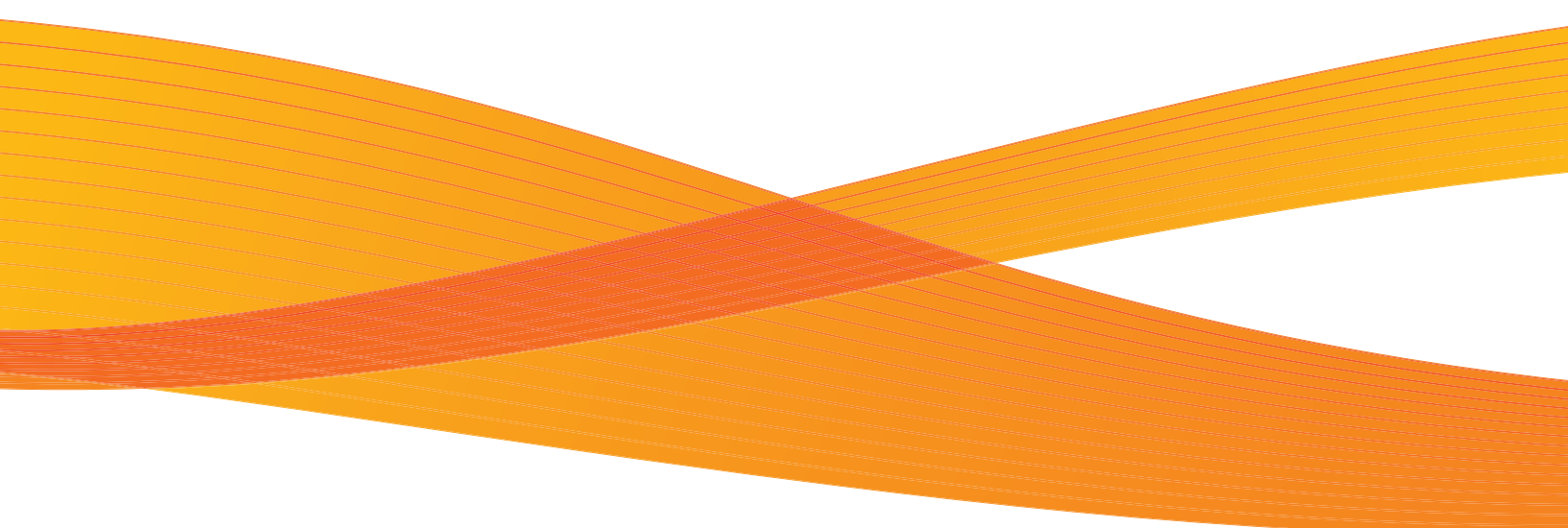


Offshore Oil & Gas

DeepOcean Chooses DocuShare CPX for Working Collaboratively— on Land and At Sea



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DeepOcean ASA is a market leader in the provision of inspection, maintenance, and repair (IMR) and subsea intervention services to the global offshore oil and gas industry. A highly technology-literate, data-rich organisation, DeepOcean chose Xerox's DocuShare CPX content management system to enable its top-class engineers to collaborate on projects anywhere in the world, including offshore.

At the heart of DeepOcean's proposition and business success is its application of IT. The company's key technologies are its unmanned underwater devices. Typical projects include annual pipeline inspections in water depths ranging from 10 to 2,200 metres of seawater; high resolution mapping of the seabed; and the design, development, and operation of an underwater tooling package for decommissioning platforms.

The Challenge

DeepOcean has grown rapidly through merger and acquisition and in addition to its headquarters in Haugesund on the west coast of Norway, has regional offices in the UK, the Netherlands, and Mexico. "Merging companies always presents big challenges in terms of amalgamating people, cultures, and systems. Shared tools, such as the right content management system, can simplify the way we collaborate and deliver new, practical ways of working together" says IT Manager Per Arne Strømø.

DeepOcean's business generates a lot of content. Each subsea project for a customer can produce thousands of data-intensive documents that may need to be kept for ten years to meet both contractual and regulatory requirements.

For this reason, DeepOcean has just added a Hewlett Packard StorageWorks 4000 EVA to its Haugesund site, adding 28 terabytes to its storage capacity.

With engineers based around the world and at sea, working 24/7, DeepOcean set out to identify an information system that would enable it to provide the best possible collaborative working environment for its people.

In 2005, working with Norwegian integrator Aladdin Software, the company began to evaluate document management systems. The only criteria at this early stage was to have a system available on the market in Norway from a local supplier. From a long list of around 30 systems, the evaluation process produced a short list of three systems, each of which underwent a thorough review by the different DeepOcean departments who would be users.

The outcome was a decision to go with Xerox DocuShare CPX, which offers all the functionality of DocuShare plus advanced content management features that further promote collaborative working. DocuShare CPX lets organisations automatically manage content using simple, intuitive rules instead of intensive IT programming and configuration. In this way, DocuShare CPX helps the enterprise to leverage transactional business content more effectively and with greater flexibility. DocuShare CPX also came with DocuShare Records Manager, an important feature aimed at helping the organisation achieve compliance through better control and security of electronic documents, without compromising the freedom of knowledge workers to create and classify content.



DeepOcean provides subsea services for the worldwide offshore industry. It operates in the harsh environment of the high Arctic, the benign regions of the tropics, and the deepwater finds of the Middle East, Gulf of Mexico, and West Africa.

