

## Agility, bandwidth and creativity: an ABC to underpin holistic service support



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Proserv's Nicola Birnie, GM, Dubai and Chris Chambers, GM, Saudi Arabia pinpoint key strengths and capabilities required to drive a forward-thinking business.

Over the past 20 years, much of the Arabian Gulf has become a focal point for rapid change and innovation, reflected in everything from skylines to core infrastructure. The energy industry has certainly been no different, spurred by the rapidly changing backdrop of the transition and price fluctuations, where enhanced efficiencies, maximising life and the digital oilfield have all steered strategy over time.

Service provision sits at the crossroads of traditional support models and pushing into new digital technologies. The need to be able to think creatively, have a broad portfolio of solutions at your disposal and to deliver those with value and quality are core necessities, yet always being attuned to market needs, anticipating them, and reaching for new offerings define a successful and forward-thinking operation.

### Agility and flexibility

No matter what might be required by a client, whether physical intervention by technicians or devising a joined-up maintenance and asset management system, time is always of the essence as equipment is either in need of immediate repair or critically exposed to potential failure when processes need simplifying and optimising. If a service team has a long-standing and extensive presence in the region, that gives it an extra ability to be nimble and agile.

At Proserv, when delivery times are critical, we can leverage support from colleagues in Dubai, Dammam, Doha or Abu Dhabi to smoothly segue into priority projects to make sure we hit targets and to give the reassurance that is so valued by customers. But it doesn't stop there. An effective service operation also needs an agility, and capability, to innovate the solution that works best for any specific situation.

The way we do that is via the range of our expertise. On one hand, being able to stay close to our clients, tapping into local knowledge, aware of the challenges of remote locations and extreme conditions, and getting boots on the ground in a few hours if required. But on the other, having the technologies and domain knowledge to bring valuable predictability to maintenance scheduling, performance and production, through asset and infrastructure management tools and real-time monitoring applications.

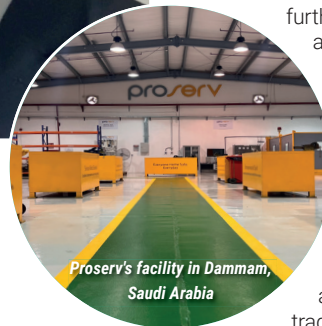
### Bandwidth and reach

Proserv's global service business extends to the North Sea and the Gulf of Mexico and so we take a worldwide perspective on our offering, harnessing skills and know-how from other parts of our company, including our digital team and offshore wind, to bring additional value to clients.

Holistic service support is about building relationships and that comes from a foundation where trust and reassurance are in place. A client's decision-makers want to know they can stay ahead of potential issues wherever they might arise. One of our strengths is being able to draw on our OEM agnostic positioning, where, due to our own installed base of legacy brands throughout the Middle East, we are not fazed by maintaining any type of equipment.

Our methodology is always "refurbish, before replace" to reduce waste, limit carbon footprints and to save time and costs, but if that isn't possible, we have the bandwidth of skills to manufacture new components if necessary.

Manufacturing is intrinsic to augmenting the traditional service model and it is unquestionably critical when regeneration is not an option. New builds represent an extremely price competitive arena, particularly in the Middle East, so over the past year we have been working, as a global team, to further optimise our procedures around bidding, engineering, and supply chain, alongside our colleagues based in Chennai, to deliver cost effective manufacturing to other parts of our worldwide organisation. This enables us to tender for, and win, more opportunities and as a consequence gain additional activity for our service and trading arms over time.



Proserv's facility in Dammam, Saudi Arabia

### Creativity and opportunity

For any forward-thinking service business, it is imperative to reflect the current direction of the market. Anyone who follows Proserv closely will have seen the technology roadmap we have been on over the past few years, as we build data analytics and intelligence solutions to provide real-time monitoring and insights across the energy sector, designed to optimise performance and give visibility and further clarity to operations.

That same approach has been transposed to our service provision. We already know we have the depth of traditional skills to build, test, react and repair at speed. But the value we can bring via our digital offering and holistic asset and infrastructure management, whether through providing simplification of maintenance planning and obsolescence management, or the potential for remote real-time monitoring, will not only enhance and extend our relationships with clients but be transformative to their day-to-day processes.

This model is front and centre of effective service support and key to Proserv's strategy in the Middle East and across the globe. As the region's energy mix diversifies, our next exciting challenge will be to identify more openings where we can take these highly transferable yet impactful technologies into new areas. ▴

