



D | GB - Alle Vorträge werden simultan übersetzt
GB | D - All presentations will be simultaneously translated

GeoTHERM
expo & congress

Freitag, 1. März 2024, 10.30 Uhr
Baden Arena Kongress 1 – Tiefe Geothermie

Friday, 1 March 2024, 10.30 am
Baden Arena Congress 1 – Deep Geothermal Energy



Benchmarking Performance Data: Driving Excellence in the in Geothermal Industry

Benchmarking von Leistungsdaten: Die Förderung von Spitzenleistungen in der Geothermie-Industrie

Marco Meirich, Neowells

Benchmarking performance data has become an indispensable tool in the drilling industry. This abstract explores the potential advantages of benchmarking and its profound impact on driving performance to new heights, if applied in the geothermal business.

In the dynamic and rapidly evolving field of geothermal drilling, performance is the key to success. Benchmarking, as a systematic and data-driven process, offers a range of advantages that enable drilling companies to achieve excellence. Firstly, it allows for the measurement and comparison of drilling performance against industry standards and competitors, providing a clear understanding of where a company stands in the market.

Through benchmarking, drilling businesses can identify areas for improvement and optimization. Whether it's reducing drilling costs, increasing drilling speed, or enhancing safety measures, benchmarking highlights opportunities for enhancement. It provides insights into best practices and innovative techniques employed by top-performing companies, enabling others to learn and adopt these strategies.

Benchmarking also fosters a culture of continuous improvement. By setting performance targets based on benchmarked data, drilling companies can challenge their teams to achieve new levels of efficiency and excellence. This, in turn, drives innovation and encourages the development of cutting-edge technologies and drilling methodologies.

Furthermore, benchmarking is a powerful tool for performance transparency and accountability. It aligns the goals and objectives of all stakeholders in the drilling business, from management to on-site drilling teams. With clear performance metrics and benchmarks in place, everyone shares a common vision of success.

In summary, benchmarking performance data in the geothermal drilling space empowers geothermal businesses to enhance their operations, reduce costs, improve safety, and drive innovation. It not only helps companies meet industry standards but surpass them, making it an essential practice for achieving excellence and sustaining growth in the geothermal drilling industry. This speech sets the stage for a deeper exploration of benchmarking's role in driving performance and makes an offer to the industry.