

# 4 Ways

The Right Motor & Generator Service Company  
Can Impact Rig Site **CAPEX & OPEX Costs**

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*Original article by Alder Crocker  
for Ward Leonard*



**Ward Leonard**



## When it comes to maximizing CAPEX and OPEX spending in stable and growing Oil & Gas markets, incremental utilization of more efficient products and operational processes are critical drivers.

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In weak markets experiencing negative fluctuations, the same strategies apply but with greater emphasis placed on **getting the most out of currently available assets** — in particular the critical yet unheralded work-horse electric motors, generators and other equipment that power a facility or operation.

However, many times “getting the most out of” means running equipment to failure and then paying the cost for extensive repair or purchasing new equipment all together.

In today’s Upstream Oil & Gas market, many rig operators are doing just that: running their current motors and generators to failure, reallocating assets from cold stacked rigs to their operational rigs and then **reactively utilizing precious contingency funds** to get them back up and running.

At the “time of need”, this can seem to make economic sense, as a company will analyze the cost of taking equipment down, the cost of downtime and whether there is any negative impact to their customer — and then make the decision that best suits the situation.

The concern with this decision is that it focuses on the short term, and effectively eliminates professional maintenance and repair services as a strategic solution to **positively affect overarching organizational CAPEX and OPEX goals**. Fundamentally, the better the equipment is maintained, the longer it’s lifespan will be, thereby reducing the need for new equipment (CAPEX) and the higher cost of reactively repairing damaged assets (OPEX).

Forward-thinking companies – in Midstream, Downstream and Process markets as well – recognize this and are **redefining the key criteria to achieve their financial goals** by getting more out of their equipment.



# 1

## 24/7 Field Service Expertise

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True professional service companies provide two (2) distinct capabilities their counterparts do not:

1. A dedicated team of highly trained, passport-carrying motor and generator field service technicians that are ready to **travel anywhere at a moment's notice**, and
2. The ability to provide comprehensive, challenging field services — from OEM commissioning and warranty repairs to laser alignments, vibration analysis, bearing and coupling changes and thermal imaging surveys.

Simply answering a call at 3am does not constitute a dedicated 24/7 service team, nor does it reflect the commitment or **ability to serve multiple customers in times of crisis**.

Ward Leonard, a 120-year-old diversified industrial technology company, is a premier full-service motor and generator maintenance, repair and overhaul (MRO) firm — and leading Upstream motor manufacturer — that provides these capabilities to a wide range of onshore and offshore rig site customers from locations in Texas and Louisiana.

“Our ability to dispatch multiple technicians at any time to service a new or current customer enables us to critically impact and reduce downtime — sometimes from potentially days to just hours,” says Roy Corbitt, Operations Manager. **“What is unique about our team is that each member** has his field service tools and travel bag already packed and ready to go, because every extra minute impacts the bottom line.”



# 2

## Dedicated Service Programs & Processes

There are many service companies that repair only electric motors or generators, and fewer that repair both. However, what is important for industrial customers to research is whether these companies provide just repairs—on a transactional basis—or have dedicated programs and processes in place that fundamentally provide complete coverage for all their motor and/or generator needs.

These can include:

- ◆ Dedicated 24/7 availability
- ◆ Comprehensive maintenance, repair and testing services
- ◆ Utilization of advanced, high efficiency technologies such as load test stands and VPI systems
- ◆ Ability to provide equipment auditing and analysis services

**This difference between service companies can have a dramatic impact** on both CAPEX and OPEX costs. Repairs fix the symptom, but deeper experience, capabilities and programmatic processes for addressing the need can save time and money.

Explains Kevin Wiemann, General Manager for Ward Leonard, “Many times a customer will sense that a motor or generator needs a major repair job, and will call us in to fix it. But instead of just doing the work like other shops, we analyze the equipment first, and after testing we can inform them it doesn’t require the extensive work they thought. We are then able to fix what it is wrong with it on a much smaller scale, and with a much cheaper price tag.”

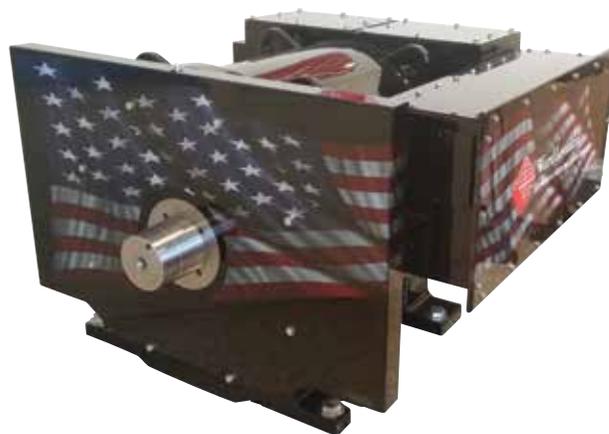
Ward Leonard MotorCare™ and GeneratorCare™ are **the industry’s only dedicated programs that provide customers with** a comprehensive suite of services that include 24/7 field service, maintenance, repair, component and load testing, product manufacturing (motors only), sales, as well as predictive and preventive maintenance, asset protection and storage programs customized to each customer’s specific equipment and geographic requirements.

