

# POWERING THE FUTURE



INTERGRAPH KOREA 2009

Coex Convention & Exhibition Center, Korea

November 3 - 4

**AceCad**  
SOFTWARE

**CAX**perts  
Plant IT-Solutions

intratech

cf*i*C

 **TEKLA** Structures  
New Engineering Consultants INC

## Day 1 - Tuesday 3rd November

9:30am	Welcome Address SE Eun Kim, Country Manager, Intergraph
9:40am	<b>Welcome Address IUC Chairman</b> Myung Su Han, General Manager, Hyundai Engineering Co., Ltd.
9:45am	<b>Intergraph Process, Power &amp; Marine in Asia Pacific</b> Tom Doran, Senior Vice President, Process, Power & Marine, Asia Pacific, Intergraph
10:30am	Break
11:00am	<b>Enterprise Solutions for Engineering, Construction &amp; Operations</b> Patrick Holcomb, Executive Vice President, Intergraph
11:45am	<b>Industry Keynote</b> In Soo Chun, Senior Executive Vice President, Hyundai Engineering & Construction Co., Ltd.
12:30pm	Lunch

	Engineering & Schematics	Enterprise	Procurement, Fabrication & Construction
1:45pm	Engineering Schematics Product Update Frank Joop, Intergraph, Ronnie Moss, Intergraph & Bin Lin, Intergraph	Enterprise Updates Information Management Ewan Boterill, Intergraph	Materials Management & Project Controls Product Update Callum Ford, Intergraph
2:45pm	Customer Presentation: i2D Service	SmartPlant Enterprise Integration Grant Prince, Intergraph SmartPlant Enterprise for Owner Operators Ray Howarth, Intergraph	SmartPlant Materials Template Solution Anton Schreibmüller, CaXperts
3:15pm	Break		
3:45pm	SmartPlant Instrumentation & SmartPlan Electrical Frank Joop, Intergraph & Ronnie Moss, Intergraph	The Engineering Portal Ewan Botterill	<b>Engineering</b>
4:15pm		Customer Presentation: SKEC	Customer Presentation: Intratech
4:45pm	Integrated Isometrics for EPCs & Owners Bin Lin, Intergraph	Integrated Materials Management in Your Enterprise Callum Ford	3D Design & Visualisation Product Update Patrick Holcomb, Intergraph
5:15pm	Intergraph Korea 2009 Reception		
6:30pm	Intergraph Korea 2009 Conference Dinner		

\* Agenda subject to change



Day 2 - Wednesday 4th November

9:30am	Value of SmartPlant Enterprise across the EPC and O/O Life Cycle Patrick Holcomb, Executive Vice President, Intergraph & Intergraph Korea Team		
10:20am	Sponsor Presentation Paul Daynes, Head of EPC Division, AceCad Software Ltd		
10:25am	Break		
	<b>Engineering</b>	<b>Information Management</b>	<b>Industry</b>
11:00am	SmartPlant 3D Enterprise Workshare Patrick Holcomb, Intergraph	The Benefits of Domains Grant Prince, Intergraph	Power Industry Update Dave Canady, Intergraph
11:30am	SmartPlant 3D Automation Richard Smykay, Intergraph	Customer Presentation: TBA	
12:00pm	Customer Presentation: New Engineering Consultants Inc.	SmartPlant Foundation - An Introduction to Progress & Stusing Grant Prince, Intergraph	Hosting the Engineering Solution with SmartPlant Application Provisioning Patrick Holcomb, Intergraph
12:30pm	Lunch		
		<b>Owner Operators</b>	<b>SmartPlant Construction Seminar</b>
2:00pm	SmartPlant 3D Integration Richard Smykay, Intergraph	Reducing Costs & Risks for Owner Operators throughout the Plant Lifecycle Ray Howarth, Intergraph	SmartPlant Construction Seminar Callum Ford, Intergraph
2:30pm	Design Reuse with SmartPlant 3D Richard Smykay, Intergraph	Intelligent Process Safety Assessment for Your Plant Bin Lin, Intergraph	
3:00pm	Break		
3:30pm	<b>SmartMarine Offshore</b>	Project Execution with SmartPlant Enterprise Case Studies Ewan Botterill, Intergraph	SmartPlant Construction Seminar Callum Ford, Intergraph
4:00pm	SmartMarine Offshore Solution Presentation & Functionality Review Richard Smykay, Intergraph	Customer Presentation: CFIC Ulsan Co., Ltd.	
4:30pm		Enabling the Right Decisions Early with SmartPlant P&ID Bin Lin, Intergraph	
5:00pm	Close		

\* Agenda subject to change



## Biographies

### **SE Eun Kim, Country Manager, Intergraph**

SE Eun Kim is the Country Manager for Intergraph Korea's PPM Division. Since 1989 having led Intergraph Korea as a highly successful subsidiary with more than 27 years experience in the Engineering company and CAD/CAM Industry including 20 years at Intergraph. He has a Masters Degree in Electrical Engineering from Inha University and has been expanding the business area by acquiring TechServer in 2008.



