Integrated Safety Data Uncovered Down to Each Individual Asset

**Dallen Davenport:**

Welcome, everybody. We are. Really excited to have you today for our presentation. My name is Dallin Davenport. Rich, would you like to introduce yourself?

**Rich FitzHarris**:  
I'm Richard Fitzharris. Global Director of Strategic Relationships with Artha Solutions. Happy to be here. Thank you.

**Dallen Davenport:**

Thank you so much. We are excited about our topic today. We have a great presentation for all of you regarding the safety space in general, but. The inner you're integrating your safety data all the way down to each individual asset in your operation, and so we are, definitely between Rich and myself and you know, Arthur Solutions and Redlist. It's something that we are very passionate about and something that we're excited to share with you today. And just wanna make sure, Rich, if you can confirm that I'm coming through okay.

**Rich FitzHarris**:  
You're audible, and I can see this slide. Wonderful.

**Dallen Davenport:**  
Thank you. Wonderful. K. Yeah, and so the topic today, as mentioned, is, you know, integrating safety data uncovered down to each individual asset. So the things that we will be covering today, is, obviously, we'll wanna introduce ourselves. I wanna make sure we give, time for everybody to understand better who Redlist is, what we're about, as well as Artha Solutions, and then move into the capabilities of, of really kind of in the industry, the impacts that technology can have. In the safety space, where are things going in the future, and then just kind of seeing more of the nitty-gritty details of this partnership that we have together and how you can leverage the data, to really optimize.

**Dallen Davenport:**  
Your asset reliability and safety and overall culture in your company, and you know, as mentioned, we introduced ourselves really quickly. I'm Dallen Davenport. I'm the marketing director here at Redlist. Been here for. About 8 years now, and so much pleasure to, be here, again, thank you, Rich, for being here today.

**Rich FitzHarris**:  
Absolutely. I'll give you a quick introduction of myself. 20 years of background, in oil, gas, chemical, and mining SME. I'm a global director for strategic relationships with, Artha Solutions which specializes in integrating with SAP and other ERPs, down to the asset level. So Today is a very exciting webinar. I'm happy to be here. Thank you.  
  
**Dallen Davenport:**  
Yes. Thank you, and we're excited to have you here as well. Okay. So wanna really talk of about a few things that are critical for us to know, you know, as we understand in the world of technology, things are constantly shifting, and it's not only because of technology, but because of, You know? You could you know, regulatory needs, economic, tailwinds and headwinds, and so these are just some things that we wanna call out to really emphasize the importance of, technology and its role today as it relates to safety, and especially as Rich had mentioned, in the world of having systems talk together, Especially with ERPs and platforms like Redlist, this is, a really you know, using these systems in the right way.

**Dallen Davenport:**  
We'll push you and your operation forward to really drive success and eventually even leverage the data that you're gathering for additional opportunities with things like AI. So 3 market forces that are really driving. Digital in the oh, sorry. Industrial digitization right now from MIT Technology Review is. A compelling need for knowledge automation. So what that means really is moving away from relying heavily on manual, data collection. Maybe hoping that, you know, your employees are on top of it, just. Really diligent about collecting every piece of information, and we all know that in the real world, especially with the challenges that we face even today with labor shortages and you know, increased demands of on our time, that is becoming less and less possible, and so, really, You know, making sure that we can automate our ability to collect data in a more, smoother way is critical, and 2nd force here is data values superseding data volume.

**Dallen Davenport:**  
I think we've been really good about talking data, data, data, But we need to make sure that we're not missing the mark and just gathering data for the sake of gathering data, but making sure that We have good strategies and how to manage that, make it valuable to our teams, something that was digestible for better decision making in the future, and then a 3rd item here is that we all know our different competitors are also digitally transforming, Adapting to the changes that are happening now and in the future, and so that's something that is important to highlight knowing that that is a Creasing force that we all need to be aware of and making sure that we are on top of to stay relevant. Anything you'd like to add there as well, Rich?

