



WindandSea-Research

Oceans Energy Environment

Bringing together diverse technologies to create
and enhance energy systems

Business Development & Representation - Australia

info@WindandSea-Research.com

www.WindandSea-Research.com

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Business concept

The very strong economy, combined with the business climate and proliferation of energy related projects in Australia offers a rich potential of opportunities. There is a long term shortage of technical capability to fulfill the requirements of projects already underway, not to mention the large backlog of planned projects.

To facilitate entrance to this market, *WindandSea-Research* will represent **Partner** companies under contract, and be responsible for marketing and developing their presence in Australia. This embodies the ideas of our Lean in Country "Franchise" structure, which supports activities within a geographical region while minimizing infrastructure investments and entanglements. A **Partner** is able to establish an immediate presence in Australia and leverage their existing capabilities and resources, while minimizing up front costs and risk.

By applying concepts embodied in our [Intelligent Knowledge Synergy](#) process, we will combine appropriate technologies and services from other **Partner** companies or network associates to amplify the value to customer. The aim being to increase likelihood of successful contract negotiations and maximize profit to our **Partners**.

This arrangement will also connect our **Partner** companies with local entities that are able to supply the products and services that are more geographically linked. These may include such things as environmental studies, site survey and construction as well as local management and personnel. If necessary we will undertake Project Management in order to maximize benefits to all parties and ensure successful outcomes.

Aims

The aims of such a relationship:

- ❖ Pursue contracts to be performed by **Partner** offshore facilities.
- ❖ Leverage **Partner** capabilities and infrastructure in most efficient manner.
- ❖ Build the **Partner** brand name in the region.
- ❖ Establish **Partner** relationships with customers and other companies.
- ❖ Register **Partner** as an approved supplier of services with target companies.
- ❖ Pursue appropriate government support available to **Partner** as an Australian company.
- ❖ Expand **Partner** presence into nearby regions.
- ❖ Expand **Partner** activity into non traditional segments.
- ❖ Establish **Partner** operation in Australia as a self sustaining profit unit.
- ❖ Have structures in place to enable a clean and efficient management handover of **Partner** operations in Australia when such is warranted.

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Actions

In order to achieve these aims, *WindandSea-Research* would:

- ❖ Create a **Partner** Australasia company.
- ❖ Maintain all statutory documentation, accounting and reporting for this company.
- ❖ Provide an office address in Brisbane, Queensland with mail, phone, internet & computer services.
- ❖ Staff with senior people having engineering, marketing and financial experience and particular knowledge of the energy industry.
- ❖ In consultation with **Partner** develop a regionally targeted Business Plan which includes defining the best targets and appropriate technologies and capabilities to emphasize. This should match both the local market requirements and **Partner** corporate aims.
- ❖ Develop appropriately localized marketing material (website, brochures) that reflects the technologies and market focus defined in the Business Plan while maintaining **Partner** look and feel. Actual graphic design, production of materials and implementation of website can either be done in Australia, or using **Partner** current resources.
- ❖ Represent **Partner** at conferences and other events, including giving presentations and technical papers on topics beneficial to **Partner**. The general nature and type of events will be defined by the Business Plan. Participation in specific events will be determined by consultation with **Partner**, and costs may be assessed on an individual basis or covered by long term contract.
- ❖ Join and participate in such groups and associations as benefit the overall aims of **Partner**.
- ❖ Foster and develop relationships with companies having capabilities and technologies compatible with **Partner** such that they might contribute competitive advantage or profitability to **Partner** Australasia offerings.
- ❖ Actively and aggressively market and develop the **Partner** Australasia brand while pursuing contracts as specified in the Business Plan.
- ❖ Work in conjunction with **Partner** technical contacts and other specified personnel to provide them with all details needed to make decisions on quoting and accepting of contracts. Final decisions on these matters shall always remain with **Partner**.
- ❖ Maintain oversight on all contracts to ensure they proceed as planned and that **Partner** receives payments promptly.
- ❖ Provide regular reporting to designated **Partner** personnel as specified in Business Plan.
- ❖ Maintain all documentation, software, and activity database in state to enable efficient management handover to **Partner** with minimal interruption.

