FIELD SAFE
S O L U T I O N S

NEWSLETTER
MARCH 2021

In this issue:

Internet of Behaviors (IoB)

Save Time. Save Money. Save Lives.

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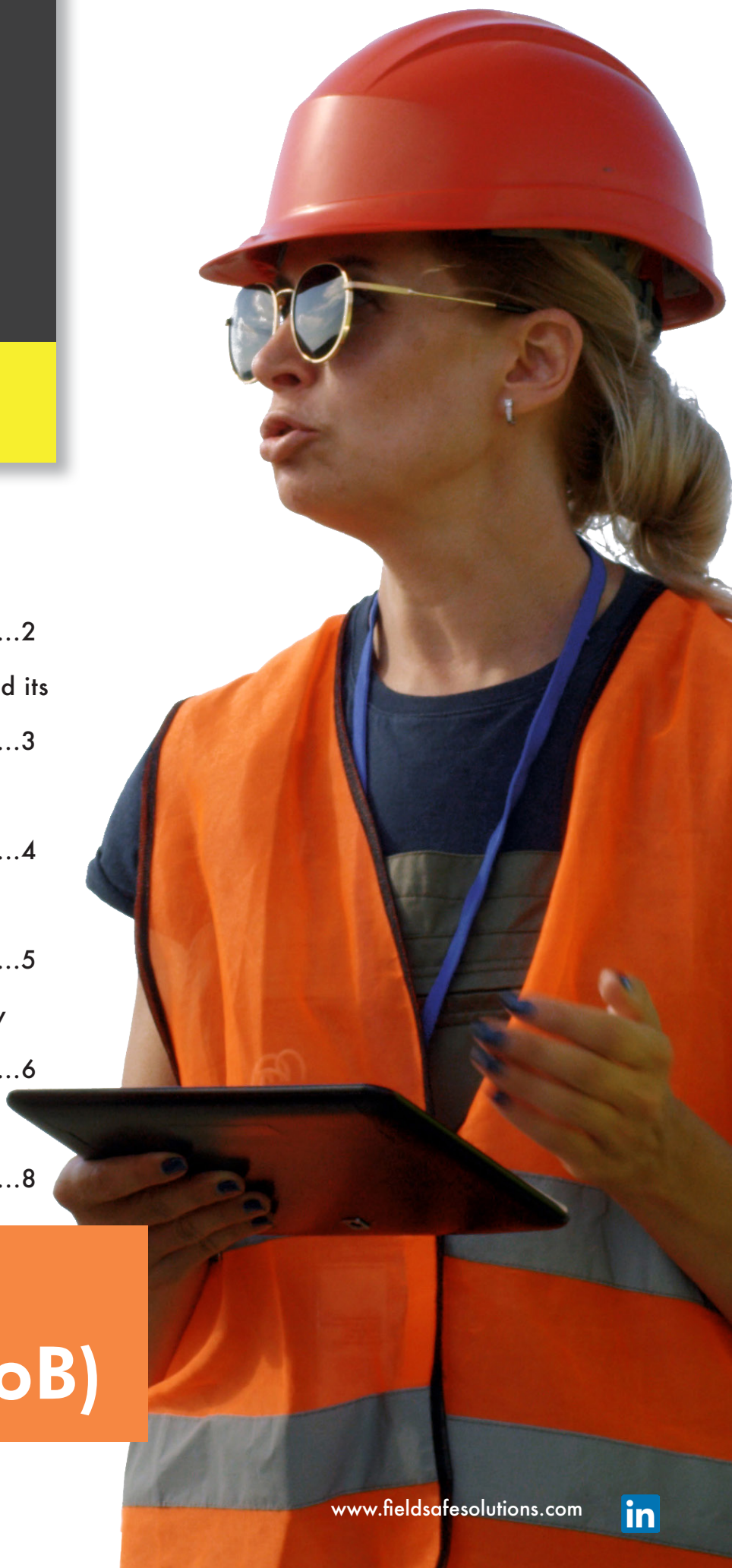
Message from the CEO

The Internet of Behaviors. This is a trend that Gartner has selected as Number One on its list of nine strategic technology trends for 2021. At Field Safe, we see the Internet of Behaviors (IoB) as an opportunity for digital safety applications to move health and safety programs beyond just utilizing predictive analytics to make decisions based on what is likely to happen to now being more prescriptive, leveraging data and real-time communication to proactively direct required actions. This is made possible by a combination of instant access to field data and then incorporating smarter workflows to communicate actions to your team members "just in time."

