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ABB Customer World

GEORGE R. BROWN CONVENTION CENTER
HOUSTON, TEXAS | MARCH 4 -7, 2019



Reshaping the future of the energy industry at ABB Customer World

The oil and gas industry is evolving into a new energy ecosystem where success demands innovation. Digital technologies are enabling operators to be more efficient than ever while opening the door to more autonomous operations. This transformation does not come without challenges. Large, complex projects need to be completed on budget while existing facilities must increase their output. Fortunately, there are tools and technologies that can help.

Registration is free!

ABB Customer World brings together professionals from utilities, industries and infrastructure for a premier educational and collaboration event in North America.

From past lessons learned to the future revealed, this event saves you time, money and manpower. Ask your questions, deliver your feedback to developers, take advantage of hands-on training by experts, and learn from ABB's customers and project managers how to maximize value from your current assets.

Event registration is now open — and there is no conference fee to attend. For information and to register, visit us at www.abb.com/acw.

Join your oil & gas peers
as we explore cutting-
edge technologies that
address your most
pressing challenges.

Oil & gas suggested program

MONDAY, MARCH 4

TIME	PROGRAM	ROOM
10:00AM	Technology & Solutions center opens	TSC
11:45AM-12:45PM	Buffet Lunch	Hall E, Level 1
1:00-2:00PM	Leveraging AI in process industries	360C
	Artificial intelligence (AI) is one of the cornerstone of digitalization, and ABB is investing heavily in this key technology. A collaboration between the digital team, corporate research and industrial automation business units has led to the development a new machine-learning-based advanced process control and analytics (APCA) solution. In this presentation, various case studies will be presented to demonstrate how this technological innovation is being leveraged to improve plant operations in the process industries.	
2:30-3:30PM	Designing a scalable roadmap for your digital strategy in oil and gas	340A
	Digitalization allows industrial companies to get a highly granular view of their assets that, when viewed in conjunction with data from more traditional business systems, can generate faster and better insights to drive competitive advantage. Using a scalable road map for oil and gas operators, this session will discuss how analytics and big data technologies provide insights into production, maintenance efficiency and safe operations, and enable efficient business processes.	
4:00-5:00PM	Optimizing energy consumption and storage for drilling operations	340A
	With capex more than 65% of production costs related to wellhead drilling, significant savings can be achieved for overall operations. Advancements in technology provide several different options for reducing fuel-related costs in upstream applications. Join our panelists as they discuss these technologies and explore how to improve drilling operations as well as reduce emissions.	
5:00-6:30PM	Reception	TSC
6:30PM	Technology & Solutions Center closes	TSC

TUESDAY, MARCH 5

TIME	PROGRAM	ROOM
8:30-10:00AM	Keynote Presentation	Hall B3, Level 3
	Ulrich Spiesshofer, CEO, ABB Antonio Neri, CEO, HPE	
10:00AM	Technology & Solution Center opens	TSC
10:30-11:30AM	Innovation: What's driving the energy future for oil and gas	340A
	The energy ecosystem is evolving. Technological advancements, collaboration across companies, and shifts in business models are creating new opportunities for oil and gas players. We've gathered a panel of industry experts from across academia, government and industry to discuss these trends and how they are helping shape the energy industry of tomorrow	
11:45AM-1:15PM	The Future of Energy - Luncheon panel discussion	Grand Ballroom, Level 3
	Peter Terwiesh, President Industrial Automation Division, ABB Michael Wiebe, COO, Krones Moderator: Guide Jouret, Chief Digital Officer, ABB	
	OR buffet lunch	Hall E, Level 1

1:30-2:30PM	HVDC Power from shore – Effective, reliable and flexible solutions to power oil and gas platforms	340A
	By replacing costly and bulky onboard electrical generating systems, a power-from-shore solution can eliminate platform CO2 emissions entirely. It also increases available space, reduces weight on the platform and improves the working environment. In addition, cable systems are easier to maintain than rotating generators. Join this session to see how ABB's HVDC Light power from shore system is a proven technology that provides significant benefits to customers who need reliable power in remote places.	
3:00-4:00PM	How data centric engineering transforms automation and electrical systems to save on cost and time during the project phase	340A
	Digitalization is a theme most industrial companies today are discussing. Taking these discussions and applying them to real practice is where the true challenge lies. One basic example is the ability to install a completely new automation or electrical system with only a few clicks. If smart systems are integrated, when one change is made, the as-built documentation for the entire system could be automatically updated, eliminating errors and saving significant time and money. Join this session to hear perspectives from industry experts on how these technologies are evolving.	
4:30-5:30PM	The digital oil field: How can technology improve onshore operations	340A
	The internet of things (IoT) and related technologies are making inroads in just about every sector of the economy, and the oil and gas sector is no different. But how do you actually apply IoT to your onshore operations? What steps can you take to uncover value quickly and integrate systems across a diverse fleet? Join this session to discover how leveraging technology and the right data can help you not only work more efficiently and more effectively but also more safely by limiting the time you need to spend in the field.	
6:30PM	Technology and Solution Center closes	TSC
6:30-9:30PM	Customer Appreciation Event, Convention Center	Hall B3, Level 3