Events

Participation in events would be defined within the Business Plan, based on both budgetary and segment targeting considerations.

Levels of participation

Varying levels of participation would be adjusted appropriately for different events.

The general range is listed progressively below.

- ❖ Attendance
- ❖ Delivering Papers and Presentations
- ❖ Exhibiting
- ❖ Sponsoring

Listing of potential events

Title	Location	Country	Start Date	End Date
APPEA 2010 Conference	Brisbane	Australia	May 16, 2010	May 19, 2010
Subsea Asia	Kuala Lumpur	Malaysia	Jun 10, 2010	Jun 11, 2010
New Zealand Petroleum Conference	Auckland	New Zealand	Sep 19, 2010	Sep 22, 2010
South East Asia Australia Offshore Conf.	Darwin	Australia	Sep 24, 2010	Sep 24, 2010
All Energy - Australia	Melbourne	Australia	Oct 6, 2010	Oct 7, 2010
SPE Asia Pacific Oil & Gas	Brisbane	Australia	Oct 17, 2010	Oct 20, 2010
Power-Gen Asia	Singapore	Singapore	Nov 2, 2010	Nov 4, 2010
OSEA - Oil & Gas South East Asia	Singapore	Singapore	Nov 30, 2010	Dec 3, 2010

Geographical Expansion

Australia is an excellent base for regional expansion, and many multinational companies choose it for their regional headquarters. Both state and federal governments maintain strong ties with the emerging Asian economies, and offer incentives and support for Australian companies exporting and expanding into these countries. This support represents a very strong additional value in having an Australian corporate entity.

- ❖ **New Zealand** - This is a substantially smaller market than Australia but has a strong economy and energy sector, both in oil & gas and electricity generation. Management from Australia is perfectly acceptable, although consideration should be given to creating a local entity if business warrants.
- ❖ **Indonesia** - A vibrant but complicated market, participation will be aided by the fact that some of our senior staff speak Indonesian and have strong connections with that region.
- ❖ **Malaysia** - Doing business in Malaysia requires a local partner company, we have suitable partners.
- ❖ **Singapore** - We have good contacts and relationships with companies in Singapore.
- ❖ **India Vietnam China** - Australian companies are well regarded in these countries and the Australian government provides very strong support to companies expanding into these regions. Both China and India are major customers of Australian resource and energy companies, and are looking to Australia for both raw materials and technology.

Supporting Technologies

Within the *WindandSea-Research* network, there exists a range of capabilities that will be applied wherever appropriate in order to add value to **Partner** Australasia offerings. The aim of this shall be either to increase the overall profitability of the contract or to enhance the competitiveness of the offering and increase the likelihood of securing an order.

Some of these particular areas or capabilities are noted below.

- ❖ **Offshore & Subsea** - This is one of the most dynamic areas of energy production and we have both a strong technical background within our group, and very good connections to world leaders in this segment.
- ❖ **Renewable Energy** - We maintain very active involvement with all renewable energy technologies and the industry in general and look forward to increasing participation in that segment. Clean energy, and in particular wind, is of great significance in Australia, and the government is committed to a world leading position in this field.
- ❖ **Environmental Design Integration** - Lack of attention to environmental issues early in the proposal design phase is a major cause of delays and cost increases at later stages. We pursue the concept that the Environmental Impact Study (EIS) should not be an afterthought but designed into the overall plan at the FEED stage. Project developers can use these tools to streamline approval processes and minimize business risk, while ensuring that proposals meet all regulatory requirements and enhance environmental performance.
- ❖ **Monitoring & Control SCADA** - We support smart SCADA approaches that feed directly into both asset management and maintenance systems. This offers tremendous advantages and operational cost savings.
- ❖ **Integrated Asset Management** - Partnering with IBM's Maximo product line or other major Enterprise Asset Management (EAM) systems helps to achieve enhanced and simplified control and management of enterprise assets.
- ❖ **Optimized Maintenance** - We have a long history of work involving remote telematics and Automated Condition Based Maintenance (ACBM). This includes sophisticated sensors and analysis techniques that offer advanced predictive warning of device failure. Optimally this is driven directly by the Monitoring & Control system and feeds the Integrated Asset Management system. When done correctly this offers the potential of prodigious savings in both maintenance and operational costs.
- ❖ **Smart Grid** - This is a big deal worldwide and Australia is trying to work out the path to follow. We have relationships with a number of companies having leading edge technologies in this field, and will be looking to be actively involved in the discussion of upgrading the Australian distribution grid.
- ❖ **Simulation - e-Learning & Documentation** - There are great advantages to including online documentation and training linked to system design at a very early stage. Simulation used at this stage can be beneficial in selling a project to stakeholders and is invaluable when used to validate designs (EDS - Engineering Development Simulation). This is an area that is often overlooked but increasingly important worldwide and considered of the greatest significance by oil & gas companies because of the developing shortfall of trained and experienced personnel.

