



## CASE STUDY

# Rowan Drills Down Costs with Winshuttle's ERP Usability Solutions

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Andy Hart, Assistant Controller,  
Rowan Companies

Rowan Companies, Inc. is a worldwide provider of contract drilling services utilizing a fleet of 22 high-spec offshore jack-up rigs and 32 deep-well land drilling rigs. The company also owns and operates a manufacturing division that produces equipment for the drilling, mining and timber industries.

## Challenge

The SAP Project Team at Rowan was tasked with a master data clean-up initiative, along with simplifying the loading of financial data into their SAP solution, ideally by automating the processes. However, the team faced several challenges in consolidating their data into their SAP solution. Integrating master data from multiple legacy systems into SAP was creating faulty data. Additionally, each month the company bills its customers and every bill has many specific line items based on the operating hours, catering, maintenance, etc. The billing and journal entry process consisted of copying and pasting around 13 lines at a time from Excel. With hundreds of SAP financial documents and thousands of line items, this tedious process caused delays in month-end closing and a lot of frustration. Initially, the IT support staff created LSMWs to upload journal entries; however, these were inflexible and due to the consistently changing requirements, time consuming to update.

## Solution

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, introduced Rowan to Winshuttle's Transaction tool at an ASUG conference. Transaction records the steps that a user takes to complete any SAP transaction and maps the relevant SAP fields to an Excel spreadsheet, easily creating a SHUTTLE file template that can then be run to shuttle data between Excel and SAP.

The value of the tool was immediately recognized by Assistant Controller, Andy Hart. With Transaction, Hart and his team discovered that they could better focus their efforts on specific pieces of data clean-up. For example, "We had one large LSMW which was built to edit all of the fields in a Vendor Master Record. However, it was the Vendor Tax ID numbers within these records that specifically needed to be cleaned up," says Hart. Once the team gathered the Tax ID numbers, they could easily create a Winshuttle template on the fly to update the Tax ID number field, and not have to worry



## Industry

- Oil and gas drilling

## Challenge

- Faulty master data from legacy system
- Time consuming journal entry and billing
- Improve efficiency by minimizing manual SAP data entry

## Solutions

- Winshuttle Transaction

## Results

- Able to cleanse large amounts of master data on a regular basis
- Close books on-time thanks to user-friendly journal entry
- Accelerate billing processes by creating a template to eliminate redundancy and data errors

## SAP Version

- ECC 6.0

## SAP Modules

- FI/CO, MM, SD

## SAP Transactions / Types

- FB50, FB60, MM01, MM02, XK01, XK02, VA01, CJ20N



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Rick Sonora, Billing Manager,  
Rowan Companies

about an Excel spreadsheet which contained all of the Vendor fields. Projected to take 6 months, the master data clean-up project was completed in just 4 months, leaving time for additional end-user training and post-production support.

## Results

Winshuttle enables Rowan to greatly accelerate SAP data transfer, completing thousands of journal entries in a fraction of the time required with manual data entry. “What were once dreaded and laborious journal entries, are now user-friendly and easy to organize,” he says. “We have saved so much time that we consider Winshuttle worth the cost just for the journal entry input.” Not only do the books close on-time, they are completed a week early. Additionally, Transaction also reduces the time associated with reporting and reconciliation. Hart says, “One morning, I generated 1,274 cost center reports in 13 minutes!”

Transaction also helps increase productivity in the Billing department. Employees were spending many unnecessary hours copying 9 lines at a time from the customer contract into Excel, updating the billable hours for each line, and then pasting them into the Billing screen in SAP. Now, all of Rowan’s contract billings are created with a Winshuttle template. The billing agent puts in all the header type information (customer, contract no, date), then runs a script to read the contract lines out to the template. The agent then fills in the

time to bill for each type of service, marking the unused lines for deletion, runs a second script to create the sales order. “It probably wouldn’t be too bold to say that Winshuttle saved us from an entire process redesign of billing,” says Rick Sonora, Billing Manager at Rowan.

## Future plans

Since Winshuttle makes it possible for Rowan to execute more accurate data loads in less time, Hart’s team has more resources available to think strategically about SAP deployment. “Winshuttle improves our productivity as a team and as an organization, so we’re better able to step back and take a broad look at the overall efficiency of our financial implementation,” says Hart. “The more we do that, the more opportunities we see for Winshuttle to help us perform data conversions in far less time.”

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