

# Honeywell Forge | HCE | ADNOC Shipping & Logistics - video script

300 words @125/135/150 WPM = 2.4 – 2.2 – 2 min

Scene	<u>Voiceover</u> Wordcount: 300	<u>On-screen text</u>	<u>Visuals + Notes</u>
1.	<p>Global demand challenges ship owners to support the supply chain while also protecting their profits, property, and personnel.</p> <p>Poor visibility into performance and maintenance compromises decision-making and safety, leading to stoppages at sea, unexpected fuel consumption, severe penalties, and loss of profits.</p> <p>Carriers are also responsible for environmental impact, accounting for 3% of CO2 emissions worldwide.</p>	<p>(White text)                      40% Smooth sailing                      50% Small claims &amp; fuel overages</p> <p>(Red text)                      10% Asset failures...                      \$10-20M Annual Penalties</p>	<p>Ships/fleet at sea moving through heavy weather and waves, crews working, operators</p> <p>Global supply chain, demand, ship loading at port</p> <p>overhead view from space of consumer imagery: city lights, flashing to gas pumps and traffic in various cities</p> <p>Maintenance imagery, stranded crew at sea in the sun, in bad weather at night, rescue ship</p> <p>Global / ocean sustainability imagery – oil spills, fumes, shoreline impact</p>
2.	<p>What if ship owners could predict their capability and expenditure against customer requirements to maximize the value of their charters?</p> <p>And empower their crews with the confidence and expertise to accurately troubleshoot concerns ahead of their voyage, at port.</p>		<p>Ships/fleet at sea moving through heavy weather and waves, crews working, operators</p> <p>Global supply chain, demand, ship loading at port</p> <p>overhead view from space of consumer imagery: city lights, flashing to gas pumps and traffic in various cities</p> <p>Port arrival, deliveries and workers offloading</p> <p>Ship at port, maintenance crew / personnel</p>
3.	<p>In 2019, Abu Dhabi National Oil Company partnered with Honeywell’s asset performance management solution to implement CPAD - their 4.0 oil and gas initiatives and 2030 smart growth strategy - to digitally transform the entire value chain.</p> <p>Now, in 2021, ADNOC L&amp;S predictive maintenance vision is expanding with SmartShip, to optimize logistics and shipping, starting with their crude, LNG, and bulk carriers.</p>	<p>ADNOC + Honeywell</p> <p>CPAD 2020: Upstream</p> <p>4.0 Digital Transformation</p> <p>2030 Strategy</p> <ul style="list-style-type: none"> <li>• Monitoring 2,500 assets</li> <li>• +15% meantime between failures</li> <li>• -20% turnaround</li> <li>• -20% maintenance cost</li> </ul> <p>SmartShip 2022: Downstream</p> <p>Crude + LNG Carriers</p>	<p>ADNOC &amp; Honeywell logos</p> <p><b>Upstream imagery:</b>                      Facilities imagery w/data-cloud overlay, screen room &amp; dashboards with engineers, well/rigs, oil fields, barrels, multiple facilities workers transportation</p> <p>ADNOC &amp; Honeywell logos</p> <p><b>Downstream imagery:</b>                      Shipping, crude &amp; LNG carrier imagery, ports w/data-cloud overlay</p>
4.	<p>SmartShip transforms operations and maintenance...end-to-end...                      from preventative guesswork...                      to coordinated, predictive precision, enabling personnel with data and analytics to monitor assets and fleet performance, in real-time...                      To visualize potential faults and anomalies, and opportunities to improve.</p>		<p>Manual labor, ship maintenance at sea (preventative)</p> <p>Dashboard user, ship maintenance at port (predictive)</p> <p>Ship with connecting points &amp; data overlay</p>

	<p>Alert multiple users at the leadership level, all from one role-based platform,</p> <p>and leverage data-driven decision making to trigger and monitor work orders</p> <p>that keep things running in truest shipshape.</p>		<p>Digital ship/fleet model wireframe vs physical actual ship and / or fleet, zoom into details, show parts, suggest measurement</p> <p>Dashboard imagery, users discussing from different locations, communication with headsets and phones</p> <p>Maintenance crews answering and beginning work, at port</p>
5.	<p>Boasting 122 vessels, ADNOC L&amp;S is the UAE'S largest integrated marine logistics company.</p> <p>At scale, SmartShip predictive analytics and insights will transform ADNOC operations and maintenance across their entire fleet,</p> <p>improving fuel efficiency to support sustainability, maximizing carrier longevity and productivity, employee satisfaction and safety, and success.</p>	<p>ADNOC L&amp;S SmartShip</p> <p>+3-5% Performance</p> <p>-3-5% Operating cost</p> <p>-10% Environmental impact</p>	<p>ADNOC logo</p> <p>UAE aerial view, surrounding ocean and ports, fleet imagery, crew / people imagery</p> <p>Show data and carriers expanding, connecting across a multiplying fleet – aerial view zooming outward</p> <p>Ships/fleet</p> <p>Employees wearing safety gear, working, interacting, and smiling/laughing interaction teamwork</p> <p>Underwater view of moving ship</p> <p>Handshakes, waving flags, sunset fleet</p>
6.	<p>SmartShip from Abu Dabi National Oil Company and Honeywell</p> <p>Completing the vision of digital transformation upstream and downstream.</p> <p>The future is what we make it.</p> <p>Let's discuss our latest progress!</p>	<p>ADNOC + Honeywell</p> <p>CPAD 2020 Upstream</p> <p>SmartShip 2022 Downstream</p> <p>The future is what we make it.</p> <p>CTA TBD</p>	<p>ADNOC &amp; Honeywell logos</p> <p>Mesh/integrate upstream imagery pathways (facilities and rigs) connecting to downstream imagery (ships and crews) to converge at port imagery with digital/data imagery overlays, then cutaway to global consumer imagery</p>

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**END OF VIDEO SCRIPT**