### **Tom Doran, Senior Vice President, Process, Power & Marine, Asia Pacific, Intergraph**

Doran is the Senior Vice President of the Asia Pacific Region for Intergraph's Process Power and Marine division. Mr Doran oversees sales distribution and overall business operations for the Asia Pacific Region. He has more than 27 years experience in the technical computing business. This includes over 24 years with Intergraph in marketing, sales and general management roles focused on providing software and engineering services to, Petro-Chemical, Oil & Gas, Marine manufacturers, Power Generation companies, engineering contractors, and construction firms worldwide. Mr Doran 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 & Consulting Association (ECC) based in the United States.



### **Patrick Holcomb, Executive Vice President, Intergraph**

Patrick is Executive Vice President of Business Development for Intergraph's PPM division, with responsibility for mergers/acquisitions and product strategic planning. Patrick has a background in the process industry engineering, technology startups, IT strategy, and global software marketing. Prior to working at Intergraph, Patrick was founder and VP Business Development for Industria, securing \$34M in initial capital for a procurement and materials management software startup in Silicon Valley. Prior to that, his experience at Accenture in San Francisco was in the arena of IT Strategy and corporate development. Patrick's first job, was with ExxonMobil where he held several roles including maintenance engineer, process engineer, and refinery coordinator. Patrick's education includes a BS in Mechanical Engineering from Washington University in St. Louis and an MBA from the University of Michigan.



## Presentation Abstracts - Tuesday 3rd November

## Keynotes

**Intergraph Corporate Keynote & Intergraph Process, Power & Marine in Asia Pacific**

Tom Doran, Senior Vice President, Asia Pacific, Process, Power & Marine, Intergraph

Innovation and increased productivity are keys to succeeding during uncertain times. In this keynote address, Mr Doran will discuss how the division is working with customers around the world to increase their productivity, accelerate their projects, and gain a competitive edge. Intergraph's SmartPlant® and SmartMarine® solutions are part of the broadest product portfolio available in the market, offering the future of engineering today to both engineering companies and owner operators. During the keynote, several Intergraph customers and their success stories will be highlighted as examples. These stories include in-production use of Intergraph's SmartPlant 3D and SmartMarine 3D, the only new 3D solutions offered to the process, power, and marine industries in 20 years. Customers using these solutions report more than 30 percent productivity gains – extremely important in the challenging business environment facing our industries. Mr. Doran will also update you on the division's performance and priorities for this year and the future. As Intergraph celebrates its 40th anniversary of innovation, stability, and market leadership, he will reiterate why the company is a proven and dedicated partner for its customers.

**Enterprise Solutions for Engineering, Construction & Operations**

Patrick Holcomb, Executive Vice President, Intergraph

The engineering of a process plant, offshore facility, or ship is a complex but fascinating task. Project execution begins with making many assumptions and goes all the way to refining the final design, with input from the many different disciplines and vendors involved in the process. Concurrent engineering and execution with various locations from around the globe add further challenges. In this session, learn how Intergraph SmartPlant Enterprise technology has brought the industry to a new level of design. No one can wait until later in the schedule to start design. As more information becomes available, there are fewer changes, meaning fewer hours expended and fewer errors. Modification and manual design verification can then be minimised. With SmartPlant Enterprise solutions, you can significantly automate your design, making it possible to push designs later in the schedule. This increases design quality and lowers cost and project execution risk. By using these automation tools, you can apply design consistency and best practices.



## Presentation Abstracts - Tuesday 3rd November

### Stream 1 - Engineering & Schematics

#### Engineering & Schematics Product Update

Frank Joop, Intergraph, Ronnie Moss, Intergraph, Bin Lin, Intergraph

This session will highlight the latest updates on Intergraph engineering and schematics products. Discover the new functionality and improvements to existing capabilities of SmartPlant P&ID, SmartPlant Instrumentation, and SmartPlant Electrical, as well as the interface to partners such as ETAP, Emerson, E+H, and Fluke to support workflows and enhance the value of the solution offering. In addition to learning more about the existing PDSM interface, you'll also hear about the comparison between the P&ID and isometric, and the enhancements to the SmartPlant Isometric suite. Also covered in this session are new SmartSketch® enhancements to better support the engineering work process, making it the drawing tool for SmartPlant 3D. Lastly, this session will include an update on Intergraph's overall engineering and schematics solution suite and our future plans.

