



CASE STUDY

PESA introduces valuable tool to advance health and safety in the workplace

First-of-its-kind cloud app is developed by Avanade in partnership with Petroleum Equipment & Services Association

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As the unified voice for the energy industry's oilfield services and equipment sector, the Petroleum Equipment & Services Association (PESA) advocates and supports job creation, technological innovation and economic initiatives. The association identified a way to offer unique value to its members and – at the same time – advance the industry sector as a whole.

Business situation Association aims to deliver workplace health and safety insights

PESA is always seeking ways in which it can provide more value to its 200 global member companies. With health and safety such a critical and highly visible issue for the energy services industry, the association recognized the importance of equipping its members with tools and insights to drive improved practices at their workplaces. Not only would this benefit the individual companies, it would also elevate perceptions of the industry and position PESA as a leader within the sector.

PESA members had no way of comparing how their organizations stacked up against their peers within the sector in terms of sick days, fatalities, lost time due to injury, and more. Without this data, it was challenging to identify appropriate programs and practices that would make for healthier and safer employee experiences.

PESA envisioned providing members with an entirely new digital tool – a cloud-based app that members could use to conduct peer-to-peer comparative analysis, benchmark their health and safety practices, and establish baseline standards. Accenture and Avanade – a joint venture between Accenture and Microsoft – contributed technology expertise and industry know-how to bring the concept to life.

Solution Avanade deploys Microsoft Azure-based benchmarking application in just eight weeks

This application is the first venture to the cloud for PESA and is also the first of its kind for the energy industry's oilfield services and equipment sector. The association looked for a partner that could provide deep expertise with end-to-end application development and a cloud-first approach.

Having previously worked with PESA, Accenture had established a high degree of trust and credibility with the association, including its Board of Directors. "We reached out to Accenture and they recommended Avanade as a Microsoft technology expert. Avanade brought the high level of expertise and professionalism we needed to deliver the best possible project," explains Molly Determan, PESA's vice president of strategy & programs.

Data security is an urgent priority for PESA, especially considering its members are all competitors. "Our success is based on confidentiality; as a trade association we can't exist if data is compromised. Avanade's understanding of the sensitive nature of this data was critical to the success and launch of this platform," says Determan.

Using agile methodology, Avanade developed and deployed the Microsoft Azure-based application in just eight weeks. The application security model uses Azure Bring Your Own Identity (BYOI) and Azure SQL Services (Cloud Database as a Service). Avanade Digital Studio experts built the entire app, providing an exceptional user experience for desktop, tablet and mobile. The platform's extensive filtering capabilities allow users to drill down to specific, anonymous information based on company size and category, such as Total Recordable Incident Rate (TRIR), number of days away from work, and number of recordable cases due to illness, injury or fatality for current and past years. Accenture's reporting expertise ensures that data can be easily accessed and exported to a variety of formats.

In the face of changing requirements and tight timeframes, PESA relied on the Avanade team to drive the project forward, which allowed its staff to stay focused on day-to-day activities.

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Results

PESA helps advance organizational health and safety

PESA launched a two-fold marketing push for its Health & Safety Benchmarking Digital Platform. First, its Board of Directors needed assurances that strict confidentiality policies would be followed during the project build. Second, PESA leveraged website, digital and print newsletter communications to drive awareness of the new platform and encourage members to sign up. Ten percent of members initially registered for the application; plans are in place to grow the program while concurrently gathering feedback.

For the first time in this industry sector, the people who lead health and safety for their organizations have a valuable resource at their fingertips – accessible via desktop or mobile device. This unique, cloud-based application gives members easy access to information not previously available:

- **Deep insights with granular data** – A multitude of anonymous data exists, from company size and category to total number of recordable cases due to illness, injury or fatality; number of sick days; lost time injury frequency rates; number of cases and days away from work involving restricted work activity or job transfer; and motor vehicle incident rates – all available in customizable reports and graphs.
- **Peer-to-peer comparison and benchmarking** – Members are able to continuously and actively compare their health and safety practices to those of their peers, perform risk-based assessments, analyze behavior modification and other programs, and leverage data to generate new ideas, adopt best practices and determine how to make impactful financial investments.
- **Gap analysis** – Members can explore data and uncover new metrics to track in order to develop progressive health and safety initiatives and expand on information reported to executives and other stakeholders.

For PESA, the platform is a way to deliver value to its members and further establish itself as a trusted adviser and gold standard for the energy industry's equipment and services providers. "This application is the first of its kind for our industry sector, and it serves as a good test case to see how the cloud operates for us," says Determan. As the program continues to gain momentum with members, PESA expects to identify more opportunities to leverage the platform.



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 35,000 professionals in 24 countries. Visit us at www.avanade.com

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