



A Company Snapshot:

Baker Hughes Incorporated (NYSE: BHI) creates value from oil and gas reservoirs with high-performance drilling, evaluation, completions and production technology and services, integrated operations and reservoir consulting. Our solutions are designed to lower costs, reduce risk or improve productivity for the global oil and gas industry.

Baker Hughes was formed in 1987 with the merger of Baker International and Hughes Tool Company—both founded over 100 years ago when R.C. Baker and Howard Hughes, Sr. conceived ground-breaking inventions that revolutionized the fledgling petroleum era.

The Challenge:

Excelhelp.com performed a large project discovery phased with internal Baker team and broke down inner workings of current quoting and estimating process and in combination with wish list items and additional functionality. No centralized or standardized proposal process was present which fostered confusion and an assortment of different outputs and processes while generating client proposals.

The Solution:

ExcelHelp created an automated system to replace their manual one with a combination of Microsoft Excel & Access. A power user is able to create every potential situation and scenario that the sales force may encounter. Any member of their sales or admin team can login and create proposals, estimates for themselves or other members of the team. Data is synched to a centralized Access database but can also be used on a local drive if no connection exists. Sales team members do not need specialized Excel knowledge or any type of knowledge other than an overview of the application.

The ExcelHelp solution is faster and more robust, and doesn't require any special skills or training of the sales staff, allowing them to better concentrate on their primary function: selling. A task that would have taken hours now simply required seconds.

Key Client Benefits:

Client immediately experienced the reduction of hundreds of hours required to generate, submit, and track client proposals with a professionally branded output. With the proposal process now streamlined, more detailed focus could be placed upon maximizing client capture and repeat business.