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People's Corner

Ranger Pro Interview with Pamela Litka & Nabil Mofti

Pamela:

Nabil, please tell me about yourself.

Nabil:

I am, above all else, a family man. I am a husband and father of two; a girl who is 9 and a boy who is 2 years old. If I am not working, I am certainly spending time with them; whether that's playing, helping with homework or some other activity. I mentioned this because that is the same spirit that I try to instill in my teams at work; we are a family. That means we will work together, help each other out, have fun, but also be honest with one another, hold one another accountable and help one another to grow and develop.

Pamela:

Your career history?

Nabil:

After graduating as an Electrical Engineer in 1993 and closing military service, I joined my first job as an electrical and instrumentation construction engineer with large international EPC in the Middle East building refineries, gas and petrochemical plants. As a fresh graduate, the two years of field work in this domain has enriched my expertise in the oil and gas industry and groomed my leadership skills to drive execution. In 2000, my career journey commenced when I joined Bentley Nevada as a System and Instrumentation Engineer, of which I was responsible for ensuring the proper installation and application of all 3300/3500 hardware with the appropriate transducers accompanying the condition monitoring software as data manager and System 1 are being installed, commissioned, and optimized to support customers in running their plant operations. While spending most of my career in Bentley Nevada operations particularly service and sales building the local footprint of expertise to ensure flawless execution and partnering with customers to enhance plant reliability minimizing unplanned time and decreasing maintenance cost, took a couple of years working with GE Power Services driving the maintenance outages of gas and steam turbines and generators.

Pamela:

Please share with us your new role with BN Services and how it differs from your previous role?

Nabil:

My Previous roles was the Digital Solutions Regional General Manager where Bently Nevada and other product lines exist within Baker Hughes Company, an opportunity to further develop my commercial and business acumen muscle leveraging, more the Baker Hughes and Digital Solution portfolio, and build higher level partnership with customers focused on their vision and how to be part of their successful journey.

Pamela:

Please share with us the direction and future of the BN Services reorganization through the lens of a services leader?

Nabil:

The Bently Nevada services organization is a key enabler to the transformation that the business is undergoing. The new organization is designed to have a customer focused mindset understanding their operation challenges and needs to drive new technologies with the product management team and a fully regional operation team that will continue to ensure best in class execution with safety, quality and integrity. We will achieve that by focusing on four growth pillars for services;

- 1) Regional Structures that are focused on flawless execution and while understand customer challenges and needs
 - 2) A global infrastructure that will drive standardization, excellence and productivity on systems, tools, and best practices
 - 3) Establishing a training organization that will help both to enhance skills and competencies internally and overhaul our external training material to the latest Bently Nevada standards and methodologies
 - 4) Enhancing the Technology infrastructure to enable our speed to market of our new software and service solutions supporting customers to run their operation more reliable, safer, and with less cost.
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Pamela:

Where do you see the BN Services team in 1 year? 5 years? 10 years?

Nabil:

One of the key differentiators for Bently Nevada services has always been our ability to partner with customers on elevating their teams' competencies and driving predictive mechanical analysis and condition monitoring of their critical rotating equipment. While we will continue to build on that foundation and enriching our global footprint; moving forward, particularly with the investments of Orbit 60, Ranger Pro, Cyber and RM&D centers from one side, and the predictive analytics and automated decision support on System 1 from the other side, this will enable our capabilities to support customers in condition monitoring and asset management as an enterprise partner not only in the oil and gas sector but also in the power, water and other industries.

Pamela:

How do you plan to restructure and balance the team into 2021?

Nabil:

Beyond what was already mentioned in terms of establishing regional teams and a COE, as well as teams to own and drive technology deployment and the overhaul of our training curricula, I would like to improve our focus on our Key Accounts to ensure that we have a deep understanding of these customers' operations, issues and pain points, and establishing solid relationships at all levels of the customer organization, particularly within the operations and maintenance teams. It's also worth highlighting that when I talk about customers, I am referring to OEM's as well as to end users.

Pamela:

What teams do you see partnering with right away to move your vision forward?

Nabil:

Given the four growth pillars I'd mentioned earlier, I would say the largest area of collaboration would be with the technology and product management teams in order to collaborate on enhancing our software capabilities, cybersecurity offering, and diversifying our diagnostic capabilities. Continuing to invest in our portfolio and technology is a key ingredient for our continued success!

Pamela:

During Covid 2020, how has the services team pivoted to support our customers? How will they continue to support through the pandemic? To that end, what kind of feedback is the services team receiving from the customers during the 2020 year that we can grow from and continue to support them with lack of interact with while previously at location?

Nabil:

Not being able to access customer sites has meant that we've had to rely more heavily – and even expand – our remote capabilities; whether that is Tech Support, delivering customer training modules and online troubleshooting tips and advises, or refocusing on our remote monitoring offering to support in maintaining and optimizing the systems and assessing the health of the critical assets. The teams across all those areas adapted to the situation extremely well and we've had several firsts and important wins over the past few months that we will certainly build on going forward.

Pamela:

So bringing it back home, why Bently Nevada Services?

Nabil:

Bently Nevada Services is a known branded franchise for being best-in-class execution and technologies in the field of vibration monitoring systems accompanied with the strongest technical knowledge on critical machinery diagnostic and condition monitoring. It is always great to be back home and be with the family where my career was born and work in such an organization where continuous investments in the portfolio to ensure that we are addressing customer long term vision and challenges and expand to cover enterprise wide solutions. Add to that the four growth pillars described earlier will well position to be a key engine in Bently Nevada's growth journey.

Pamela:

Is there anything else you'd like to highlight that we haven't discussed?

Nabil:

I would like to take this opportunity to highlight the fact that I don't believe that we leverage enough of our Baker Hughes broadest portfolio to drive more value to the plant reliability while we are working more with our customer to support their vision at the enterprise level with our latest technologies and solutions. This will strengthen more of our experience to drive our technologies and value chain to several types of industries. You will see more of these conversations & stories in the Orbit magazine come 2021.



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