



CASE STUDY: WELLTRAXX



vertical motion
ACCELERATE YOUR  BUSINESS

Delivering peace of mind.

WellTraxx burst on the scene as a first of its kind technology designed to help landowners manage oil and gas holdings on their land. Vertical Motion built a custom web application designed with a careful eye to usability to give everyday folks a helping hand in managing the data and the income generated by these agreements.

Building a brand

As a brand-new venture, the concept represented a blank slate for Vertical Motion designers. At every stage inspiration was drawn from the vast prairies of Canada, the visual concept of a rising pumpjack on the horizon, and the desire to represent respite, dependability, and a sense of relaxation for farmers and landowners overwhelmed by corporate regulation and legal requirements.

A new corporate face

The Welltraxx wordmark and logo suggests an abstracted pumpjack over the sun, with a muted slate-and-butter colour scheme for a calming, professional impression.



Welcoming promise

These customers aren't going to be won with the promise of cutting-edge technology, even though that's what they are getting. Vertical Motion knew what they were really selling: peace of mind.

Custom online application

Welltraxx online records and stores oilfield assets and contract details in a central database, incorporates legal schedules, and ensures that landowners achieve action transparency to maximize profits from corporate access to mineral rights.

Built on a backbone of Asp.Net, this ensured that WellTraxx was on a scalable and stable platform with plenty of room to grow. The application was designed carefully to be accessible to all levels of technological comfort, leading to an interface that is minimalist and clearly designed. Site monitoring and user impersonation are only two of the many administration features provided to the WellTraxx Staff in order to meet the needs of their clients. Clients have the ease of knowing that all of their land management issues are gone and that they will be able to meet timely dates in order to put their rent agreements up for review.

Plans for future expansion include well mapping based on Google Maps, accounting management for users, and rolling out the entirety of the deadline management technology in a whitelabelled format that can be applied to diversified corporate needs.

Supporting every access level

Despite being a tech company, Vertical Motion helped to design solutions to service the needs of users who are unable to access the internet, either due to their remote location or cultural restrictions. Welltraxx supports these users, offering services by mail or fax. Some Hutterites, for example, have also been accommodated with computers locked down to Welltraxx only, on the basis of it being a necessity, much like limited phone service.



"People have seen the product and the concept and have actually written cheques on the spot."

- CLIENT