



CASE STUDY

Making Every Asset Count: **How IronHub Strengthened Surplus** **Management for a Large Canadian** **Energy Company**



How do you keep track of surplus across one of Canada's largest energy companies - especially as acquisitions keep adding millions more and teams evolve? This was the challenge as the company began searching for a materials management partner to ensure its capital recovery remained predictable and strong.

When the relationship began seven years ago, materials were tracked across the top producer's warehouses, yards, and field sites - but only partially on an in-house built system. The company could sense the value buried in its surplus, but getting the materials management program to work optimally wasn't feasible with the limited technology and time available. Capturing full inventory, redeploying it efficiently, and finding buyers when necessary was burdensome.

IronHub changed that. By providing a single, streamlined system, every asset became visible, searchable, and ready for reuse or sale. IronHub's marketplace offered immediate reach to purchase-ready buyers. And their expert team took on accountability to stay on top of inventory and realize sales revenue.

The company's Asset Recovery Manager, summarized the impact:



“We are no longer guessing what is available or who needs what. We can see it clearly, and the results speak for themselves.”

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Surplus at Scale, Moving Parts, and the Demand for Clarity

Realities for one of the largest surplus portfolios in the Canadian energy sector.

Materials moved between facilities every week, while capital projects drove rapid procurement cycles and turnaround schedules. Internal reuse and sales of duplicate materials could significantly reduce costs, but only if teams could locate equipment quickly and trust the information they found.

Acquisitions increased the complexity. Each one introduced thousands of additional assets with inconsistent naming, unknown conditions, and missing documentation. Without structured onboarding, surplus risked becoming an ever-growing backlog rather than a source of value.

At the same time, the energy company operated under clear financial expectations. Meeting those goals required accurate inventory data, internal reuse adoption, and easy exposure to quality buyers for sales of equipment not needed.

The challenge wasn't only the size of the inventory itself. It was enabling people to use it with confidence. The central question was simple. How does a company maintain control and value across tens of thousands of shifting assets while operational demands keep moving forward? The answer emerged through partnership with IronHub.



A Materials Management Program Built on Visibility, Redeployment, and Reliable Sales Revenue

IronHub began by closing blind spots in inventory and establishing clear priorities for each asset, determining whether to keep, sell, or scrap it.

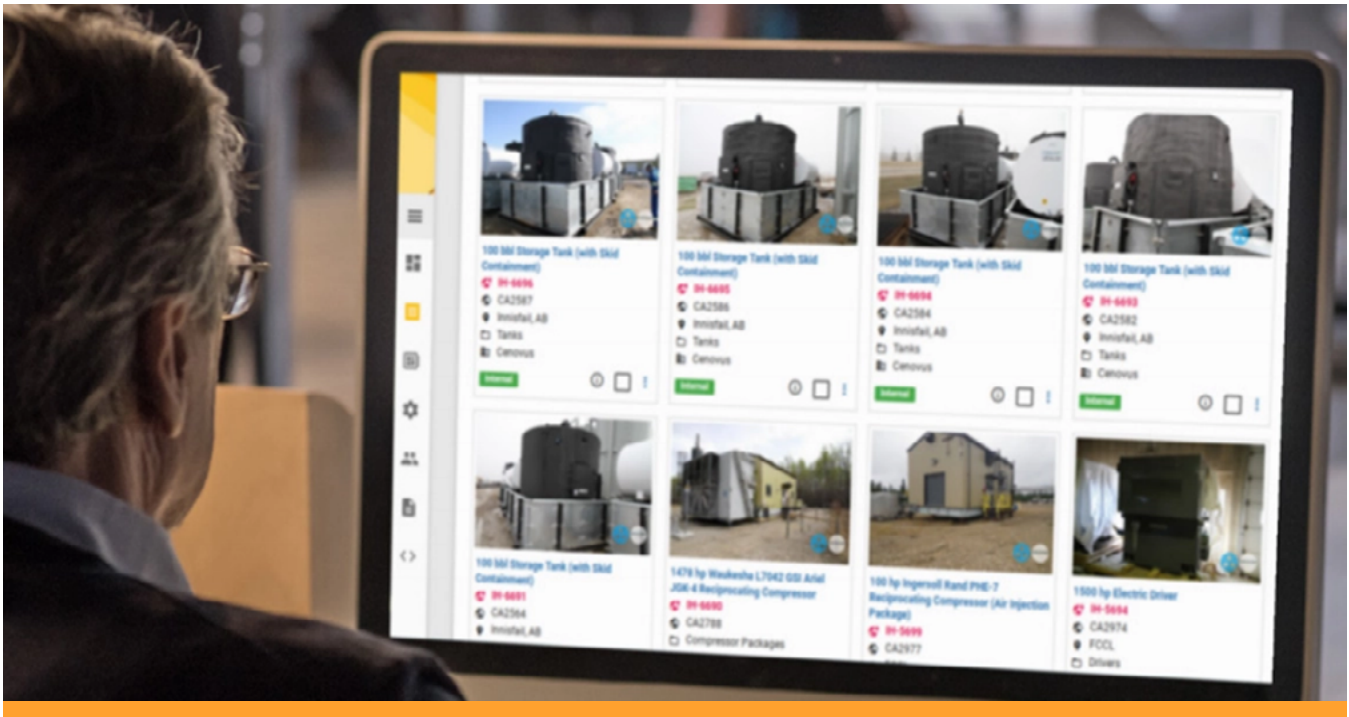
Starting with existing inventory lists and working alongside field teams to catalogue and photograph additional assets, IronHub built a complete and accurate picture of all equipment.