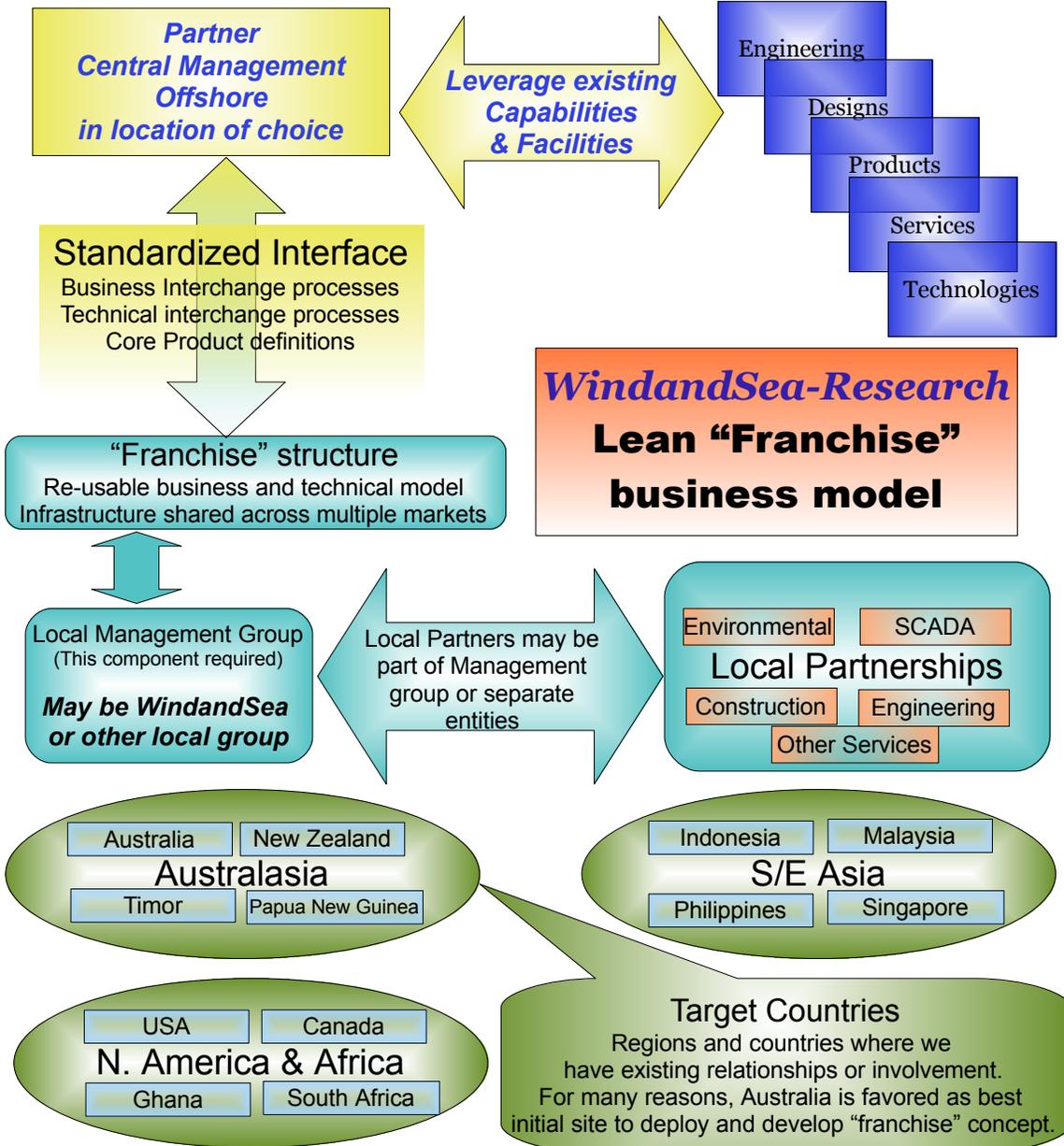
Lean “Franchise” business model

This approach allows for maximum effective utilization of existing capabilities and infrastructure while minimizing the costs and time to begin activity in a market. It relies on a clear definition of the products and services to be marketed, and the creation of a robust interface format for exchange of and technical information. Once created, this interface can be readily adapted to different regions, and also serves as the framework for transition, if and when the **Partner** company wishes to take over in-country operation

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WindandSea-Research works with Partners to establish a presence in targeted countries with minimal infrastructure investment. This lean “Franchise” business model allows an offshore Partner to cost effectively -

- * Penetrate new markets * Establish brand recognition
- * Leverage existing capabilities & facilities while maximizing returns
- * Minimize in country expenses and risk exposure
- * Establish a foundation for more extensive in-country presence



Intelligent Knowledge Synergy - **intelergy**:

Modern oil and gas projects are amongst the most complex and sophisticated systems ever devised. They operate under increasingly rigorous compliance demands, involving multiple partners and a diverse array of specialized knowledge domains with associated toolsets.

Better knowledge leads to better results, but in this digital age we still have isolated **islands of information** that reduce overall situational awareness, and negatively impact project timelines and costs. Optimal management from concept through de-commissioning requires an intelligent and timely knowledge interchange between disparate disciplines, systems, partners and compliance agencies.