Our data and change management expertise creates an opportunity for our customers to anticipate and impact worker behavior in ways that can lead to even more corporate efficiencies as well as opportunities to lower costs and of course, improve worker safety.

If you haven't already, check out our new website. We have made it easier for you to find health and safety information and have an ever-growing library of educational materials like this newsletter, videos, product overviews, and articles.

As our team expands, so does our ability to participate in industry events and associations. Our memberships includes:

- Canadian Energy Pipeline Association (CEPA)
- Canadian International Freight Forwarders Association (CIFFA)
- Council of the Canadian Wireless Telecommunications Association (STAC)
- Energy Workforce & Technology Council
- International Right of Way (IRWA)
- North Dakota Petroleum Council (NDPC)
- Petroleum Services Association of Canada (PSAC)
- Right of Way Consultants Council (ROWCC)

We will be participating in a variety of events and tradeshows where we hope to engage with our clients and you.

Finally, if you are a subscriber to the CIO Bulletin we are proud to have been chosen as one of its "30 Admired Companies to Watch". Our interview will run in its upcoming issue.

Cam Barrett
Chief Executive Officer

March 31st, 2021

Click to play video

Cam Barrett | CEO at Field Safe Solutions

"*The ease of use of our field data capture platform allows clients to collect more (and better!) data which is positively impacting operations like never before.*"

Cam Barrett

The Internet of Behaviors (IoB) and its Impact on Health and Safety

Everyone is familiar with the Internet of Things. Fewer are familiar with the Internet of Behaviors (IoB). The IoB is Number One on Gartner's list of nine strategic technology trends for 2021. In their article, Gartner says *"the IoB is about using data to change behaviors. With an increase in technologies that gather the "digital dust" of daily life — data that spans the digital and physical worlds — that information can be used to influence behaviors through feedback loops."*

From a health and safety perspective, the IoB brings together information about the individual, their whereabouts, their credentials, and then uses that combined knowledge to predict, prescribe and direct the next activity we would like the individual to take. Safety applications like Field Safe's are the feedback loop Gartner cites.

This is an exciting area that will afford many opportunities for new operational efficiencies and of course improve worker safety. Our team is actively working to incorporate the IoB learnings to enhance our products in ways that will benefit our clients and their people.

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Example One

A worker shows up at a yard to pick up a vehicle. The area is geofenced so we know in real-time their whereabouts and what they are about to do next (in this case, drive the vehicle). We can send an automated "just in time" push notification to ensure they remember to complete a vehicle inspection form before leaving.
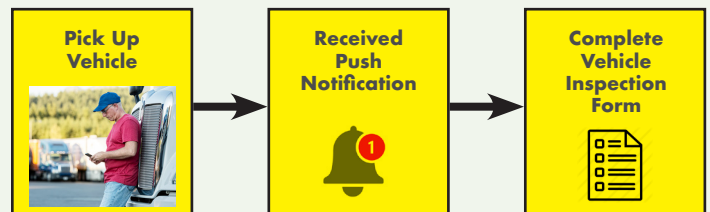

Without geofencing and the prescriptive actions that the IoB enables, the more traditional communication method would be to spam their inbox first thing every morning with a variety of less intuitive notifications and hopefully a vehicle inspection reminder is among them. These types of non-specific emails tend to be ignored, are often highly ineffective and can actually be counter productive.

Example Two

Two welders are working side by side. They have the exact same credentials and each has worked 200 hours in the last 30 days. Worker A has completed 47 hot work permits. Worker B has only completed 3.

The IoB allows us to monitor the situation, determine if and where safety protocols may be deficient, and then send a push notification to the user who may be in breach reminding them of the actions we would like them to take. Management knows to monitor the situation going forward to proactively ensure that these workers are working as safely as possible.
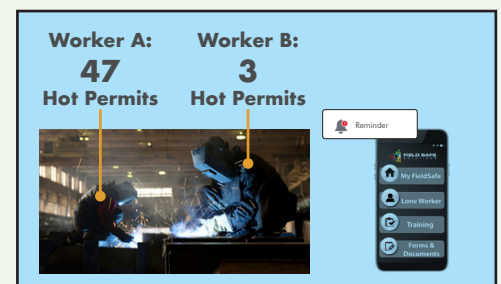
Geofencing and the Internet of Behaviors (IoB)

[Geofencing](#) is an important enabler for the IoB in that it allows you to know at any given moment who is at a geofenced site and what their credentials are so that you can then make decisions about the behavior you can affect.

Geofencing uses GPS identifiers that can be managed in many ways to create operational efficiencies and lower costs.

