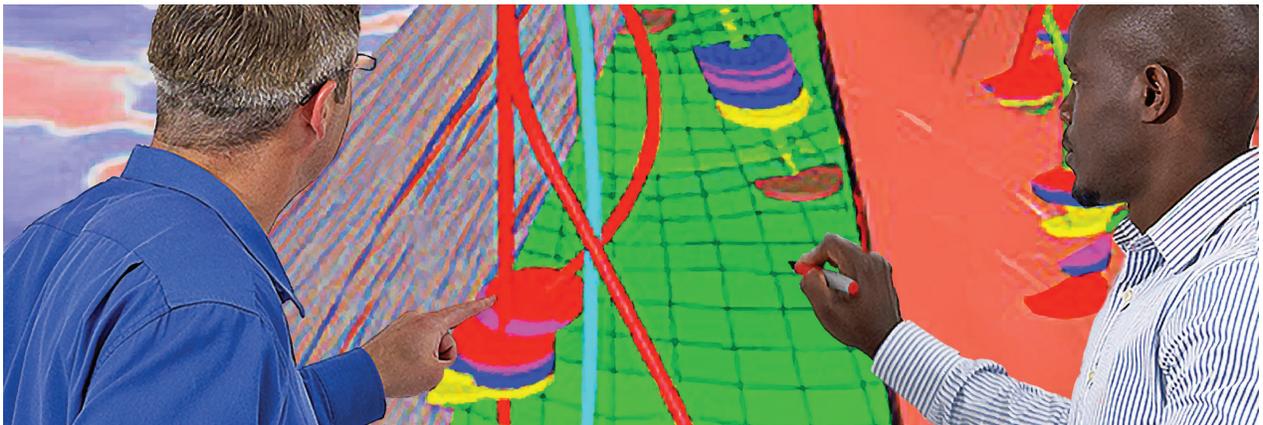


The SMART Visual Collaboration Solution

With powerful software, featuring innovative unbound workspaces, and industry-leading interactive displays, you have everything you need to transform collaboration.



There is no more easy oil. Multinational energy corporations are turning to more innovative methods and processes to locate deposits and prepare extractions. To increase the speed of new wells coming online and support these new methods, Oil & Gas professionals need new ways to improve the workflow between head office and field teams. Getting teams connected and collaborating at appropriate stages of the exploration and production process is essential.

With SMART, you can bring everything, from a simple sketch to a high resolution 3D model, into the discussion and freely collaborate, mark up and capture the content.

Unlock the power of your most important data and workflows

The SMART Solution allows all team members to collaborate together, working with data and making proactive, informed decisions in early stages of projects, increasing uptime and reducing schedule delays and cost over-runs.

Seamless integration with applications

Write over a variety of industry-leading applications to capture input from all team members and share pertinent detail to make key decisions.



ESRI



SolidWorks



AutoCAD



Microsoft Project



Microsoft Visio



Adobe Acrobat

The SMART Solution is used every day by leading Oil & Gas organizations for:

Project Management

Stakeholders review and manage equipment locations, field operations and plant processes with collaborative technology, writing over content to enhance problem solving and decision-making.

Technical Review

Local and remote teams analyze exploration and production plans using multi-touch, large format displays, marking-up changes to technical content to optimize the workflow.

Training

Deliver engaging health, safety and environmental (HSE) training sessions using SMART Ink and an Unbound Workspace with industry-leading applications.

Benefits of SMART:

- Improved off-site communication reduces travel expenses and schedule delays
- Increased field and HQ productivity, keeping all teams up-to-date at all stages of the project
- Proactively spot issues in early project stages with 2D and 3D models to increase oil well uptime

More information at smarttech.com

Which SMART Visual Collaboration Solution is for you?
Use the configuration tool to find the solution that fits your needs.
smarttech.com/configurator



Tullow Oil plc

Oil & Gas Exploration Company

Get the full story
smarttech.com/tulloiloil

Increase uptime to save thousands

Through enhanced collaboration using the SMART Visual Collaboration Solution, Tullow Oil has been able to reduce travel time and costs while increasing uptime, resulting in increased productivity. Even a slight increase in uptime results in saving tens of thousands of dollars for Tullow Oil.

“Representatives from all of the technical disciplines within the oil production team can now sit in one room together, show each other the relevant data using the SMART Boards and have an informed, joint discussion to take pro-active, multidisciplinary, integrated decisions.”

- Murtaza Amin, Production Technology Team Lead, Tullow Oil

“Travel time and costs have been reduced, as we can now share data remotely. This includes travel to offshore oil facilities, which is resource intensive. We estimate that the SMART Boards and the TAP (Technology Assisted Production) system deliver a saving of tens of thousands of dollars in indirect costs.”

- Murtaza Amin, Production Technology Team Lead, Tullow Oil

“We aim for 100% uptime and typically end up with 95-98%. As a result of using this system [the SMART Board® interactive whiteboard], we are aiming to achieve an uptime gain of a further 2%. Uptime savings come from being able to proactively spot an issue within the data much earlier than was previously possible. This allows us to alert the team on the ground so that they can fix a problem or make improvements to the production process far sooner, which delivers huge operational and commercial benefits.”