#### SmartPlant Instrumentation & SmartPlant Electrical

Frank Joop, Intergraph & Ronnie Moss, Intergraph

Bus technologies, wireless architecture, and plant Ethernet networks all bring new technologies and new challenges to the instrumentation and control (I&C) system design discipline. Finding the right balance between vendor tools and engineering systems and between instrumentation discipline and process control responsibilities are day-to-day choices facing engineers working in both large and small engineering companies. Capturing necessary process control information, soft tags, and control logic in the design phase before handover to system integration is also becoming a staple of I&C system design. In this session, learn from practical experience in engineering and designing instrument control systems and see the benefits of new and planned functionality for SmartPlant Instrumentation.

Automation and innovation are two complementary activities that, if properly applied, can provide competitive advantages for your organisation, such as efficiency, consistency, and speed. In this session, see how automation exposes its underlying database in a safe and structured way, allowing you to attach your own specific business functionalities to the ones provided by the system. By taking advantage of the power of batch operations, rules, and naming conventions that currently exists in SmartPlant Electrical, you will gain functionality, effectiveness, usability, workflows, and more. Many advances are possible through the addition to automation. For example, you can tightly integrate with other solutions, including the SmartPlant Enterprise suite of tools. You can also perform data comparisons and validations, extending SmartPlant Electrical's out-of-the-box rules and propagating data across items. Plus, you can implement specific change requests and customise your workflows.

#### Integrated Isometrics for EPCs & Owners

Bin Lin, Intergraph

SmartPlant Isometrics is the new version of the popular isometric sketching tool, I-Sketch. It is particularly suited to plant engineering activities, and bundled as part of Intergraph's SmartPlant Enterprise for Owner Operators solution. In this session, the speaker will demonstrate how ENI Saipem uses SmartPlant Isometrics in the field to bring existing piping designs to as-built status, and how this updated information is subsequently used to update its PDS design models.

Intergraph's pipe fabrication solution, SmartPlant Spoolgen, has achieved remarkable penetration in the Canadian marketplace. During this session, you will learn why the product has been so successful for fabrication companies. Both EPCs and O/Os can achieve optimal project efficiencies by taking into account the needs of fabricators during design.



## Presentation Abstracts - Tuesday 3rd November

### Stream 2 - Enterprise

#### Enterprise Updates: Information Management, SmartPlant Enterprise Integration & SmartPlant Enterprise for Owner Operators

Ewan Botterill, Intergraph, Grant Prince, Intergraph & Ray Howarth, Intergraph

Operators provides out-of-the-box preconfigured work processes and interoperability with third-party operations systems to support owner operators throughout the plant life cycle – from conceptual engineering to decommissioning. In this session, experience the latest release of SPO solutions, based on SmartPlant Foundation 4.2, including new solutions to manage CAPEX and turnaround projects more effectively; a new solution to validate, transform, and load data into target systems; and enhanced document management capabilities. Don't miss this opportunity to learn about the direction of future SPO developments.

#### The Engineering Portal

Ewan Botterill, Intergraph

SmartPlant Foundation 2008 introduced the SmartPlant Foundation Web Portal. Intergraph has further enhanced this capability in SmartPlant Foundation 2009 with new Web functionality. In this session, learn how to deploy and customise the SmartPlant Foundation Web Portal for many different application uses, exploiting its many new Web functionalities.

#### Integrated Materials Management in Your Enterprise

Callum Ford, Intergraph

In this session, explore the integration and interaction opportunities with SmartPlant Materials in a corporate enterprise and its resulting benefits for EPCs, owners and third parties. Materials management activities are focused on quantifying, purchasing, and shipping. In the realm of project execution, SmartPlant Materials has been entered specifically on EPC and owner work processes. These work processes require interaction with involved third parties and other software systems, such as ERP for corporate finance reporting.

### Stream 3 - Procurement, Fabrication & Construction

#### Materials Management & Project Controls Product Update

Callum Ford, Intergraph

Key factors in the growth of SmartPlant Materials' market share include its flexibility combined with rich and comprehensive functionality, reflecting industry best practices. This session will showcase SmartPlant Materials and its continued market-driving development strategy, focused on major enhancements in the 2008 versions. You will also learn about some of the 2009 version enhancements, such as a new user interface based on .NET technology and new functionality for Subcontracts.