WEDNESDAY, MARCH 6

TIME	PROGRAM	ROOM
9:00-10:15AM	Future of Mobility - Keynote presentation	Hall B3, Level 3
	Tarak Mehta, President Electrification Products, ABB Tony Seba, Futurist and Thought Leader Moderator, Guido Jouret, Chief Digital Officer, ABB	
10:00AM	Technology & Solutions Center opens	TSC
10:30-11:30AM	Expert session on simplifying the design process for tomorrows control rooms	360C
	By focusing on control room design well in advance of construction, a flexible and future-proof design can be developed according to current human factors standards, optimizing footprint and operator efficiency and comfort. By utilizing digital technologies in an integrated 24/7 collaboration environment, you can not only attract a new generation of operators but also ensure your team has the best possible collaboration tools for optimum trouble shooting, decision making and operations. Attend this session to learn how to take your control room to the next level.	
11:45AM-1:15PM	The Future of Energy - Luncheon panel discussion	Grand Ballroom, Level 3
	Adding non-linear loads, such as variable frequency drives (VFDs) or data centers, to electrical networks can create harmonics. IEEE 519-2014 provides updated harmonic limit requirements, and where and how they should be measured. This session covers the various methods that can be used to mitigate harmonics and includes various examples, with calculations and measurements showing how each method effects capex, opex and the risk of downtime.	
	or buffet lunch	Hall E, Level 1

1:30-2:30PM	Innovation in project execution strategies	340A
	Some of the biggest problems in the chemical, oil and gas industries today are capital project delays and budget overruns. Aligning technology, processes and standardization in the project execution phase not only reduces risk but also significantly lowers cost. Join us as we examine case studies on how leveraging technology keeps projects on track and on budget.	
3:00-4:00PM	Human factors and their impact on plant safety	360A
	Today, as operators are tasked with numerous activities, is it reasonable to expect they'll be able to respond appropriately to all conditions? This session discusses some of the capabilities available in a modern automation system. We'll explore how to apply innovative control room planning and technology to support decision making and help humans handle abnormal situations in a safe and effective manner. We will also present results from research centered on operator health and discuss how the impact of an intelligent and ergonomic workspace can both mitigate risk and increase productivity.	
4:30-5:30PM	Case study: Effective rotating machine maintenance through failure detection and damage prediction	340 A
	Over the last few years, ABB and BASF have work together on a co-creative research project with a focus on effective execution of inspection and maintenance of rotating assets in industrial plants. This collaboration has resulted in algorithms for detection of failure modes, models to predict damage that leads to potential faults, and analytics based on sensor signals and data from the maintenance management system to manage fleets of standard rotating equipment. This session will give an overview of the project and the results, as well as how it can be applied to provide value.	

THURSDAY, MARCH 7

TIME	PROGRAM	ROOM
8:30-9:30AM	Headliner Keynote	Hall B3, Level 3
10:00AM	Technology & Solution Center opens	TSC
10:00-11:00AM	Approaching the finish line: Subsea electrification no longer just a dream	Theater 4, TSC
	The "grand challenge" of placing power infrastructure on the seabed offers significant economic and technical advantages but also places extreme demands on the reliability, uptime and safety of the technology. ABB is about to complete a joint industry project (JIP) together with Equinor, Total and Chevron, in which we develop and qualify a collection of products (including full scale prototypes) enabling a highly reliable, fully qualified and market-ready subsea electrification and distribution system. This development will allow the industry to reach more extreme locations than ever before.	
11:30AM-12:30PM	Cyber Security: How to ensure you are protecting your oil and gas assets and keeping them safe?	340A
	Today's industrial plants are vulnerable to cyber-attacks that would not only halt production but could also have a devastating impact on health and safety. Oil and gas companies of all sizes must take steps to secure their data and systems in the ever-growing threat landscape. Join this session to hear more about the steps you can take to manage your cyber assets, stay current with the latest cyber technologies and keep your plant as safe as possible.	
12:30-1:30PM	Buffet Lunch	Hall E, Level 1
1:45-2:45PM	Incident response: We've been hacked! Now what?	330A
	Join this session to review incident response best practices and lessons learned from ABB's Global Cyber Security Incident Response Team (CSIRT). We will review hacker techniques, incident response planning basics and the fundamental process of responding to an incident. We will also review lessons learned from previous cyber security incidents.	
3:00PM	Technology & Solution Center closes	TSC

General information



Event registration

Register for APW, now ABB Customer World, and event hotels by visiting the event website at www.abb.com/acw



Event location

All educational training, the Technology & Solution Center and meals will be held at the George R. Brown Convention Center (GRBCC), levels 1 and 3.

The street address is 1001 Avenida De Las Americas, Houston, Texas 77010.



Hotel accommodations

Information about where to stay and how to book your hotel reservations is available at www.abb.com/acw. The special event rates will be offered for days of the event, subject to availability. You must be registered for ABB Customer World, in order to reserve rooms under the event rate; please do not contact the hotels directly.

Note: Hotel reservations are not automatically made when you register for the event. Your event reservation confirmation will include a link to reserve your hotel room, and you can then reserve your event housing or you can reserve at the same time you are registering to attend.

All event hotels offer easy access to the GRBCC and complimentary wireless internet access in guest rooms as part of the event rate.



Need more information?

Event information is available on the event website or by calling our 24-hour help line: 800-435-7365. Press option zero (0) and ask for ABB Customer World 2019 support.



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