

EVENT  
REPORT!

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Collaborate for Success

## ISEIT 2008 Focuses on Collaboration

Delegates from around the globe 'collaborated for success' at the International Symposium for Engineering Information Technology (ISEIT) events held this year in Paris, France in October, and in Austin, USA in November.



**The theme for ISEIT this year was 'Collaborate for Success', exploring how companies can operate more efficiently by using distributed resources. As technology makes the world grow smaller and projects grow larger, global collaboration becomes more and more important. Capital projects are increasingly being created by coalitions of smaller, specialist contractors who need a robust, affordable, easily managed technology infrastructure to support collaborative working.**

For three days in Paris and Austin, more than 350 delegates across the globe explored new and innovative ways to improve efficiency, enhance productivity and drive innovation by harnessing the power of collaboration.

Along the way they participated in informative presentations, engaged in lively discussions, and shared common experiences around building and maintaining the world's most complex engineering plants.

ISEIT 2008 concentrated largely on the ways in which AVEVA NET, AVEVA Global, and AVEVA ReviewShare products support collaboration and bring a higher level of efficiency to the industry. With AVEVA NET, Owner Operators can access all information about their plant from a single point, and use it for new projects, associated, for example, with plant life extension. The time spent searching for information can be reduced by around 60 per cent, and the costs associated with incorrect or incomplete information by around 40 per cent.



This year's conferences opened with a presentation by AVEVA Chief Executive, Richard Longdon, who stressed the importance of collaboration in an industry where massive amounts of data are now shared among an assortment of international vendors, customers and employees on a daily basis. As he put it, 'The scale has changed'. Longdon's presentation also featured the first of many references to the current economic crisis, a painful example of the consequences of poor collaboration.



Dave Wheeldon, Group Product Development Director, AVEVA, emphasised the importance of the AVEVA technology platform, combining the unique object technology from the AVEVA PDMS environment with the powerful lifecycle capabilities provided by AVEVA NET. The advanced collaboration features of this platform fully enable global project execution. Furthermore, the platform completely supports engineering projects, from the initial design phase, through



### **ISEIT Europe Keynote address**

The ISEIT Europe 2008 keynote address was given by David Bodanis, one of the world's leading futurists. With the theme of predicting the future through understanding the past, David talked about some of the outstanding construction projects that have taken place throughout history, explaining why some of them were hugely successful and why some failed. The key ingredients for success – which should hold true for the future just as much as in the past – were a clear purpose, well motivated teams and a collaborative atmosphere.



### **Presentations**

Nils Sandsmark, General Manager, POSC Caesar Association spoke about operating oil & gas projects in difficult and hazardous locations in the Arctic. The Integrated Operations in the High North project aims to support their requirements, and provide real-time operating information in order for operators to make safer, faster and better decisions.



Colin Fairweather, AMEC's Engineering Systems Manager, described the objectives of their Operational Excellence initiative, covering such things as consistency in practices and procedures, best-in-class operating systems, attracting, retaining and developing the best staff, and the IT strategy that underpins the Operational Excellence initiative and how AVEVA's solutions are supporting AMEC's Integrated Project Environment strategy with a mutual infrastructure to support global work sharing.



Nikolay Efremov, Managing Director of OAO Uhde spoke of his company's experience in global contracting. Based in Dzerzhinsk, Russia, OAO Uhde provides engineering, procurement and construction services to the petrochemical and industrial plant industry.

The company is an experienced user of AVEVA software and has used AVEVA Global and AVEVA PDMS for global projects in Poland, Germany, Turkey, China, Russia, Belarus and the Ukraine. Nikolay Efremov described Uhde Total Engineering, a methodology which aims to provide effective interface management, governing how work is shared, and guaranteeing that Uhde's plants maintain high quality standards.

Fyodor Sokolov, General Director of the Giprosintez Design Institute spoke about technology implementation, configuration and collaboration opportunities. Giprosintez first implemented AVEVA PDMS in 2006 and, with a rapid take-up, 160 designers are currently using the product. Fyodor described how Giprosintez uses AVEVA software, and some of the projects designed with AVEVA PDMS.

