



Proserv

Finding solutions to meet the modern needs of customers

How is Proserv thriving?

Operating in an ever-maturing energy market with infrastructure that has developed vulnerabilities over time, Proserv has recognised the need to pivot towards being a solutions provider geared towards extending the life of assets and helping to ramp up production efficiencies, all the while enhancing HSE and sustainability credentials. Its Smart Box technology is a case in point, a well monitoring system that sends alerts to users in the event of unplanned shutdowns and enables smart, safe and rapid responses to problems.

The challenge

With more than half a century in operation, Proserv has been able to build up an enviable reputation and level of trust with its customers.

However, in 2014 the firm recognised that it is now operating in a mature market in the Middle East, a market comprised of a wide range of legacy equipment that is inevitably developing pain points that need fixing. Proserv wanted to support its key clients by providing solutions that mirrored their need to monitor and support vital, yet ageing, infrastructure swiftly and efficiently.

A challenge was therefore set, one which required answers to several questions if it was to successfully realign its offering and remain competitive. What are these pain points that customers need addressing? How can Proserv support them? What solutions could alleviate the issues relating to unplanned shutdowns of production wells?

The solution

The first step of Proserv's journey comprised a comprehensive information gathering exercise. The

company employed a team to explore how it could approach the market in a new way, but at the same time support its manufacturing and service arms while offering further value solutions to clients. This involved canvassing local major players regarding issues maintaining production from ageing wells, and how Proserv may be able to help.

As a result of this review, the company focused its energies on enhancing the life of assets and devising solutions that would ramp up production efficiencies while supporting improved HSE, extended life, reductions in wastage and limiting emissions. Indeed, these priorities also align with Proserv's ESG roadmap, its underlying target being to become a net zero organisation by 2050 or sooner.

Customers made their case clear – they were seeking a solution provider which can find simple answers to problems such as unplanned production shutdowns. This is a major challenge on old and remote wells where there is a lack of support infrastructure and real-time visibility – typically they are only physically inspected on planned bi-weekly manual visits, which can result in significant losses of production and revenue if a sudden outage were to occur.

To put the problem into context, studies estimate that the energy industry loses up to 2% of its daily oil production in unplanned shutdowns. With OPEC currently at a daily production of 28 million bpd, this would mean more than half a million barrels wiped off in a day, millions of dollars of revenue that could be used to invest in the industry, including transition roadmaps.

This prompted Proserv to develop Smart Box. The solution is fitted with a modem with daily alerts sent to designated phone numbers advising that the well is healthy and producing. If the well suffers a shutdown (due to a change

in pressure, for example), the Smart Box receives a signal from the control panel and sends an SMS alert. This allows maintenance teams to be dispatched when needed to bring wells back online as quickly as possible. In the event of a serious problem such as a hydrogen sulphide leak, alerts are triggered, and a remote shutdown procedure can be activated to make the well safe.

Having undergone rigorous client testing, it now stands as a solution capable of providing benefits in several distinct scenarios that can impact well performance – be it for wells without connections to digital infrastructure, located within proximity to farms and urban areas where hydrogen sulphide is a danger, and/or made unsafe during periods of conflict which renders physical inspections dangerous.

With Smart Box providing that simple answer to a problem that clients have been demanding, Proserv has proven it can take stock and adapt to the changing dynamics of the Middle Eastern energy sector.

About Proserv

Proserv is a global controls technology company delivering solutions for critical infrastructure right across the broad energy sector. Its capabilities encompass subsea and topside controls, holistic cable monitoring, SCADA systems, intervention workover control systems, sampling and measurement.

Proserv provides cutting-edge technologies to improve reliability, maximise production, enhance asset integrity and extend life. By combining technical ingenuity with engineering, manufacturing and field service expertise, Proserv creates innovative, industry-leading solutions that are flexible and agnostic by design, able to be integrated into any existing system.

Proserv has an extensive brand heritage spanning nearly 60 years. Headquartered in Aberdeen, the company has offices in 13 locations across three continents.

Story type

#service & solutions (main category)
#innovation

Benefits

- First expected sales in 2022 to save \$80m

Key findings

For industry

- Listen to clients and work with them
- Don't expect innovation to come overnight, patience is necessary
- True innovation comes from being ahead of the curve

Government support?

The company's renewables business in offshore wind has received funding from Innovate UK, part of UK Research and Innovation.

Proserv at a glance:

Key products and services: Delivery of solutions for critical infrastructure across the energy sector, including subsea and topside controls, holistic cable monitoring, SCADA systems, intervention workover control systems, sampling and measurement.

Main industries served:

- Oil & gas – 95%
- Renewables – 5%

Headquarters: Aberdeen, UK

Year established: 1963

Number of employees: +800

Revenue: Booked a record £150M in 2021.

Revenue from exports: 75–80%