

# A Pump is not just a Pump

Olesen & Jensen expands on a basis of specialized offshore knowledge

*Olesen & Jensen handles the largest motors and generators in their huge workshop and also believes that they can handle the future in a competitive offshore industry.*

## FOCUS SMALL & OFFSHORE MEDIUM ENTERPRISES

Test, maintenance and repair have become some of the largest areas of business for suppliers and sub-suppliers to the offshore industry. Traditional craftsman businesses have over the years become suppliers of complex and demanding solutions to the oil and gas industry, and among those is the electrical installation company Olesen & Jensen with head office in Esbjerg.

From the establishment as a traditional electrical contracting firm in 1919 until today, the company has been subject to a significant change. 110 control technicians, electricians, installers, IT technicians and electro mechanics cooperate on various industry and process tasks that often require special and complex solutions. A specific electro-mechanic division handles the tasks that are demanded by operators on the North Sea and in other oil producing areas.

### Outstanding year

The recent years the company's growth has been tremendous, and more personnel have been employed. Nevertheless there is great focus on unifying the efforts and consolidating the company to the future.

“With the right qualifications and the right approach to the industry's demands of dependability, reliability and loyalty, it is possible to run a reasonable business. But the company is also required to keep their products up to date with the constantly increasing demands from the offshore



industry, and we are therefore very aware of that we continually need to update the company”, Kenn Pedersen, Olesen & Jensen, explains.

### Focus on expectations

The main effort has been to ensure the necessary workshop, test and crane facilities to handle even the greatest generators and motors.

In 1988 the company was expanded to include a 1,400 m<sup>2</sup> electro-mechanical workshop that today is the company's service core. Here generators and motors are overrun, wrapped, repaired and tested. Today Olesen & Jensen services a large number of customers in both the offshore industry, wind turbine industry, power industry and shipping industry.

“As a supplier we continually have to adjust, and we emphasize the importance of having the right certificates – like for instance our ATEX certificate for reparation of electro motors – and therefore we focus much on which expectations the customers have to efficiency and reliability. A pump is not just a pump. When it is installed offshore, it has to work, and if we have not done a proper job, then it can have great costs for the customer, as he may have to replace the pump or repair it on site”, production manager Kenn Pedersen, Olesen & Jensen, explains.

### The inner lines

With a customer list consisting of the largest operators in the oil/gas and offshore wind sector, Olesen & Jensen has already proven their reason for being. If the com-

# Showing the Process in 3D Animation

A member company of Offshore Center Danmark, DAVINCI development a/s, can visualize processes and safety procedures

pany is to be developed in the years to come, it is therefore the inner lines that have to be strengthened, and that happens through a forward looking strategy.

“We are very aware of the demands that are made to increased professionalization. We work daily on strengthening the organization and following the development closely, but I think that we already today have a healthy and well consolidated company that is prepared for the challenges of the future,” Kenn Pedersen states.



3D-animation or with other words 3D-communication is becoming popular in the industry, where there is a need for being able to communicate hard-to-reach situations or demonstrate things that simply are impossible to film.

There is also a need for showing safety procedures, inner parts of pipes and machines or user and assembly instructions. All these processes and descriptions can now be done in photo real surroundings, so for instance glass actually looks like glass by means of 3D technique.

Behind the technique is DAVINCI development a/s in Billund, which currently employs 27 employees and lately has completed an order for an offshore oil operator in Denmark.

“3D animation makes it easier to communicate messages to customers, employees or to the public. It has to be done fast and efficiently, as it may be easier to show than to explain. Thereby time is saved. An animation says more than 1,000 pictures,” Sales Manager Søren Kavin, DAVINCI development a/s, explains.

“One of our other examples is the company Dantherm, which wanted to describe their UPS (Uninterruptible Power Supply). The company chose to do it with a 3D-animation, as it could show exactly the scenario, which they wanted. The animation was produced in different file sizes



and resolutions, so that it could be used both in presentations to new potential customers on trade fairs or on their website which required a smaller version”, Søren Kavin recounts.

3D is particularly suitable for demonstration of safety procedures. If an animation on new safety procedures is created, then the relevant employees can see the animation in otherwise unutilised time: For instance during production stops, helicopter transport or in periods without time pressure.

Apart from being occupied with 3D-animation and visualization, DAVINCI development a/s has a division for mechanical construction and a division, where prototypes in plastic and metal (RPT/RM) are produced.