Complexity, existing infrastructure, and highly specialized requirements make it unfeasible to impose a single monolithic management tool. The equivalent must be achieved by synergistically melding specialized systems as part of the larger holistic enterprise view. In turn these specialized systems also benefit from the larger base of re-usable knowledge.

This becomes increasingly possible with evolving interchange standards, together with tools from Web 2.0, cloud computing, simulation, e-Learning, gaming and knowledge management. But despite huge potential benefits it remains both murky and underutilized.

These practices have significant potential benefits and impacts on:

- Time to completion
- Cost of completion
- Community acceptance
- Regulatory compliance
- Early staff training
- Operational handover
- Knowledge retention
- Experience gap
- Plant productivity
- Upgrading & Extensibility
- Adaptability & Flexibility
- Maintenance & Reliability
- Safety
- Long term plant value
- End of Life management

Our methodology embodies concepts and technologies such as:

- [PLM-Product Lifecycle Management](#)
- [PDM-Product Data Management](#)
- EAM - Enterprise Asset Management
- Asset Lifecycle Management
- Whole Lifecycle Management
- AIM - Asset Integrity Management
- [EDI - Enterprise Data Integration](#)
- Data Federation
- [SOA-Service Oriented Architecture](#)
- [MOC-Management of Change](#)
- ECM-Engineering Change Management
- [BPM-Business Process Management](#)
- BIM - Building Information Modeling
- Knowledge Management
- Document and Content Management

Significant Organizations:

