



“When we went live, no one outside of our company knew that we had made this transition.”

– Randy Rea, Director of IT Systems and Administration, Sooner Pipe, LLC

Choosing the right tool for the job: Sooner Pipe, LLC modernizes IT with large-scale Oracle implementation.

Can an industry-leading distributor keep a major Oracle deployment transparent to its customers and partners? With the right guidance, Sooner Pipe could.

Connect the people who create the world’s energy with the supplies they need. That’s the goal of any company that operates in the Oil Country Tubular Goods (OCTG) distribution industry. And beating the competition boils down to one, simple concept: ship more tons of pipe than anyone else.

Just ask Sooner Pipe, LLC

As the recognized leader in the OCTG industry, Sooner Pipe distributes significantly more product than its nearest competitor. But according to Randy Rea, Sooner Pipe’s Director of IT Systems and Administration, being tops in the OCTG distribution industry and an IT trailblazer don’t always go hand in hand.

“We know all about the pipe, but on the technical side, we were way behind the times,” explains Rea.

So when Sooner Pipe’s management team realized the company’s outdated technology could put them at risk, Rea knew the time had come to reevaluate its existing systems and move its operations to something more powerful and modern.

After exploring the available options, Rea and his team determined that an Oracle solution would likely be the right technology to bring Sooner Pipe’s IT operations up to speed with its distribution capabilities.

“Implementing Oracle would allow us to better integrate our systems together,” says Rea. “It was something that had to happen. I was all for it.”

A project befitting an industry leader

Excited about the positive impact the Oracle implementation could have on the company’s operations, Rea and the Sooner Pipe management team also knew they needed help getting the solution into place as quickly — and with as little risk — as possible.

Because Sooner Pipe’s IT organization consists of just Rea and few other individuals, some external assistance was required to effectively execute the Oracle implementation.

“We understood immediately that the only way to get this done was to pick the proper helper,” recalls Rea. “We quickly identified Deloitte as being able to take care of our needs better than anyone else out there.”

Impacts from transformation:

- Oracle deployed throughout the company with zero impact on customers and vendors
- Multiple units of measure standardized for easier inventory management
- The agility to respond to changing business and IT requirements with ease

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Deloitte Application Managed Services (AMS) supplemented Sooner Pipe's in-house IT knowledge with a combination of on-site support and off-shore resources, including developers, a Software Configuration Management (SCM) solution, Oracle DBAs and an engagement manager who acts as a liaison between local and international teams.

Working as a joint project team enabled Sooner Pipe and Deloitte AMS to quickly and effectively deploy the Oracle solution.

In addition to guiding the Oracle implementation, Rea also enlisted Deloitte AMS to provide ongoing support and advice for post-implementation enhancements.

"Since Deloitte was the implementer, it was an automatic that they would also be our support help," Rea explains. "We count on the experiences they've had with other companies to help us look at the things we want to do from a different angle."

This combination of implementation and support skill went a long way toward helping Rea feel comfortable that Sooner Pipe can make the most of its Oracle investment over the long term. "We have all the resources we need to take care of our day-to-day operations and, also, help us plan for any enhancements that may be required," he says.

An innovative deployment

As a result of this deployment, Sooner Pipe was able to make the technology side of its operations as sophisticated as its OCTG distribution capabilities — a move that will surely help the company further cement its position as an industry leader.

Moreover, Sooner Pipe achieved the following key project goals:

- Deployed Oracle across the company without customers or vendors feeling any impact
- Standardized disparate units of measure — such as tons, feet and joints — within Oracle, making it easier to track and manage inventory
- Positioned the company to respond faster to changing operational or industry demands through ongoing support

Not only did standardizing units of measure alleviate a problem Sooner Pipe had struggled with for years, it also won the company recognition during the Oracle OpenWorld conference.

"Our work standardizing units of measure won us the Titan Award last year at OpenWorld," Rea recalls. "The award is given to companies that do the most innovative things with the Oracle solution, and Sooner Pipe won for supply chain management."

To Rea, this is just another example of the instrumental role Deloitte played in helping Sooner Pipe modernize its IT operations.

"We are not here without Deloitte's guidance. We just could not have done it without them," he says.

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"The month we went live was one of our busiest of the year. Our customers and vendors were not impacted."

— Randy Rea, Director of IT Systems and Administration for Sooner Pipe

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