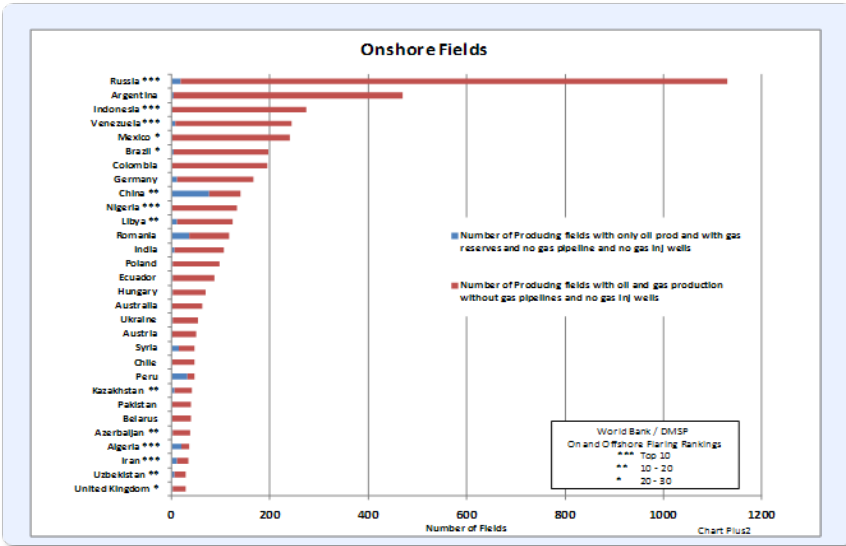




# Market Analysis: Analyzing Marketing Opportunities for an Oil Service Firm

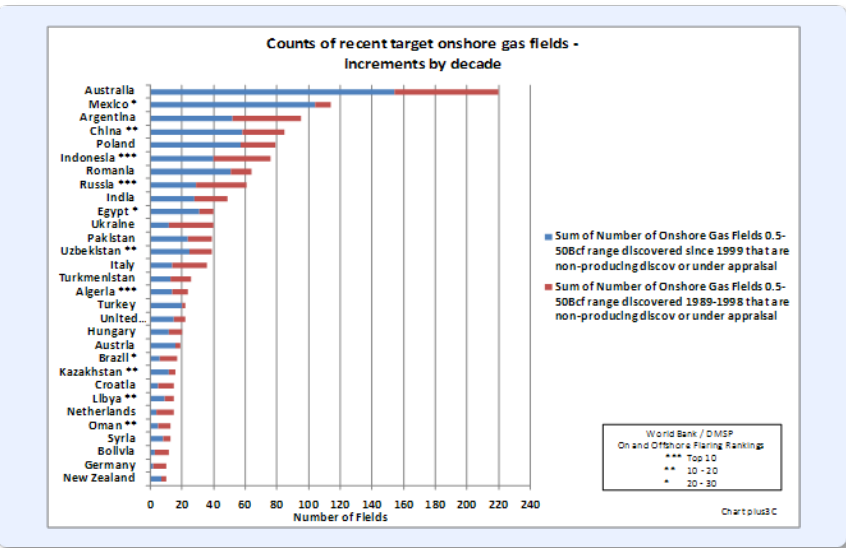


### Challenge

An oil service firm sought to identify potential fields that could use its new gas-to-liquids conversion technology, which was best suited for fields meeting certain maximum gas production rate criteria. The client needed to have a clearly identified market that targeted fields with stranded gas and flared or reinjected gas.

### Solution

IHS helped the client develop a range of criteria to help identify fields that met the client's criteria and applied the criteria at a country level. Using our objective analysis and some subjective factors, the client came up with a list of countries that met its criteria. We then used disparate information from our database to create a list of fields that could best use the client's technology.



### Results

With its new ability to screen and compile a list of potential fields to target, the client was delighted by the fact that it could direct its staff to start talking to operators of the identified fields.