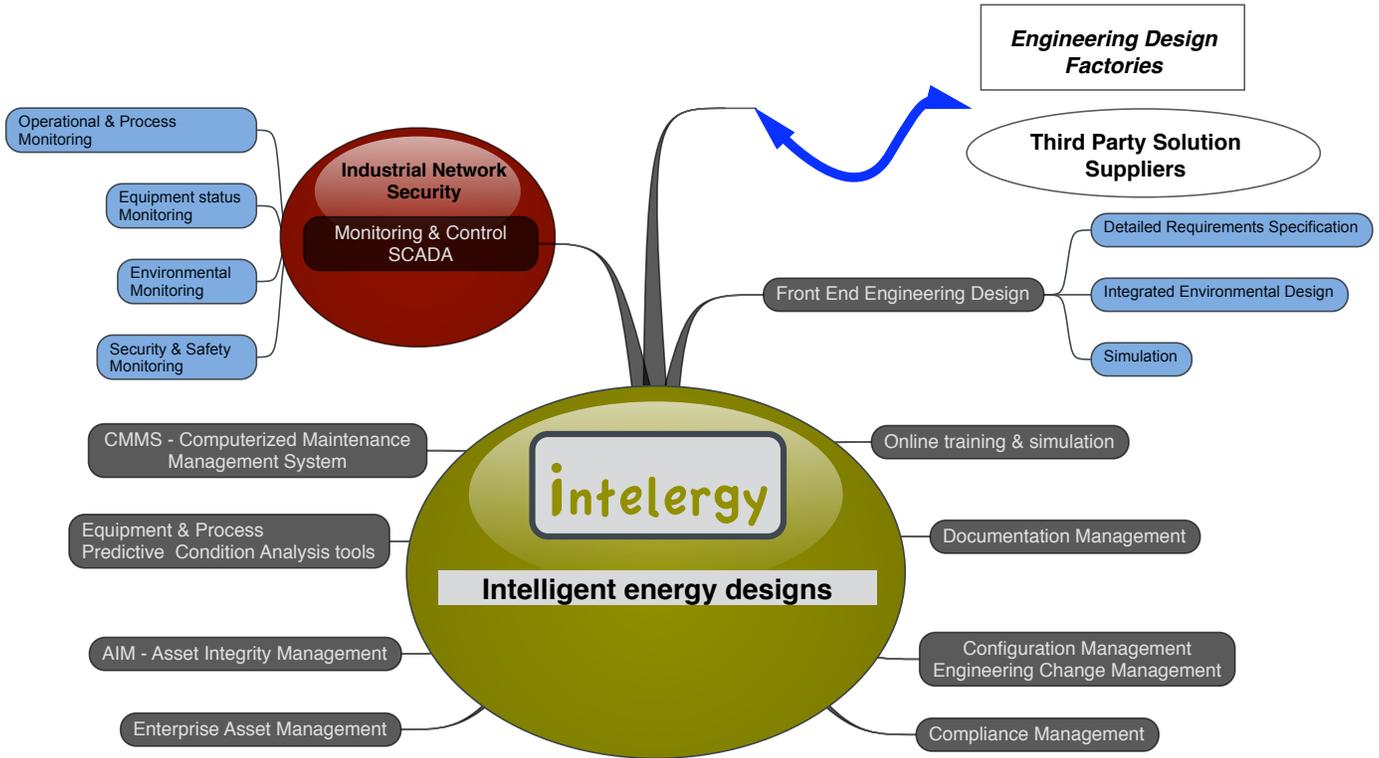
- [FIATECH](#)
- [MIMOSA](#)
- [OASIS](#)
- [OPC Foundation](#)
- [Open O&M initiative](#)

Significant Standards:

- [ISO-10303](#)
- [ISO-14224](#)
- [ISO-15926](#)
- [PAS 55](#)
- iRING
- S1000D
- SCORM
- CSDB
- DITA

intelergy

Intelligent knowledge synergy for better energy projects



The intelergy concepts applied to any industrial plant design provide dynamic integration between disparate applications and knowledge domains. The elimination of isolated "islands of knowledge" provides enhanced situational awareness and leads to greater productivity, safety and compliance.

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intelergy enables an extensible network of integrated products and services. This makes it central to both the plant operator and third party service suppliers.

intelergy simplifies integrating external solutions making it more attractive for partners to participate and thus add value to projects.

intelergy enhances smooth transition through Concept - Design - Construction - Startup Operation - Expansion - De-commissioning

intelergy facilitates interchangeability of applications allows flexibility, upgradeability and ability to choose best tool for the job.

