

Optimizing efficiency through digitalization in chemicals, petrochemicals and refining  
31<sup>st</sup> Oct – 1 Nov 2018, Sands Expo & Convention Centre, Singapore

## Speaker Interview



**Michel Tol**

VP Product Marketing  
**eVision Industry Software**

---

### 1. Please introduce your role at eVision Software....

My name is Michel Tol, VP Product Marketing. I mainly focus on building bridges between technical concepts and practical applications; making complicated systems understandable. eVision creates integrated digital solutions for workplace safety and efficiency in hazardous industries, and it is essential to be able to translate complex client needs into simple ideas.

### 2. What does the subject of digital transformation and IoT mean to you?

I think it is an inherent part of moving forward. Companies are using more and more digital systems, but if the information captured in them is not shared between solutions, or not up-to-date, the entire concept of IoT falls apart. I tend to focus on something I call “functional innovation”: using digital transformation to make information more useful, more powerful, and more insightful.

### 3. What’s the greatest impact IoT, data analytics and AI will have on the industry? What lies ahead of operators and how will they adapt?

It will completely change the way people work, in a positive way. Information will become far more readily available, decisions can be made more easily with far more data, predictive models can mitigate issues before they occur... I think the most important thing is that companies shouldn’t want to rush this process. Taking a phased approach to IoT allows for organisations to first truly understand the data they’re capturing, before using that data to enrich and improve their processes and operations.

**4. How will this paradigm shift affect talent in manufacturing & downstream industry overall?**

More people will be able to take action, with better information. People will be able to focus more on safe, effective work, instead of administrative processes and unnecessarily complex procedures. Especially with a new generation, this could possibly mitigate certain challenges regarding information transfer.

**5. What does workplace innovation look like at your organization?**

Because we create software to ensure Asset integrity, workforce safety, and plant efficiency, we need to constantly update the way we think to increase these facets. This includes using innovative tools such as laser scanning and VR, but also by empowering our staff to challenge themselves and share ideas. We've achieved great results through open communication and empowering people to speak up.

**6. How does this impact your customers?**

It has directly contributed to client-side products. For example, a module within our software links an animation of a recent incident to either equipment or hazard; this idea came from an innovation work group, and has now been implemented in our software.

**7. What are the latest technology adoptions by downstream operators in Asia? Are there any success stories that other operators can learn from?**

We see more and more operators open to the idea of switching to digital Control of Work and digital Permit to Work. This fits especially well in the adoption of Vision Zero, something that is highly important in Singapore. Digital Permit to Work lays the groundwork for maintenance and operations innovation, and plays a large role in achieving Vision Zero.

**8. How does your product help the downstream oil & gas industry?**

Our integrated Control of Work platform combines digital permit to work, risk assessments, and isolation management into one system, and connects it to existing IT infrastructure (like work order systems and planning tools). eVision has small (single site) to large-scale (hundreds of assets and tens of thousands of users) implementations with impressive results, including over 30% decreased control of work related incidents, 25% increases in Hands on Tool Time, and more. It can be expanded with various highly innovative functionalities, like dynamic barrier management and predictive risk.



**9. Will Artificial Intelligence replace humans working in oil and gas?**

Not in the next 30-50 years at least. And even if it does, a human can still make decisions that a machine might not be able to, so people will continue to serve as the final judge of certain situations. I do believe that AI will play a large role in making our lives easier on the plant.

**10. What is the current state of cybersecurity preparedness across refining, petrochemicals and chemicals and how is the cybersecurity market set to evolve?**

I think this question can better be answered by a cybersecurity expert, but it cannot be ignored how important it is to ensure that critical data is kept safe and secure.

**11. What impact does Big Data have on operational efficiency and how is Big Data changing the industry?**

It is allowing staff and management to make decisions based on more, and better, information. From Front Line to control room, there is increased insight into how work is being performed, and data is captured to learn from and perfect the process. The benefits of utilising big data in practice are massive, and I think that the next step is to truly operationalise this information to achieve tangible results.

**12. What are your views on Asia's downstream industries rate of digitalisation as compared to counterparts in other regions i.e. America, Europe and the Middle East markets?**

I think Asia is definitely pushing for digitalisation, because the benefits of it are becoming clearer by the day. I do feel that it is essential for companies to understand and appreciate that these types of innovations require time and resources, but that innovating now will lead to major increases in productivity, efficiency, and safety.

**13. With these radical changes looming what opportunities lie ahead for manufacturers?**

I see mostly positives! Innovations in production and manufacturing will lead to higher yields at lower costs, with less risk.

**14. What will the future workforce look like in the digital age?**

I think, just like in our daily lives nowadays, all critical information will be available

immediately. Work will become safer, and people and machines will work in harmony to increase process safety and efficiency.

**15. What will be the highlight of your presentation at Asian Downstream Summit 2018?**

eVision was able to translate critical daily maintenance and operations processes into powerful, connected digital systems. But we haven't forgotten that these systems are used by people, and people are the most valuable asset we have. I hope my presentation shares the benefits of using functional innovation to empower both workforce and asset; and I hope that the results of working this way, which I will share in the presentation, resonate with the attendees. Making the world a safer place has always been our goal, and I am looking forward to sharing how we achieve this at ADS.