



Inside energy

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Monthly news for EIC members

January 2017

Stay up to date
with operator and
contractor activity with
EICDataStream's
parent/subsidiary
company search

One-to-one
We catch up with
Brian Connolly from
S3-ID, who have just
broken into the
Middle East
market

**Sector
Analysis**
We review the major
developments in offshore
wind during 2016
as well as looking
ahead to 2017



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One-to-one

with **Brian Connolly**

Sales Manager for Europe and the Middle East, S3-ID

S3-ID is an international company providing complete real time location awareness solutions. It manufactures a range of products for personnel tracking, access control, safety and security to travel logistics management for the oil and gas sector.



Q Your company provides world class location services. Can you explain how your products work?

A Through our patented RFID technology we locate, muster and provide access control globally to the oil and gas sector. By providing personnel with the S3ID tags we ensure that both refineries and platforms know where the right person is, at the right time. Our configurable software integrates with daVinci and Vantage for applications in the North Sea but we are able to integrate into any end user requirements. Our new Checkpoint product is delivering cost savings through reduced mustering times, and also increasing safety.

Q What was the highlight of 2016 for S3ID?

A Undoubtedly our success in the Middle East market. Working with local partners and having strong relationships with the end user, we secured our first large project for the Al Nasr project. I think maintaining our market leader position with the award of the Maersk Culzean project in the North Sea showed how we have tailored our solution to the reduced cost market.

Q Traditionally, your market has been the North Sea. How have you come to branch out into the Middle East?

A As we are all aware the market is challenging and to rely on our core markets would not have delivered on our strategy for growth. We focused on the Middle East market because our solutions can improve security as well as safety. Our access control products integrate with our mustering and tracking solutions – that matched what operators are looking for in the Middle East. We then worked hard on finding the right local partner who can support day to day requirements, knowing that technical back up was available 24/7 from S3ID in the UK.

Q As an SME what do you find are the biggest challenges of working with big operators/contractors?

A Our solutions cover a variety of departments from HSE and procurement to telecommunications so finding the decision makers can be difficult. We have found that detailed knowledge of the project and its objectives, gives the client confidence that you know their challenges. Aligning this with a local partner who are approved with the operators and contractors, and having a solution that can reduce cost or improve safety is a key message. We believe that once you have this in place, operators will listen whether you are an SME or a blue chip, if you can deliver total cost of ownership savings.

Q What do the next 12 months have in store for S3-ID?

A Our model for the Middle East is working but we are always looking to new markets and looking at ways we can improve on our existing models. Our Checkpoint solution has been and will continue to be our key to success. Our recent order for the Maersk Culzean project will benefit from this solution, affirming our commitment to the North Sea market.

We will continue to invest in R&D to look further into how we can meet the security and safety needs for both offshore and onshore requirements while focusing on reducing costs.

Any EIC member who wishes to be profiled in this section please contact Edward White, EIC Editor and Communications Manager at:
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