

BlazeCast Oil and Gas Application

Coordinating a dispersed workforce – typical of the oil and gas industry – requires planning, a well-defined process, and sophisticated communications systems. Benbria's BlazeCast solution aligns many channels of communication into one workflow, one product, and provides capabilities not previously available in standalone systems.



Through a variety of mediums, including phone, paging speakers, SMS and email, BlazeCast ensures workers receive correct information in a timely manner. The integration of various mediums makes BlazeCast a simple-to-use solution that broadcasts messages quickly and efficiently, saving time and effort, which is essential in critical situations. All channels are integrated into a single unified interface with centralized contact management, administration, broadcast controls, and reporting.

This application note describes how the BlazeCast solution fits the requirements of the oil and gas industry.

Application Scenario

The oil and gas industry has many challenges:

- » Large and distributed workforce over many rigs, plants and ports
- » Locations are geographically dispersed, and can be remote (such as off-shore rigs)
- » Extremely busy ports require careful coordination to ensure smooth operations
- » Particularly susceptible to emergency situations that need to be addressed immediately and communicated to the right people
- » High equipment cost and dangerous work conditions make efficient emergency response processes even more critical

Key Benefits of BlazeCast

- » Coordinate communication between workers and management at different locations
- » Deliver pertinent information, such as evacuation procedures or special instructions, to the appropriate ports or platforms
- » Avoid relaying a message before broadcasting it – anyone with a phone can create the message and directly reach recipients
- » Discuss and respond to emergency situations by conferencing with key people immediately during a broadcast
- » Ensure messages are delivered through all possible means using Find-Me technology
- » Know instantly who has received the message through real-time broadcast monitoring
- » Make a large broadcast with just a few clicks: BlazeCast's web interface is accessible anywhere and designed for usability
- » Paging speakers and zones are organized visually – on a map – to minimize mistakes



About BlazeCast

BlazeCast is an integrated cross-media communication system that allows any computer or digital device on the network to make broadcasts to various voice- and text-enabled devices, such as desk phones, mobile phones and paging speakers, and through SMS and email.

Application Highlight

Central office can direct an operations manager in the field to broadcast instructions from his phone to a specific loudspeaker on the other side of the port. And simultaneously phone a ship's captain with the same vital information on where a tanker should dock, or where cargo should be unloaded. Management can monitor every ongoing broadcast from a central interface, and know in real-time who has received the message and if any channels have failed.

Paging Reinvented

BlazeCast is a fully IP system that allows any connected computer or phone to page to the speakers, which can be in completely separate locations. Organizations can leverage their IP networks and infrastructure, while eliminating disconnected analog paging networks, reducing maintenance costs.

BlazeCast's dynamic paging zones enable the user to page to any configuration of speakers, and create customizable paging zones from them. The system is very flexible, allowing the user to page down to a specific speaker on the exact rig or plant required, without disturbing other areas. Selecting speakers is also quick and simple thanks to a visual representation of all the speakers available. It is literally as easy as looking at a map of the facility and clicking on the desired speakers or paging areas.

Safety and Security

BlazeCast is designed to ensure the right people receive the right message, thus eliminating errors and miscommunications. The simple 3-step process makes creating a broadcast from beginning to end as easy as a few mouse clicks. Save broadcasts about evacuation procedures and other processes ahead of time, and respond to emergencies quickly in unpredictable situations.

Dial-Out Conferencing is another way management can stay apprised of any emergency or unexpected situation; simply by opting into a conference at the end of the broadcast, key decision makers can connect with each other over their phones and discuss the next steps that need to be taken. The Find-Me feature ensures recipients are contacted through every available means, by methodically going through each recipient's prioritized list of phone numbers.