**Rich FitzHarris**:  
Yeah. Dallen, you're spot on, and I'd like to do a quick pause as we all know how important safety is, but ramping up more efficiencies, and more productivity out of an asset, also can increase a safety issue. So having that linked together with your ERP, having that real-time feed data from the asset all the way up to the board level is Mission critical going forward. In our presentation today, we'll go deeper into that, but it's good to see. MIT thinks we're on the right track as well. So.

**Dallen Davenport:**  
Absolutely, and another study from, just verifiedmarketresearch.com. Oh, they study all kinds of different industries, and in this case, you know, the industries we are talking about that Each of us, service is that the industrial safety market size will double by 2030. We're already at 2023. So thinking about that between now and the next 7 years, that's a really big statement to claim that this market is going to increase by that much, and it's really, specific this specific study is pointed to the, you know, industrial manufacturing and mining segments, and studies show that, like, the areas in the world that. We are pushing to lead that effort and you know, and driving this forward really falls right now in North America, Europe, Asia Pacific, but it is growing all across the world, and but as these 3 areas that I've mentioned are at the forefront of it, or I would also say the studies, it was fascinating. Not the world's not very behind in general in this regard, but Something to think about is that wave that, you know, we can either choose to get on or get crushed by. Something to think about there.

**Dallen Davenport:**  
And then just this other slide here is, again, you know, As Rich had mentioned, it's very critical. We gotta remind ourselves how important safety is and the growing integration of big data In safety tools, just making sure that you know, this actually helps us have better touch in improving our safety and using that information as a predictive tool for risk management, this is just, you know, integrating our data is something that Is really, you know, shown in this other study is a huge force for driving forward market growth, and so just really quick, I'll kind of line out here on the slide 5 forces of or I could say focus areas that are driving this change and emphasizing the importance of integrating Your data, making sure your different operations and systems are talking together.

**Dallen Davenport:**  
Number one is actually from regulatory bodies. So maybe that's not too much of a surprise, but we know that you know, governments are also buying into this. They're really making sure that, our workforces, are safe are safe and that also the assets that are being operated are, you know, safe and reliable, and also adoption of innovative safety trends, you know, smart PPE, intelligent clothing. I would even I'll even add Some fun studies you can find out there if you geek out about these things, you know, exoskeletons, for, you know, your workforce, and then surveillance the surveillance industry. That is something for a while we've seen more as just security camera space, But there is now more technology coming out to actually use visual data to track patterns of things to see if that work environment or if that asset is actually safe or not, and then increasing adoption of your environmental health and safety systems for predictive risk management.

**Dallen Davenport:**  
So platforms, like Redlist and others help you make sure that you're maintaining in a systematized way, a safe and reliable, employee force as well as making sure that the assets that you have are not having premature failures, which can also lead to safety hazards, and then a really big one, you know, growth opportunity from it. So our conditional monitoring space for sensor data, oil analysis, vibration analysis, temperature levels, all of these things that. Help play into what had been mentioned earlier, automating our data collection. So these are some interesting things to pay attention to and watch for as the safety space continues to grow. Rich, feel free to share any thoughts you have there.

**Rich FitzHarris**:  
Yeah. Yeah. In the past, safety was a local, issue and always is a local issue, but now safety is a board-level reporting director issue. So at the highest levels of a company, safety is now integrated with data at the highest levels of the board of a company, to proactively drive safety higher. So having that linkage of data from the field all the way up, as I say again, is critical, and with the IoT sensors now coming online, their predictive maintenance, and all the tools that are out there integrated are generating more data than ever. So to have this actionable reporting, we'll cover this later in the presentation. That's what we're getting to, and so it's spot on. The timing's right, and we have a good solution, red list in ARPA.

