

VistaVu Helps SEF Energy Find Success Amid Downturn

To put it mildly, 2020 was a very difficult year for many industries. One of the hardest hit sectors was the oil and gas sector. Global oil demand fell by 25% in April, according to Deloitte. Similarly, oil prices and energy stocks have underperformed since July 2020. U.S. oil and gas companies laid off about 14% of permanent employees in 2020, and Deloitte's research shows that 70% of jobs lost during the pandemic may not come back by the end of 2021.

This all added up to bad news for companies in the energy sector, like SEF Energy, LLC. Founded in 2014, SEF develops and implements technology solutions for the oilfield and fracking industry. Among other things, the Oklahoma City-based company takes humans out of dangerous situations and replaces them with technology.

At the start of the pandemic, SEF had a booming business with more than 500 employees. Today the company is a different organization than it was 12 months ago, according to Alan White, Vice President of Information Technology at SEF. "We have less than 250 employees today, but we have record market share. The pandemic forced us to evaluate our processes and drove us to accelerate our programs. We are a better, stronger company today than we were before the pandemic," says White.

While White and his team worked hard to pivot during such uncertain times, they didn't do it in a vacuum. VistaVu Solutions, its ERP solutions partner, was there to help them every step of the way. White says it was the

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work that VistaVu engaged with them in during the height of the pandemic that contributed to SEF's success.

"The biggest thing for us was the flexible approach they took during this period," says White. "We went to the VistaVu team and said we needed help. They were proactive, ready to assist and understood the state of our business. Their willingness to support a mutually beneficial working arrangement made a big difference. It contributed directly to us surviving the summer of 2020 and come out the other side thriving."

SEF isn't alone. COVID impacted many businesses, but also pushed them to find operational efficiencies that were necessary to survive, which led many companies to seek out VistaVu. "We have never been busier helping our existing and new clients navigate through these uncertain times," says Jory Lamb, CEO and Founder of VistaVu Solutions.

Founded in 1996 and a certified gold partner of the software giant SAP since 2003, VistaVu focuses on partnering and building out ERP systems for small and mid-sized publicly traded and private

equity-funded businesses between \$50 million and \$500 million in revenue. VistaVu also partners with Dell Boomi and AWS and currently boasts about 60 employees throughout North America, with additional growth on the horizon.

VistaVu expects to see additional opportunities as companies continue to look for innovative software solutions. "According to the research paper, 'The Case for Digital Transformation' which was published by middlemarketcenter.org, less than 20% of mid-sized firms have gone through a digital transformation," says Lamb. "With our team of experts, we're well-equipped to support different companies on their digital journey." Added Logy Aviles, President at VistaVu Solutions, "Our strength lies in helping mid-market companies scale through implementing and supporting their software solutions and providing process improvements. Once a company is on our system, they are on a platform to achieve growth and operational improvements."

VistaVu has expertise in a broad number of industries including industrial field services and rentals,

VISTAVU: ALWAYS MOVING FORWARD

- **2016:** Moved the business to the cloud
- **2017:** Added customer engagement executives and concierge services
- **2018:** Created a net promoter score sheet
- **2019:** Created a customer success team
- **2020:** Created customer experience department

aerospace and defense, life sciences, discrete manufacturing, food and beverage, and high tech.

The relationship between VistaVu and SEF started in the Spring of 2018 when SEF decided it needed ERP help. The company was growing by acquisition and as a result had disparate systems. "We needed to consolidate all of our data, improve our process efficiency and get all the relevant information in the same place," says White. "VistaVu responded to the RFP and impressed us with their approach to helping our company. They understood our business, our current state and where we wanted to go. It felt like a good fit."

White told the VistaVu team upfront that flexibility was key and change was really the only constant for the rapidly growing company. "A lot of other folks were very rigid and didn't want to go outside the box. What VistaVu built for us was cutting edge and flexible. They implemented a system for us, built processes across the company and provided ongoing support," says White.

After the implementation, VistaVu continued to review SEF's processes,

optimize the inventory management and financial systems and support onboarding and adoption with SEF employees, especially those who were resisting the new technology. "They asked our employees about what wasn't working and said that they would find a way to do it better. They understood the pain points and addressed them quickly," says White.

Over the next three years SEF leaned into the relationship and started to use VistaVu to build digital ecosystems, like AI and IIoT, that are tied into the technology work that SEF does in the oil fields. SEF is now collecting data at oil sites from the start of their projects until the end, giving SEF a real-time view into how jobs are progressing and if they are expected to hit completion deadlines and production targets.

SEF's relationship with VistaVu has paid off. "Three years ago, we were top quartile in our space, but as a result of the work we did with VistaVu, we are now number one in our space—and we did that through the worst downturn in the industry's history," says White.

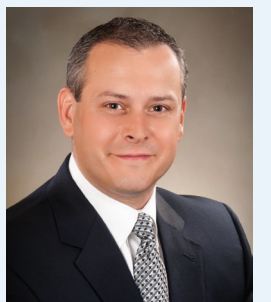
Going forward, VistaVu expects to continue delivering high value to its clients and adding a laser focus on its own employees. "From quarterly NPS surveys, to our dedicated customer experience, engagement, success, and support departments, for VistaVu it is all about the customer," says Lamb. Lezli Giguere, Vice President of Customer Experience at VistaVu Solutions agrees. Giguere says, "To support our customer-centric focus, this year we are making large investments into our employee experience including training, career pathing and new reward programs with the simple belief that happy employees create raving fans!" //



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