INTERGRAPH 2011 AUSTRALIA
Building A Smarter World

CONFERENCE AGENDA
Process, Power & Marine

Brisbane

26 August 2011 – Intergraph 2011 Australia

TIME	KEYNOTES QUEEN'S BALLROOM
9.00am	**Welcome Address** Greg Rohde, Vice President, Process, Power & Marine, Australia, Intergraph
9.05am	**Intergraph Corporate Keynote** Thomas J. Doran, Executive Vice President, Process, Power & Marine, Asia-Pacific, Intergraph
9.15am	**Process, Power & Marine Innovations** Charles Evans, Chief Technology Officer, Process, Power & Marine, Intergraph
9.45am	**Reducing OPEX through Visualisation-enabled Work Processes** Charles Evans and the Intergraph Process, Power & Marine Business Development Team
10.15am	**From Integrated Engineering to Integrated Operations** Richard Harris, Engineering Data Principal Engineer, Woodside Energy Limited
10.45am	Break
	INFORMATION MANAGEMENT & SMARTPLANT ENTERPRISE FOR OWNER OPERATORS
11.10am	**SmartPlant Enterprise** Trent Pope and Adrian Park, Intergraph
	Rapid Capture, Organisation, and Management of Unstructured Information in Brownfield and Vendor Document Applications Trent Pope, Intergraph
	SmartPlant Enterprise for Owner Operators – Business Processes Adrian Park and Ray Howarth, Intergraph
12.40pm	Lunch Queen's Ballroom Foyer
	SMARTPLANT 3D
1.30pm	**SmartPlant 3D** Vivek Mokashi, Intergraph
	SmartPlant 3D Customer Case Studies Vivek Mokashi, Intergraph
	Leica Geosystems – Smart Scanning for Smart Design Faheem Khan, Leica Geosystems
	SmartPlant 3D Materials Handling Edition Barry Woodin, Intergraph
3.00pm	Break
	ENGINEERING & SCHEMATICS
3.30pm	**SmartPlant Engineering & Schematics** Zur Bar, Intergraph
	SmartPlant Electrical – From Engineering and Design to Validation and Operations Ronnie Moss, Intergraph
	PROCUREMENT, FABRICATION & CONSTRUCTION
4.15pm	**SmartPlant Materials and SmartPlant Reference Data** Vineesh Gupta, Intergraph
	SmartPlant Construction Tim McDavid and Callum Ford, Intergraph
5.30pm	Intergraph 2011 Australia Cocktail Reception Below7

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Greg Rohde
Vice President, Process, Power & Marine, Australia, Intergraph

Greg has responsibility for the management of sales and marketing, business development, consulting services, and support in Australia. He has more than 23 years of experience in the consulting and IT industries, working predominantly in sales, channel management, and general management. Greg joined Intergraph® in 1996 as Account Manager for Intergraph's fledgling Process, Power & Marine business across Australia. He has been a key figure in the successful development of that business and was promoted to General Manager in 1999. Most recently, he has been promoted to Vice President of the Australian business unit. Greg previously worked in consulting and sales for engineering software and services companies including EDS, McDonnell Douglas Information Systems, and Autotrol Technologies, as well as for a number of firms in the management and technology consulting arena.

Thomas J. Doran
Executive Vice President, Process, Power & Marine, Asia-Pacific, Intergraph

Tom is the Executive Vice President for Intergraph's Process, Power & Marine division in the Asia-Pacific region with responsibility for sales distribution and overall business operations. He has more than 28 years of experience in the technical computing business. This includes over 27 years with Intergraph in marketing, sales, and general management roles focused on providing software and engineering services to petrochemical, oil and gas, marine manufacturers, power generation companies, engineering contractors, and construction firms worldwide. Thomas holds a Bachelor of Science from Kansas State University. He is currently on the Executive Advisory Committee to the Board of Directors for the Engineering Construction and Consulting Association (ECC) based in the United States of America.

Charles Evans
Chief Technology Officer, Process, Power & Marine, Intergraph

Charles is responsible for all Intergraph Process, Power & Marine software development activities. He has more than 21 years of experience in the engineering and CAD industry. Charles joined Intergraph in 1989, and has served in most aspects of product research and development. He was instrumental in the design and implementation of Intergraph's SmartPlant® platform, and has held management positions in several product centres. He previously worked for IBM during the introduction of the PC and as an international consultant.

