are exponentially better than what we were seeing before.”

– James Vick, Senior Vice President of Business Information Systems, Southwestern Energy

## Fueled by innovation: Southwestern Energy discovers a new formula for the future.

**To usher in its next era of exponential growth, Southwestern Energy needed to transform the way it used information. But could it overhaul its internal systems, processes, and platforms and still keep pace with the competition?**

Southwestern Energy is a company driven by a formula: the right people, doing the right things and wisely investing cash flow from assets creates value for shareholders and stakeholders. It is this formula, along with a culture of creativity and innovation, which has helped turn what was once a small regional Arkansas utilities company into the fourth largest producer of natural gas in the lower 48 states.

As a result of a creative application of fracking in its Fayetteville, Arkansas operation, Southwestern Energy has grown at a rapid rate over the last decade, dramatically increasing its revenue and growing from 250 to more than 1,000 employees. However, at the end of this highly productive period, the company found itself with an array of disparate platforms and applications that wouldn't support its next era of evolution.

“Most of our operations were managed on spreadsheets—it was becoming unwieldy. As we were about to embark on the next journey of our organization, we knew we had to fix the foundation of our organizational infrastructure,” says James Vick, senior vice president of business information systems at Southwestern Energy.

### Exploring a New Approach

Selecting the Oracle e-Business Suite (EBS) as a core component of the solution, Southwestern Energy launched a comprehensive overhaul of its operational infrastructure.

For a large-scale, multi-year implementation project that would affect so many facets of the company, Southwestern Energy felt it was vital to partner with a team that that echoed the importance of having the right people.

“The people are extremely important to us,” says Vick. “Deloitte spent time walking us through the approach and how we would go about replacing all of our systems—not just a few—and do it in a manner that would not disrupt operations, business, and the way we were producing natural gas at the time.”

Guided by Deloitte's phased approach to implementation, Southwestern Energy rapidly replaced legacy financial, supply chain, and human resources systems in eight months. “We got those up and running so that we could move forward and add value to the business almost immediately,” says Vick.

### Impacts from transformation:

- Implementation of Oracle e-Business Suite with minimal business disruption
- Establishment of a single source of essential data
- Faster decision making due to sophisticated information sharing and analysis



View and download video

[www.deloitte.com/us/SouthwesternEnergy](http://www.deloitte.com/us/SouthwesternEnergy)



The team then focused on the broader goal of the Initiative: a more powerful way to manage and share information. For an exploration and production company like Southwestern Energy, maximizing the value of data to improve not only its business operations, but also its geological know-how was critical in the highly competitive oil and gas industry.

"We focused on getting a better understanding of the relationship between the geology we have to work with and the economics and expenses that will be incurred to make that geology commercial," says Vick. "We never would have been able to create the linkage between production and financial performance without the systems being better integrated."

### Producing Business Results

As a result of the EBS Initiative and its ongoing relationship with Deloitte, Southwestern Energy is seeing a variety of benefits from its improved handling of operational, production, and financial data.

"The efficiency with which we are doing our daily reporting has improved substantially, and we are now seeing a level of data quality that we had not seen before," says Vick. "The leaders of our organization are getting financial information on an almost instantaneous basis."

Initiative highlights include:

- **Creating a single global platform** for ERP, upstream, HR, business intelligence, and financial planning
- **Establishing a single source for master data elements**, including well sites, leases/contracts, suppliers, customers, and employees
- **Creating a cohesive flow of data** that ties all areas of the business together to provide strategic insight
- **Increasing business analyst productivity** by shifting focus to value-added activities that improve the bottom line
- **Enabling improved compliance** with internal and external regulatory requirements

For Southwestern Energy, the project is yet another example of the way its formula acts as a guiding principle.

**"Deloitte has the right people doing the right things. They helped us think about new opportunities to improve our operations. And, Deloitte brings us ideas—ideas about changing or improving the way we do things. That's important to us," says Vick.**

#### About Deloitte

This publication contains general information only and is based on the experiences and research of Deloitte practitioners. Deloitte is not, by means of this publication, rendering business, financial, investment, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte, its affiliates, and related entities shall not be responsible for any loss sustained by any person who relies on this publication.

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see [www.deloitte.com/us/about](http://www.deloitte.com/us/about) for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Copyright © 2014 Deloitte Development LLC. All rights reserved.  
Member of Deloitte Touche Tohmatsu Limited



"The right people doing the right things, wisely investing the cash flow from the underlying assets will create value plus."

**"Deloitte was able to bring resources to bear that had credibility, that had focus on our needs, that had focus on our issues, and a pragmatic approach to how to solve those problems."**

— James Vick, Southwestern Energy

**Deloitte.**