The white labelled IronHub internal materials management platform became a trusted source of company data, allowing items to be searched, evaluated, compared with buy-new costs, and redeployed with confidence. Once visibility was in place, the asset management team increased cost avoidance by reducing procurement of new equipment. IronHub coordinated inspections, repairs, handling, and logistics, made surplus management simple, fast, and inexpensive.

Offsite sales were executed with the same level of discipline. IronHub listed equipment across multiple marketplaces, qualified incoming

interest, prepared data packages for buyers, and managed negotiations, sale closures, and safe pick up or delivery logistics. The company's team was engaged only when serious offers





were ready for review. Administrative work dropped sharply, equipment moved without bottlenecks, and surplus began returning value.

Acquisition integration followed the same methodology. Inventory was imported and enriched into a comprehensive, searchable listing, enabling reusable assets to be quickly transferred into the hands of engineers. Low-demand or duplicate material was identified and prepared for sale or disposal. The result was an integrated, capital-efficient materials program that achieved cost recovery and sales revenue goals.

With this repeatable process in place, the company can seamlessly integrate new acquisitions, while maintaining operational continuity and ensuring teams always have reliable access to the resources they need.

Today, dedicated IronHub specialists ensure the program maintains momentum through

“IronHub filters out the noise. We see only serious buyers, which saves enormous time and keeps the process efficient. We are actively selling and redeploying with very little demand on our internal staff.”
— Asset Recovery Manager

transitions. Inventory visibility and sales support are maintained during peak activity periods, including acquisition and new projects, as well as in between.

As the asset recovery manager reflected, “IronHub’s team feels like an extension of our team.”

A High Confidence Surplus Program With Predictable Return

Over the course of more than five years, the energy company has consistently met its capital recovery objectives. Surplus has transitioned from passive storage to an active revenue and cost-avoidance stream. The combination of internal reuse and external sales has generated repeatable value across changing business conditions.

The most meaningful result is reliable, low-effort capital recovery. What was once an uncertain backlog of surplus material has become a clear, measurable, and manageable asset base—something the organization can act on rather than work around.

As the asset recovery manager explained, “IronHub’s value to us is immense. Cataloging

is fast. Market reach to buyers is broad. They reduce distraction by handling tire-kickers and bringing only qualified interest. Above all, they are transparent and collaborative. That is why we achieve strong capital recovery.”

The program continues to expand as new acquisitions materials are introduced into the system. Surplus remains a controlled, value-



producing asset class rather than a storage burden. The company now operates with a surplus engine that scales with growth rather than slowing beneath it.

Behind the scenes, IronHub’s approach reflects a simple belief: energy companies don’t have room for uncertainty in their surplus programs. They need clean data they can trust, real-time visibility across their inventory, and a partner capable of adapting to their operational demands. IronHub was built to provide that - technology that makes information clear,

people who strengthen internal capacity, and a process designed to scale through workload fluctuations. The intent is straightforward: give operators confidence in their materials management engine, so they can focus on what drives their business forward, knowing that surplus is being handled the way it should be.

As the asset recovery manager summarized, “IronHub has streamlined our entire surplus process. Visibility is reliable, and movement is fast. We make decisions with confidence.”

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— Asset Recovery Manager



Unlock the Value of Your Surplus

IronHub helps oil and gas companies to reuse, redeploy, and recover value from industrial equipment more efficiently. Whether you require visibility, manpower, buyer reach, or turnkey sales execution, we support material management programs that generate measurable return.



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To explore what is possible for your organization,

CONNECT WITH US

✉ sales@theironhub.com

☎ 587-783-8393