Why Xerox and DocuShare?

Says Per Arne Strømø, “Our strategic objective is to share knowledge and DocuShare CPX proved to be the best system for us because of the high level of collaboration it offers; this was our main criteria. It is the right type of technology for our kind of company. Plus, DocuShare fits well with our IT strategy of self-service and, thanks to Aladdin Software, will integrate with our ERP system. And we could also buy DocuShare from Aladdin, as they are a local supplier.”

In the autumn of 2006, DeepOcean appointed a project manager, Heidi Kolstø, to implement DocuShare. Heidi kicked off by involving all the eventual user departments in a study that considered how best to align the DocuShare application with the way the users wanted to work.

Says Per Arne Strømø, “Engineers in several DeepOcean offices can be working together on the same project. But when you merge companies, you need to find a common way of doing the same thing. We aim to identify best practice from across the organisation and then deliver that through DocuShare.”

Sharing Documents on Land and Sea

DeepOcean is organised around individual customer projects. Each project is intensely data-rich, embracing technical information, data, and procedures that set out the detailed work to be undertaken on the underwater structures. “Documentation is absolutely vital to us,” says Per Arne Strømø. “While subsea projects may be similar, each one will be unique. We want our engineers to be able to access information from previous, similar projects and freely communicate with their peers so we can be sure we are proposing the best possible solution for the customer.”

By the beginning of 2007, DeepOcean was ready to go live and begin implementation of its DocuShare CPX (one of the first CPX implementations in Europe). The first step was to move all Norwegian-based information (including text files, graphics files, presentations, CAD drawings, and technical data) into individual, project-specific workspaces within DocuShare CPX. All this information then became accessible over the WAN to any authorised user around the world.

The initial 150 licensed DocuShare users include all office-based staff and leading offshore personnel. They have a variety of jobs. General managers and staff in finance and marketing need to be able to look into a project from their different perspectives, while project managers and their teams need constant access to operational information and procedural documents for their current project.

Says Heidi Kolstø, “Our first step was to get people using DocuShare as a daily tool. Because our people are so computer-literate, they found it very easy to use. They understand how it changes the way we work and makes life easier. For example, mobile workers appreciate the fact that they no longer need to copy essential documents to their PC before travelling.”

Engineers based on DeepOcean’s fleet of offshore vessels manage subsea operations, surveying, and monitoring pipelines and other infrastructure. Five of these ships are an integral part of DeepOcean’s operational infrastructure and are connected to the corporate broadband WAN via satellite. There are between 20 and 40 HP PCs on each vessel and up to 10 terabytes of data storage on board the North Sea vessels. As Per Arne Strømø puts it: “Each ship is a platform for carrying the people and the systems we need to collect and process subsea data.”

Project teams on offshore vessels will have equal access to all the content held in DocuShare. Those vessels operating in the North Sea are already linked via satellite broadband to the corporate WAN and the Mexico teams will be linked in due course. According to Per Arne Strømø, having offshore access to information makes a big difference to the project teams. “Our highly qualified offshore engineers previously had to rely on their office-based colleagues to amend documents and procedures and then pick them up when in port; now, onshore and offshore personnel can work on the same document together, improving both productivity and job satisfaction.”

About DeepOcean

Headquarters:

Haugesund, Norway

Industry:

Offshore Oil & Gas

Applications:

Cross-border Project Collaboration, Best Practice and Knowledge Sharing, Integration with ERP, Records Management, Support for Wiki-style Content

Summary:

Managing underwater inspection, repair, and maintenance operations around the clock for the global offshore oil and gas industry requires a very high level of collaborative working from DeepOcean’s specialist engineers and technicians and also generates a great deal of data-rich content. With the help of Norwegian integrator Aladdin Software and Xerox DocuShare CPX, DeepOcean’s project engineers—who are based both on shore and on ships offshore—have immediate access to historic information and live project documentation, enabling them to share knowledge and best practice and to work as a single, collaborative team.

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The Benefits: Better Control, Communication, and Collaboration

The benefits of using DocuShare will be internal. Indeed, the company believes that its technology platforms and operational practices should remain invisible to customers. Per Arne Strømø considers that the internal benefits of managing content with DocuShare will be very great. “First, we have much better control over our very large quantities of documents. Second, we can more easily communicate and share those documents throughout the organisation. Third, we have the tools we need to enable collaborative working—crossborder, offshore, and onshore.”

The Future: More Collaboration

Looking ahead, Per Arne Strømø expects that the next phase of implementation will involve deploying the wider range of tools and features available on DocuShare CPX—with continued guidance from Aladdin Software.

One of these will be records management, which will be implemented some time in 2007. Heidi Kolstø comments: “With the speed software is developing, the records management feature gives us reassurance that we will still be able to retrieve our documents some years from now.”

In the meantime, DeepOcean’s knowledgeable employees have started to put DocuShare to work in their own way. According to Heidi Kolstø, “Already, some of our enthusiastic young engineers have started exploring DocuShare’s more advanced features, setting up wiki-style content and collaborative applications for themselves.”

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**— Per Arne Strømø,
IT Manager, DeepOcean ASA**

Xerox DocuShare®

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For more information, call [1.800.735.7749](tel:18007357749) or visit docushare.xerox.com

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