

EXHIBITOR: PROSERV STAND: 8332 HALL: 8

FOCUS ON INNOVATION AND THE EXPANDING REGIONAL FOOTPRINT

The Abu Dhabi-based team is keen to demonstrate its enviable bandwidth and strong growth through 2021, says Proserv

L leading controls technology company Proserv has built a sizeable presence in the Middle East over the years. It boasts service centres right across the Arabian Peninsula including in Abu Dhabi, Dubai, Doha and Dammam, as the firm supports activities throughout the MENA region.

Within the industry, Proserv's reputation is based upon its renowned ability to be 'OEM agnostic', capable of maintaining a wide range of kit. The team is known for its large installed base of legacy brand equipment, incorporating the likes of Brisco, CAC, SGC Metering and eProduction Solutions, and operators understand Proserv possesses a unique agility regarding whose equipment it services.

SERVICE BANDWIDTH AND NOC PARTNERS

At ADIPEC, Proserv is also pushing its maintenance bandwidth, augmented by its assembly site in Dubai. This facility will drive a recently announced major contract win for the delivery of 22 wellhead control panels to the Majnoon Oil Field, Iraq, on behalf of Basra Oil Company.

The depth of Proserv's offering, allied to its joined-up service strategy, has made it a go-to partner for leading players in the region and it closely supports the likes of ADNOC and Saudi Aramco with the breadth of its expertise. The company's Abu Dhabi General Manager, Angus Rodger, is attending the show and is keen to emphasise both Proserv's legacy brands and existing know-how, but also its exciting prospects. "Over the past 18 months, many businesses have had to consolidate and ride out the



global pandemic," he says. "But at Proserv, we have enjoyed a genuinely proactive and successful past year.

"We have more than doubled our headcount at our new, state-of-the-art Abu Dhabi Service Centre of Excellence, and we successfully completed the acquisition of a key new business."

That new business (formerly Dron & Dickson's Middle East operation) has further diversified Proserv's service offering in the MENA region, enabling the team to deliver electrical engineering services and Ex certified equipment – suitable for use in potentially explosive atmospheres.

Rodger explains the thinking: "This recent acquisition allows us to go to our major clients with an even broader portfolio of services.

"By being able to send a combination of both hydraulic and electrical know-how to site, as a single service provider, we can now cover a far wider scope of maintenance, upgrade, commissioning and installation work."

Proserv's Operations Director, John Bright, reveals the company's digitalisation strategy will also be a core topic for engagement with



visitors to its ADIPEC booth.

"We are very keen to talk about our journey forwards, and our drive to innovate new and accessible digital technologies to support the condition monitoring of our customers' key assets, offshore or in the desert," he says.

"One promising Proserv technology that has already been field proven with a major local player is our Smart Box device. In the mature landscape of the Arabian Peninsula, Smart Box offers an effective monitoring solution for wells in remote locations where such visibility of an asset, and shutdown functionality, is just not available. We want to have discussions about the next stage in this offering's development."

MEASUREMENT MATTERS

Proserv's broad service portfolio incorporates its measurement team, with its active footprint in the region, and its Business Development Director, Jim Holt, is on hand to discuss the benefits. "We have experience from North Africa to the Arabian Gulf and our goal is to engage with potential customers about their fiscal metering needs," he says.

"Across brownfield assets, obsolete flow-metering equipment is an increasing problem. Operators can lose millions of dollars in revenue simply due to inaccurate meter readings and poor maintenance support.

"We want to talk about our ability to manage the whole lifecycle of the metering system, from installation to upgrades. We offer software solutions that not only reduce routine maintenance interventions but improve both performance and visibility."

AWARD-WINNING CAPABILITIES

The impressive growth and scope of Proserv's Middle East business saw it win the prestigious Export Award at the 2019 Energy Industries Council (EIC) Awards, and the team's flexible approach to assisting its clients sees it shortlisted again this year for two further prizes, in the categories of Collaboration and Service & Solutions.

The team is keen to connect with ADIPEC visitors to communicate its methodology, vision and its push towards innovative monitoring solutions, alongside its proven, local and rapid service support abilities.