



# Well DREAMS

*Software Company Puts Well Drillers on Cloud Nine*  
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**Well DREAMS**  
Well Driller Enterprise Automated Solution




Venkat Mallya knows a thing or two about computers. His company, Well DREAMS (**DR**iller **E**nterprise **A**uto**M**ated **S**olution), was launched to build a dedicated software tool for well drillers to completely automate their business activity.



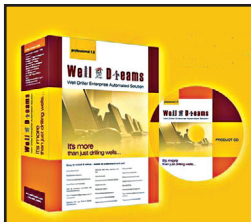
After spending over 20 years with Digital Equipment Corporation (currently HP) and Syntel Inc. servicing various business verticals over three continents, Venkat and his wife, Abha setup iknowvate Technologies Inc. The company built and stabilized the well log data management web portal "Wellogic" for the state of Michigan, followed by Water Quality Compliance, a web tracking web portal called "WaterTrack," to collaborate with various Michigan companies.



From this, Well DREAMS was born with the end goal to collaborate all entities within the groundwater business so they can automate their internal industry activities and then communicate electronically. "We want to be the leaders in consolidating groundwater business automation across the world," said Venkat Mallya. He hopes to branch out of the U.S. and launch his product internationally.



Well DREAMS uses software to automate the well driller's business with client and site information, quotes and contracts, job orders and scheduling, accounts payable/receivable management, vender information, inventory, equipment and employee management, and financial management, in-



cluding QuickBooks® interface.

Their post sales services include installation and setup, training and legacy data migration, and application customization (for large drilling companies).

The end result is a one-time data entry system that saves you time and money. With the click of a mouse, you can transfer data from client to quote, to job order, to billing. Well DREAMS is accurate, and can reduce your billing time up to 65%.



*The Well DREAMS team at the Michigan GWA show.  
Photo by WWDR.*

Mallya and his dedicated team have worked hard to understand the demographics and fundamentals of what happens in a well driller's business life. Steve Buer gave Well DREAMS "a day in the life" of his business Buer Drilling, so they could learn the drilling business workflow, pain level, stress level, and validate their understanding to perfect the software workflow and architecture.

With over 100 employees and consultants across the USA, Mallya hopes to grow globally. Originally starting Well DREAMS in Michigan, (also home to their corporate office), they have taken the program throughout America. "We will go to Canada, Europe, Australia, South America, Asia, and Africa," said Mallya. "In parallel, we plan to build similar tools for the well drilling suppliers, then connect the whole community of governments, drillers, and suppliers. Once we explore the groundwater area, we will be addressing the oil well drilling industry. This will keep us busy for the next 50 years," said Mallya.

For free product demonstrations and other information, contact Well DREAMS:

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