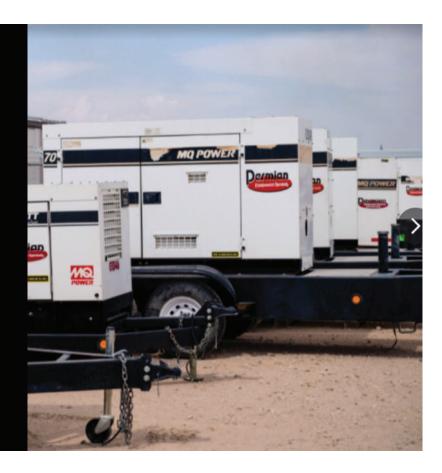# Permian Streamlines Rental Management with NetScore

## Introduction

Permian Equipment Rentals is a regional leader providing equipment rentals for well sites with 24-hour service, 365 days/year. In addition to providing clients with a wide variety of industry-specific equipment for drilling operations, Permian also employs technicians for service and maintenance, ensuring that they can provide clients with the precise equipment needed for their site, have it delivered quickly, and keep it maintained.

**Company:** Permian Equipment Rentals

**Website:** www.permianequipmentrentals.com

**Industry:** Oil and Gas

**Country:** Midland, United States

**Product:** NetScore Rental Management for NetSuite

## Challenges

Permian was founded in 2009. In 2011, it was acquired by Butch's Rat Hole and Anchor. Butch's had acquired several different companies and found themselves facing a problem, explains Patrick Croft, Procurement Manager at Permian Equipment Rental, "We have a multi-subsidiary organization that grew through acquisition, which put us in a position where we had several different accounting systems, as each acquisition used different systems." They needed to figure out how to consolidate these various systems and move towards a single solution.

*"I was impressed with the way that the team at NetScore can make certain things happen that I didn't anticipate were possible."*

**Patrick Croft,** Procurement Manager, Permian Equipment Rentals

## Solution

That's when they discovered NetScore's Rental Management for NetSuite. This native NetSuite app is fully integrated with the NetSuite ERP that Butch's was already using. It provides functionality for users to manage rental assets, quickly generate reports, and provide more flexibility for billing customers.

Permian contacted the NetScore team and was soon working with them on their new rental management solution.

## Results

The NetScore team got to work, often meeting Croft's team to discuss their needs and how to fill them.

"They hit the ground running," says Croft. "We tried to identify where those areas of opportunity were and what pieces we had to have. What wowed me was their willingness to think through and help solve problems."

Croft's team was soon seeing excellent results. "In terms of making NetSuite do what Permian needed, they met all of our challenges," he says. "They had a good team understanding of what NetSuite could do and what we were trying to do. I was impressed with how the NetScore team can make certain things happen that I didn't anticipate were possible."

The results: "NetScore Rental Management seamlessly runs inside our NetSuite," says Croft. "And, NetScore also helped us with other items like PDF prints, some different forms and workflows, and all the various pieces that go hand in hand with our processes. I'd say they definitely hit the mark; we had a good team on this one." He concludes, "I was impressed and surprised at the value."

## More Efficient Business Management

In looking for a rental management solution for Permian, Croft explains, "We were looking for a more modern solution to be able to more efficiently do some fundamental things: getting documents out for signature, getting them approved, getting them billed, collecting on them, that kind of thing."

These were basic tasks that should have been easy, but with all of the different segmented systems Butch's had from various subsidiaries, things were getting lost in the shuffle. What they needed, Croft says, was a "good quality system with good infra-structure and good data, where you can just click a few buttons and see, 'This many jobs are in this status; these are collectible; these are past due,' that kind of thing." That's what NetScore's Rental Management solution provided.

By improving efficiency in these basic but vital business tasks, the solution enabled Permian personnel to do their jobs more efficiently: "We've trained them to be even more effective. That is really where the value is."

## Consolidating and Streamlining

Butch's had a clear objective regarding Permian and their other subsidiaries: "Part of our overarching goal is to get us all on the same platform," says Croft. "We want to be one large organization that operates similarly and can gain efficiency through the portfolio rather than being so segmented."

Through the extra functionality provided by NetScore, they got everyone working together on NetSuite. Croft says, "I would say that's probably the most important piece of this system and this implementation: that we were able to get everybody on one accounting software successfully."

*"Projects can be wildly more successful when you have a team of subject matter experts that are engaged and active participants."*

**Patrick Croft,** Procurement Manager, Permian Equipment Rentals