**Dallen Davenport:**  
Thank you so much. It is indeed, and you're absolutely right. The timing, it's interesting how things are aligning almost. Even more quickly at this time. Right, and that and how, things are changing so rapidly. It's true. Okay. So really quickly, you know, now what is or who is Redlist? What do we do? Right, and we, You know, obviously, view ourselves here at Red List as you know, our mission is to, I guess you could say unite the digital asset world and the asset community and really make sure that All of the players in that in that community are invested together in the success of the safety and reliability of their equipment, and through mobile and web applications, we help provide, tools to enable Your teams to ensure that, as Rich had mentioned, through data analysis and data collection, that That really things you know, that your assets are, safer and also more it's more predictive as to how they will perform and how your employees, will also be safer around them.

**Dallen Davenport:**  
So over the last 10 years, Redlist has had over 380 installments globally and 66 Over 6,000 I guess 6,700 users, actively in, you know, across the world in different countries, and also, Over the last those last 10 years, 55 +1 million actions. Meaning, anytime someone has really taken action in, you know, reporting, a safety incident or doing an equipment inspection, completing a lubrication route or Any type of, you know, taking action on any type of sensor alert of some condition that needs attention and some corrective action taken. So, really, You can see, you know, over time, there's this increasing, engagement In the industries we work in right now to try and collect that data, to make sure that things are, you know, improving in in essence, and you know, we've had felt very fortunate and have had the opportunity to work with, you know, some of the largest Companies in the world, some of, you know, tier one energy companies, that are global as well as, you know, some of the like the Georgia Pacific of the world.

**Dallen Davenport:**  
So Very, very grateful for, you know, to be here today. Thank you, that's a little bit about Redlist, and just to maybe get a little more in the side of the safety discussion of how Redlist contributes to asset safety. You know, there are several things today that people do to, digitize their lockout tag-out procedures, and there's an example here over on the right. In this case, you know, this this is just one part of it, but, you know, really driving, a way for people to manage the their lockout procedures from, Now the revision side all the way to the floor, those who operate those assets, getting that you know, getting the latest and safest Procedures out there, and then obviously, tools that help, you know, prevent premature failures with setting up proper lubrication instructions, making sure that the whether you've been at the facility for a week or for many years, that information Is quick and accessible to you to know, how you should perform your work and what's, you know, the right frequency, right time, right lubrication On the right asset, so on and so forth, and then also, we have, you know, slew of capabilities to integrate your sensor technologies or reporting, you know, conditional monitoring and being more proactive with your predictive maintenance for maximum uptime and safety, and also regular audits for safety equipment is a big thing as well.

**Dallen Davenport:**  
Teams can use this data to, from an asset standpoint, know what is on hand, what is available, ensuring that inventory levels of safety equipment are available to their departments, and then also, for your, you know, your digital daily operator driven equipment inspections, Making sure that as soon as someone is completing some sort of pre-op or any equipment inspection like that, and similar to it can trigger notifications to the team and really, you know, help Kick off these workflows to correct those issues that are identified on your equipment as soon as possible. So really decreasing a lot of the time, spent to, you know, collecting the data to discovering if there was an issue at all to resolution.

**Dallen Davenport:**  
And, you know, the other question too, how does Redlist contribute to employee safety? We all know that that's a very closely tied, issue with asset safety and employee safety. But on the employee side, you know, you'll see here an example on the right. There are tools for tracking the compliance of employees' training for their certifications and getting alerts in real-time as to how soon, you know, someone's training is about to expire and the right, procedures and refreshing those training, and also, you know, making sure that the equipment that the safety equipment that is at the facility, at the plant, or at the mine is, you know, it's identified and assigned. You know?

**Dallen Davenport:**  
We know who is responsible for what, and then also, obviously, for employee safety, it's important to track Incidents and incident investigation processes, you know, root cause analysis, these are things that a team can leverage to, to really make sure that they're aware of, first of all, what incidents are happening and then get deeper into. Why they're happening and how to, you know, obviously improve and reduce, those types of incidents that are occurring, and then you know, providing powerful analytics, in a shared way to all departments, not an isolated approach so that all so that everybody together can work in a focused, manner on improving the safety culture at your facility, and then you know, lots of lots of tools to set up of automated notifications and driven actions from either the data or you know, the data collected or from the analytics that you're reviewing. Rich, anything that you'd like to comment on? As far as anything that I know on the Redlist side I'm talking, but I'm sure with your experience, you've seen a lot of this as well.