Field Safe's Geofencing

- **Prioritize Asset Maintenance.** Geofencing allows you to understand the status and performance of assets and, as need arises, deploy the right team members to perform corrective actions.

- **Employee and Contractor Monitoring.** No more relying on a phone call. GPS breadcrumbs audit check-in, check-out, and how an individual's day was spent while also tracking their safety certifications and training.

- **Ensure No Duplication of Effort.** Field Safe tells you when a site has been visited so you can ensure the required action is completed thereby eliminating a potentially duplicative visit by another team member.

- **Geofencing Supports Pandemic Protocol Compliance.** Check-in and check-out data identifies those who may be affected by a COVID-related incident. Real-time communication ensures they are notified quickly.

- **Ensure the People On A Site Have the Certifications To Be There.** With Field Safe, you confidently know the people in a given geofence have the training and accreditation to safely be there.
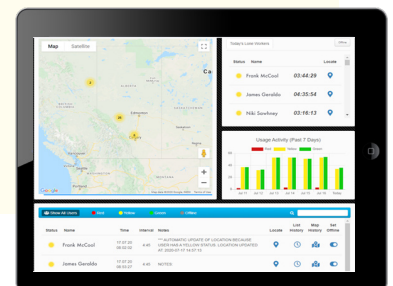
Hotspot Infield Solution "coming soon" from Field Safe

Field Safe is leveraging the reach of Iridium Go! technology to improve worker safety, almost anywhere on the planet.

Iridium Go! extends connection to your workers outside traditional cellular range but what really differentiates it from traditional GPS devices is the ability to make phone calls and send emails. Workers and head office can now communicate back and forth in real-time. And, in keeping with Field Safe's tradition of being easy to use, all of this is done via a single device… your cell phone.

"The Iridium Go! connects to the Field Safe application via your cell phone. Workers simply log on to Field Safe, eliminating the need for the multiple devices GPS systems have required in past" explains Rob Sheasgreen, Field Safe's Director, Software. "While we have had the ability to connect with GPS and other IoT devices since our inception, none has offered the extended reach, voice and data capabilities, ease of use… and therefore improved worker safety… that the Iridium Go! does."

Watch for more information on this new product coming soon. For more information, contact any member of the Field Safe team.

Worker Safety Improvements:

- Greater reach to almost every corner of the planet
- Instant communication by voice and data
- Digital forms completion and information sharing means faster identification and resolution of threats and hazards
- GPS coordinates let you know instantly the location of your workers

"*The Iridium Go! connects to the Field Safe application via your cell phone. Workers simply log on to Field Safe, eliminating the need for the multiple devices and GPS systems required in past.*"

Rob Sheasgreen, Director, Software

for Field Safe Solutions

Reap the Full Value of your Safety Application Investment

Today's best-in-class solutions are easy to use and provide fast time to value. Management perceives them as strategic investments that, when leveraged correctly, create benefits that eliminate the historical perception that safety programs are simply a necessary cost of doing business.

Are you thinking about purchasing a new software solution to manage your health and safety program? The following best practices will help set you up for success and ensure you are reaping the full benefit of your investment.

1. Ensure the buy in of senior management from the start.
Your Board, C-suite and HSE committee should all actively be involved in the decision. Executive buy-in will ensure the application is viewed as an important component of the company's overall digital transformation program and treated as a strategic investment. Managed effectively, it can elevate worker safety while also quickly paying for itself through lower costs and operational efficiencies. This sponsorship will also help resolve any roadblocks that might arise as you move forward, not to mention be invaluable in ensuring adoption of the software.

2. Identify a primary project owner.
Designate a project manager who will own the overall process and ensure the software is meeting the needs of all stakeholders from management, to administration, and ultimately the user. This individual ideally is a member of the health and safety team and was involved in the purchase decision.

We have seen a variety of titles for this role including stakeholder sponsor, internal product champion, and corporate application sponsor. Whatever the title, this person will be responsible for building and maintaining relationships on multiple levels. They will be the voice internally to management, own engagement with vendor representatives, and be the main point person for all users. They will also be responsible for current process change management, and implementation and deployment of the new technology to all users and ensure everyone has the training needed to fulfill their individual needs. These can be quite different if you are a field worker completing forms versus an administrator in head office pulling reports for management.

Benefits of Best-In-Class Safety Applications

- Support the continuation of your organization-wide digital transformation goals (a key mandate of most Boards and C-suites).
- Create operational efficiencies like smarter workflows (less steps = less cost) and utilize the "Internet of Behaviors" to help you operate by priority.
- Lower operating costs because of these new efficiencies.
- Support faster sharing of data and improved business decisions.

