



# Comprehensive Service & **Record-Breaking** Performance



At AIM Directional Services, we constantly strive for, and achieve, performance excellence on your behalf because we have a unique way of doing things – an internal process called AIM Operational Excellence™ – that guides all phases of our operations.

Whether we're recruiting and training personnel, doing data analytics to gain insights that inform operational decision-making, applying quality control to our failure incident modes or developing new tools that challenge and improve upon old drilling techniques, we have a proven process that blends our unique experience over time, the collective expertise of our people, and the integration of our tools and technologies to deliver the results and record achievements that meet, and exceed, our clients' expectations.



## Optimal use of the latest & best information

It starts with our people. Hiring and training them is just the beginning. They go through an ongoing learning process that keeps them updated about the newest drilling technologies and processes and how to apply them to individual client site projects. **In fact, our field personnel complete more than 100 in-person and computer-based training modules each year.** But we do more than teach and prepare our staff to handle their responsibilities. We tap into their best thinking and ideas because we know their opinions count and make a difference to the success of a project.

It continues with our constant attention to quality, where we monitor the condition and performance of our parts and equipment and do preventative maintenance that identifies any potential red flags and diffuses them before they become full-blown problems. The corollary to this is our technical alert system, where in the event of an incident or human error, we send out a company-wide notification of how the incident occurred and what can be done to keep history from repeating itself.

It extends to the data we capture and analyze in real-time, with the smartest possible software, that yields insights into across-the-board performance – of our employees, parts, operational processes, vendors and client wells – so that we can make timely, effective decisions that save money, cut down on failures and non-productive time, increase efficiency and successfully address the challenges posed by your particular drilling project and the drilling environment.

This covers such critical functions as motor and hand performance, and areas of difficulty such as build rate issues and low rates of penetration (ROP). Our real-time operations center is on the job 24/7 with up-to-the-moment digital data feeds that furnish the well correlations and corrections and other responses to ensure the safe and precise drilling of your well.



## Proactive & innovative

The process also is about anticipating the future before it happens with a strategic, proactive approach that sees how the industry is evolving and meets a trend as it arrives instead of reacting to it after the fact. We do this, in part, by interacting with industry players and observers at seminars and conferences. By learning what our peers and associates are seeing and doing to overcome obstacles, we can discover the directions in which we need to go.

We have created a culture of performance that disdains doing something simply because it's always been done that way. That's how we came to patent a lower-end for our mud pulse MWD system that filters out debris in the mud that sometimes blocks the lower-end. It's also how we came to create a proprietary design for a UBHO sub that avoids two kinds of set screw malfunctions.

## Comprehensive service coverage

Because we know this industry inside and out, we offer the complete palette of drilling services to meet every need you may have and solve every problem you may encounter.



Our unparalleled downhole mud motor designs feature proven technologies in mud lube bearing sections, as well as carbide coated rotors to withstand the harshest drilling environments.



Guided by robust, precise, proven sensors, our mud pulse MWD technology helps keep operators reliably on target and in zone. We have designed three different MWD systems which allows our customer to choose which system best suites their needs. The directional & gamma ray logging that's available in real-time uses dependable mud pulse and electromagnetic telemetry options that suit any drilling requirement.



By applying leading-edge software to your well planning needs, we create customized well plans with exports that uniquely fit your requirements. Moreover, we can prepare anti-collision, ellipse of uncertainty, and torque & drag analysis reports if necessary.



## Performance while driving safety

Performance. Technology. Service. We're best-in-class and industry-leading in all these areas. But the excellence extends to one more thing that's no less important than the others: Safety. Every one of our processes and procedures meets or exceeds the most rigorous industry safety standards, including ISO 9001, ISO 4001, and OHSAS 18001. To maintain that level of safety, we conduct fully accredited, in-house training programs and, in fact, our field personnel complete more than 100 in-person and computer-based training courses every year.

We immediately report and fully investigate any incident that happens so that we can learn what caused it and how to prevent it from happening again. But we haven't had to do much of this lately, because we posted a **0.0 Total Recordable Incident Rate in 2014, 2015, 2016 and 2017.**

We're not just sticklers for our own safety, but also the safety of the vendors with whom we do business. That's why we audit them to make sure their Quality, Health, Safety and Environment processes conform to industry standards and rules.



## Customer-centric focus

First and foremost, the process is about you and the other clients we serve. It's collaborative and consultative, so that we're planning with you, not for you, and are keenly aware of your objectives and concerns (a philosophy we call "Teaming Up With Our Customers"). We're always asking what goals our customers want to achieve on their wells, and on each different section of those wells. *Do you want to increase the overall ROP in order to reduce total drilling days? Or limit the number of hours to drill the curve or the number of days to drill the intermediate or lateral section? Or something else?*

Whatever your goals are, we want to know so we can help devise a plan in partnership with you to address them. That plan will be custom-tailored and accompanied by daily support updates to view progress and real-time monitoring to identify performance gaps.

Working together in this way means cost benefits for the customer – such as better production that happens when we help you improve wellbore placement, and cost reduction that happens with this increased performance.

## Measurable, record-breaking results

The proof is in the unmatched measurable results we deliver for you. Like in **Webb County, Texas**, when we drilled Spud to total depth in less than 14 days; exceeded ROP for three of the four well sections; and set a record for most footage drilled with a single BHA – more than 11,000 feet.

Or in **Glasscock County, Texas**, when we drilled a lateral from landing point to total depth in just one run of 10,367 feet, at an average ROP of 125.53 feet/hr.

It's not like this distinguishing process is something new for us. We've been living it for decades. We're making the exceptional drilling feat "business as usual" at AIM, and the beneficiaries of this kind of performance are our customers.

***Talk with us to see what's possible for you.***



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