



SLB: Driving sales and operations planning excellence

With over US\$36 billion in revenue in 2024, SLB is a global technology company driving energy innovation for a balanced planet. The company is innovating across the energy landscape and accelerating decarbonization with leading science, engineering, and digital expertise.

As part of its digital transformation, SLB wanted to better understand and respond to customer demand through sales and operations planning excellence. The company looked to transform its planning processes to drive efficiency and improve planning accuracy.





Driving efficiency and improving planning accuracy with SAP IBP

Before: Challenges and opportunities

- Opportunity to harmonize maturity levels across its global sales and operations planning (S&OP) processes, with planning hierarchies aligning for all lines of business
- Manual, spreadsheet-based, and report-based processes
- Opportunity to orchestrate approvals (with associated documentation) and a feedback loop in its system
- Need for a network-centric constrained plan and a resource-centric optimization production schedule for execution

Why SAP

- SAP Integrated Business Planning (SAP IBP) solution to help SLB better balance supply and demand, improve predictability, and reduce strain in its supply chain
- Expertise of SAP in implementing the solution and integrating new S&OP processes

After: Value-driven results

- Created a well-established, collaborative, and integrated S&OP process supported by SAP IBP that provides a consistent data model
- Generated a reliable constrained supply network and production schedule using the SAP IBP application for demand
- Improved demand forecast accuracy, reducing uncertainty and enabling the system to meet demand with less inventory on hand

“SLB has been able to improve customer service, reduce lead-time predictions, and **drive significant inventory savings**—north of a billion dollars—over the last four years with SAP IBP.”

Richard Bancel, S&OP Director, SLB

92%

Demand forecast
accuracy

37%

Reduction in days
inventory outstanding
over three years

SLB
Houston, Texas
www.slb.com

Industry
Oil, gas, and energy

Products and services
Oilfield services

Employees
80,000

Revenue
US\$36 billion (2024)

Featured solution
SAP IBP