**Rich FitzHarris**:  
Yes, sir. I have. I mean, I could tell you personally, that I've been in a lot of tier-one clients that have wonderful ERPs, the top shelf IT, global presence. However, there's a breakdown from the board level to the field level, and on the field level, a lot of people are still using Excel spreadsheets on their JSA and job shifts, job shift changes, and a lot of things aren't communicated. So you really need to have that quality, golden record, standard, on that on-the-field asset level. This is what red list brings, and then how that's integrated back up is critical, and connecting that is what we're doing together on today's discussion around safety, but it's powerful, and as I said, the marketplace wants and needs this solution, so we're very happy to be here today.

**Dallen Davenport:**  
Yep. Thank you. Yes. Spot on. One hundred percent. So as we talk about, well, you know, the world of red list, but Really making sure that we bridge that gap of not having this information get lost in the ether, but really connecting to your ERP. You know, there's this question of why. Right? Why do this, and it really is to, ensure that the data you have can be more trusted, and As a result, you have more powerful data analysis, and that is because you can through, you know, through a platform like red list, Have a smoother approach in how the data is aggregated and collected out in the field, and then also, as you as you do combine these systems, you're even preparing yourself more for this other wave that I have, lightly alluded to, which is, leveraging artificial intelligence to not replace us, but make us more efficient and making sure that, You know, we're talking to the most important points, and then also, you know, integration and integration, with Redlist and an ERP can really, maybe upfront, you know, there there's a lot to maybe discover internally, but it's really to decrease your operational costs, and that is because there can be a lot of information lost in transition with the manual back and forth of spreadsheets or paper processes or any time data is touched.

**Dallen Davenport:**  
The integrity of that data can be diminished, and then also decreasing technical debt and improving user perception. So overall, there's this growing need of, maybe discovering and waking up to the fact that instead of having 10 different systems to do everything, you can consolidate And really be more efficient in having everything feed into, maybe just fewer of, you know, a smaller handful of platforms, especially those that can all be rolling up into your ERP and providing tools that are User friendly to encourage the those who are critical in collecting that data, be more excited about Getting that information, and that is through, you know, mobile applications and other capabilities that can make that easier.

**Dallen Davenport:**  
And, just a couple of use cases to share is, you know, as mentioned a little bit ago about safety incidents, through the Red List app, you know, there was a steel mill that was able to reduce Incidents by 50. Percent, and this was something that this facility was really, needing to focus on. You know, they had been building up to a good program that in some sense was heavily managed by an Excel sheet. But as they were collecting the information, they weren't really quite sure where to focus their efforts in helping reduce incidents, where should they put training, you know, energy, or where should they, what departments they need to be talking to the most, and so as they switched over, they're they migrated all of the past 10 years of their data from that spreadsheet into the red list platform and then moving forward, all of their supervisors and departments were on, you know, on the same page to report incidents through the Redlist app.

**Dallen Davenport:**  
They were able to start getting insights, and this is an example of, an incident report dashboard to, really tell the story better than that as the minute these incidents were being reported, that data without any additional work was being fed and served up in a visual way into a dashboard that would help them know. Okay. It looks like the incidents that we've had over this Specific period of time. You know, you can visually see a story being told. The property damage was probably a larger issue, but even so, you can see that of the incidents captured, you know, you can see by department, maintenance, and production, you know, having the most, most safety incidents occurring, and so this helps that this helped them to, at a glance, Take this data and even go deeper.

**Dallen Davenport:**  
They were able to evolve further from there and figure out where the training needed to happen. All the way down to find out that it was employees who were just at the mill for the 1st 6 months that incidents were happening the most to, and so by doing by looking into the data in a better way, they were able to figure out how to decrease and over the next year and a half, those incidents by 50 percent and have continued to decrease those incidents as well. Any insights or comments on that, Rich?