Richard Harris
Engineering Data Principal Engineer, Woodside Energy Limited

Richard has over 35 years of experience in both technical and management roles in a variety of industries, including aviation, power generation, oil and gas, and manufacturing. He has worked in the engineering data management arena for the last 15 years, covering computerised maintenance management systems, project handover, legacy data conversion, and custodianship of engineering design tools. His current role includes the selection, configuration, and deployment of an integrated set of engineering design tools. Richard has worked for companies such as Rolls Royce, NEI Parsons, and Saudi Consolidated Electric Company. He is currently at Woodside Energy, where he has responsibility for engineering data assurance and management of change within Woodside. Richard also represents the company as a PCA (POSC Caesar) board member, working on the development of ISO 15926, and promoting open collaboration between owner operators and software and service providers.

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Intergraph Corporate Keynote
Thomas J. Doran, Executive Vice President, Process, Power & Marine, Asia-Pacific, Intergraph

Innovation and increased productivity are the keys to succeeding during uncertain times. In this session, you will learn how Intergraph's Process, Power & Marine division is working with customers around the world to increase their productivity, accelerate their projects, and gain a competitive edge. This session will also provide an update on the division's performance, and priorities for this year and the future. With over 40 years of innovation, stability, and market leadership, this session will demonstrate why Intergraph is a proven and dedicated partner for its customers.

Process, Power & Marine Innovations
Charles Evans, Chief Technology Officer, Process, Power & Marine, Intergraph

This session will provide an update on the division's technology advances in the last year, plus a few glimpses of what is in store for the future. You will see a demonstration of Intergraph Process, Power & Marine technology, and learn how it helps build a smarter, better industry.

Reducing OPEX through Visualisation-enabled Work Processes
Charles Evans and the Intergraph Process, Power & Marine Business Development Team

More and more owner operators are implementing strategies to capitalise on virtual plant assets in terms of increasing plant safety, reducing OPEX, increasing plant uptime, and improving their ability to demonstrate regulatory compliance. During this session, you will experience powerful examples of how leading-edge asset management/virtualisation solutions help operations and maintenance teams to improve Return on Asset (ROA) and plant safety. Scenarios discussed will include locating, isolating and safely repairing faulty equipment, as well as replacing old control systems with new fieldbus technology. You will learn how valuable solutions from Intergraph, Leica Geosystems, and partner technologies help operations and maintenance organisations around the globe evolve, and advance their performance and efficiency.

From Integrated Engineering to Integrated Operations
Richard Harris, Engineering Data Principal Engineer, Woodside Energy Limited

All production installations, whatever their purpose, have a large number of activities and operations, including production, maintenance, and modification projects going on 24/7. The activities are covered in different parts of the organisation, and data lies in different systems, but all have some type of interrelation. The real benefits of engineering integration in an integrated operations system, can only be obtained and recognised if the implemented engineering data management system and structure are compatible with the operational changes being introduced, and all the data interrelationships are identified and managed.

This session will illustrate how Woodside is addressing the issue of building a system to handle the knowledge and information supporting the concept of integrated engineering, and how this is a pre-requisite for the implementation of integrated operations, which includes the increased use of real-time data, predictive analytics, more collaboration in multidisciplinary teams, and increased automation.

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Information Management & SmartPlant Enterprise for Owner Operators

SmartPlant Enterprise
Trent Pope and Adrian Park, Intergraph
This session will highlight new product capabilities of SmartPlant Foundation, which have been introduced to support solution templates, including an enhanced and role-based SmartPlant Foundation Web Portal, new core view and markup technologies in SmartPlant Markup Plus, and an extension of Intergraph's domain technology to consolidate plant data for fast access. This session will also cover Intergraph's SmartPlant Enterprise for Owner Operators solution templates, which provide out-of-the-box, preconfigured work processes, and interoperability with third-party operations systems.

Rapid Capture, Organisation, and Management of Unstructured Information in Brownfield and Vendor Document Applications
Trent Pope, Intergraph
Even in today's world, no matter how much you plan, execute, and operate with the intention to work in a truly data-centric environment, you will always face the requirement to handle unstructured information. SmartPlant Foundation has long been relied upon by the industry to handle structured data and documents for engineering projects and operations. However, not many customers fully utilise its capabilities to provide simple access to the myriad of unstructured information found in projects and operational environments.

In this session, you will learn how SmartPlant Foundation can be leveraged to accommodate unstructured data, bring information from sources ranging from scanned images, PDF files, through to non-intelligent CAD files, by making use of various technologies such as OCR-ing, intelligent recognition, and thumbnails to enable quick and simple navigation of complete project and plant information. This session is a must for any owners dealing with brownfield/legacy information or EPCs dealing with information such as vendor documents, but at a loss on how to extract value, and manage these sources in a simple and cost-effective manner.

