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# PROSERV PUSHING ITS GLOBAL SKILL SET AFTER EXPERIENCING ANOTHER YEAR OF STRONG MOMENTUM

ADIPEC News speaks to **Angus Rodger, Proserv's Vice President, Services**, about the company's presence at the 2022 event, its strategic message both regionally and worldwide, and the company's disruptive solution offering in new energy

**W**hen ADIPEC 2021 came around last year, Angus Rodger, Proserv's UAE based Vice President (VP) of its global service support business, was quick to highlight the progress his Middle East team had achieved amid the continuing headwinds of the pandemic.

Rodger had overseen the acquisition of a key local business from Dron & Dickson to widen Proserv's offering (already reinforced by its agile OEM agnostic maintenance and manufacturing philosophy), while headcount was rising when others were cutting back, and a new state-of-the-art facility had been established in Abu Dhabi.

## Growing relationships

The last 12 months have brought the benefits of that period of change. "This past year has been about harnessing our growth in 2021 as a springboard, with a broader offering and greater resource acting as a powerful catalyst to driving our footprint in the market even more effectively. We already had strong relationships with the region's biggest energy companies but now we are building those ties further, as we can extend the same high-quality support into additional parts of the value chain," Rodger tells ADIPEC News.

ADIPEC constitutes a key event in Proserv's calendar, but Rodger recognises its extra significance this year. "With the transition and energy security at the forefront of everyone's mind, there promises to be focused debate about devising smarter, cleaner and more efficient operational strategies," he says.



Angus Rodger, VP, Services, Proserv

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## Digital drive

Proserv's intended delegation underlines the importance of ADIPEC to the Aberdeen-headquartered business. The controls technology company's CEO, Davis Larssen, will be attending, as will two of the senior leadership team's key drivers of its increasing push into the digital technology space and renewables – VP, Digital Innovation, Stuart Harvey and VP, Renewables, Paul Cook.

"Our strategy at ADIPEC is to project where Proserv stands as a global business because the broad range of expertise we can now offer is extremely exciting. Our innovation and collaboration around real-time condition monitoring, and engaging innovative visualisation techniques

alongside data analytics to deliver asset optimisation and extend life across the energy landscape, is as relevant to our customers in Abu Dhabi as it is to those in the US or Europe," Rodger says.

## Proserv's expertise

Proserv is rolling out its disruptive solutions in offshore wind including ECG, its holistic subsea cable monitoring system, which has secured a contract on the Dogger Bank Wind Farm – the world's biggest offshore wind farm when complete. Rodger says ADIPEC's visitors would have an opportunity to hear about ECG's "game-changing" capabilities with regard to monitoring the condition and integrity of subsea cables. Rodger explains that Proserv has

recently refined the definition of its expertise for the global market to encompass "the four facets of control, monitoring, intelligence and optimisation" as its technology roadmap has evolved and underlining this message will be a key focus at ADIPEC.

"COP28 comes to the UAE next year and this region is renowned for its appetite for new technology and innovation. Proserv is in the vanguard of offering customers independent, OEM agnostic solutions to monitor critical infrastructure, spot anomalies before they become problems and improve their performance efficiencies. This is the future of our industry."

Rodger also stresses the firm's regional growth strategy, with its successful service template in the UAE being actively driven across the Arabian Gulf in Saudi Arabia and Qatar, will be a central part of its ADIPEC narrative.

Colleagues from Proserv's Measurement Centre of Excellence in Cumbernauld, Scotland, possessing extensive Middle East and North Africa experience, will be in attendance spotlighting their condition-monitoring solutions to support metering systems across the region's brownfield sites. "At ADIPEC, we will reiterate our regional strengths, from our bandwidth to our agility and local footprint, as these are the bedrock of our success, but we will take this opportunity to spotlight Proserv's global offering so that our customers can see the full extent of how we can support them across subsea technologies, real-time condition monitoring and digital innovation," Rodger adds.