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Intergraph PP&M (Process, Power & Marine), world’s leading supplier of engineering automation solutions, has developed innovative technologies finding wide-ranging applications in various industries including shipbuilding, offshore, petrochemical, power generation industries.

Intergraph PP&M Korea 2015 Conference, an annual event, has provided unique platform to provide engineers with latest information and success cases related to engineering automation, helping them keep their fingers on the pulse of industrial trends, new technologies, etc. The event began with presentation themed ‘3xE Era: Future of global energy projects’ by Franz Kufner Executive Vice President/Intergraph Asia-Pacific, the keynote speaker. He said, “We are at a watershed moment for industrial ecosystem shaping our industry. We are seeing an integration of discrete solutions and its ramification to all of us including owner/operators, EPC, shipbuilding and offshore industries. This event will provide a new window into what kind of values have been delivered to customers leveraging the capabilities provided by an array of technologies and solutions that Intergraph has developed.”

Q: What are strategies of Intergraph to accommodate trends of global oil & gas market?

A: (Franz Kufner) Growth has slowed down in oil & gas market, compared to last year, as a result of curtailed investment in offshore development due to low oil prices. Oil segment has seen deepwater drilling cost overruns resulting in weak investment. International major oil companies will postpone investment until oil price rebounds back to about USD 80 per barrel range from current level of $40 per barrel. That does not show the interest in offshore development tapered off. We are just seeing different investors and different nature of investment. Intergraph is providing breakthrough solutions, such as new technologies and engineering methods required in oil & gas industry, responding flexibly to changes in market by working closely with customers and partners.

(Melanie Eakes) As the industry is pushing boundaries of innovation, customers or corporate owners want to keep costs to a minimum through streamlined operation, maintenance, and repair of oil & gas production facilities. Number or data tell a clearer story. This has been the focus of Intergraph in pushing forward solution development and technical support.

Q: This year, major Korean shipyards also ran into huge deficits in offshore plant sector. What are fundamental problems, uncovered by media, from the perspective of Intergraph?

A: (Franz Kufner) Intergraph is putting an emphasis on ‘Processing Influent’ to find a way out of current crisis. For that, we are focusing on technical support that can help Korean customers
achieve even better quality and higher productivity. Intergraph’s innovative solutions, including Smart3D, SPP&ID, PDS, etc., provide capabilities for managing the data from overall offshore projects (data comparison and analysis). If whole processes ranging from Front-End Engineering Design (FEED) to handover are seamlessly linked, I think that problems in offshore plant segment can be resolved easily.

(Melanie Eakes) The integrated solutions of Intergraph enable omni-directional data integration, ensuring data consistency. That will result in higher engineering efficiency and better quality, ultimately driving costs down. For instance, P&ID data can be converted to 3D data through SPF (SmartPlant Foundation) to increase ease of comparison and analysis, making it easy to figure out problems.

**Q: How strong is Intergraph’s momentum of growth in shipbuilding/offshore markets?**

**A:** (Franz Kufner) Intergraph is expected to continue on double-digit growth path this year, riding the momentum created last year. We are seeing a steady uptick in number of customers looking for our solutions, and have maintained stronger relationships with partners every year. That has been the growth engine for Intergraph. In global market, more sales have been generated from shipbuilding market, spurred by robust sales in LNG carrier, cruise ship, warship segments, etc., than from offshore market. Investment also seems to have taken a dive in offshore market. Regionally, Korea remains very important market for Intergraph. Clearly, Asia is the largest sales market. Besides, sales growth has picked up in Asian market, such as Japan and Vietnam.

**Q: What project stands out among projects driven forward by Intergraph this year?**

**A:** (Franz Kufner) Intergraph has been geared towards integrated operations with partners. Specifically, Intergraph is putting primary focus on 3 areas: precise forecast, swift production plan, and technological improvement. Particularly, Intergraph is expanding its reach into EPC (Engineering, Procurement, Construction) market. Intergraph has been involved in offshore project led by INPEX, Australia’s resource developer. We have been proceeding with global energy development projects of various scales, including a project in South Africa, since early this year.