SmartPlant Enterprise for Owner Operators – Business Processes
Adrian Park and Ray Howarth, Intergraph
SmartPlant Enterprise and SmartPlant Enterprise for Owner Operators provide template, best-practice business processes that can be rapidly adjusted and deployed by customers. This approach has been welcomed by the industry, and is very successful globally. This session will focus on a selection of preconfigured business processes that are available today, as well as those envisioned and available in the near future, explaining the business value and current status, enabling you to achieve rapid success.

SmartPlant 3D

SmartPlant 3D
Vivek Mokashi, Intergraph
Intergraph has added significant new features to SmartPlant 3D that are designed specifically to increase productivity and enhance performance. This session will discuss the business and technical benefits of the new features in 2010 and 2011 releases for SmartPlant 3D. You will explore how to improve your engineering designs, and take full advantage of the latest software.

SmartPlant 3D Customer Case Studies
Vivek Mokashi, Intergraph
This session will feature customer examples of the implementation and production use of SmartPlant 3D. These were recently shared at the Hexagon 2011 international conference in Orlando, USA.

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Leica Geosystems – Smart Scanning for Smart Design

Faheem Khan, Leica Geosystems

High-definition surveying (HDS) or 3D scanning presents a combination of hardware and software technologies, and workflows for the plant, process, and marine industries, for accurate, as-built, clash-free design, asset management, constructability studies, and beyond. Commercialised in 1998, today, Leica Geosystems is the largest supplier of HDS technologies to owner operators and EPCs worldwide – directly or through a global network of professional service providers. Vast improvements in technology allow users of HDS data to extract significant value through smart scanning workflows for smarter design via integration with SmartPlant 3D and SmartPlant Review software platform. This session explores the various facets of the technology, and demonstrates through case studies the benefits of using HDS in the plant, process, and marine industries.

SmartPlant 3D Materials Handling Edition

Barry Woodin, Intergraph

This session will provide an overview on SmartPlant 3D Materials Handling Edition, which is built on Intergraph's proven 3D technologies, providing the bulk materials handling sector with the opportunity to access all the capabilities already created for other industries using Smart 3D solutions. SmartPlant 3D Materials Handling Edition delivers the benefits of automation, design re-use, and standardisation to greatly reduce the time involved for design, procurement, and construction of projects. Increased accuracy also helps to reduce costs, and enhances overall safety, quality, and productivity of the plant.

Engineering & Schematics

SmartPlant Engineering & Schematics

Zur Bar, Intergraph

This session will highlight Intergraph's engineering and schematics products. You will discover the functionality and improvements to existing capabilities of SmartPlant P&ID, SmartPlant Instrumentation, SmartPlant Electrical Basic, SmartPlant Electrical Detailed, and SmartPlant Process Safety. You will learn more about comparing P&IDs, isometrics and the PDMS 3D model, and the enhancements to the SmartPlant Isometrics suite. Finally, this session will provide an update on Intergraph's overall engineering and schematic solution suite, along with future plans.

SmartPlant Electrical – From Engineering and Design to Validation and Operations

Ronnie Moss, Intergraph

Electrical engineers have the task to serve the demands from other disciplines such as mechanical and control systems, and others. Given that the electrical design comes late in the project cycle, it is critical that electrical engineers can react quickly, and make any changes in demands efficiently and consistently. This session will highlight an example of the execution of an electrical workflow. You will learn how electrical conceptual designs can be expanded through the use of Intergraph's electrical solutions. This session will demonstrate the creation of the design, the deliverables, and how updates/changes can be made quickly throughout the design.

Procurement, Fabrication & Construction

SmartPlant Materials and SmartPlant Reference Data

Vineesh Gupta, Intergraph

Key factors in the market-share growth of SmartPlant Reference Data and SmartPlant Materials include flexibility, combined with rich and comprehensive functionality, reflecting industry best practices. This session will focus on the continuing, market-driving development strategies for SmartPlant Reference Data and SmartPlant Materials, and major enhancements in the latest versions. Some of the 2011 enhancements include better integration with Smart 3D, APIs for materials tracking at the job site, and the availability for more content for SmartPlant Reference Data.

SmartPlant Construction

Tim McDavid and Callum Ford, Intergraph

This session will discuss the key factors of current SmartPlant Construction product functionality, and its future roadmap. The Intergraph solution has grown based on partnerships with construction industry experts during its development cycles. In this session, you will learn about SmartPlant Construction's short-, mid-, and long-term development strategies.

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