**Rich FitzHarris**:  
I just think it's a good segue for my part, which is the integration, because to have these dashboards actionable, for the higher level management, you know, is the integration piece, and what we're coming to at in the presentation, but I think it's spot on, Dallen. It's a good slide.

**Dallen Davenport:**  
Yeah. Absolutely, and just really quickly here as well, you know, very similarly, and this is a case study I dropped the link in. We'll share this later. But you can kinda see as well, you know, and even in the mining space, how through, proper reporting and data collection in a similar way, There, you know, the. MSHA was able to see that improvement was being made, and you know, as we know, if it wasn't reported, it never happened, or we never actually logged it, but being able to eliminate the human error and saying, yes. These are all of our, records of how each asset is doing. These are you know, we are compliant on doing those inspections that that are necessary.

**Dallen Davenport:**  
This really just helped, decrease, where before, you know, MSHA violations were a big cost to them. They were actually able to The minute they started Redlist, the next time they had any type of audit, they were able to avoid all, you know, citations in total, and so they were able to have zero, violations, citations, fees, landing on their desk for, You know, those 1st two years and also just improving from there.

**Rich FitzHarris**:  
Spot on. Spot on, and you know, just.

**Dallen Davenport:**  
To summarize, you know, it all does come down to providing a user-friendly platform with easier data collection and having the cloud, really, you know, having it be cloud-based and playing a role to, you know, really beat everything up in into that ERP is really just kind of a quick summary. I guess you could. Wrap it all together.

**Rich FitzHarris**:  
And Dallen, it's a good handoff. The keyword is easy. We'd like to have an easy integration with your field data. Artha Corporation, this is a brief slide about us. Really quick. 10 plus years globally, over 250 successful projects with this type of integration worldwide. We work with SAP, Oracle, AWS, Azure, and some of the large-tier players worldwide, and we've done is we partnered and collaborated with Red List to bring together an easy integration platform to bring the field data from your handheld device in the asset and connect it to your ERP, connect it to SAP, connect it to Oracle, connect it to whatever your backend is, To help you drive your analytics, both on the predictive maintenance to increase your safety, but also to lower costs.

**Rich FitzHarris**:  
So as we go through, we'll give you some examples of how this is done, and this is Arthur's corporate. Okay. So next slide. Some background on our portfolio of services, information management, it's all about the data and the quality of the data from the field and how you're measuring that and how you're reading that. So getting the right data in is critical. Business advisory, and how we align it with your master data management is critical. This is another expertise we have. Your data management, your life cycle, implementation, How you're phasing this in for your road map, for your decisions on which Capex assets to retire or improve, All this actual data is critical, and to have that down to the asset is not just a want.

**Rich FitzHarris**:  
It's a need today, and of course, having those predictive analytics at the very end, how to tie that into AI. So your healthy data, you know, healthy master data management, proactive devices, and then have that safety piece to drive your safety higher as well. So the next slide, please. So how does this come together easily, and that's the keyboard? How to make this easy? It's to have an accelerator that's in between the field data and your ERP So we can talk to each other. This is something that we've done, with our solutions built for Redlist and have it certified to work together on SAP applications to move forward, and it's, it's just an easy way to do business.

**Rich FitzHarris**:  
As I said earlier in the discussions, there are a lot of folks out there, tier one, that have large ERPs, but they haven't migrated that data down to the field. They're still running off Excel spreadsheets. So we'd like to move that forward in your digital transformation with Redlist, and let us help you make an easy connection from there to your ERP using Arthur. Okay. Next slide. This is the next slide which gives you a baseline. As I said earlier, MDM, data health, master data management, and health, quality data. Not just volume, but quality so that you can Loop that in, from multiple sources from your field, such that you're creating an improved predictive decision ability for your BIs, Your business analytics, and how this ties into your support, your data monitoring, and here it comes into your security and your safety risks.