BlazeCast Configuration

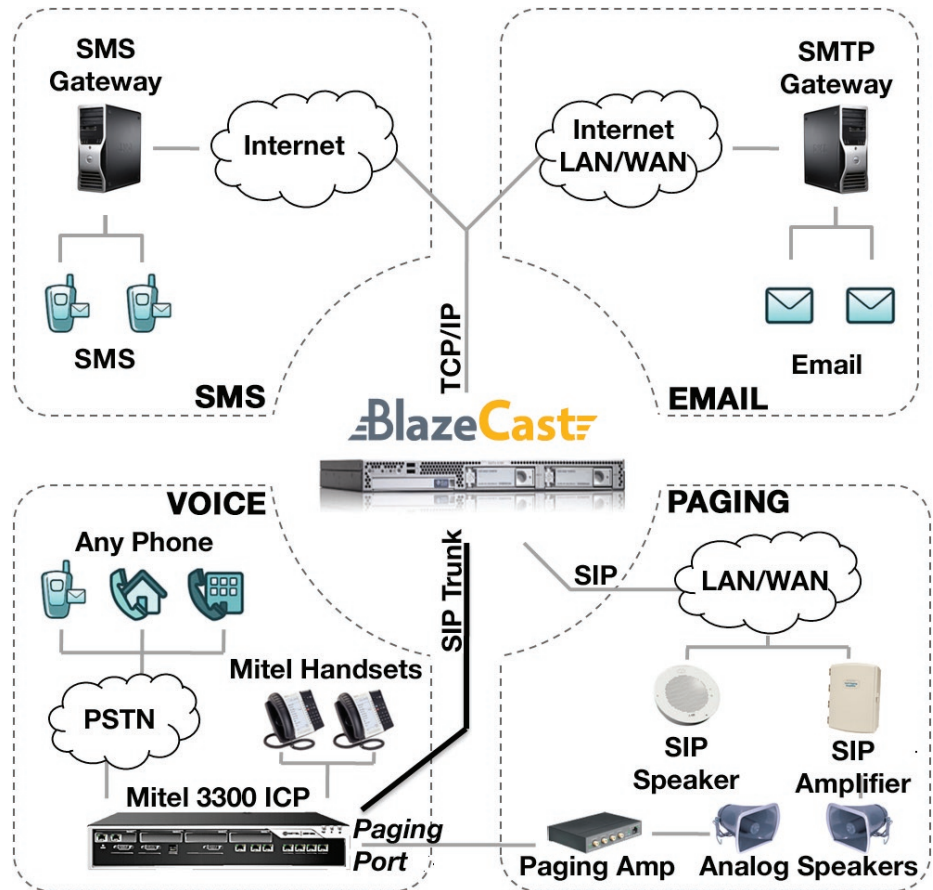
Each broadcast medium has a unique set of interactions with the surrounding network infrastructure. The following diagram outlines the overall network configuration of BlazeCast sitting adjunct to a Mitel 3300 ICP.

Paging Setup

There are several ways to connect paging speakers to BlazeCast. One way is to directly register a SIP speaker to the system, this allows the paging device to be individually addressable in a paging broadcast.

You can also connect BlazeCast to a SIP amplifier that has several traditional speakers attached; each SIP amplifier will be treated as an endpoint, so each speaker attached cannot be individually selected, but the system can broadcast to one or many end points at a time.

A third option requires the use of the paging port on the Mitel 3300 ICP. The paging port has a regular phone extension assigned it to and users can use BlazeCast to page to these speakers through the assigned SIP trunks.



Phone Setup

In order to broadcast to phones, BlazeCast needs to have more than one SIP trunk registered with a 3300 ICP and depending on the number of trunks available BlazeCast can make simultaneous calls to registered phones.

SMS Setup

BlazeCast sends all SMS messages through an external SMS gateway, and access to this gateway is necessary for the SMS broadcast feature.

Email Setup

Emails are sent using a SMTP server, which can be setup within a local network, or outside. BlazeCast has been preconfigured for Google Mail, Yahoo Mail, and Hotmail accounts. However, if you know the address of your own SMTP server, BlazeCast allows a generic SMTP server to be used as well.



BENBRIA

Benbria is focused on meeting the fundamental challenges of communicating to large and dispersed organizations. Our innovative products enable intelligent broadcasting of messages through various mediums, delivering relevant information to wherever recipients are. Benbria's offerings make formerly tedious routine communication simple and efficient, and make emergency notification fast and relevant. Benbria's solutions are built on top of next-generation IP telephony and web technologies, tailored to meet the unique communication needs of various verticals.

Benbria Corp

tel: +1 613 271 5970
email: info@benbria.com

350 Legget Drive
Ottawa, Ontario
K2K 2W7 Canada

www.benbria.com

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