

How is National Oilwell Varco driving efficiency with an automated approach to product configuration?

NOV delivers customized, high-value solutions to oil and gas enterprises, looking to avoid even minor product configuration errors that can quickly drive up costs.



Deployed a rules-driven approach to product configuration using IBM® Configurator



Captures decades of product configuration expertise in an automated platform



Generates complex product configurations faster and more accurately



Cuts the risk of costly configuration errors and helps safeguard margins

