

# ABB's Engineered-To-Order (ETO) Solution in Oil & Gas, Midland, Texas

## A Case Study



By leveraging ETO capabilities, ABB not only provided a tailored solution that met the customer's specific requirements but also laid the foundation for a long-term partnership built on trust, innovation, and mutual success.

Measurement made easy

### Customer Background

In this Case Study, the customer, a privately owned company based in Midland, Texas, boasts a workforce of over 1200 employees and was one of the largest producers in the Permian Basin before the wave of mergers in late 2023 and early 2024.

With a focus on innovation and efficiency, they sought solutions to address the challenges posed by their growing production facilities.

### The Challenge

The customer faced a pressing challenge in finding a Remote Terminal Unit (RTU) capable of meeting the demands of their expanding production facilities.

They required a device capable of reading multiple inputs and performing measurements on numerous wells, all while remaining cost-effective.

### The Solution

Recognizing the unique requirements of the customer, ABB turned to its Engineered-to-Order (ETO) team to provide a tailored solution that would not only address the customer's immediate needs but also offer long-term benefits.

For this project, ABB provided an Xcore solution, which included:

- Remote Measurement and Control (RMC): A central component of the solution, the RMC provided the necessary capabilities for data collection, monitoring, and control.
- Digital Input Modules: These modules allowed for the reading of multiple inputs from the production facilities, ensuring comprehensive monitoring and control capabilities.
- Custom Programming: A small amount of custom programming was incorporated into the solution to enable specific functionalities such as Bulk and Test measurement, tailored to the customer's requirements.

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## The Benefit

The implementation of ABB's ETO solution brought significant benefits to the customer:

- **Cost Savings:** By opting for the ETO solution, the customer was able to cut down on installation costs and increase the ease of maintenance. The tailored solution ensured efficient utilization of resources, ultimately leading to cost savings for the customer.
- **Time Efficiency:** The customer expressed high satisfaction with the RMC, citing its reliability and efficiency in managing their production facilities. The streamlined processes facilitated by the ETO solution allowed the customer to save both time and money, enhancing overall operational efficiency.
- **Trust and Relationship Building:** ABB's commitment to providing a customized solution that met the customer's specific needs fostered a trusting relationship between the two parties. The successful implementation of the ETO solution solidified ABB as a trusted partner in the customer's operations.
- **Expansion of Product Portfolio:** Satisfied with the ETO solution, the customer expressed interest in ABB's other instrumentation offerings. This opened up opportunities for ABB to expand its product portfolio with the customer, further strengthening the partnership and paving the way for future collaboration.

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## Conclusion

In conclusion, ABB's Engineered to Order solution proved instrumental in addressing the customer's challenges and delivering tangible benefits. By leveraging ETO capabilities, ABB not only provided a tailored solution that met the customer's specific requirements but also laid the foundation for a long-term partnership built on trust, innovation, and mutual success.

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