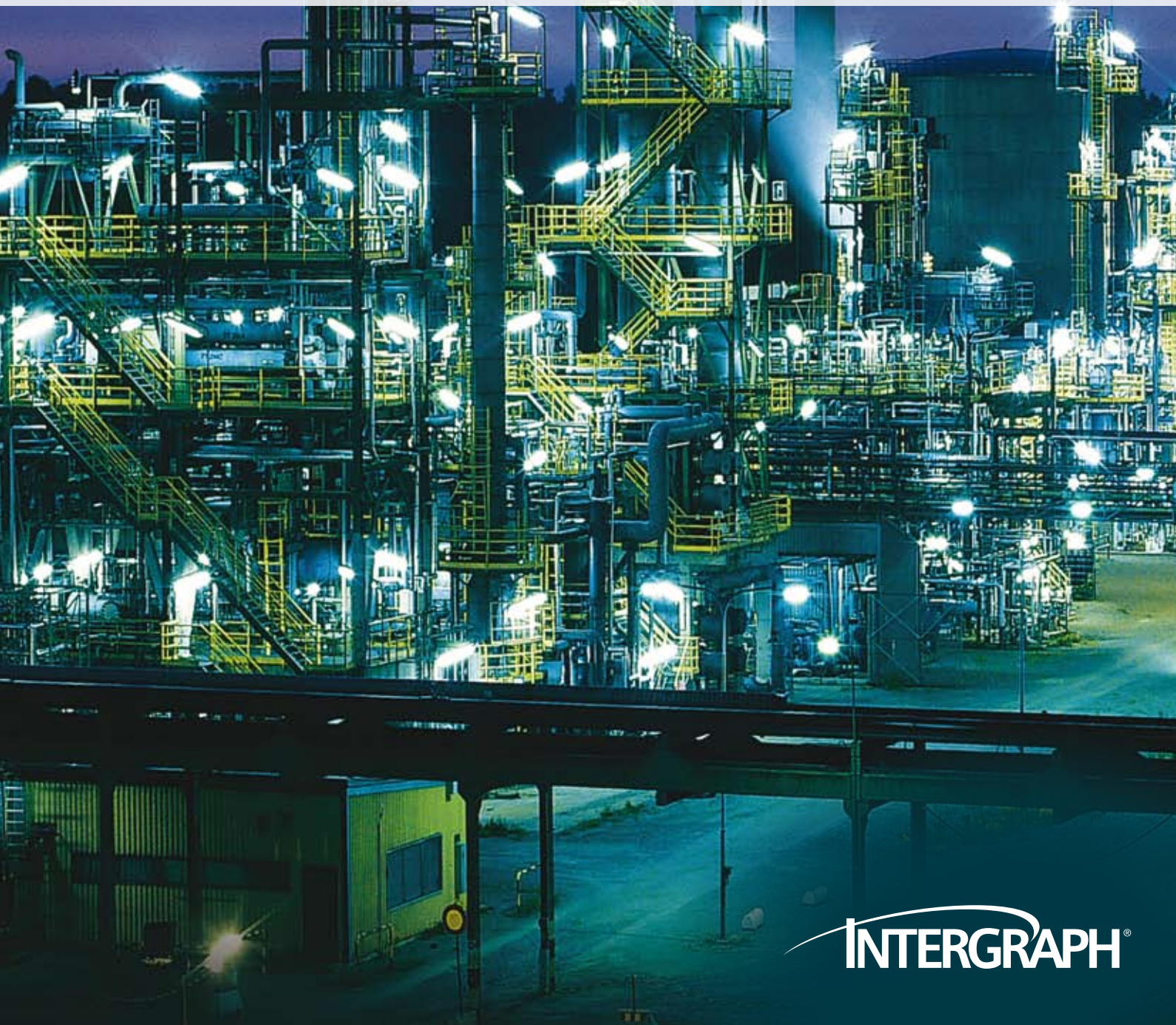


**Conference Announcement  
for Owner/Operators**

# **Automation, Integration, Collaboration The Path to Safe and Profitable Plants**



**Intergraph Scandinavia - Process, Power & Marine  
Annual Conference, 12<sup>th</sup> and 13<sup>th</sup> November 2008**



**INTERGRAPH®**

## Background to Intergraph's Annual Conference for the Process, Power and Marine Industries

This unique conference brings together delegates from leading Owner/Operators (O/O) and Engineering, Procurement and Construction (EPC) organisations around a common theme of improving performance through automation, interoperability and collaboration; In particular, how greater coordination of information and processes delivers significant benefits across all stages of the plant life cycle, from design, procurement and construction, through hand-over and on into operation and maintenance.

**"Companies are focusing more on project handover and investing in technologies that help integrate the engineering information from the design phase throughout the plant lifecycle.**

**Case in point: Jim Asmus, program lead for engineering information technology at Canadian Natural Resources Ltd (CNRL) told Intergraph roundtable attendees that his firm's investment in this area has already paid for itself five times."**

**Rebekkah Marshall**  
Editor, Chemical Engineering

## Conference Registration and Further Information

This year's conference will be held on 12th and 13th November at Radisson SAS Airport Hotel, Gardermoen, Oslo, Norway. The conference fee is 3.300,- Norwegian kroner and includes food and beverage both days including evening event Wednesday 12th. To register or to request further information:

visit: [www.p2c2.no](http://www.p2c2.no) or e-mail [mari.helgeland@intergraph.com](mailto:mari.helgeland@intergraph.com)

## SmartPlant for Owner Operators

Over the years, many owner operators have chosen Intergraph's industry-leading SmartPlant® Enterprise integrated suite of tools to manage their dynamic engineering design basis. Building on this success and exploiting the power of new service-oriented technologies, Intergraph introduced SmartPlant Enterprise for Owner/Operators (SPO). SPO offers pre-configured, best-practice work processes covering the complete plant life cycle - from conceptual design to decommissioning - and interoperability with maintenance, reliability, and other operations systems delivered via a common, role-based Web portal designed specifically for O/Os.