### Stream 4 - Engineering

#### 3D Design & Visualisation Product Update

Patrick Holcomb, Intergraph

Intergraph Smart 3D solutions have added significant new features designed specifically to increase productivity and enhance performance. Intergraph experts will discuss the business and technical benefits of the new features released this year. Learn how you can improve your engineering designs and take full advantage of the latest Smart 3D software. The session will also provide updates on PDS and SmartPlant Review.



## Presentation Abstracts - Wednesday 4th November

### Keynote

#### Value of SmartPlant Enterprise across the EPC and O/O Life Cycle

Patrick Holcomb, Executive Vice President, Intergraph & Intergraph Korea Team

The economy has substantially impacted owners, operators, and creators of complex and capital-intensive assets. Low-profit assets are being retired. Large CAPEX projects face strict profitability reassessments, and in many cases, are cancelled. Most companies are challenged to tightly manage investments and OPEX and improve project and asset margins without compromising safety or compliance. Most importantly, companies are looking for ways to come out of the current crisis stronger and more competitive. SmartPlant Enterprise adds value across the asset life cycle. This session will demonstrate how Intergraph's SmartPlant Enterprise helps asset O/Os improve operating margins by increasing plant uptime while boosting safety and the ability to demonstrate regulatory compliance. Plus, SmartPlant Enterprise offers benefits on CAPEX and project duration, enabling EPCs, suppliers, and fabrication companies to improve their productivity and profitability.

### Stream 1 - Engineering

#### SmartPlant 3D Enterprise Workshare

Patrick Holcomb, Intergraph

Global work sharing can be an essential and practical aspect of effective project execution. It maximises access to geographically dispersed engineering teams and employs technologies that provide continued access to the latest plant design data. In this presentation, hear an overview of Intergraph's capabilities and technologies used to support global work sharing. The speaker will also highlight the practical side of using this sophisticated technology on a project.

#### SmartPlant 3D Automation

Richard Smykay, Intergraph

Learn the benefits of integrating SmartPlant 3D and laser scanning data in this session. Examples from real projects will illustrate how SmartPlant automation and ease of use, combined with the traditional benefits of using laser data, can save time and improve the quality of project deliverables. See how the combination of these technologies goes above and beyond the benefits realised in PDS.

Applying, updating, and controlling fireproofing applications can be both time-intensive and difficult to maintain. Learn how SmartPlant 3D's new fireproofing functionality can be driven via a catalog specification to provide quick placement, automatic modification, and modelling consistency while leveraging existing tools to clash-check, run reports, and generate drawings.

#### SmartPlant 3D Integration

Richard Smykay, Intergraph

SmartPlant 3D is an open product that can interoperate with the other systems in an Engineering Enterprise. This session will focus on how SmartPlant 3D works with these other systems for analysis, data exchange and deliverables. Integration topics include: Structural Steel Analysis and Detailing interfaces, Pipe Stress Analysis interfaces, Laser Scanning integration, Legacy plant design data, Mechanical CAD data integration, AutoCAD/MicroStation data utilisation, Excel report generation, Paper/PDF/2D CAD drawing output, and the utilisation of the .NET API for custom interfaces.



## Presentation Abstracts - Wednesday 4th November

### Stream 1 - Engineering continued

#### Design Reuse with SmartPlant 3D

Richard Smykay, Intergraph

The ability to reuse engineering and design data in a straightforward and highly robust fashion is a key goal for any company executing capital projects on an ongoing basis. Effectively managing and leveraging this valuable knowledge contributes directly to the bottom line, allowing projects to be executed more quickly, at lowered costs, and with reduced errors.

Discover how Intergraph has fully exploited SmartPlant 3D's sophisticated architecture to deliver a data reuse solution unlike anything previously available to users of automated 3D design software. You will learn how your company can reuse engineering and design information in a highly automated, robust, and verifiable fashion.

### Stream 2 - Information Management

#### The Benefits of Domains

Grant Prince, Intergraph

Domains uniquely allow SmartPlant Foundation to address Consolidation, Context and Consistency issues around data management and set it apart from other data management systems available today. This session will look into how Domains work and enable organisations use Domains to benefit their existing work processes and data management strategies.

#### SmartPlant Foundation - An Introduction to Progress and Stating

Grant Prince, Intergraph

SmartPlant Foundation provides a template for Engineering and Vendor Deliverable Progress which a customer can configure to meet their specific progress requirements. This session will look at how an organisation can use SmartPlant Foundations Progress capabilities to manage deliverable progress at Level 4 progressing, driven by deliverable focused events thus minimising the traditional manual overhead of progress measurement. The session will also look at the possibilities of applying progress to other aspects of data management such as Tag progressing and Stating.