"At the end of the day, it will be relationships and collaboration that are the key attributes that will ultimately ensure you are receiving the full value of your software investment."

3. Forge a strong relationship with your vendor.

A key factor in your purchase decision should be to select a vendor dedicated to acting as your partner and walking in step with you to ensure the success of your purchase, and who will act as a trusted advisor to drive continuous improvement of your safety program.

Our Business Architect, Ryan Hagen explains why this is so important. *"Because Field Safe is really easy to use, we have some clients who don't need much support to get their teams up and running and prefer to handle everything themselves. But we find the best results when clients treat us as extensions of their team, collaborating with us to drive value beyond the project's initial goals. In these cases where we work closely with clients, we can uncover additional ways to improve safety and create more efficient operations like rolling it out to different lines of business or to workers in new locations. This is where we really see companies create operational efficiencies that impact the bottom line as well as worker safety."*

4. Connect workers for improved decision making.

A best-in-class safety application connects workers and facilitates real-time communication and information sharing across all team members. That instant access to data can be harnessed to quickly identify and resolve hazards, spot trends that signal a need for action, communicate those required actions immediately, and track completion.

Ryan's team has become a valuable resource at client sites. Members are involved in connecting workers and integrating the data they generate into broader operational databases. This is where collaboration can really impact efficiencies… through the sharing of data to drive improved decision making.

Ryan says *"We work with our clients to get them accurate information, specific to what matters to them, through reporting and analysis. That is what really drives the next level of value they receive from the application."*

The processes employed, and learnings resulting from a safety application rollout that is easy and creates fast time to value can be replicated to support other software implementations. *"Building and documenting a successful roadmap process from the beginning creates scalable results and makes it easy to grow and add new users and departments. The process can be copied and expanded elsewhere,"* explains Ryan.

Quick Ways To Earn The "Trusted Advisor" Title

- Understand why your customer invested in the technology, and their project goals.
- Deliver a consistently high level of service and support to ensure these goals are exceeded.
- Collaborate and share feedback and advice on how to drive additional value from the application.
- Listen and respond to feedback from everyone at the client site.

Summary

When searching for a digital safety application, look for one that will provide these benefits while also allowing you to create a continuously improving safety program, one that will help your team nimbly respond to evolving corporate needs or emerging threats (like a pandemic).

But at the end of the day, it will be relationships and collaboration that are the key attributes that will ultimately ensure you are receiving the full value of your software investment.

Working at Field Safe: Ready, set ACTION!*

Life at Field Safe is exciting! Our team continues to grow and we are actively recruiting for new team members looking for a challenging career with our fast growing company.

Like everyone, COVID-19 continues to impact our location. We have all become experts at working remotely but we are now starting to return to the office, in shifts so we don't have too many people onsite at one time.

Our biweekly virtual townhalls have been extremely popular and effective in staying connected, engaging across all departments and levels and having a little fun.

*ACTION spells our corporate values. **A**ccountability, **C**ommitment, **T**eamwork, **I**nnovation, **O**wnership, and we are **N**imble.

- **Darren Wolverton, Account Executive.** Prior to Field Safe, Darren was employed by Schlumberger for 26 years. He held multiple senior management positions including Regional Operations Manager, Regional Sales Manager, and Oilfield Services Account Director. These roles included a direct HSE responsibility. His career has brought him to Louisiana, Texas, Canada and Saudi Arabia. He currently resides in Houston, Texas.

- **Kim Loupelle, Inside Sales Representative.** With over a dozen years in Calgary's Oil and Gas industry, Kim became involved in Account Management because building beneficial relationships with clients and customers is what she does best. Through her person-centric approach, she has delivered tangible results for employers including the Esthetic Institute, CORE Geomatics, and Antelope Land Services.

- **Jay Shanahan, Chief of Staff.** For over 20 years, Jay has held leadership roles in both private and public organizations. Former positions include Vice President of the Administrative and Supervisory Personnel Association at the University of Saskatchewan where he represented over 4000 employees. He also worked in Sports Management with the University of Saskatchewan Huskies as well as Hockey Canada. Jay recently returned to Canada from the United Kingdom, where he completed a law degree.

Founded in 2014, Field Safe Solutions is a cloud-based software as a service company. Our head office is in Calgary, Alberta. Our easy-to-use digital safety application and its smarter workflows methodology connect all workers, providing our clients with real-time communication and data capture and the peace of mind that their people are accounted for at any time, anywhere in the world.

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