3d view of an intelligent SmartPlant model for a new polypropylene plant alongside a photograph of the completed facility. Images - Genpro.

## About Intergraph Process, Power & Marine

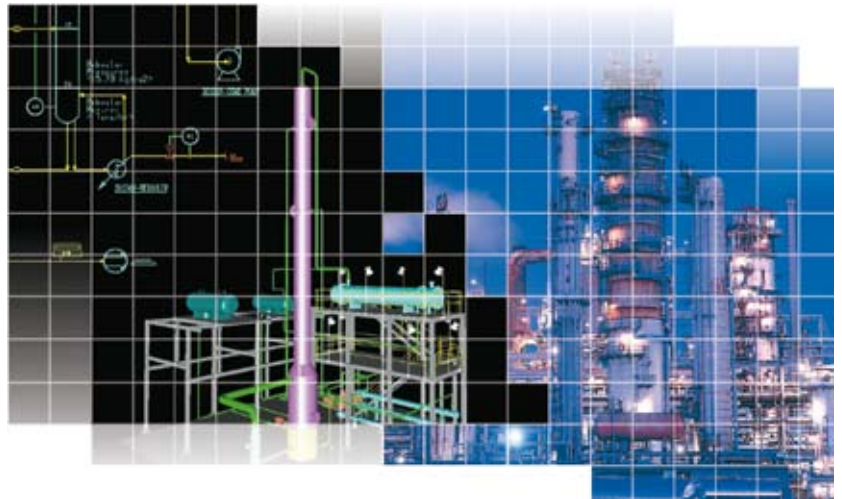
Intergraph PP&M is the world's leading provider of enterprise engineering software for the design, construction and operation of plants, ships and offshore facilities. According to Daratech Inc., the research and technology assessment firm, the company is recognised as the acknowledged global leader in the plant creation market. Our customers rely on Intergraph software to create, manage and apply critical engineering data to increase productivity and provide for safe and clean operations. As the industry's market leader, we strive to provide the future of engineering - today. For more information, visit: [www.intergraph.no](http://www.intergraph.no)

**“Silo behaviour within the many groups involved in designing, building, operating and maintaining facilities wastes time and money, jeopardises plant safety and limits the Owner / Operator’s ability to optimise plant performance.”**

Poor management of plant asset information has an impact on the Owner/Operator’s (O/O) functional and financial performance. Research studies estimated the cost of poor interoperability across the complete design, build and operate chain to be \$15.8 billion per year in increased capital and operational expense. Of these costs, two-thirds are borne by the O/O – who incurs most of the costs during ongoing facility operation and maintenance.

While the solution to poor asset performance is conceptually clear, few companies currently have a plant asset information management strategy in place that is adequate to support the required interoperability initiatives. Achieving high performance requires a different model of Asset Lifecycle Management and an information management infrastructure that enables effective interoperability among all stakeholders.

Illustrated with project references and O/O perspectives, this conference highlights a new approach to managing your asset engineering design basis that reduces cost, compresses project schedule and assists safer and more profitable operation.



## Automation, Integration, Collaboration - The Path to Safe and Profitable Plants

The agenda of the O/O stream is dedicated to discussing:

How interoperability enables better coordination and teamwork - throughout the complex maze of partners, suppliers and internal departments involved in Asset Lifecycle Management – leading to significant improvements in plant performance in both functional and financial terms.

Why Plant Asset Information Management is a necessary foundation for Interoperability.

How other leading O/Os have realised significant operational improvements: saving millions of pounds on project handover, bringing facilities on-line sooner and increasing their time in production by reducing maintenance hours and unscheduled downtime.



### Highlighted Session Topics

- Why go down the road of integrated engineering information?
- An O/O’s experience of gaining acceptance and buy-in from the Board.
- Project collaboration and execution and its role in improving the reliability and value of your engineering design basis.
- Conceptual Engineering – fast-tracking plant studies.
- Brownfield and greenfield data collection, validation and loading.
- Integration with ERP and plant operation and maintenance systems.
- O/O experience of implementing an integrated engineering information strategy.



Change is the  
only constant

→ **SmartPlant® Enterprise for Owner Operators – Make your engineering design basis work for you**

Your facility changes every day. So why shouldn't your data reflect that change?

SmartPlant Enterprise for Owner Operators, certified by SAP®, offers comprehensive design data change management throughout your asset life cycle with out-of-the-box integration and pre-configured best practice work processes.

**Save money and reduce risk.** Promote turn-around planning with accurate plant data. Reduce the risk from loss of critical asset intelligence due to a retiring work force. Keep your maintenance data updated for auditability and ensure correct procurement of replacement parts.

**Improve productivity.** Increase "wrench-time" for operations and maintenance personnel by eliminating unproductive information searches. And reduce downtime from plant walkdowns and data validation.

**Enhance plant safety.** Improve facility safety with better configuration management and ensured data consistency.

Learn how your data asset can keep up with your dynamic pace of business. Register to download a special ARC Advisory Group productivity white paper at [www.intergraph.com/spo](http://www.intergraph.com/spo).

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