In his presentation, Petter Nilsson, System Manager PDMS, Pharmadule AB spoke about modularisation of design, data and documents from engineering to production. Pharmadule is a world-leading supplier of advanced modular production facilities for the pharmaceutical and biotech industries. With Pharmadule's engineering approach, 'design for production' and their prefabrication concept, the production time of a module is reduced by 6–12 months compared with conventional construction, through the development of overlapping and parallel activities.

### **Presentations at both events...**

AVEVA's Jim Newman and Thierry Martin explained how their company collaborated with AVEVA to create the next generation of plant designs supporting the current nuclear renaissance. Andy McBrien and David Bleackley, from AspenTech, described at length how new industry standards such as ISO 15926 will help drive collaboration by improving the transfer of detailed information.

manufacturing, to commissioning and lifecycle asset management. Derek Middlemas, Executive Vice-President, AVEVA, discussed the challenge of global collaboration, stressing that the key is interoperability.

### A difference through collaboration

AVEVA's Richard Longdon closed the conferences on an inspirational note, with the words, 'We can't solve the world's problems, but we can make a difference through collaboration.'

### Sponsors

In addition, AVEVA would like to thank the following technology vendors who sponsored the ISEIT events: ADB Systemer, AspenTech, Cyviz, Data Systems & Solutions, FARO, FIATECH, Hi-Cad, Neopoint Oy, Octaga, Quantapoint, Rolta, SPED, Trimble and Z+F UK Limited.

Pharmadule plans to further improve productivity by focusing on assembly planning activities to achieve an overall reduction in project times.

As his subject, Ismo Vaiste, General Manager – Engineering Systems at Metso Paper, took Metso and globalisation challenges. Metso is a global technology company, serving the pulp & paper, rock and mineral processing, and energy industries. It operates in 50 countries, with 13 technology centres, and 22 sales subsidiaries. Ismo Vaiste talked about Metso Paper's Product Lifecycle Management strategy, and about the implementation of common standards and systems to support that strategy.

## ISEIT Americas

### Keynote address

The ISEIT Americas 2008 keynote address was delivered by Nicholas Carr, former executive editor of the Harvard Business Review and author of the Wall Street Journal best-seller, *The Big Switch*. Carr offered a visionary look at the future of IT, where consolidated IT services will be served up like utilities by expert third parties. Known as cloud computing, this new paradigm will require IT professionals to radically rethink the internal role of IT. Carr believes that this will ultimately make IT a much more powerful tool for collaboration. The audience agreed, with 74 per cent believing that cloud computing will dramatically change engineering.

Another highlight of this year's conferences was Google Product Evangelist, Aidan Chopra's unveiling of Google SketchUp 7. The audience at ISEIT was the first to see a demo of the latest release of this popular, intuitive 3D modelling program that integrates with Google Earth. SketchUp is designed for collaboration with an online 3D warehouse that enables users to browse, build and easily share components and models.

### Presentations

One of the conference's top presentations came from Dan Sanford of Midrex. Sanford explained how Midrex, the world's leading technology company for the direct reduction of iron ore, uses AVEVA technology to standardise plant design across the globe. According to Sanford, AVEVA PDMS and AVEVA NET are part of Midrex's strategy for successful collaboration on global projects. Sanford went on to explain how AVEVA technology helps Midrex maximise engineering reuse, shorten schedules, centralise control of project data and participate in round-the-clock execution.

JRI Ingenieria's Mario Gonzalez presented some creative applications of AVEVA PDMS that his company uses in mining development, whilst Lt. Rafael Callamand, of Cotecmar, explained how AVEVA marine technology helps the Colombian Navy design, construct, repair and maintain its fleet of ships.

Eric Hoffman (Quantapoint) and Jim Evans (Aker Solutions) gave an overview of how AVEVA helped their organisations' collaborative efforts in revamping a large chemical company. Paul Connolly described how engineering leader, Fluor, uses AVEVA PDMS to drive global consistency and collaboration.

At the end of the conference, FIATECH's Ric Jackson moderated a presenter's panel. As part of an interactive discussion, the panel summarised the key points which the audience would be taking away with them, including the need to improve user collaboration and to add functionality without increasing complexity. The group also deliberated on how specialised offerings such as AVEVA's solutions will fit into the cloud computing model.