**Q: What is key driver for Intergraph’s robust growth in shipbuilding/offshore markets? What makes Intergraph set itself apart from others?**

**A:** (Franz Kufner) A growing number of ship owners and EPC contractors have been flocking to Intergraph’s solutions applicable to shipbuilding and offshore markets which are quite challenging markets. That is because there are only a few companies that recognize importance of data and provide solution-based technical support as extensively as we do. (Melanie Eakes) Additionally, Intergraph provides an array of solutions integrated into single package increasing ease of use, adding appeal to Intergraph’s solutions. As mentioned before, there are myriads of advantages provided by integrated solutions. In particular, one-stop solutions are very likely to gain ground in the market, considering the time and cost of building vessels or offshore facilities.

**Q: You stressed 3xE model in the keynote speech. What is the meaning of that model?**

**A:** (Franz Kufner) In Intergraph PP&M Korea 2015 Conference, we wanted to send a message that our focus was beyond technology development. 3E models mean E1 (Ecosystem, the infrastructure or environment to deliver a seamless experience to our customers), E2 (Expertise, all the knowledge that we bring to our partnership with each customer), and E3 (Engagement, ongoing partnership with our customers). In the 3xE model, we work together with our customers to deliver outcomes that benefit them, rather than the traditional B2B approach of selling products.
and services. To provide what is of most value to them, we must be much, much closer to our customers and truly understand their businesses and circumstances. In today’s economic climate we have to do more than deliver products or solutions and leave the responsibility to achieve the required results solely to the customer. 3xE is not a new product or solution. It is a new customer engagement model.

One of successes built on 3E is eVision which provides special applications such as LOTO (Lock-out/Tag-out), O&M space. That reflects huge importance of lifecycle data management when interoperability is required among safe operation solutions, e.g., SmartPlant Fusion, SmartPlant for Owner Operators (SPO), and eVision. Only in that way, reliability of technical data can be assured in day-to-day operation. Those complementary solutions have brought benefits to customers of both eVision and Intergraph.

Q: What are Intergraph’s plans for the future?
A: (Franz Kufner) Communication with customers will be the most valuable in the future. Our primary goal is to add momentum to our co-growth with acquired companies or partners through synergic effects, rather than simply seeking profits. Moreover, lifespan of vessels or plant facilities has taken on an added importance from standpoint of technology development. So, we will move ahead with deployment of workforce and resources needed to place more focus on maintenance and repair.

The Maritime CIO Forum at Kormarine, 22 October 2015

Following a successful series of events in Rotterdam, The Netherlands and Oslo, Norway, this highly targeted one day conference will take place on 22 October, during Kormarine 2015 at BEXCO in Busan, the biggest International Marine, Shipbuilding, and Offshore show in Korea.

The Maritime CIO Forum series of one-day events have been developed to address the issues and trends that technology leaders face in an increasingly changing and continuously developing business environment. CIOs in the maritime sector are expected to deliver strategies capable of both driving revenue and reducing costs for their organisations. Now that their role is taking on an ever more strategic focus, CIOs need to strengthen their leadership skills while remaining at the forefront of technological breakthroughs and contributing to the business – all the while making smart decisions about maritime technology and satellite communications selection, investment and implementation.

As well as a focus on satellite communications and technical developments, this one-day forum will also address strategic and practical challenges that all companies are facing at present - such as:
- How is innovation in maritime communications driving the future of shipping?
- The Digital Age - maximizing efficiencies with next generation solutions for the maritime market
- The future of unmanned vessels
- Innovating and investing in the industrial Internet of Things (IoT)
- Big data and analytics to drive innovation, competitiveness and growth
- Putting information security onto the boardroom agenda
- Can the cloud lift global trade?
- Future-proofing your IT infrastructure
- Harnessing disruptive innovation in the maritime sector
- And more

Highly targeted, the Digital Ship Maritime CIO Forum @ Kormarine will consider the future of shipping and how the CIO’s role can influence sustainability and competitiveness in a fast paced and ever changing maritime environment. It will provide an opportunity for some of the industry’s leading technology experts and business heads to discuss and debate the on-going role of IT and communications in the shipping industry and help to solve the technology, leadership and business challenges ahead.