### Stream 3 - Industry

#### Power Industry Update

Dave Canady, Intergraph

Power industry customers' portfolios and services span primary energy to power distribution. EPCs and vendors are realising their vision of an integrated engineering platform which yields higher productivity and facilitates an integrated workflow and effective data management. In this session, learn how customers have used successful strategies, phased implementation, realised benefits & savings, and quality improvements from implementing an integral software environment.

#### Hosting the Engineering Solution with SmartPlant Application Provisioning

Patrick Holcomb, Intergraph

The economic downturn has encouraged many companies to reassess their engineering automation approach. Modern engineering tools can make design and operations more efficient. The new SmartPlant Application Provisioning service provides a flexible approach to delivering optimal IT Infrastructure to engineering users and allows you to focus on your core business. In this session, discover how SmartPlant Application Provisioning is a flexible solution that helps O/Os and EPCs accurately budget their project infrastructure costs, implement common project standards and promote easy, seamless handover to the O&M. SmartPlant Application Provisioning resolves the key issues of IT infrastructure, security, and compliance for engineering projects.



## Presentation Abstracts - Wednesday 4th November

### Stream 4 - SmartMarine Offshore

#### SmartMarine Offshore Solution Presentation & Functionality Review

Richard Smykay, Intergraph

This session will provide an overview of the new SmartMarine Offshore solution and showcase the exciting new opportunities for Offshore Engineering. Included in the session will be a series of functionality reviews to demonstrate SmartMarine 3D V2009 offshore design capabilities. Topics will include structural design, hole/penetration management, fabrication/installation planning, automated drawing production, and more. Don't miss this opportunity to see how SmartMarine 3D can provide significant business benefits for offshore projects.

### Stream 3 - Owner Operators

#### Reducing Costs & Risks for Owner Operators throughout the Plant Lifecycle

Ray Howarth, Intergraph

In this session a leading Owner Operators use of SmartPlant Enterprise will be reviewed along with a demonstration of the implementation.

#### Intelligent Process Safety Assessment for Your Plant

Bin Lin, Intergraph

In this presentation, you will learn how to leverage the intelligent SmartPlant P&ID data with SmartPlant Process Safety, the next generation process safety assessment software with safety knowledge base provides engineering validation, auto cause and effect diagram, auto cause-consequence analysis, built-in action management and excellent change management.

#### Project Execution with SmartPlant Enterprise Case Studies

Ewan Botterill, Intergraph

In this session, discover how Air Liquide has achieved substantial productivity gains and cost reductions with SmartPlant Materials, SmartPlant P&ID, SmartPlant Instrumentation, and SmartPlant Foundation. The O/O exploits the ability to embed corporate best practice work processes, standards, procedures, and validation rules into the SmartPlant Enterprise. See how Air Liquide has "trained" its Intergraph implementation to follow company standards, ensure consistency in workflows, and automate processes.

Also during this session, learn about Braskem's goal to optimise engineering information and plant data throughout the asset's life cycle and the integration of other areas of the company through SAP. Learn about the other expected benefits, such as the standardisation of Braskem's engineering data and project criteria and increased productivity during construction phases.

#### Enabling the Right Decisions Early with SmartPlant P&ID

Bin Lin, Intergraph

In this session you will witness the power of the SmartPlant P&ID Automation layer, and to get you thinking about your specific workflow requirements, and how Automation can enhance your productivity with SmartPlant P&ID.



## Presentation Abstracts - Wednesday 4th November

## Stream 5 - SmartPlant Construction Seminar

## SmartPlant Construction Seminar

Callum Ford, Intergraph

Benchmarks indicate that most projects spend approximately 70 to 80 percent of overall capital cost on construction, major equipment, and bulk materials. Spending more time on planning- and construction related details pays huge dividends. This session will help project teams better estimate the work involved in constructing complex and challenging projects. Learn how to improve work planning in this session, which will focus on better application of industrial engineering principles across the board with "productionised construction." The presenter will also showcase the integration of advanced EPC pre-coding and equipment/bulk material tracking. From a compensation perspective, explore the aspect of paying for standard work task units accomplished, not labor-hours, and promote the use of safe and innovative construction methods and techniques. From an engineering perspective, learn about the "design to construct" engineering philosophy and the improved use of standardisation. The presenter will also address constructability audits throughout the engineering phases and advanced design tools to train construction crews.



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