“Every customer’s needs are different, but what we have found is that providing expert solutions throughout the lifecycle of the equipment – and providing the care it needs— is what **drives down total costs, in both the short and long term,**” says Chris Spafford, Vice President of Sales & Marketing at Ward Leonard.



## Cross Industry & Single Source Experience

# 3



### All electric motors and generators are not created equally.

Therefore, it is important the service company you partner with has extensive experience with not only all major brands and their respective differently sized equipment—but with the wide range of different applications that each motor or generator is used for in a broad scope of industries.

For example, repairs to a top drive motor for onshore onshore applications can and will differ from offshore applications because of the dry or wet and salty environments, and the differing damage each of those conditions inflict on a motor. The same can be said for generators utilized in process and mining and material handling environments.

With this type of expertise, you will benefit from the service company's **best practice capabilities and its innate ability to understand** how different equipment can be impacted by different application requirements and conditions. Additionally, being exposed to so many repair instances and their resultant root cause **failure analyses will ultimately improve the speed and efficacy** of the service provided.

“Ward Leonard is unique in that we have motor and generator expertise that covers all industries—from Navy surface and subsurface, to onshore and offshore rigs, to commercial marine, process and power generation... in some of the world’s harshest Artic and desert geographies,” said Spafford. “Also, being a manufacturer enables us to approach the service end from a different perspective, with different points of reference to attack any challenge.”





# 4

## Longstanding Authorized OEM Service & Repair Relationships

### The Benefits to Being an Authorized Service Repair Center Include:

- 1 The highest level of technical expertise for that OEM's equipment
- 2 Direct access to all of the engineering specifications and equipment documentation, which provide, among other things, the roadmaps for commissioning, installation, removal, maintenance, repair and overhaul (MRO)
- 3 Direct access to that OEM's technical engineering staff to answer any questions
- 4 Ability to apply the "best practices" and "lessons learned" with that OEM's equipment to other similar electrical rotating equipment

Becoming an Authorized OEM Service & Repair Center (ASRC) is an arduous task that requires extensive experience repairing a specific manufacturer's equipment, and having a facility that meets their exacting standards. It takes **expertise that is beyond most service companies' capabilities**, which is why there are so few companies with multiple ASRC relationships.

Additionally, the higher the level of expertise that the ASRC has, the more involved the OEM wants them to be — especially as it relates to **helping the OEM create better and more effective products**. In one representative instance, Ward Leonard's Corbitt was working with a company dealing with hundreds of generator recalls, when his team discovered vibration issues while testing units that were fairly new. Upon communicating these issues to the globally recognized generator OEM, the OEM flew Corbitt's team to its European manufacturing plant to collaborate on balance testing procedures. Ward Leonard and the OEM's technicians subsequently compared their respective methods, and after measuring the differences, "(the OEM) actually changed its balance procedure to the way we do it, and they're still doing it today," Corbitt said.

**Today, Ward Leonard is proud to be the Authorized Service & Repair Center** for an extensive range of the world's most recognized motor and generator OEM brands: Baldor, Cummins, Avk, STAMFORD, Hyundai Ideal, KATO Engineering, Leroy Somer, Marathon Electric, Marelli Motori, Mecc Alte, VEM and WEG ♦



Ward Leonard

BALDOR



STAMFORD | AvK

HYUNDAI IDEAL



LEROY SOMER



Click here to contact Ward Leonard, & learn how their Service & Repair experts can help you lower your CAPEX & OPEX costs.

## Ward Leonard is a Global Industrial Technology Company

that provides highly engineered electric motor, generator, control and MRO (maintenance, repair and overhaul) solutions to a diverse range of Military, Oil & Gas and Heavy Industry customers worldwide.

For over 120 years, our products and services have harnessed power to solve complex, mission-critical infrastructure applications, and enabled our customers to achieve benchmark performance, productivity and uptime in the world's most demanding environments. We are dedicated to total customer support and satisfaction, and encourage you to learn more about our products and services, or to speak with a Ward Leonard engineer today.



### Military

Naval Surface,  
Sub Sea & Land



### Oil & Gas

Upstream, Midstream,  
Downstream,  
Hydraulic Fracturing



### Heavy Industry

Power Generation, Process,  
Marine, Chemical, Petrochemical,  
Mining, Alternative Energy



### Service & Repair

Comprehensive Motor,  
Generator, Control &  
Pump Solutions



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