- Murtaza Amin, Production Technology Team Lead, Tullow Oil

More Tullow Oil

Tullow Oil is one of the largest independent oil and gas exploration and production companies in Europe with operations in 21 countries and 66 oil producing fields. Their focus is on finding oil in Africa and the Atlantic Margin basins, combined with selective development and high-margin production to fund their exploration-led strategy.



TD Williamson

Pipeline Equipment & Services Company

Speed up communication through collaboration

TD Williamson uses the SMART Room System for Microsoft Lync to collaborate over pipeline drawings and CAD files, which helps them deliver their promise.

“Previously our engineers had been sharing drawings via email. There was no real time collaboration. By the time they emailed each other enough to get ideas reviewed globally, someone else had a new idea. The SMART Room System changed that. Collaboration became real-time and eliminated these inefficiencies.”

- Steve Graham, Global Telecom Engineer, TD Williamson

“This is only the start. We’re really interested in the next generation of the SMART Room System. Being able to plug in your laptop and annotate over any content – our engineers are just drooling over that.”

- Steve Graham, Global Telecom Engineer, TD Williamson

“Currently our engineers will export CAD into a TIF file and put the picture on the whiteboard within Lync. It’s clumsy. The next generation of the SMART Room System makes collaboration on any type of file possible. You can save in that file format so in a future meeting you can pick up right where you left off!”

-Steve Graham, Global Telecom Engineer, TD Williamson

“As an International company, our engineers would send CAD drawings via email, now with the SMART Room System, they are able to collaborate in real-time their ideas on these drawings, thus making the whole process more effective and efficient.”

-Steve Graham, Global Telecom Engineer, TD Williamson

More TDW

TD Williamson is the world’s most recognized name in pipeline equipment and services who deliver safe integrity solutions for onshore and offshore applications anywhere in the world. TD Williamson continues to set the standard for global pipeline modification, maintenance and repair.



CENDEC Systems Inc. Management Software Company

Get the full story
smarttech.com/cendec

Make every meeting efficient

CENDEC Systems Inc. uses the SMART Visual Collaboration Solution to effectively collaborate during meetings and capture ideas and action items for the team, increasing productivity and situational awareness as a result.

"We've seen a huge improvement on the development side. Prior to utilizing a SMART Board we had surprise costs because people would interpret notes differently which would affect the end functionality of our products. You wouldn't realize this until development finished. The simple step of getting everyone on the same page ensures there are no misinterpretations and that is key to keeping everything on time and on budget."

- Kevin Hintz, Partner, CENDEC Systems Inc.

"We've made our meetings more efficient; we've gone from a one or two hour meeting down to fifteen minutes and that includes trouble shooting because all issues are brought up within the meeting. Additionally, everything is documented so we don't need to spend a lot of time re-explaining concepts; we go through touch points, everyone sees it, and everyone leaves with a clear understanding. SMART Boards have also helped us in explaining our products to our clients. We can bring up a product, highlight elements, and it makes it easy for a client to understand. Comprehension is key in our business."

- Kevin Hintz, Partner, CENDEC Systems Inc.

"Because we develop software, we welcome the ability to test our functionality and see what the specifications need to be because developers and implementers speak differently. Any outstanding issues the implementers bring back can be replicated on the SMART Board and we can solve them within the group quickly."

- Kevin Hintz, Partner, CENDEC Systems Inc.

More CENDEC

CENDEC Systems Inc. has been supporting the energy industry for over 25 years by helping their customers track assets and manage processes. CENDEC is committed to delivering intuitive user-friendly applications that integrate with the way their customers do business. They need to ensure that their projects are delivered on time and on budget in order to achieve this goal.

Large Canadian Oil & Gas firm

A large Canadian Oil & Gas firm with over 7,500 employees and over 5,000 SMART Room System for Microsoft Lync users has achieved dramatic reductions in costs, resulting in an average of 60% savings per room. This organization has global operations in North America, Asia Pacific and Atlantic regions with over 350 meeting rooms.

"After one booking, senior management relocated all of their meetings to SMART Room Systems. They just work."

"We have achieved dramatic reduction in costs, implementation times and support turnaround due to vastly reduced component complexity, averaging 60% savings per room versus our previous implementations."

"Meetings can now reliably start within seconds, eliminating the stress normally involved with our legacy AV solutions. Teams are now confidently scheduling more video conferences than ever with the knowledge the system will work easily."

Global Collaboration Research

Thousands of businesses from around the world have taken part in a global research study (conducted by Filigree consulting and SMART) to share their insights on the value of collaboration. The study shows there are 5 levels of collaboration maturity (see figure 1), based on how an organization approaches collaboration.

