

Proserv: Driving Sustainable Growth in Asia-Pacific Through Technological Innovation

In the dynamic world of subsea technology, Proserv has continually proven its ability to adapt and thrive by addressing the critical challenges faced by operators. With a focus on extending the life of existing assets, transitioning to cleaner energy, and supporting greenfield developments, the company is making waves in the Asia-Pacific region, particularly in Australia.

Regional Director Luke Wassell, who has been instrumental in Proserv's strategic expansion in Asia-Pacific, underscores the importance of the Australian market. "The operators in this region are navigating a unique set of challenges," Wassell explains. "Aging subsea infrastructure, insulation resistance issues, and the overarching goal of transitioning to sustainable energy sources all demand innovative, reliable solutions. Proserv's bespoke technologies—such as the Open Communications Hub (OCH)—are perfectly suited to address these needs."

Solutions Tailored for Regional Challenges

Proserv's technologies have already begun to make a significant impact in Australia. The OCH, for instance, is enabling operators to enhance the performance of aging assets

by providing an alternative communication solution that seamlessly integrates with existing infrastructure. This technology also supports third-party instrumentation, ensuring operators have flexibility without the need for costly overhauls.

"Our OCH has been a game-changer for operators dealing with insulation resistance issues and subsea erosion," says Luke Wassell. "By integrating OCH into their subsea architecture, operators can extend asset life, maintain production, and reduce downtime."

Additionally, Proserv's recently delivered battery backup systems in Australia, another component of the OCH, ensure uninterrupted communication and production even when insulation resistance challenges arise. This capability exemplifies Proserv's commitment to providing solutions that offer both reliability and economic efficiency.

A Global Reputation for Excellence

While Proserv's technologies are tailored for the Australian market, their global reputation for reliability and innovation cannot be overstated. The company's IWOCs solutions are particularly noteworthy, addressing a broad spectrum of requirements, from greenfield development to plug-and-abandon (P&A) activities.

Crawford Tennant, a key advocate for Proserv's IWOCs (Intervention Workover Control Systems) capabilities. "Proserv's IWOCs equipment sets the industry standard for performance and dependability. With our equipment now being stored in region, operators in Australia can benefit from quicker access, streamlined maintenance, and robust support. It's a pivotal move that underscores Proserv's dedication to the region."

Empowering Sustainable Transitions

Beyond subsea controls, Proserv's commitment to sustainability is evident in its ACT (Augmented Control Technology) offerings, which have been deployed globally

for over a decade. Wassell highlights how ACT enables operators to maximize the potential of aging fields, reducing the need for complete system replacements.

"Operators can direct their capital investments towards cleaner energy projects rather than addressing obsolescence issues," Wassell notes. "Our technology not only ensures operational continuity but also aligns with broader environmental goals."

Introducing Coexist Technologies

Proserv's ability to coexist, upgrade, and offer alternative solutions for existing assets provides a more efficient, economically viable, and environmentally friendly option compared to the typical alternative of full system replacements by the operator. Proserv's ACT technology is being installed globally and has been for over 10 years.

Proserv ACT is a simple and cost-effective way to maintain production, without full system replacement. Through our asset integrity management approach we help clients reduce costs, improve reliability, maximize field life and fast track production.

Augmented controls technology is an approach we adopt that involves allowing additional control technologies to be deployed to augment an existing control system and open up a range of opportunities that were previously not available for the client. When faced with a challenge around equipment reliability, obsolescence or a subsea field upgrade, Operators are typically presented with a solution by the original equipment manufacturer (OEM) to replace their systems, which is a very expensive exercise and it can also affect production. Proserv is currently challenging the market to think differently here.

Luke Wassell suggests that capital investment by Operators in the transition to cleaner energy could be greater if operators consider Proserv ACT capabilities, rather than incurring the costs associated with upgrading highly unreliable, obsolete, or failing systems. Investing in new technologies for the green transition may be a more effective use of resources.

Proserv's Transition into Renewables

Our technology and methodology for providing sustainable solutions to subsea assets are key drivers in our transition to cleaner energy, where Proserv is experiencing great success in the renewables market. Proserv's ECG offering.

Proserv and partners have developed a new and unique system methodology for subsea cable monitoring and fault detection that applies to export and inter-array cables within offshore wind farms.

ECG™ introduces a step-change in traditional monitoring methods, offering comprehensive visibility across cable assets. Adopting an

integrated and scalable approach, ECG™ provides real-time analysis with insights through an intuitive user interface. Enabling proactive decision-making, improving utilisation and reducing OPEX costs, ECG™ delivers complete peace of mind.

Proserv understands the specific industry challenges that are related to monitoring cables, cable faults and the cost of failure on cable assets. This knowledge, complemented by our offering of leading controls technology and integrated solutions, best places Proserv to provide this innovative and unique approach to monitoring cables.

Investing in Local Partnerships

A cornerstone of Proserv's strategy in Australia is its collaboration with local representative PSM, based in Perth. This partnership facilitates local storage, maintenance, and testing of equipment, allowing operators to access solutions with unprecedented efficiency. "This milestone reflects our commitment to delivering exceptional service and support in Australia," Wassell shares. "By bolstering our regional capabilities, we're creating a more responsive and sustainable model for operators here."

Looking Ahead

Proserv's journey in Asia-Pacific is a testament to its ability to combine global expertise with local insight. As the region faces the dual imperatives of asset optimization and energy transition, Proserv's innovative solutions offer a clear path forward.

"We're not just providing technology; we're enabling operators to rethink how they manage their assets and plan for the future," Wassell concludes. "This is the essence of Proserv—a commitment to excellence, sustainability, and partnership."