**Rich FitzHarris**:  
You know, Dawn talked about having a shift change and having a new person, show up at the site. They're brand new. They walk up to a device. They see a lock on it. Do they understand the lockout tag-out procedures? Do they understand how important that device is to stay locked out, and how dangerous it is to unlock that, and so having that that actual traceability data of that asset all the way back to when they did that real-time right there, Not up in the you know, the location you're trying to get during your break to see the Excel spreadsheet, but actually right in front of them on their handheld device.

**Rich FitzHarris**:  
As they approach that asset, they can see this is locked out. This is tagged out, and here's the reason, and here's how I should stay away from that today. This is a new person starting day one. Critical to keep your safety high, and on the bottom, demand forecasting, manufacturing floor planning, and accurate sales data. How do you predict your supply chain? How do you predict which assets you should ramp up, and scale up for more productivity? It comes back to that data health and last but not least, in the bottom of the slide is AI. How does this link to AI? Redlist is critical in that healthy data loop, to get to AI, and we'd like to help you get there.

**Rich FitzHarris**:  
So. This next slide is a deeper cut. It's still high level, but it's a deeper cut to give you an end-to-end, seamless integration from your source, to your target, to your asset, and vice versa. So your asset's able to communicate back and forth to your ERP. We do it if I can start on this other side with the assets work orders and reference data. That's your IoT sensors that come through. This this ex we're calling accelerator. It's something we built, and then it links through an API and goes right into your ERP so that you can have actionable data. So which assets to retire? Which assets to Great. When you upgrade them, how much can you salvage of it?

**Rich FitzHarris**:  
Can you just refurbish it, or do you have to buy a new one? All this field data coming through and back and forth gives you that best OPEX, use for your money, and so this is our how we make it easy for you to connect your field data. Next slide, and this ties into making it easy, and helpful and reduces time spent filling out the tedious forms and hunting for information. This will be digitized. We know industry 4. o a is a buzzword today. It's the digitization of your assets. That's what we're talking about here. What we're talking about is the smallest integer down to the asset level and how that can talk all the way up to your ERP, and this is the value of the red list, Arthur, synergy we'd like to bring to the conversation. Any comments on this slide? Dallen, your thoughts?

**Dallen Davenport:**  
Yeah. Yeah. Absolutely. To add to it, it really is the goal to make sure that this process can be as. As easy as possible, and that's what I love about the accelerator, that Rich has described because from that accelerator, there really is a lot of work already done to make these connections between your ERP and the Red List platform. So not only Now have we discussed today to have a user-friendly experience and easier data collection, but really a user an easier, experience to make sure that everything is connecting properly all the way down from the asset up to, you know, the key players and decision-makers in your company. Spot on, and that is really, you know, our invitation.

**Dallen Davenport:**  
We would love to talk with You know, each of you, and have an opportunity to, have you experience that integration in action and to have a deeper discussion where we can, connect to your you know, connect free pilot with your data and have, you know, have a further discussion today, if possible or you know, having the expertise of the Artha Solutions team really there, available as, you know, a group that. You can go to and really ask these questions about moving forward on this process or even, you know, just evaluating and understanding better what those next steps are.

**Rich FitzHarris**:  
Thank you, Dallen. Yeah. As Dallen said, we'd like to work with you on a free pilot program and talk with your SMEs and your leadership team about how we can pilot this in your plant and show you the value you can get out of it. So we're grateful for you joining the webinar today and look forward to the next conversations.

**Dallen Davenport:**  
Yes. Thank you so much, Rich, for joining us. Thank you all who joined today, and we hope that today you were able to, glean some additional information about, the power of, you know, not all you know, the power of the safety space and this wave that's coming and looking forward to getting in touch. Thank you so much.

**Rich FitzHarris**:  
Thank you. Thank you. Talk to you soon.

**Dallen Davenport:**  
All right. We'll see you later. Bye. Bye.