

PRESS RELEASE

Introducing

Well Dreams

Well Driller Enterprise Automated Solution

An easy-to-use
software tool
for Water Well Drillers
to automate their
business process



It's more than just drilling wells...

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Well DREAMS
a Michigan-based
computer software company,
has launched a complete
business process automation
software for Water Well Drillers.

The product was in the works
for over 5 years and has been built
with Microsoft® .NET technology.

MODULES

Customer Information
Quotations
Job Orders
Invoices
Well Logs
Quick Book™ Interface
Reports

HOW THIS CAN HELP DRILLERS

One-time Data Entry
Workflow Based
Customizable
Client Business History
Driller Job Order Kit
Offline Electronic Well Log
Business Friendly Reports
Business Health Monitor
↓Quotation Time by 80%
↓Billing Time by 65%
↓Inventory Cost by 50%
Minimize Receivables
Over 50% Time Saving
< 6 Months ROI

The Water Well Drilling businesses have been typically owned and managed by families, generation after generation, with a knack for handling Drilling Rigs.

The USA has over 25,000 water well drillers and Canada, over 10,000.

Over 90% of the surface in USA is watered by wells.

Over 93% of the wells dug in USA are for residential purposes.

In the typical business set-up, the dad quotes, the son drills; the mother, sister or secretaries manage the complete back office work like quotation-billing-collection, procure-pay and also manage the books of accounts.

It is very common for the Well Drilling Community to manage their business with QuickBooks™ accounting software. The business knowledge and data resides in people's minds rather than in an automated system. Vital business knowledge walks away with people when they retire or leave. These families are far away from the industry best practices like Client Relationship Management(CRM), Supplier Relationship Management(SRM), Inventory Management & Inventory Carrying Cost(ICC), Human Resources Management(HRM), Asset Management (Rigs & Trucks), Vendors & Payables Management, Receivable Management & Cost of Finance, Resource (people, rigs, inventory)Utilization Ratio, Business trend evaluation dashboards etc. The Well Logs are submitted manually to the government.

Hence, Well DREAMS worked on building a tool that can accomplish most of the above goals with this “Computer Software for Water Well Drillers”.

It all started with building and stabilizing **Wellogic**, a well log data management software for DEQ State of Michigan and, subsequently, **WaterTrack** - a water quality tracking portal. These 2 collaborative portals synchronized the State of Michigan, 83 Counties, 45 Local Health Departments, water well drillers and EPA.

The users will have access to
 8x5 live help desk
 Ongoing software product upgrades
 for an annual fee (AMC)

Product enhancement
 will be an ongoing activity

The Well DREAMS team
will also help with
 Installation, Training
 Customization, Integration
 and Data Transfer at a cost

Well DREAMS is interested
in involving the local communities
 in their venture by appointing
 "Resellers and Trainers" in each State.
 Interested parties may e-mail
 jkennedy@welldreams.com
 or call at 1-866-WEL-DRMS.

The natural extension was to build a complete automation software for water well drillers. Over 3 years of effort went into working closely with various Michigan and later, National well drillers, in building and validating the concept and the prototype. The final product was built with over 500 man months of efforts and inputs from over 100 Well Drillers from all over the country.

The product will evolve with quarterly survey inputs from all the users. The company plans to extend the product to Canada, Europe and Australia in the future. Well DREAMS also plans to build products for all the States so they can receive the well logs electronically from the drillers.

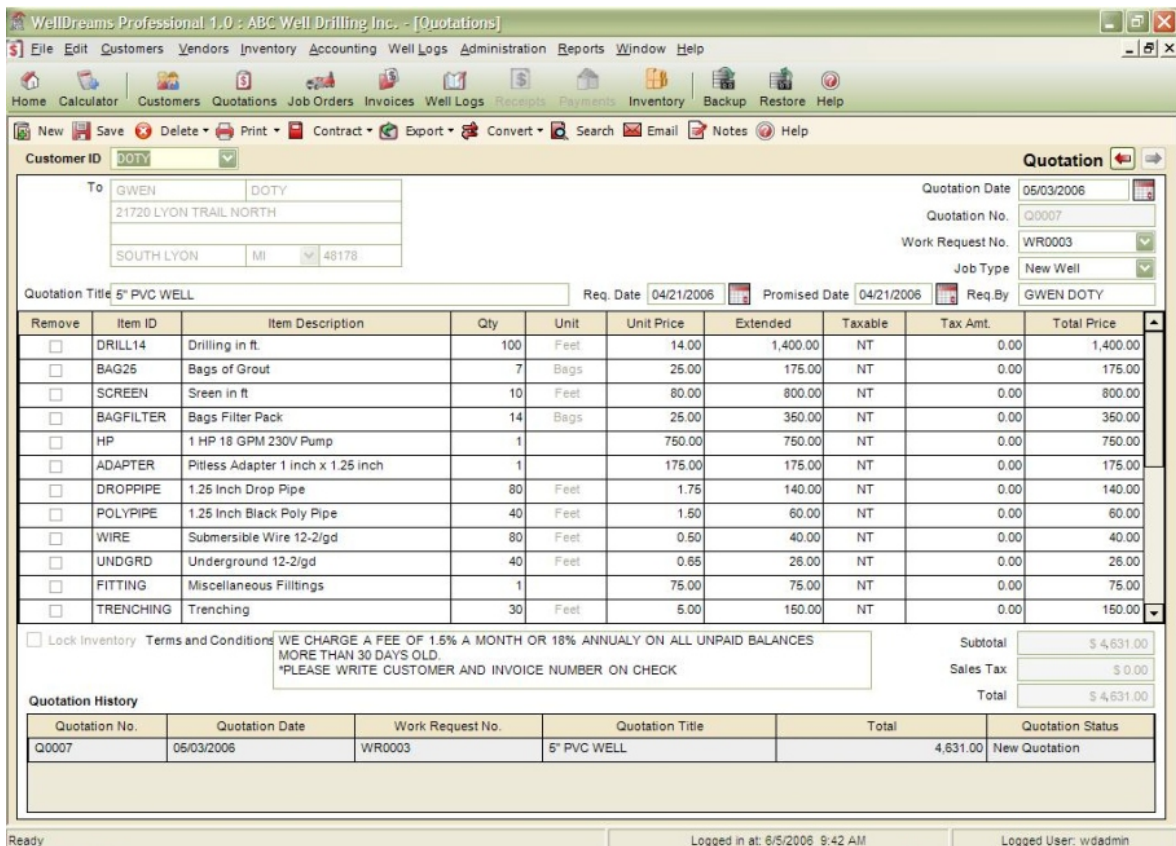
For further information on the product, please
visit www.welldreams.com

or

call Jim Kennedy at 1-866-WEL-DRMS

or

send an e-mail to jkennedy@welldreams.com for a FREE demo and quote.



The WellDreams user interface