

SAFER World

Quarterly Newsletter from SAFER Systems

Q3 | 2009

REMOVING OBSTACLES TO EMPLOYING A CHEMICAL EMERGENCY MANAGEMENT SOLUTION

A MATTER OF RESOURCES

Making a major product/service purchase decision for your facility or organization can sometimes seem like a daunting task. This appears especially true when it comes to making an investment in technology. **Have you found yourself thinking the following? “We want a SAFER Real-Time® chemical emergency management solution, but we do not have people to work on it” or “We will buy and implement the solution, if it can be done without much in the way of our staff’s involvement.”** These are messages we hear more and more often, it seems, in today’s turbulent business environment. And we suspect that the “we do not have people to work on it” message must be one regularly heard by the majority of suppliers that choose to do business in the chemical, petrochemical or refining industries. After years of staff reductions, increased regulatory compliance and the sheer complexity and effort it takes to keep a plant running efficiently, time has indeed become the most valuable and fleeting asset a company has when it comes to the allocation of its human resources and to the process of making infrastructure decisions involving technology.



PROACTIVELY RESPONDING TO THE CHALLENGES OF THE ENVIRONMENT

Our sales and engineering teams have heard these comments and proactively responded to them via a number of innovative methods to minimize plant personnel involvement in procuring and implementing a SAFER Systems solution. These methods have allowed us to shorten our system implementation process and to seek out and utilize more easily deployable weather and gas sensor configurations. Wireless solutions that employ solar power have aided our efforts. So has strong project man-

agement. This does not mean things always go perfectly or that we have completely eliminated the involvement of plant staff. After all, in the end engineering and implementing an effective emergency management solution in an industrial setting does take at least a limited amount of customer involvement. In these “we do not have people to work on it” times, we have nonetheless managed to implement the means for keeping that involvement to a minimum. In the process, we have clearly demonstrated our ability to proactively address this issue to the satisfaction of customers who voice a concern.

An outgrowth of minimizing customer involvement in implementing a SAFER Systems solution—it turns out—is that the SAFER Systems Sales team had to be quite a bit more skilled at uncovering a project’s specific detailed requirements and attributes and more imaginative at determining how most effectively to address them. In today’s environment, their jobs encompass so much more than simply selling a solution. They have to identify the right solution for each customer based on their particular circumstance, which can often vary substantially from customer to customer, and combine that learning with enhanced pre-engineering support from our engineering staff. As an example, any time we mention wireless and networked in the same sentence, we know that significant security considerations will arise and these obviously have to be adequately addressed to the satisfaction of the customer and their IT department. Understanding the many available technologies—specifically the hardware aspects—sufficiently to satisfy these considerations and then determining if the initial conceived approach is the optimal one takes broad-based expertise and knowledge. SAFER Systems brings such expertise to the table and to each customer’s unique set of circumstances and needs.

Ernie Gilbert
President



Cont. on page 2

In This Issue

Removing Obstacles to CEM Solution 1-2
Overview of SAFER Fall “Treats” 3
Canada Showcase / Users’ Group 4

Houston Technology Showcase 5
On-Site Construction Projects 6
Trade Shows: Previews & Summaries 7
SAFER Trivia Contest 8

SAFER Insider Offer for Customers 8
Hot Off the Presses-SAFER News 9
SAFER Calendar - Oct. to Early 2010 10
Worldwide Contact Information 10



Removing Obstacles to Employing a Chemical Emergency Management Solution

By Ernie Gilbert, President

Continued from page 1

LARGE-SCALE DEPLOYMENTS CALL FOR CREATIVE PROBLEM-SOLVING

During 2009, we completed two expansive emergency management system projects. Both of these included a requirement to deploy a sizable array of gas sensors for monitoring/detecting potential releases of specific chemical agents, along with compatible meteorological equipment. Monitoring/detection is in reality the second step in the utilization of an effective chemical emergency management solution, the first being proper planning and training for potential chemical events. These particular implementations required a rather involved phase of initial design work in which, among other things, our teams had to determine the appropriate level of ongoing support to assure that these two massive systems would remain functional and correctly do the job they are intended to do once they went



“live.” This is a distant cry in terms of the time necessary to plan for, deploy and support the solution when compared to many of our single gas sensor and weather station deployments. With large-scale solution deployments, getting the post-installation support process correct and in place is as important as the project itself, *and maybe more so*. The facilities that bought these large-scale systems and now run them on a daily basis came from a place where the constraint I had previously mentioned at the beginning of this article, “we have no time and no people to support this system,” existed.

IMPLEMENTING CHEMICAL EMERGENCY MANAGEMENT ON A GLOBAL SCALE

Many customers don't realize that SAFER Systems is equally comfortable working internationally as we are domestically. Many of our sales and subsequent implementation projects occur outside of the United States, mainly in Asia, Europe, and the Middle East. With deployments of this nature, we strive to use local vendors that afford customers faster access to local sources for replacement parts and service. This localization must, however, be balanced with SAFER's ability to be a one-stop resource should a customer experience a problem. This is an area where we strive to provide a more comprehensive and effective level of support than others. In the end, we find that in

the vast majority of situations, establishing this balance is quite manageable when the balance is composed of solid local vendor support and the high-quality design documentation we provide.

On the flipside, hidden from the complexities of implementation and ongoing support—yet vitally important to our success as a company and to the satisfaction of our customers—is our solutions development team. SAFER has a group of veteran system developers who have proven time and time again their resolve to solve virtually any issue our sales team brings to them. Our sales team can be pretty creative, by the way, and that's just fine with our development team. It's pretty much a “give us your best shot” mindset with the developers.



Should we encounter a situation where we have to work outside of our sphere of expertise, we know how to find the right partners to help us. We understand that effective partnering can save everyone time and effort ensuring that the end product or solution is sound and cost-effective. There is something to be said for partnering with a company that has similar goals and customer focus; it makes our company just that much stronger. SAFER Systems' goal is to give you, our current and future customers, a one phone call solution and to back that solution up with sufficient reach to allow us to address any issue that may arise quickly.

THE RIGHT RESPONSE TO A CHEMICAL EMERGENCY

It's this combination of people and talent that makes SAFER Systems the company it is. We have worked to stay focused on what we do best, which is helping facilities with situational awareness and informed decision support to sustain a variety of business activities from contractor management to emergency response. It's this focus that makes us different. We have gained a great deal of real-world learning over the decades and have used it to create and implement many innovative practices that help minimize customer involvement in the deployment and care of their SAFER Systems chemical emergency management solution. This imparts tangible value to our customers and has created a knowledge-base and skill set not readily duplicated. Summing it up; our technical strengths, customer focus, superior product functionality and ability to fully service what we sell is why SAFER continues to be the right response to a chemical emergency.