Research findings in Oil & Gas

90% of the Oil & Gas industry falls into the lowest levels of collaboration maturity. The study concludes that organizations in the Oil & Gas industry understand the value of collaboration but don't have a comprehensive strategy in place that includes technology, people and process.

Of the 10% of Oil & Gas organizations that are achieving the highest levels of maturity, they have shown to take an integrated approach to collaboration and are therefore more likely to gain a positive impact on a range of business outcomes (see chart below).

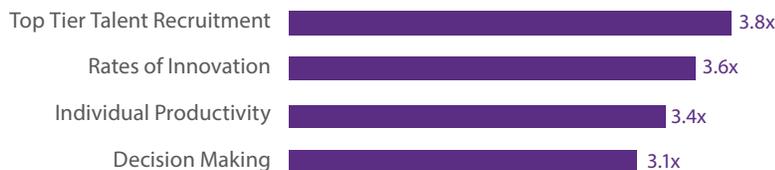
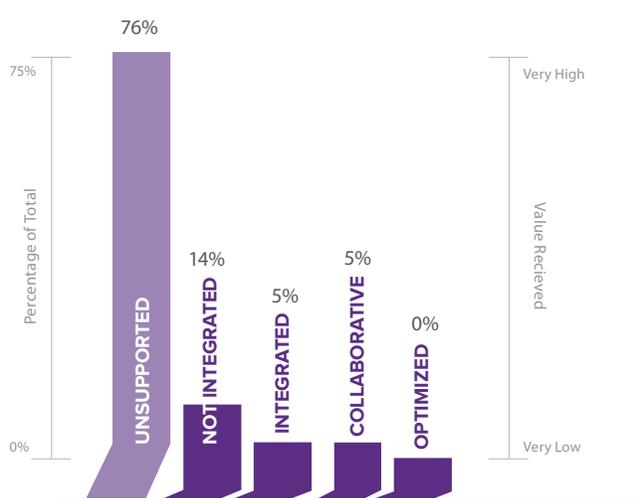


Figure 1: Collaboration Maturity in Oil & Gas



UNSUPPORTED - very little technology to support teams and no collaboration strategy

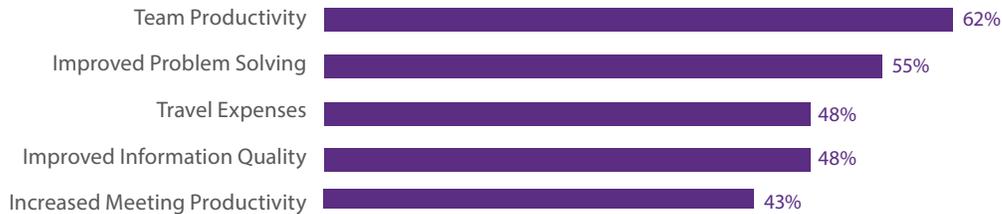
NOT INTEGRATED – experimenting with basic technology and no collaboration strategy

INTEGRATED – hardware, software and other systems implemented and collaboration space available but limited

COLLABORATIVE – integrated collaboration solutions, training and processes in place but full range of spaces not fully deployed

OPTIMIZED – complete implementation of solutions, training and processes, complete access to full range of spaces

Oil & Gas organizations that combine best practices and technology with collaboration strategies result in improved business value.



Steps to increase collaboration maturity

Follow these best practices and collaboration strategies to increase how effective your collaboration is:

- 1. Content integration.** The technology available should enable project teams to work on a variety of documents to support problem-solving and decision-making for engineering and process management.
- 2. Flexible technology and tools.** Technology should make it easy to organize, capture, save and distribute ideas electronically at all stages of the project. Access the content and information you need to streamline workflow and increase productivity before, during and after the meeting.
- 3. Integrated remote collaboration.** The technology should easily connect off-site experts to those in the field, allowing all team members to share, contribute and collaborate on their results as if they're in the same room. Everyone should be able to share their own documents and notes with the group.
- 4. Collaboration Training.** Teams should have a strong understanding of collaboration practices and skills. This can be implemented through internal HSE training, changing the collective mindset from just having a meeting to collaborating.
- 5. Collaboration Leadership.** Have a collaboration champion promote best practices, processes, training and technology. This key executive should work to implement collaboration as a cultural shift vs. pure technology play.

Assess your collaboration practices today

Take the SMART Inspired Collaboration Assessment at smarttech.com/inspiredcollaboration

Why take an Inspired Collaboration Assessment?

- Learn why Oil & Gas organizations that move from the lowest levels of collaboration maturity to higher levels can realize as much as a 92% increase in productivity, and a 62% reduction in expenses, according to cumulative results, from the assessment
- Receive a technology profile for your organization and learn how specific technologies have a measureable collaboration business value
- Learn why certain organizations consistently score the highest on collaboration best practices and how you can achieve similar results
- Learn to avoid the common mistakes that can reduce the business value of your collaboration investment
- See benchmarking details on how your organization's collaboration compares to other businesses in the Oil & Gas industry

Reseller Information
